



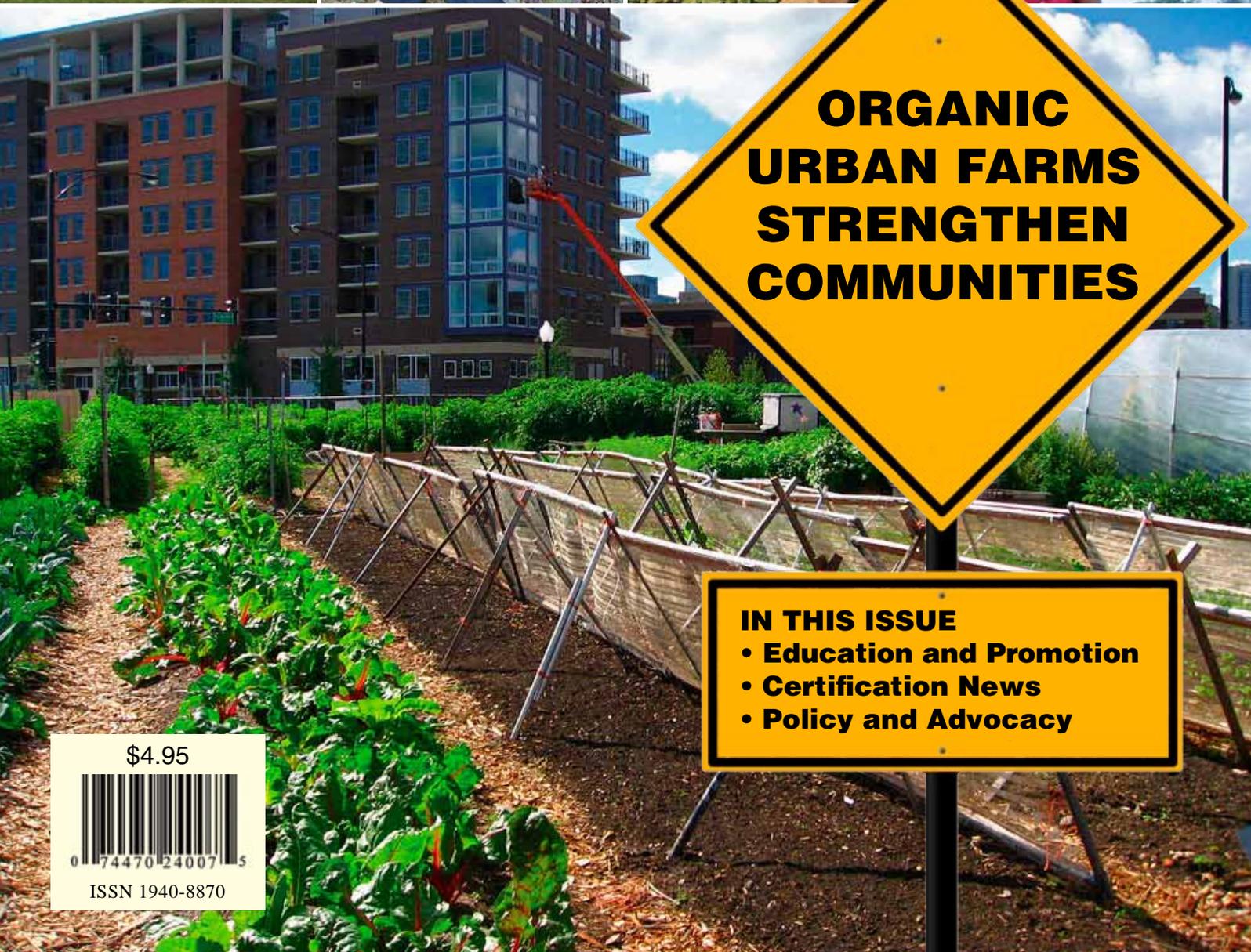
Organic News, Events, Certification Updates, Member Profiles and More!

Certified Organic

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Fall 2010



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IN THIS ISSUE

- Education and Promotion
- Certification News
- Policy and Advocacy

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Contents

First Words	4
Member News	5
Advocacy	9
Organic Urban Farms Strengthen Communities	14
Certification News	20
Chapter Update	22
Education & Promotion	26
In The News	30
Book Review	33
Events Calendar	34
Member Listings	36
Classified Ads	42

About Our Front Cover Photographs

Top row, third from the left by Guy Galante.

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First Words

Change. Change is something that evokes a great deal of emotion in us. We often get uneasy at the very thought of it. We are creatures of habit and change takes us out of our routines. Although change is often thought of as bad, change also demands modifications and improvements and is essential to survival.

The bird's beak that alters and lengthens to reach bugs buried deeper in the sand; the lizard whose skin color changes to provide greater camouflage in different surroundings; the plant that adapts its germination pattern to reflect climate variations: all of these changes reflect improvements that determined the survival of the species in a new environment. In agriculture we celebrate the change of the season. We lament the end of summer as we welcome and celebrate the fall harvest and enjoy the fruits of our labor, and we trust that the upcoming winter will give way to new shoots in the spring.

In this edition of *Certified Organic*, stories of change for the better abound. Several changes in the wine industry

resulted in awards for Energy Champions and Sustainability. Dixon Ridge Farms continues to be recognized for their excellence in conservation as a recipient of a Conservation Innovation Grant. They would never be where they are now without deciding to change and get off the grid. See Member News beginning on page 5 for more information.

The National Organic Program (NOP) realized that they need to change their approach to managing certification and is now talking about this being the "Age of Enforcement." Zea Sonnabend realized that change was needed with respect to the issue of organic seed in Mexico and spearheaded an effort to increase use there. Find out more by turning to the Advocacy column on page 9. In our feature article, you can see the effects of change as folks in Los Angeles and other urban areas bring the benefits of fresh, local, and organic agriculture to their communities. Even a landlord, steadfastly opposed to leasing land to an urban garden project in South Central LA, has changed his opinion and is now re-considering.

CCOF too is addressing change: the departure of our Executive Director along with other key staff members in Marketing and Certification. We are seizing the opportunity that this change has created. We have interviewed departing staff, those remaining and volunteers to gain perspective and to help us develop and implement positive improvements for the organization that will allow us to build our capacity to fulfill our mission to certify, educate, and advocate organic.

As you read this edition of *Certified Organic* I encourage you to think about the advantages of change and transformation in an ever-changing landscape. Recognize the reasons for change in your own organic operations and lives, then identify areas for improvement and take action! Avoid being left behind. Embrace change.



Will Daniels
Chairman of the Board, CCOF, Inc.



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Member News

Tonya Antle of Earthbound Farm to Retire

Earthbound Farm announced that Executive of Marketing and Sales, Tonya Antle, will be retiring from the company at the end of 2010. With 30 years of experience selling organic produce, Antle devoted the last 13 years of her career to helping build the Earthbound Farm brand. Antle has also been a popular mentor to young people in the organic produce world and recently became an adjunct professor in the College of Agriculture, Food and Environmental Sciences (CAFES) at Cal Poly San Luis Obispo, where she will teach a senior level course in Fresh Fruit and Vegetable Marketing. Earthbound Farm co-founder, Drew Goodman, said in the press release announcing Antles' departure from the company: "She worked tirelessly with the rest of the early Earthbound team to prove the benefits of organic. The category would be nowhere near what it is today without the efforts of Tonya and the other early trailblazers and advocates in the organic category."

Super-Local, Organic, Grass-Fed Beef Arrives at Northern California Whole Foods Market

Panorama Meats, Inc., the nation's largest producer of organic and grass-fed beef, has developed a program to introduce "super-local beef" for Whole Foods Markets in Marin County, Napa County, and Sonoma County within the next few months.



Whole Foods Market's new Blithedale store, located in Marin County, is the first store in the region to offer this "super-local beef" raised on Lunny Ranch and Diamond W Ranch. "Our goal is to offer a truly local, completely grass-fed organic beef to as many customers as possible," said Mack Graves, CEO of Panorama Meats, Inc.

Dixon Ridge Farms Receives California Conservation Innovation Grant

Dixon Ridge Farms was the only farm to be selected for a California Conservation Innovation Grant from the Natural Resource Conservation Service (NRCS). Dixon Ridge Farms was awarded almost \$10,000 to help fund their novel methods to conserve irrigation water and energy onsite.



Conservation Innovation Grants were established in the 2008 Farm Bill and aim to help the NRCS and California farmers and ranchers with technical tools to protect natural resources. Applicants to the program may receive grants of up to 50% of the project's total cost with the applicant providing non-federal funding for the remaining 50%.

CCOF Members Speak at Northern California Organic Production Seminar

More than 100 attendees listened to Phil LaRocca of LaRocca Vineyards, Chris Baugher of Baugher Ranch Organics, and Marc Breckenridge of Lundberg Family Farms speak on a producer panel at the all day Northern California Organic Production Seminar held in Chico, CA. The event, sponsored by the Organic Fertilizer Association of California and the California Association of Pest Control Advisors, was held at the Sierra Nevada Brewing Co.

The three men offered advice and anecdotes taken from their 100 years of collective experience in organic farming. Topics ranged from exporting and purchasing to biodiversity and organically sanctioned pesticides and fertilizers, indicating a level of expertise backed by years of experience and innovation. The efforts made by

LaRocca, Baugher, and Breckenridge are indicative of the ability of large commercial enterprises to contribute to sustainability by going organic.

Truly Organic Baking Brings Home Sofi Gold!

