



SPRING 2006



# CERTIFIED organic

ORGANIC NEWS, EVENTS AND  
CERTIFICATION UPDATES

Organic Benefits  
Shown

CCOF Member  
Discounts

Help With  
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GMO News

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# PyGanic®



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# From CCOF's Executive Director

BY PEGGY MIARS

Here in Santa Cruz, the strong winds and heavy rain of winter have given way to the longer sunny days of spring when many CCOF producers are busy preparing and planting their fields. It's also a time when schoolchildren and parents start thinking about the end of the school year and the beginning of summer.



But first, be sure to read our feature article beginning on page 16 about the trials and tribulations experienced while attempting to get fresh organic foods into the lunch program in the Berkeley Unified School District. *San Francisco Magazine's* Kathryn Jessup takes us on a journey of optimism, disappointment, and success experienced by those simply trying to serve our children more nutritious foods. Good intentions aren't enough! Organizations and businesses must collaborate in order to introduce more healthful foods into elementary schools, middle schools, high schools, colleges and universities.

Speaking of good food... Thank you to all our sponsors, donors, speakers, volunteers, and participants who helped to make CCOF's 2006 Annual Meeting and Dinner a rousing success. See the wrap-up article and thank you ad on page 11.

Our regular GE Front column on page 8 presents the latest GMO news. Read about the USDA's disclosure that it failed to properly monitor biotechnology crops and California's failing grade in protecting the public from gene altered food risks.

In this issue, our Organic News section is packed! Read the latest about the National Organic Program, new benefits for CCOF members, a new CCOF kids' organic activity book, and a study showing

that an organic diet reduces kids' pesticide exposure. See page 6 for these and other news bites. Our Classifieds (page 31) and Calendar of Events (page 32) are always popular sections in this magazine as well as our website ([www.ccof.org](http://www.ccof.org)). Classified ads are free to CCOF members!

CCOF's certification staff continues to work hard to achieve file closing goals set late last year. The staff has been successful closing files and issuing organic certificates within 90 days of the inspection. (I'm told this is an area that almost all certifiers struggle with.) The next goal involves completing inspections in a timelier manner. To help us with these goals, we ask that producers notify us promptly of any changes in your contact information or OSP, be prepared with complete records at the time of your inspection, and reply quickly and completely to requests for additional information that may be required during your renewal. Working together, we can make the certification renewal process smoother and more enjoyable for everyone involved. Remember that your local Regional Service Representative is available to answer your questions and assist you with certification issues. See the roster of RSRs online at [www.ccof.org/rsr.php](http://www.ccof.org/rsr.php) and in upcoming issues of *Certified Organic*.

And speaking of assistance... CCOF needs your help! CCOF has always been a grassroots organization supported by the efforts of hardworking certified producers and supporting members. You can make a difference by serving as a chapter leader or on a committee of CCOF's Board of Directors. We know you're busy and won't ask for too much of your time. We need your expertise, your creativity, and your talent to ensure that CCOF continues to be a leader in the organic movement! Call us at 831-423-2263 or email us at [ccof@ccof.org](mailto:ccof@ccof.org). Thank you!

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Advertising: Display and classified advertising is available at reasonable rates. Quarterly circulation includes CCOF's entire client base, supporting members, consumers and a wide variety of organic marketplace participants. For rates visit [www.ccof.org/advertise.php](http://www.ccof.org/advertise.php) or contact Jake Lewin at [jake@ccof.org](mailto:jake@ccof.org) or 831-423-2263 ext. 21.

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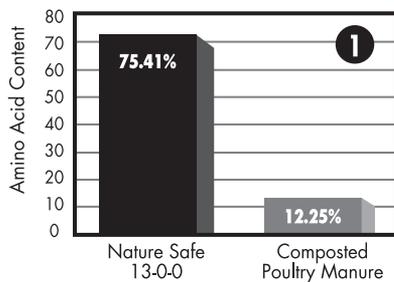


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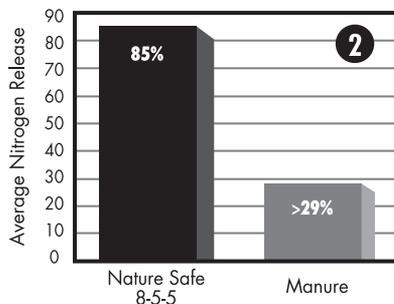
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# CCOF and Organic News

## Scientists Demonstrate Environmental Benefits of Organic Farming

Scientists writing in the March 6 online edition of the Proceedings of the National Academy of Sciences (PNAS) compared environmental effects of organic and non-organic fertilization of apple trees. They've shown that the use of organic manure or alfalfa meal reduced nitrate leaching by 4.4 to 5.6 times compared to synthetic calcium nitrate fertilization regimens in non-organic experimental plots. "The intensification of agricultural production over the past 60 years and the subsequent increase in global nitrogen inputs have resulted in substantial nitrogen pollution and ecological damage," the study's authors Sasha B. Kramer and her colleagues wrote. "This study shows that the use of organic versus chemical fertilizers can play a role in reducing these adverse effects."

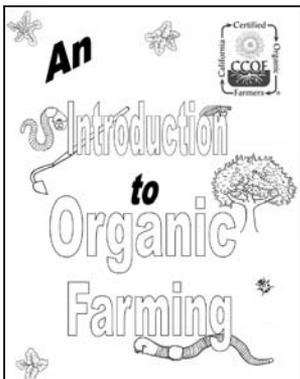
## National Organic Program (NOP) Releases Report on Harvey Lawsuit and Congressional Amendments

The NOP recently released a congressionally mandated report on the impact of recent congressional organic legislation changes signed into law as a result of the Harvey v. Johanns lawsuit (reported on in previous issues of *Certified Organic*). While considerable heat was generated by the controversy last year, the report demonstrates that the organic standards that have been developed over the past 12 years for materials allowed in processed foods have not substantively changed. Consumers have largely embraced these standards and appear to be consistently supporting organic processed foods as they are currently produced. The USDA clarifies in the report that all changes in National Organic Program regulations must still go through public notice and comment rulemaking. It also states that "amendments passed by Congress effectively restored order to the organic business community by permitting contracts to be upheld and production to continue unimpeded by eliminating uncertainty over labeling and other regulatory changes that would have had to occur by June 2006." The complete report is available on the National Organic Program web-

site at [www.ams.usda.gov/nop](http://www.ams.usda.gov/nop) under "Today's News" for March 6, 2006.

## CCOF Releases Kids' Organic Activity Book

CCOF has developed a free downloadable activity/coloring book to help teachers and parents educate children about organic food and farming. The book includes activities that teach kids about compost, beneficial insects, and more. Check it out online at "Or-



## Three New Benefits for CCOF Members

### Special Pricing on Organic Foods Report

CCOF members will enjoy special 20% discount pricing on Nutrition Business