Truly Organic Baking's Bakers Basics™ Organic Banana Bread Mix was named "Outstanding USDA Organic Product of 2010" and awarded Gold at the 38th Annual Specialty Outstanding Food Innovation Awards (sofi) from the National Association for the Specialty Food Trade at the red carpet Summer Fancy Foods Show in New York. Founder & CEO of Truly Organic Baking, Kari Ani Shiozawa said in her acceptance speech, "The award



validates four years of hard work to develop a line of products that provide every kitchen the oppor-

tunity to bake organically. This is an extraordinary honor and I am thrilled to be bringing home the Gold. Choose organic for the sake of the planet!"

Community Lends Support to Injured Farmer

In August, Ken Kimes, co-owner of CCOF certified Greensward (also known as New Natives Farm), was involved in an accident on his farm that resulted in the loss of his right hand and forearm. As a result of the accident, Kimes is looking at nearly \$100,000 in medical expenses. Since the accident, the Santa Cruz community has put together a number of fundraising efforts to lend support. A fundraising dinner was held on September 19 at the home of Catherine Barr, the Pacific Cultural Center held a fundraiser on October 1, and a farm benefit dinner is planned for October 30 at Phil Foster Ranch. Kimes, along with his

Continued on page 6

wife Sandra Ward, have been organic farmers and have supported local organic agriculture organizations for over 25 years, helping establish the downtown Santa Cruz Farmers' Market in 1980. A fund has been established to offset the costs of the medical bills. CCOF recently made a donation to the fund and encourages members of the community to do the same. Donations can be sent to: Ken Kimes Medical Fund, c/o Santa Cruz Community Credit Union, P.O. Box 1877, Santa Cruz, CA 95061.

Wine Country News

DeLoach Vineyards Fights Hunger with "Vinthropic" Chardonnay

As part of the Fight Against Hunger Campaign introduced by their parent company Boisset Family Estates, DeLoach Vineyards has released a 2009 "Vinthropic" Sonoma County Chardonnay, with 100% of the wine's proceeds benefiting the Redwood Empire Food Bank in Sonoma County,



CA. This contribution furthers the goal of Boisset Family Estates to aid in relieving hunger in local communities. David Goodman, Executive Director of the Redwood

Empire Food Bank, commented: "The willingness of DeLoach to put hunger front and center is remarkable; pairing an issue as "rough" as hunger alongside a beverage as "delicate" as wine is admirable." The food bank will distribute \$4 worth of food to people in need for every dollar they receive.

"Vinthropic" Chardonnay is available for sale at the DeLoach Vineyards tasting room in Santa Rosa, CA, and online at www.deloachvineyards.com.

Since the Fight Against Hunger campaign began in 2009, Boisset Family Estates has provided over 1.2 million meals to local food banks across the United States.

HALL Wines Receives BRIT of Texas Award for Excellence in Sustainable Winegrowing

HALL Wines of California received the Botanical Research Institute of Texas' (BRIT) first International Award of Excellence in Sustainable Winegrowing at their fourth

annual Fête du Vin Dinner and Auction. Established in 1987, BRIT is an independent, nonprofit, international, botanical resource center based in Fort Worth. Its mission is to conserve our botanical



heritage by deepening our knowledge of the plant world and achieving public understanding of the value that plants bring to life. BRIT created this international award to recognize viticulturists and viniculturists who reflect BRIT's core principles of conservation, sustainability, and stewardship of the land. Kathryn Hall, who founded HALL Wines with her husband, Craig Hall, accepted the award. "We applaud BRIT for raising awareness of the importance of employing sustainable practices in the wine industry," said Hall. HALL Wines was also the first winery in the state of California to receive LEED gold status by the U.S. Green Building Council.

The Ranch Winery Expands Facilities

The Ranch Winery in St. Helena, CA, developed in 2006 by winemaking

innovator Joel Gott, has expanded its facilities to offer an expanded hospital-ity footprint, an additional crush pad and bulk storage

cooperage. The Ranch's expanded storage capacity includes a

flexible tank option ranging from 300 to 100,000 gallons and a barrel storage facility that is temperature and humidity controlled to provide a wide range of scalable storage solutions. The Ranch also offers both production and brokerage services for bulk wine. "By expanding our facilities we are able to offer an even broader range of options to meet the needs of clients both large and small," says Bob McCaffrey, The Ranch Winery's General Manager.



Constellation Brands' Clos Du Bois Winery Recognized as Energy Champion Plant

The U.S. Department of Energy's Industrial Technologies Program has named Constellation Brands' Clos Du Bois winery in Geyserville, CA,

an Energy Champion Plant of 2010. To

qualify for the annual award, operations must cut energy use by more than 250,000 MMBtus, or 15% of their total usage. "This is part of our ongoing sustainability efforts," said Greg Fowler, Senior Vice President of Constellation Wines U.S.

To reach their energy goals, Clos Du Bois worked with San Francisco State University's School of Engineering and the U.S. Department of Energy's Save Energy Now program, to audit energy. Upgrades included retrofitting lighting, insulating tanks, and upgrading refrigeration.

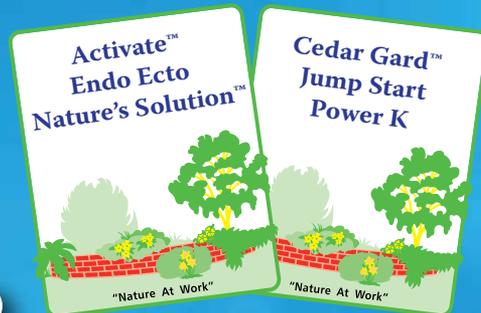
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CCOF Sponsors Meeting About Organic Seed in Mexico

Zea Sonnabend, CCOF's Policy Specialist, recently spearheaded an effort to plan and implement the increased use of organic seed in Mexico. The following is Zea's report on a recent meeting in Mexico on this topic and possible outcomes.

Since 1973, Mexico has had phytosanitary regulations that prohibit the use of imported untreated seeds. These regulations are enforced by Secretaria de Agricultura, Ganaderia, Desarrollo Rural, Pesca y Alimentacion (SAGARPA), the equivalent of the USDA in Mexico. The phytosanitary regulations are completely separate from any organic farming laws and they take priority over the recently issued organic law in Mexico. Since 2002, the U.S. National Organic Program (NOP) Federal Rule Section 205.204(a)(5) prohibits use of treated seed unless the seed is treated with materials allowed under the rule. In other words, the treatment must be wholly non-synthetic or on the National List of allowed synthetics.

The conflict between these two laws obligates producer operations located in Mexico and certified under the NOP to break one law or the other. Since most organic farming in Mexico is certified to NOP standards and much of the production is exported to the United States, accredited certifiers with clients in Mexico have been in the awkward situation of having to uphold organic rules while allowing product from Mexico to be certified. Under the NOP, CCOF does not allow any products to be labeled or sold as organic if they have been grown with seeds treated by prohibited materials.

CCOF, in cooperation with Oregon Tilth, recently organized a meeting of the stakeholders concerned about this issue to see if any progress could be made towards a solution. The meeting took place in Mexico on July 8, 2010 in Irapuato in the state of Guanajuato. It was attended by many CCOF growers as well as organic growers certified by others; many seed companies; officials from SAGARPA and the USDA Animal and Plant Health Inspection Service (APHIS); and by non-governmental agencies such as trade associations and certifiers.

The issue is extremely complicated but it was made clear by all the stakeholders present that seed treatments that are acceptable for organic must be able to be approved along with a process to obtain phytosanitary clearance for raw untreated seed. Right now only the product T-22 (*trichoderma harzianum*) is allowed, which is a fungus that colonizes roots of some species and can compete successfully with pathogens. This product however, is mostly used as a soil drench, does not work well on all species, is not formulated with approved coating agents that we know of, and can decrease seed germination in some instances. Other seed treatments that show promise include *Bacillus subtilis*, strain GB03, *Streptomyces* species, hot water treatment (which is now allowed on a small number of species but has to be done right before planting), and several essential oils.

Producers and seed companies alike want more than one option since the same treatment does not work equally for all species of crops and against all diseases. CCOF's certified members, and other growers in Mexico, are being held back from full production due to lack of availability of compliant seed.

The meeting was a good opportunity to share growers' and seed companies' experiences, to hear from the Mexican government about why they have the regulations, and to finally get government regulators in Mexico to become aware of this problem and start working on a solution. There was also a brief report on some promising alternatives for biological seed treatments. A series of next steps was identified by participants including trying to quantify the amount of vegetable production in Mexico to get at the economic impact of the issue, finding out more about the approval process for new seed treatment options through the Mexican equivalent of the EPA called COFEPRIS, working more closely with the other division of SAGARPA that is responsible for the emerging organic regulations, and continuing to organize growers and other interested parties in Mexico around the issue.



Zea Sonnabend listens to Nicolas Gutierrez, from the USDA APHIS office in Mexico, speak about organic seed.



Photos by Ernesto de la Rosa

Continued on page 11

The Twenty-Fourth

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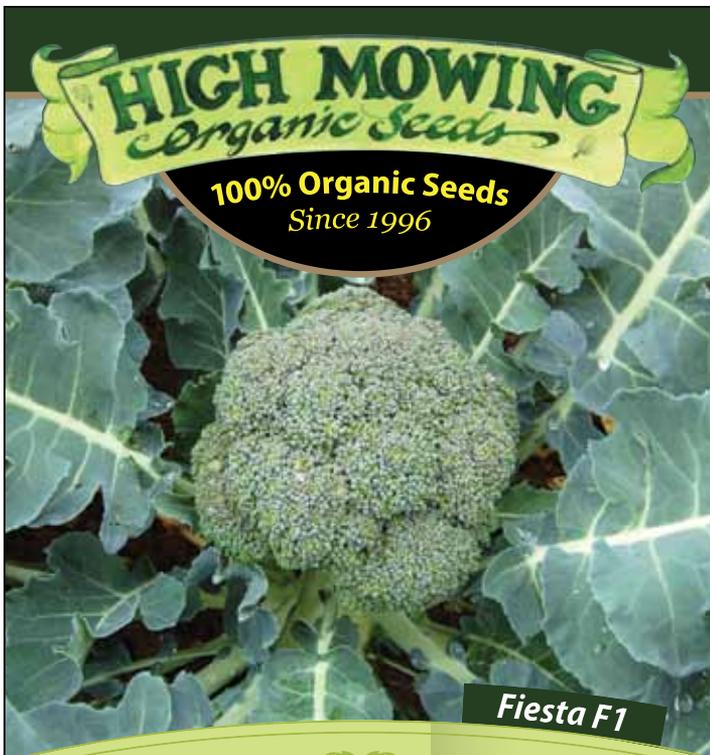
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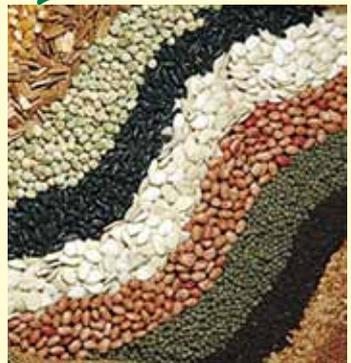
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Largely as a result of our efforts at organizing, the Foreign Agriculture Service of the USDA decided to make some funds available for the Organic Trade Association to work on Mexico issues in the future. More people from within our government have also been briefed on this issue in Washington so that it doesn't keep falling through the cracks. CCOF has formed some new alliances with growers, the seed industry, and government that we hope will eventually lead to a breakthrough on this difficult subject.

CCOF is grateful to Zea and others involved in this meeting and will continue to keep our members updated on this issue.

OTA Forms New U.S./Mexico Task Force

The Organic Trade Association (OTA) seeks members interested in participating in the OTA's new task force focusing on issues of organic trade with Mexico. The mandate is to monitor, analyze, and discuss existing and emerging issues from organic trade discussions and issue resolutions between the United States and Mexico in preparation for the World

Trade Organization's comments on revised and promulgated organic regulations. The task force will provide input to the Foreign Agricultural Service (FAS), the National Organic Program, and the U.S. Trade Representative's Office on the industry's perspective on trade issues, technical talks, future negotiations and market potential. Task force members will also provide industry support and address the concerns regarding the potential opportunities and challenges that will be created by seeking equivalence negotiations with Mexico. Additionally, the task force will provide issue assessment regarding organic seed treatments in support of OTA, CCOF, FAS, and Animal and Plant Health Inspection Service work on this issue. Participants must represent a range of trade sectors and have active interest in trade with Mexico. Direct involvement in organic seed issues is desired. Interested members should contact jpoingt@ota.com

California Boosts Enforcement of Organic Rules in Effort to Fight Fraud at Farmers' Markets

California is launching a new effort to boost enforcement of rules governing the state's organic industry. The State Organic Program (SOP) proposed new rules in June aimed at creating more consistent oversight in enforcing organic

labeling laws and making sure that farmers' market vendors who claim they are organic are truly certified as such. The SOP is, for the first time, outlining specific procedures for



investigating complaints and collecting samples to check for use of unauthorized pesticides and fertilizers. They also would allow the State to establish a spot inspection program to ensure California-made products carrying the organic label are authentic. The SOP held a public hearing on the proposed rules

in August. Rick Jensen, Chief of Inspection and Compliance for the California Department of Food and Agriculture, hopes to see the effects of new enforcement by October, 2010.

California Legislative Updates

CCOF has been working on several pieces of California legislation this past session that will impact our members. These include AB 2122, AB 2137, and AB 2612.



AB 2122 (Mendoza)

The California Association of Pest Control Advisors (CAPCA) sponsored this bill and CCOF worked closely with their lobbyist to help ensure its passage. The bill deals with the continuing education credits that Pest Control Advisors (PCAs) are required to obtain each year, a process that is regulated by the Department of Pesticide Regulation (DPR). DPR's mission includes "fostering reduced-risk pest management" and many organizations have been trying for awhile to get the Department to expand its thinking on continuing education credits. AB 2122 will require the Director of DPR to approve courses that include plant health, organic and sustainable practices, water and air monitoring, residue mitigation, maximum residue levels, quarantine practices,

Continued on page 12

and on-farm storage of fumigants, all in the context of pesticides and pest management. For CCOF this means that as we help plan the Sustainable Agriculture Pest Management Conference that we co-sponsor at Cal Poly every December, we can include speakers and panels on a broader range of sustainable and organic pest management issues. PCAs and CCAs who attend are eligible to obtain continuing education credits. This bill was signed into law by the Governor on September 27, 2010, and will go into effect on January 1, 2011.

AB 2137 (Chesbro)

The compost industry sponsored AB 2137 this year, in response to AB 856 (Chapter 257, Statutes of 2009), which became law on January 1, 2010, and which contains new organic input material (OIM) inspection, label review, and enforcement requirements for manufacturers selling or distributing OIMs to California users. AB 2137 acknowledged



the fact that composts are extremely difficult to label due to their complexity and volatility, and would have provided the compost industry with a short term exemption from label laws while they worked with stakeholders and regulators to create

a way to bring their industry into compliance with the new law. Both CCOF and the compost industry are represented on the AB 856 Implementation Subcommittee, required by the new law, and charged with recommending regulations to implement the new law. Due to the work of the Implementation Subcommittee, AB 2137 is no longer necessary.

AB 2612 (Assembly Committee on Agriculture)

This bill was sponsored by the California Farm Bureau Federation and amends the California Organic Products Act by allowing certified organic producers and processors to use their existing organic system plan paperwork for California organic registration purposes. We are grateful to the Farm Bureau for sponsoring this bill on behalf of California's organic producers. This bill was signed into law by the Governor on September 27, 2010, and will go into effect on January 1, 2011.



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ORGANIC URBAN FARMS STRENGTHEN COMMUNITIES

By Janet McGarry

Urban agriculture challenges conventional notions about the separation between farms and cities. In the modern era, cities have become environments dominated by asphalt, steel, and glass. Farms have been relegated to the countryside, often far away from the cities and suburbs that encircle them. Sprouting up in vacant lots and rooftops across the country, urban farms and community gardens are forcing us to reevaluate the wisdom of excluding farms from major population centers. Urban farms not only bring green spaces and environmental benefits to cities, they also educate citizens about nutrition, health, and our food system. In addition, many urban farms are committed to reducing poverty, homelessness, unemployment and other problems that plague our cities. Perhaps most importantly, urban agricultural projects are creating and strengthening communities, empowering people to build healthier, greener neighborhoods and lives.

The South Central Farm in Los Angeles, made famous by the Academy Award nominated documentary film, *The Garden*, demonstrates how urban gardening can dramatically transform a community. In 1992, not long after the Rodney King riots traumatized the city, South Central Farm was established on a 14 acre site in an industrial warehouse district of South Central Los Angeles. The farm became the largest urban garden in the country—a green oasis of more than a 100

different species of crops including Mesoamerican heirlooms. In 2003, the city sold the site and the following year, the owner moved to evict the gardeners. The South Central Farmers fought in court to keep the community garden and, after losing the legal battle, raised \$16.5 million to purchase the land. However, the owner refused to sell, evicted the gardeners, and bulldozed their gardens in 2006.

Despite this setback, the gardeners refused to be defeated in their mission to provide healthy food to marginalized communities. The South Central Farmers formed a nonprofit cooperative and started an organic farm on land in Buttonwillow near Bakersfield. Now, only four years after the community garden was bulldozed, the farm has a Community Supported Agriculture (CSA) program with over 3,000 participants and 28 drop-off sites. The farm's CSA has several payment options to accommodate members with limited incomes; the boxes are sold for fees on a sliding scale, and members can share boxes or purchase them every other week rather than weekly. In addition to the CSA, the farm sells its produce at farmers markets in Bakersfield and Los Angeles including in Watts and Crenshaw neighborhoods close to the prior location of the community garden. South Central Farmers is particularly concerned with providing organic produce to communities that have difficulty accessing healthy



Photo 1-2: Filling market and CSA orders at South Central Farm

foods and partner with community organizations in Los Angeles to achieve this goal. One such organization is Women Organizing Resources, Knowledge and Services (WORKS), whose mission is to secure affordable housing and healthy food for low-income families. Through a project with WORKS, the South Central Farmers sell affordably priced organic produce at 16 housing complexes.

The South Central Farmers haven't given up on their dream of re-establishing the community garden in South Central. The owner of the land has recently expressed interest in selling the land and the farmers have begun fund-raising to purchase it. Although the original South Central Garden was not certified organic, the farmers plan to certify the new community garden.

The core mission of many urban farms is to help marginalized communities that are struggling with poverty or other difficulties. CCOF member, the Homeless Garden Project in Santa Cruz, helps some of the neediest members in our society: homeless people. In 1990, the Citizens Committee for the Homeless created an organic garden to provide job-training and work in a therapeutic environment for homeless people. Celebrating its twenty year anniversary in 2010, the Homeless Garden Project continues to be a sanctuary and refuge for homeless people. Produce grown on the 2.5 acre certified organic Natural Bridges Farm is sold through Santa Cruz County's first CSA, and from the organization's retail store in Santa Cruz.

The farm provides job training and transitional employment for homeless or formerly homeless people. The program currently has a diverse group of 14 trainees. In evaluating the many applicants to the program, the farm considers whether an individual has a true need, is ready to make a change, and is willing to contribute to the farm. The farm's Executive Director, Darrie Ganzhorn, has worked at the Homeless Garden Project for 19 years, and finds that many of the homeless people in the program are isolated and benefit enormously from the farm's supportive

community. In addition to teaching trainees how to farm organically, the farm's Connecting with the Community program helps them find resources such as housing, food stamps, and medical and mental health services. Of the people who participate in the training program, 2/3 of the people become more stable while working at the farm and 1/3 of them find employment as a result of the training.



In addition to its training program, the Homeless Garden Project has a kitchen and resource center that provides meals to volunteers working in the garden and information to people either living on the streets or at risk of losing their homes.

Ganzhorn emphasizes that the farm is remarkable not only because it helps the trainees, but also because of the community that it has created. "We've lost a lot of safety nets. The Homeless Garden brings together people who want to bring back a safety net." She has observed the farm's positive impact on the homeless people and the larger community – volunteers, as well as, people who purchase produce or visit the farm. They realize that communities don't have to depend upon large institutions to solve a problem like homelessness, but can instead create solutions on their own.

Another remarkable garden that is helping vulnerable members of the urban community is the New Roots for Refugees Farm, an incubator organic farm program in Kansas City. A partnership between the Catholic Charities of Northeast Kansas City and the Kansas City Center for Urban Agriculture (KCCUA), the urban farm helps refugees from Burundi, Somalia, Burma, Bhutan, and Sudan adapt to their new lives in America. Most of the participants in the program, started in 2006, are women (the first man was recently accepted into the program) who lived and farmed in rural areas in their native countries before immigrating to Kansas City. Program manager Rachel Bonar says that the women feel disoriented and overwhelmed living in a large city in a foreign country where they can't speak their language. They

Photo 1-2: Homeless Garden Project.
Photo 3-4: New Roots for Refugees

welcome the opportunity to farm because it provides them with meaningful work that allows them to maintain their native culture and traditions while providing a “huge sense of pride.”

The goal of the three year program is to provide training and support so that its participants can start their own farms. During the first year, the program provides each farmer with a one quarter acre plot located on eight acres of land near a public housing project in Kansas City. The program also provides the farmers with seeds, tools, and water and helps them sell their organic produce at farmers’ markets and through CSAs. The farmers are required to take English classes during the off-season to participate in the program. During the second and third years, the farmers are expected to take on additional responsibility for their farms. Three of the farmers who have been in the program for three years are “beside themselves with excitement” to be looking to buy land to start their own farms.

Bonar has been impressed by the “incredible work ethic” and skill of the refugee farmers. “Their thumbs are so green.” She has found that learning goes both ways; the women have taught KCCUA new farming techniques as well as learned how to farm in Kansas City’s climate.

The program is possible in part because of the abundance of vacant land in Kansas City. The city rents land to the New Roots for Refugees Farm for only \$1 a year. This kind of arrangement would be unlikely in densely populated cities with expensive real estate like New York, Los Angeles, and San Francisco. Thus, urban agriculture is likely to develop differently in different cities due to variations in real estate values, density of population, climate, and other factors.

Like Kansas City, Detroit has a great deal of unused land; the city has more than 50,000 empty lots and analysts project that almost 50% of the city will be vacant in the next five years. This factor has helped it become a leader in the urban gardening

movement; more than 16,000 gardeners and farmers work together in 1,300 gardens across the city. Detroit is hoping that agriculture will revitalize the city and help solve problems related to poverty and unemployment. John Hartz, a wealthy financier, has provided funds for a 40 acre farm in the city, the largest urban farm in the world. An alliance of non-profit organizations is sponsoring the SHAR Foundation which plans to farm approximately 2,000 acres in 15 to 30 acre lots. The new slogan for Detroit is “We are turning Motown into Growtown.”



Earthworks Urban Farm, the first certified organic farm in Detroit, has been serving Detroit through agriculture since 1997 when Brother Rick Samyn, a Capuchin friar, started a garden to supply vegetables to the Capuchin Soup Kitchen. The soup kitchen, a program sponsored by a Catholic organization, began supplying meals to needy people during the Great Depression of 1929. The farm is located on eight plots spread over 20 city lots within a two block radius of the soup kitchen. Much of the produce from the farm is used by the soup kitchen or in jams that are sold to raise

“We are turning Motown into Growtown”

funds, but some is also sold at a market at the soup kitchen and at the Grown in Detroit co-op.

Earthworks has created many programs to supply healthy food and to educate and empower impoverished communities in Detroit. For example, the farm worked with the Wayne County Department of Health to establish markets at health clinics because many of the clinics’ patients had difficulty finding transportation to markets. At Project Fresh, WIC (Women, Infant and Children) low-income families can use coupons distributed at the clinic to purchase organic produce. Earthworks educates young people about gardening, nutrition, the environment, the food system and healthy living through its two youth programs: Growing

Photo 1: New Roots for Refugees. Photo 2-4: Earthworks

Healthy Kids for 5 to 11 year olds and Youth Farm Stand for 12 to 17 year olds. The teens grow, harvest and prepare vegetables for market, and attend market days and receive stipends for their market work. The farm recently started a nine month apprenticeship program, Earthworks Training Program or EAT, to train eight apprentices, six of whom were customers of the soup kitchen, for jobs in Detroit's growing urban agriculture sector.

Customers of the Capuchin Soup Kitchen face difficult challenges in their lives. Some are homeless or under-housed with no access to gas or water. Others struggle with mental illness or suffer from long-term unemployment. Program manager Patrick Crouch, who writes about his urban farming experiences in his blog Little House on the Urban Prairie, finds that other customers work near the farm but have few choices for lunch because the neighborhood has no full-service restaurants or markets with quality food. They pay for their meals at the soup kitchen because they know that they can get a healthy meal at an affordable price. As a result, the soup kitchen has become an important source of nutritious food as well as a social center in the community. Crouch stresses the importance of community in the farm's work. He believes and hopes that Earthworks Farm is creating and building relationships that will allow people to do important work to create a just food system.

In addition to nurturing community and helping disempowered populations, many urban farms focus on educating young people about nutrition, agriculture, and ecology. Unhealthy diets have contributed to an epidemic of childhood obesity in our country; recently published research suggests that more than 30% of American children and teens, ages 2 to 19, are overweight or obese. The Growing Experience Program, a joint collaboration between the Housing Authority of the County of Los Angeles and the University of California Cooperative Extension, is working to educate young people and strengthen community in a public housing project in Long Beach. The housing complex

has 750 family units that house approximately 2,500 people and also a senior gated community. The project started ten years ago as a 2.5 acre community garden for the elderly residents and later added a 4.5 organic farm. The organic farm, which is in the process of being certified by CCOF, supplies vegetables to three local restaurants and also for a CSA.

The farm's Summer Youth Program is a combination of education and job training; the program teaches young people how to farm organically and job skills such as how to write a resume. The University of California's nutrition program also educates the young people about healthy eating habits. James Ng, the project manager who has worked in the program since its inception, has seen the garden's positive impact on the community. For example, when the program first started, young people vandalized property in the neighborhood. However, as people started gardening in their plots, the vandalism decreased. Now the community celebrates the garden with events such as dinners cooked by chefs from local restaurants. The Growing Experience has received accolades for its remarkable achievements; the Ford Foundation and John F. Kennedy School of Government at Harvard recognized it as one of the most innovative government programs in the country.

Although most farmers in America are older, young people are a driving force in urban agriculture. Many urban agriculture projects are initiated and run by young people in their 20's and 30's. Soil Born Farms, a CCOF certified member in Sacramento, California, began in 2000 when two young organic farmers interested in urban farming left a handwritten note in a Sacramento resident's mailbox asking her if they could grow crops on her land in exchange for produce. She agreed and ten years later, the farm has grown into a venture with multiple programs. Soil Born Farms runs a CSA for 85 people and a farm stand, and supplies produce to several local restaurants and the Sacramento Natural Food Co-op. The farm also trains young farmers through an internship program



Photo 1-2: The Growing Experience summer youth program. Photo 3-4: Soil Born farming apprentices work together with youth to harvest crops/weed beds (photos by Guy Galante)



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and runs educational programs for children. Sean Hagan, the farm manager, stresses that it's not enough to grow and distribute vegetables and fruits to customers. Educating people on how to prepare tasty, healthy meals with organic produce is an important aspect of Soil Born's work. They provide cooking demonstrations and teach young people how to cook. Soil Born Farms also has a gleaning program that provided almost 20,000 pounds of produce to a local food bank in 2009.

The gleaning programs that have sprung up in cities around the country reflect another important facet of urban farming: a transformation in our attitude about the use of resources and space in cities. Instead of letting unpicked fruit turn into garbage that rots in a landfill, gleaning programs convert potential waste into valuable food supplies for food pantries and other charities. Similarly, the emergence of rooftop gardens reflects creative use of urban space to grow food. In 2010, Eagle Street Rooftop Farm, a 6,000 square foot organic farm

“The garden is a great equalizer in bringing out the best and bringing people together”

on the roof of a warehouse in Brooklyn, New York, started the first rooftop CSA farm in the country.

The first certified organic rooftop farm in America sits atop Uncommon Ground, a restaurant in Chicago. The owner of the restaurant received a \$20,000 grant from the city of Chicago to build a rooftop garden that would comply with codes and zoning regulations and serve as an example for other rooftop gardens in the city. Dave Snyder, the Farm Director, consults closely with the chefs to determine the best varieties to incorporate into the restaurant's dishes. The proximity between the roof garden and the kitchen allows him to grow rare, heirloom varieties of vegetables

that can be hard to find in markets because they don't ship well or perish quickly. For example, he grows a purple calabash tomato that due to its very thin skin is easily damaged during transport.

Dave has found that conditions on the roof are a bit different from those on the ground. The roof is 25 feet high, above the trees so that the vegetable beds receive exceptional sunlight. However, there is more wind and temperatures tend to remain higher on the roof than at ground level so the soil tends to dry out.



Soil Born helps maintain the Jonas Salk Middle School garden, directly next door to the 1.5 acre urban farm site where Soil Born was founded. (Photo by Sara Smith-Rubio)

Enthusiasm for urban gardening has generated another innovative use of space: yard sharing. Urban dwellers who don't have lawns and are frustrated with long waiting lists at community gardens can now enter into arrangements which allow them to garden on private property. The City of Santa Monica's Garden Sharing Registry provides a venue where homeowners with land can find gardeners who are looking for space to garden. The property owner provides the land and water, the gardener does the work in the garden and the two share the produce harvested from the garden. Urban Garden Share has created a similar website for yard sharing in Seattle, Atlanta, Boise and other cities. Portland Yard Sharing matches up yard sharers in Portland, Oregon.

Organic urban farms that grow and distribute organic produce at soup kitchens, food pantries and to low-income communities are destroying the myth that organic is only for the wealthy. They are reminding us of the importance of nurturing healthy living in all the neighborhoods that make up our cities. In this time when the problems facing our country can feel overwhelming, organic urban farms inspire hope and remind individuals that they can take action to strengthen their communities. Darrie Ganzhorn's comment about The Homeless Garden Project is an apt description of urban farms in general: "The garden is a great equalizer in bringing out the best and bringing people together."

Resources:

South Central Farmers

www.southcentralfarmers.com

The Homeless Garden Project

www.homelessgardenproject.org

New Roots for Refugees Farm

www.newrootsforrefugees.blogspot.com

Earthworks Urban Farm

www.cskdetroit.org

The Growing Experience

contact: Jimmy Ng, Project Manager, jng@lacdc.org

Soil Born Farms

www.soilborn.org

Uncommon Ground Restaurant

Organic Rooftop Farm

www.uncommonground.com

Santa Monica Garden Sharing Registry

www01.smgov.net

Urban Garden Share

www.urbangardenshare.org

Portland Yard Sharing

www.yardsharing.org

Urban Farm Magazine

www.urbanfarmonline.com

Certification News

Renewals Are Coming! Critical Deadlines for Maintaining Your Certification

To remain certified with CCOF every operation must submit an Annual Certification Renewal Contract and pay their certification fees. In early November CCOF will mail renewals and annual invoices to all operations. To complete the renewal process and remain certified with CCOF, you **MUST**:

- Complete your renewal contract **AND**
- Pay your annual fees

Please complete your renewal in a timely manner. Help CCOF serve you and other operations efficiently and avoid unnecessary costs by completing your contract and submitting payment by January 1, 2011. If you would like to establish a payment plan, please contact CCOF accounting using the contact information listed on the invoice. Completing your renewal on time allows CCOF to ensure timely inspections and to group inspections so they are as cost effective as possible. If you have questions, please contact CCOF.

COMPLETE YOUR RENEWAL ONLINE.

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

Critical upcoming renewal deadlines:

- **November 1, 2010:** Renewals mailed.
- **January 1, 2011:** All renewals and annual payments due.
- **February 15, 2011:** A Notice of Noncompliance and a \$75 late fee will be issued to all operations that have failed to complete the renewal process. This is also the last day to withdraw from CCOF certification without accruing certification fees in 2011.
- **March 15, 2011:** A Notice of Proposed Suspension and an additional \$75 late fee will be issued to all operations that have failed to complete the renewal process.
- **April 15, 2011:** All operations that have failed to complete the renewal process will have their certification suspended. If your certification is suspended and you wish to be certified organic in the future, your certification must be reinstated by the NOP after a costly and lengthy process.

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

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

Methionine Use in Poultry Extended to October 1, 2012

The National Organic Program recently announced an amendment to the National List regarding feeding the synthetic amino acid methionine to organic poultry. This interim rule extends the current allowance until October 1, 2012 with the following maximum allowable limits of methionine



per ton of feed: 4 pounds for layers, 5 pounds for broilers, and 6 pounds for turkeys and all other poultry. This interim rule is based upon a recommendation by the National Organic Standards Board (NOSB) on April 12, 2010.

Methionine is an essential amino acid necessary in poultry diets for proper cell growth and feather development. While methionine is naturally present in organic poultry feed, the amount is not sufficient to maintain the optimal health of the birds. The NOSB determined that the loss of the use of synthetic methionine would disrupt the organic poultry market and cause substantial economic hardship to organic poultry operations.

The interim rule became effective October 1, 2010, and was available for comment until October 25, 2010. CCOF has provided this information to poultry producers and encourages all organic poultry operations to remain engaged on this issue as a final rule is published and the 2012 deadline approaches. The interim rule and public comments may be viewed at <http://www.regulations.gov>, filed as document AMS-NOP-10-0051.

NOP Publishes Organic Program Handbook

The National Organic Program (NOP) published the first edition of the U.S. National Organic Program Handbook, a compilation of documents intended to guide organic operations and certifiers and aid in the consistent implementation of the NOP standards. Written as a set of best practices, the guide provides resources and attempts to answer important questions and compile past NOP policies, creating a clear system for program guidance in the future.

The first edition does not contain many new requirements that directly affect CCOF operations, but it does provide information about recordkeeping requirements, accreditation processes, and how the NOP addresses suspension reinstatement and appeals. The handbook clarifies that organic certificates may not contain an expiration date, but CCOF operations may see changes to CCOF certificates, such as an anniversary date indicating when the operation must update their organic system plan. The handbook also directs

Certification News

certifiers to report the results of complaint investigations to the NOP; the NOP will handle any compliance issues that result from the investigations.

We applaud the NOP's clear effort to improve communication and consolidate past guidance into a single accessible location. In the future, CCOF expects the NOP to add new sections and to address specific issues regarding a wide range of subjects.

The guide can be viewed by visiting: www.ams.usda.gov/NOP Program Handbook. Printed copies can be made available upon request to Standards Division, National Organic Program, 1400 Independence Ave., SW., Room 2646-S, Ag Stop 0268, Washington, D.C. 20250-0268; telephone: (202) 720-3252; fax: (202) 205-7808.

New CCOF LLC Management Committee Members

The CCOF Certification Services LLC Management Committee is appointed by the CCOF Inc Board of Directors to oversee CCOF's certification operations. This group,

composed of non-CCOF certified individuals, represents the CCOF membership and ensures oversight of certification. On August 20, 2010 the CCOF Inc Board of Directors reappointed the existing three members of the committee, Sean Swezey, Peggy Miars, and Karen Klonsky to one year terms. The board also appointed Brenda Book and Tom Chapman to three year terms. These staggered terms will ensure continuity on the committee while providing an opportunity for the existing committee members to seek reappointment at the conclusion of their term.

The two new members have extensive organic certification experience and will provide important perspectives on behalf of the board. Brenda Book has worked for many years in the Washington State Department of Agriculture's (WSDA) organic program. She is well-versed in organic certification processes and management. Tom Chapman is employed by Numi Tea and also has organic certification and compliance management experience. These two new additions will fill a key role vacated by the recent resignation of Emily Brown Rosen upon her acceptance of a position with the National Organic Program.

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Chapter Update

CCOF was founded in 1973 as a mutual assistance and certification organization. Certification was conducted by establishing a regional chapter system where farmers inspected each others' fields, established standards, and reviewed certification reports through these regional groups. Since the National Organic Program went into effect in 2002, many of the CCOF chapters have been struggling to find their purpose within CCOF and some have disbanded altogether. Over recent years CCOF has begun to look at ways in which we can innovate and reinvigorate the CCOF chapter system.

In August of 2009, CCOF hired Program Specialist Tina Cosentino, and one of her projects is to analyze and improve the chapter system. In the spring of 2010, Cosentino conducted an extensive assessment of the CCOF chapter system by interviewing past and present chapter leaders, Regional Service Representatives (RSRs), staff, and members. The assessment was presented to the CCOF Board of Directors in May 2010, who promptly asked for the Chapter Sub-Committee to reconvene to address some of the key issues identified in the assessment. The Chapter Sub-Committee is made up of representatives from each of the current CCOF chapters. The first task of the Sub-Committee was to develop a "Chapter Best Practices" guide for chapter leaders that clarifies the roles and responsibilities of chapter leaders; provides guidance for meetings and chapter communications; and establishes election protocols for chapter leaders, committee members, and board members. This guide will be shared with chapter leaders in a webinar this fall.

What is the purpose of chapters?

According to CCOF Bylaws: *Chapter organizations of CCOF are intended to serve the needs of specific regional, functional, and special interest groups within CCOF. All Chapters are required to adhere to and promote the purposes and goals of CCOF. There shall be no more than thirty (30) Chapters of CCOF at any given time.*

CCOF would like to reaffirm the purpose and the role of CCOF chapters. We believe the chapters have a vital role to play in developing leaders for the organic community. During one of their sessions this summer the Chapter Sub-Committee voted to approve the following revitalized statement of purpose for chapters:

CCOF chapters can help raise awareness of the CCOF brand and the importance of organic through: coordinating and hosting educational activities, promoting and advocating for CCOF and organic, providing a sense of community and a local connection to CCOF, providing leadership development opportunities, conducting community outreach, and networking. Chapters may also assist with Annual Convention planning and outreach, participate on CCOF advisory committees like policy and marketing, and help identify and mentor potential and new certified operations.

CCOF encourages chapters to expand their role to help promote CCOF and organic. For example, the San Luis Obispo Chapter hosts a "Pallet to Palate" event which brings together local farmers and chefs to create meals showcasing local and organic products. The Fresno-Tulare Chapter has donated funds to the Student Organic Farm and Internship program at California State University, Fresno, and CCOF farmers have hosted interns on their farms, helping to train a new generation of organic farmers.

CCOF also encourages chapters to get involved with the Natural Resources Conservation Service (NRCS) local working groups as these groups can help the NRCS State Technical Advisory Committee (STAC) advise NRCS how to prioritize USDA Farm Bill funding into technical assistance and conservation programs on the ground. Chapter members can help determine, for example, how NRCS Organic Transition money is spent in your chapter.

What is an RSR?

Regional Service Representatives, or RSRs, schedule inspections for certification and are available to help answer your technical questions regarding certification and maintaining organic certification. RSRs do not manage or run the chapters.

Who can I talk to at CCOF about chapter related matters?

The CCOF Program Specialist is your chapter liaison to CCOF. The Program Specialist can help with chapter leadership development and training so that your chapter operates smoothly. The Program Specialist can also help provide speakers for your meetings, help the chapter organize educational workshops or fields days, and assist you in getting the word out about local or regional chapter activities that help to promote CCOF and organic. You should notify the Program Specialist when you are having a chapter meeting or event and when you are holding a chapter election by emailing programs@ccof.org.

What chapter am I in?

See side box for information about what chapter you are in and how to contact your chapter leaders to get involved! All CCOF certified members based in California belong to a chapter for their geographical region (except the PR Chapter, which includes all processors, regardless of where they are located). To see which CCOF chapter you belong to, examine your client code, which can be found on your organic certificate. The first two letters of the client code correspond to your chapter designation.

If you have any questions about what chapter you belong to please contact programs@ccof.org

Chapter Contacts

At-Large Chapter (AL) –

Certified members outside of established chapters, including international members in Latin America

Big Valley Chapter (BV) –

Contra Costa, Merced, San Joaquin and Stanislaus Counties

William Thompson

Chapter Secretary/Treasurer
(209) 988-6388
bugmanbill@mac.com

Central Coast Chapter (CC) –

Alameda, Monterey, San Benito, San Mateo, Santa Clara, Santa Cruz and San Francisco Counties

Grant Brians

CCOF Board Representative
Heirloom Organic Gardens
(831) 636-6587
studiegrant@yahoo.com

Fresno-Tulare Chapter (FT) –

Fresno, Kings, Madera, Mariposa, Mono and Tulare Counties

Mike Braga

Chapter President
Sherman Thomas Ranch
(559) 674-6468
bragafarms@yahoo.com

Humboldt-Trinity Chapter (HT) –

Humboldt, Del Norte and Trinity Counties

John LaBoyteaux

Chapter President
Camp Grant Ranch
(707) 923-2670
helenthemelon@earthlink.net

Kern Chapter (KE) –

Kern County

Malcolm Ricci

CCOF Board Representative
Bolthouse Farm
(661) 366-7209 ext. 1528
mricci@bolthouse.com

North Valley Chapter (NV) –

Butte, Glenn, Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama and Yuba Counties

Phil LaRocca

CCOF Board Representative
LaRocca Vineyards
(530) 899-1028

Pacific Southwest Chapter (PS) –

Desert Valley, Imperial, South Los Angeles, Orange, Riverside, San Bernardino and San Diego Counties

Soleil Develle

Chapter President
PanORama Farms
(760) 521-7649
panoramafarms@gmail.com

Processor/Handler Chapter (PR) –

Processors, Handlers, Packers, Retailers, Brokers, Private Labelers and Restaurants

Will Daniels

Chapter President/CCOF Board Representative
Earthbound Farm
(831) 623-7880
wdaniels@ebfarm.com

San Luis Obispo Chapter (SL) –

San Luis Obispo County

Eric Michielsens

Chapter Secretary/Treasurer
Poza Organic Farm
(805) 438-4609
(805) 441-3438 (cell)
ericm@clarkvalleyfarm.com

Sierra Gold Chapter (SG) –

Alpine, Amador, Calaveras, El Dorado, Nevada, Placer and Tuolumne Counties

Michael Lawrence

Chapter Secretary
Goodness Orchard
(530) 644-6448
fraulawrence@yahoo.com

South Coast Chapter (SC) –

Irvine, Santa Barbara, Ventura and North Los Angeles Counties

Allen Harthorn

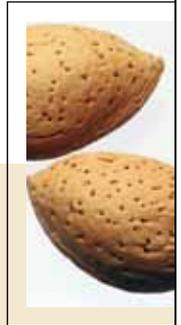
CCOF Board Representative
Harpos Organics
(530) 893-0360
ahart@harpos.to

Yolo Chapter (YO) –

Colusa, Sacramento, Solano, Sutter and Yolo Counties

For more information about the CCOF chapter system, visit www.ccof.org/chapters.php

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Education & Promotion

Napa Valley Organic Winegrowing Conference

In July, Jane Baker, CCOF's Director of Sales and Marketing, and Elizabeth Whitlow, Regional Service Representative for the North Coast, attended the Napa Valley Grapegrowers' 2010 Organic Winegrowing Conference at CCOF certified Frog's Leap Winery in Rutherford, CA. The conference agenda addressed key issues in organic wine grape growing including soil biology for vine health, and integrated pest management challenges specific to viticulture. New breakout sessions at this year's conference included one focused on the topic of "Organic Wine Marketing" with presentations by The Nielsen Company and the UCLA Institute of the Environment who discussed the findings of their recent study entitled "Eco-Labeling Strategies and Price-Premium: The Wine Industry Puzzle."



Regional Service Representative for the North Coast, Elizabeth Whitlow, speaks with wine producers.

findings of their recent study entitled "Eco-Labeling Strategies and Price-Premium: The Wine Industry Puzzle."

Grower Certification Route 1 Field Trip

In early July, CCOF staff members from the grower certification department toured several CCOF certified operations located on the California Coast off Highway One. The first stop was a greenhouse tour at Pastorino Farms, led by



owner Stan Pastorino. Of particular interest on the tour was Pastorino's explanation of the "Dutch method" used by the farm to grow their tomatoes. The method involves utilizing the plant's indeterminate growth characteristic by trimming leaves to increase productivity. CCOF staff also had the opportunity to view the farm's demonstration garden, where visitors have a chance to view some of the farm's permaculture growing methods in action.

The group then headed to Abundant Farmer, a newly certified organic aquaponic farm near Half Moon Bay that currently grows basil and leafy greens. Michael Behan provided the tour of the facilities, where the group was able to see how aquaculture, or the raising of fish, can be combined with hydroponics (soiless growing). Abundant Farmer's system creates a symbiotic relationship between the fish and plants by using the waste produced by the tilapia fish to provide nutrients to the plants, while the plants clean the water for the fish.



Kelly Lehman, Grower Certification Specialist for CCOF, who attended the tours, had this to say about the fieldtrip: "The grower certification team was thrilled to be invited to explore greenhouse operations along the coast. We enjoyed seeing innovative practices in place and meeting a few of the many CCOF producers dedicated to organic production."

CCOF Staff Participate in the Western SARE Tour of Organic Farms

In mid-August, CCOF's Policy/Program Director, Claudia Reid, participated in the Western Sustainable Agriculture Research and Education (SARE) Administrative Council meeting and tour of the Salinas Valley and Monterey area that included a number of CCOF certified farms. SARE is a program of the U.S. Department of Agriculture that functions through competitive grants conducted cooperatively by farmers, ranchers, researchers, and agriculture professionals to advance farm and ranch systems that are profitable, environmentally sound and good for communities.

Continued on page 28

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Education & Promotion

Continued from page 26

The day began at Delphino Ranch/Strawberry Farm, part of the Driscoll's berry company, where participants learned about sustainable pest control practices in strawberry production.

The tour continued at CCOF certified member Earthbound Farm where tour participants learned more about sustainability practices within the context of organic certification and witnessed greens being harvested from fields on the east side of the Salinas Valley.

After lunch, the tour group headed to the Agriculture and Land Based Training Association (ALBA) where they learned about ALBA's mission and practices as an economic incubator working with farm workers who want to transition. Information was provided on both the farming

side of operation as well as how the farm produce is sold at a local farmers' market.



Cristobal Alvarez leads the tour of Delphino Ranch

The tour ended on the western slope of the Salinas Valley, at Paraiso Winery, where the group enjoyed the bounty of the farmers and winemakers who make California's agriculture the best in the world.

At each of the tour stops, discussion centered on sustainable and organic farming practices – what works and what doesn't work – and on how the WSARE program and others like it can provide practitioners with needed funding to research successful practices.

For information on upcoming organic events, see page 34

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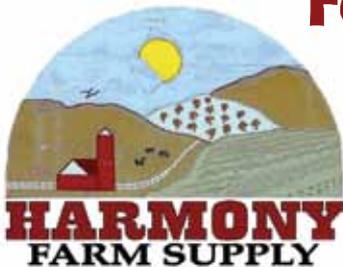
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In The News

U.S. Organic Regulators Crack Down on Violators

The USDA's National Organic Program (NOP) said this August that, over the last seven months, it has successfully settled three organic enforcement cases, collecting a total of \$14,000 in penalties. Prior to 2010, the NOP had issued civil penalties only three times since implementation of the program began in October 2002. Since October 1, 2010 and in response to the 2010 Office of Inspector General audit findings, the NOP said it increased enforcement actions to strengthen its role in protecting the integrity of organic regulations. One such action has been the increased assessment and collection of civil penalties through settlement agreements. For more information regarding the USDA's enforcement of organic standards, see "The Age of Enforcement" article in the Spring 2010 issue of *Certified Organic*.

United Nations Supports Organic Farming to Fight World Hunger

In an international meeting on agroecology held on June 22, 2010 in Brussels, the United Nations' Special Rapporteur on the Right to Food, Olivier De Schutter, announced that, in addition to keeping precious resources like soil and water clean, organic and sustainable agricultural practices can help end world hunger and fight global climate change. De Schutter, an agroecology expert, stated:



"Governments and international agencies urgently need to boost ecological farming techniques to increase food production and save the climate." De

Schutter decried claims that large-scale industrial production methods using modified seeds and chemical fertilizers can help developing nation farmers, when, in fact, these methods lead to rapid soil and water degradation. "We have to find a way of addressing global hunger, climate change, and the depletion of natural resources, all at the same time," De Schutter announced. "Anything short of this would be an exercise in futility."

USDA Admits Link Between Antibiotic Use and Human Health

The United States Department of Agriculture (USDA), joining the Food and Drug Administration (FDA) and Center for Disease Control and Prevention, admitted that the use of antibiotics in farm animal feed is contributing to the growing problem of deadly antibiotic resistance in America. At a hearing of a House Energy and Commerce subcommittee on July 14, 2010, Dr. John Clifford, Deputy Administrator for Veterinary Services for the USDA's Animal and Plant Health Inspection Service (APHIS) read from his previously submitted testimony that the USDA believes it is likely that the use of antibiotics in the U.S. in animal agriculture does lead to some cases of drug-resistant bacteria in humans and the animals and has an adverse impact on public health. The FDA has decided, with the "weight of the evidence," to begin calling for changes in how antibiotics are used in farm animal production.



Organic Agriculture Promotes Evenness and Natural Pest Control

A recent study from scientists at Washington State University and the University of Georgia analyzed the impact of species diversity and

the evenness of populations on pest control and feeding damage in organic and conventional potato fields in Washington State. The study found that in conventional potato fields, one species accounted for 80% of the organisms present, while in the organic fields, the dominant species never accounted for more than 38%. Organic farming, which promotes diversity among natural organisms, is able to mitigate the damage that dominant species can cause, as they are not so easily able to take over the given ecological system. The higher degree of evenness in the organic fields translated into lower pest populations and plants that were 35% larger than their conventional counterparts. The study combined both field work on the farms in Washington State and a meta-analysis of 38 published studies which focused on predatory-prey levels and impacts on yields. The researchers concluded that organic farming, with its higher evenness of natural pest enemies, increased yields.

Study Confirms Organic Strawberries Are Healthier

A recent study, conducted by researchers from Washington State University and published in the online journal PLoS One, found that organic strawberries have higher levels of antioxidants and higher concentrations of Vitamin C. Researchers also found that organic strawberries have a longer shelf life than their conventionally grown counterparts. The Diamante variety, one of three varieties of strawberries that were studied, was found to have a better taste and appearance. The research took place over the course of two years and was conducted on 13 adjacent pairs of organic and conventional fields used by growers in the Watsonville area. The landmark study is considered to be the most comprehensive of its kind and lends credence to the long-held belief by organic strawberry consumers that organic strawberries are better tasting and better for you.

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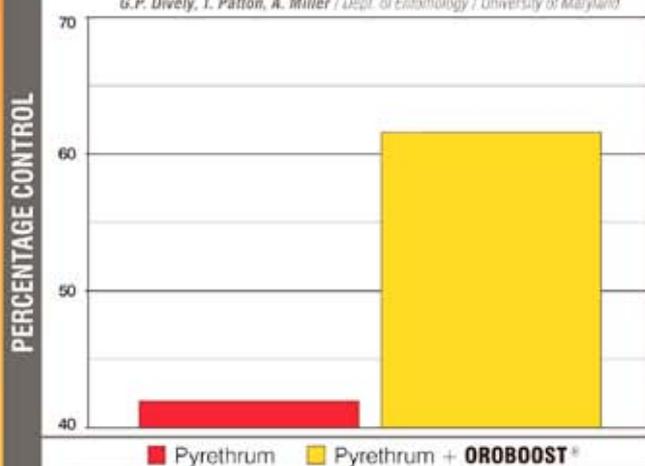


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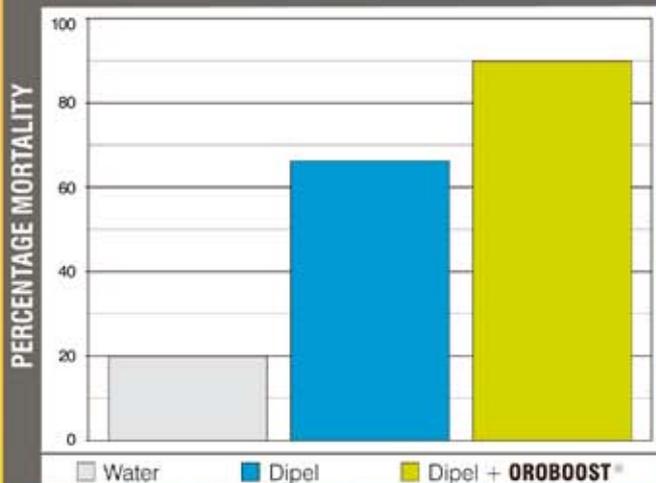
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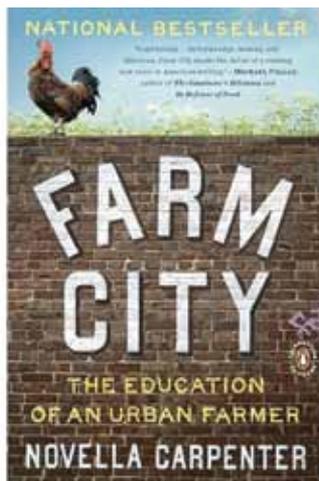


Continued on page 42

Book Review

Farm City: The Education of an Urban Farmer

Farm City is a humor-filled memoir about a classically educated woman, Novella Carpenter, who lives in Oakland with her husband growing food. It is filled with hilarious stories and endless inspiration for the budding urban farmer or homesteader. Keeping chickens, rabbits, turkeys, bees, and pigs, Carpenter seeks to do it all in the smallest space possible using her apartment, backyard, and an attached piece of vacant property to grow crops and raise animals. *Farm City* is less about growing crops and more about raising meat animals at home. This focus on animal husbandry over crop production serves as a discussion, not a lecture, about the ethics of eating. Carpenter approaches the life and death of her animals as a “dialogue with life,” and struggles with the reality of slaughtering animals that seem almost like pets. The book is filled with meditations on eating, raising animals, and American traditions, such as Thanksgiving. Each section is dedicated to the raising of an individual meat animal and her vignettes hold tips as well as subtle warnings and hazards for those readers seeking to start their own homestead.



While backyard gardens and farms are a feasible option for many individuals and families, Carpenter takes the concept of urban farming and amplifies the idea into a menagerie of animals and projects. Yet for all of her work, Carpenter finds that it is extremely difficult to subsist solely on the bounty of her land. In her attempt to eat only from the farm for a one-month period, Carpenter whines and groans about her hunger with sarcasm, grumpiness, and desperation. Her attempts at backyard farming go beyond self-sufficiency and serve as a test of her competency. Carpenter proves to the reader that she, and other determined city dwellers as well, can, in fact, raise two 300 pound meat animals in their backyard by feeding them from the dumpsters of local restaurants. She demonstrates that it is possible to raise the majority of one's diet at home and, perhaps most importantly, illustrates to us that it is possible to name, raise, and love the animals that will eventually land on the Thanksgiving table.



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Events Calendar

OFRF Farmer Training



**November 15, 2010,
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The Organic Farming Research Foundation (OFRF) is sponsoring a workshop titled "Integrating Organics with USDA Conservation Programs." The training will address farmer participation in State Technical Committees and Local Working Groups. These groups advise the USDA Natural Resource Conservation Service (NRCS) on implementation of conservation programs at the state and local level. By participating in State Technical Committees and Local Working Groups, organic producers help shape programs like the EQIP Organic Initiative and the Conservation Stewardship Program so that they better reward the conservation benefits of organic agriculture. The workshop runs from 8:30am to 5:00pm. There is no cost for attending, but space is limited so please sign up early. Travel stipends are available and lunch will be provided. If you would like more information, please contact Tracy Lerman, Policy Program Organizer, at tracy@ofrf.org or call 831-426-6606.

36th Winter Fancy Food Show



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31st Annual EcoFarm Conference



**January 26-29, 2011,
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The annual EcoFarm Conference has brought food systems stakeholders together for education, networking, and celebration for the past three decades. Join CCOF at this year's conference featuring over 60 workshops by prominent speakers covering the latest technological advances in agriculture, marketing strategies, and other important food systems issues. Enjoy organic meals and live entertainment. Learn more at www.eco-farm.org/efc/.

World Ag Expo



**February 8-10, 2011,
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CCOF Annual Convention



**February 18-20, 2011,
Ventura, CA**

Join us for CCOF's Annual Convention. The Convention begins with the CCOF Inc. Board of Directors meeting and is followed by CCOF's Annual Meeting and an evening reception, hosted by the South Coast Chapter, from 5pm-9pm. Day two of the Annual Convention is a full day Education Conference titled "Growing the Organic Market" with hands-on workshops and panel presentations focused on how to bring your organic products to market. Day two will also include a trade show of exhibitors that service and support the organic sector. Farm tours of local CCOF operations in the Ventura/Oxnard area are planned for the third and final day. Visit www.ccof.org/educationconference.php for more information.

For more organic events, visit CCOF's online calendar at www.ccof.org/calendar.



9th Annual Sustainable Agriculture Pest Management Conference

**December 3 - 4, 2010
Veteran's Hall, San Luis Obispo, CA**

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Once again CCOF will be partnering with Cal Poly, College of Agriculture Food and Environmental Sciences (CAFES - formerly SARC) to host the 9th Annual Sustainable Agriculture Pest Management Conference. The conference provides active industry professionals; pest control advisors, consultants and organic growers with information on innovative strategies for controlling pests using sustainable agriculture practices.

The conference agenda is under development and will include leading researchers, PCAs, extension specialists and growers talking on a wide variety topics such as tools for biologically-integrated pest control, important regulatory updates and issues, beneficial soil organisms, bio-control and risk-reduction strategies and year-round IPM programs.

For the full agenda, visit www.ccof.org/pcaconference.

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Temple City, CA
ctnanu@gmail.com
Apples, Asian Pears, Avocados,
Cherries, Grapefruit,
Guavas, Jujubes, Kumquats,
Mangos, Oranges, Peaches,
Persimmons, Pomegranates
626-354-9797

Upper Ojai Walnuts

Loa E. Bliss
Waban, MA
loabliss@hotmail.com
Walnuts
617-969-0112

USALoe Inc.

Rex Zinn & Douglass Verner
Valley Center, CA
doug@usaloeinc.com
Aloe Vera
760-996-9980

Valley Select, LLC

Jennifer Kalfsbeek & Rick Rhody
Dunnigan, CA
jkalfsbeek@valleyselect.net
Rice, Rice (Brown), Rice
(White)
530-476-3000

Waffle Lady, Inc.

Jeanne Scott
San Juan Capistrano, CA
waffelady@mac.com
Baking Mix, Oatmeal
www.waffelady.com
949-361-4728

Walker Vineyards

Matt Walker
Livermore, CA
mhwalker@trane.com
Grapes (Cabernet Sauvignon)
925-245-0601

West Adelaide Mountain Ranch, LLC

David T. West & Charlie West
Paso Robles, CA
cchein@wildblue.net
Walnuts
805-239-2260

West Coast Tillage LLC

Stevan, Brandon & Rebecca Shelton
Buckeye, AZ
dusty0707@aol.com
Alfalfa, Sudan grass
602-305-6901

Windy Hills Farms

Brian H. Oliveira
Byron, CA
oliveiraenterprises@gmail.com
Barley
209-835-9382

Woolley Farms

Robert & Joanna Woolley
Valley Center, CA
joannawoolley@gmail.com
Grapefruit
760-749-6170

World Contract Packagers

Brian Kenny
Roscoe, IL
bkenny@worldcontractpack.com
Baby Food, Packaging
www.worldcontractpack.com
815-624-6501

NO LONGER SEEKING CERTIFICATION

Albrecht Farms

Arizona Natural Resources, Inc.

Barbara Beck

Bidart Bros.

BKD Organic Farms, LLC

Burylson Enterprises

C & K Farms

D & S Blueberries, Inc. (DSA)

Greenhearts Family Farm

Ironhorse Organics

J & B Dairy

Jacobs Dairy

Meadow Song Farm

Medeiros Dairy (John & Deanna Medeiros)

Milbar Laboratories, Inc.

Miller Creek Vineyard

Mom's Pizza Dough

Moreno, Martinez Farms

Nilsson Farms, Inc.

Oak Valley Dairy

Organic Alliance, Inc

Paula's Pantry

Peaceful Glen Organics

Poseidon Farms, LLC

Protein Solutions, LLC

Sherrie's Farm

Sunorganic Farm

Wiebe Farms Inc.

William and Jane Pitman

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Boston, MA
dflannery@convertedorganics.com
www.convertedorganics.com

Contributing Business

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Andy Forth
Huntington Beach, CA
(760) 803-3512
andy.forth@ecocover.com
www.ecocover.com

Ag Advisor

Kim Stewart
2945 Harding St., #109
Carlsbad, CA
(760) 730-0990
kim@tierra.ws

Family/Promoting Individual

Laura Torresan
La Honda, CA

Individual

Kevin Haller
San Jose, CA

Dr. Mha Atma Singh Khalsa
Los Angeles, CA

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Huntington Beach CA

Patrick Haggarty
Oakland, CA

Victoria Mekertin
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Brennan Myracle
Atascadero, CA

Richard Redfern
Albion, CA

Darlene Ryniec
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Janelle R. Schweighoffer
Medfield, MA

Barbara H. Seiple
Philadelphia, PA

Andrea Shlien
Petaluma, CA

Classified Ads

FOR SALE

Refrigerated Trailer for Sale

24-foot refrigerated trailer for sale for \$3,000. Works well. For more information contact John Teixeira at (559) 694-0017 or by email at lonewillow@aol.com.

LAND FOR SALE/LEASE

64-Acre Historic Ranch

A 64-acre historic ranch is for sale in Twisp, WA in the scenic Methow Valley (NE Cascades). The ranch includes an impeccably restored farmhouse circa 1900s, numerous barns and outbuildings and 1,500 feet of pristine creekfront and a year-round pond. Excellent water rights, sandy loam soils and new pivot irrigation systems. Currently running sheep and growing hay. Small orchard with fruit trees, berries and grapes. Ready for organic certification with no chemical fertilizers or herbicides used for at least five years. Conservation easement potential. For more information call (509) 997-0819 or visit www.oldschoolhouseranch.com.

Salinas Valley Acreage for Lease

About seven acres of land with or without a house is available in the Salinas Valley. The land has excellent drainage and production, certified organic history, and has long been used in strawberry production. Ag structures available for compliance and general usage; new ultra efficient Ag-pump with large tanks. Some equipment and fabrication available. Very flexible terms. For more information or a meeting, contact owner Lance Cleaver at (831) 905-3411 or by email at batcom@aol.com.

40 Acres in South Monterey County

Forty-plus fallow acres suitable for organic vineyard are for sale in the San Antonio Valley American Viticultural area known for its

Bordeaux and Rhone varietals. Seller states that no chemicals such as herbicides and pesticides have been used on the property for at least seven years facilitating possible organic certification. The property includes a three bedroom, two bath house, four outbuildings, and four corrals. The asking price is \$537,200 and the sellers will donate 3% of their proceeds to CCOF if you mention that you found out about the property from CCOF (CCOF has no existing relationship with the seller and makes no warranty regarding this property). More information is available at www.countryestate.us.

CROPS FOR SALE

Organic Triticale Hay for Sale

260+ tons of certified organic triticale hay for sale. Located 20 miles south of Sacramento in Clarksburg. For more information, contact Steve at (530) 681-3087 or by email at Steve.Haupt@Starband.net.

Organic Hay for Sale

1000 organic oat/straw bales for sale for \$5/bale. Located near Hollister, CA. Can be delivered locally by the truckload. For more information please contact Alyssa at (831) 623-2100 ext. 17 or email tarvizu@cokefarm.com.

Organic Alfalfa For Sale

CCOF certified organic high quality, Inter-mountain alfalfa for sale. Large or small bales. Suitable for dairy. Delivery available. For more information call (530) 398-4083 or (530) 598-2055.

Organic Rye Grass and Rye Clover Mix

CCOF certified organic Sacramento River Ranch II rye grass and rye clover mix for sale. Big bales, \$120/ton. Located in the Sacramento area close to I-5. Contact

Dominic at (916) 257-8023 or by email at dominic.bruno@sacramentorr.com.

Zinfandel Wine Grapes for Sale

CCOF certified organic, high quality, mountain grown, Fairplay Appellation. Six to eight tons available in mid-October. Contact David Harde at (530) 906-7892 or email at david@noahlandis.com.

Organic Timothy and Fescue/Clover Mix Hay

CCOF certified organic excellent high-desert quality hay – put up right. 3-twine bales 125-140lbs. Truckload sales only. Trucking can be arranged. Located in Lakeview, OR. For pricing and more information call (541) 947-4062 or (541) 417-0284.

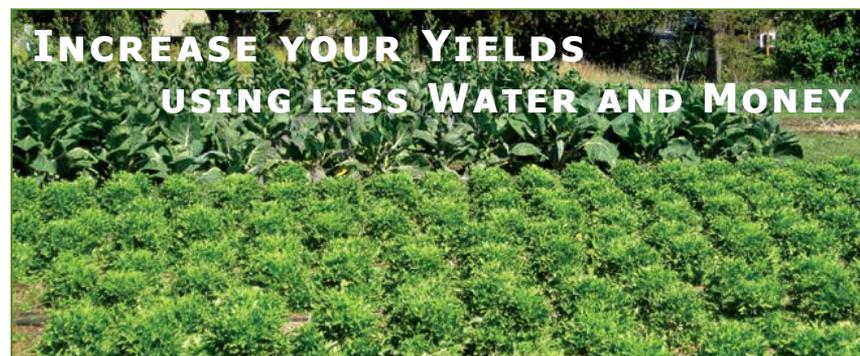
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Experienced orchard manager needed for 96 acres in Fairfield, CA. Minimum five years organic farming experience required. 15 acres of productive stone fruits: many varieties of plums, peaches, nectarines, apricots, etc. Plans to expand orchard space. Quality housing available, terms negotiable. Position can be structured as salaried with benefits or partnership. Existing relationships with multiple produce markets from Berkeley to Sacramento. For more information and to apply email Kent at kent@blondiespizza.com.

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CCOF certified members and supporting members may run classified ads for free online and in Certified Organic, the CCOF Magazine, as space permits. To submit your ad please email ccof@ccof.org or fax your ad to CCOF at (831) 423-2365 with a subject line of "CCOF member classified ad".



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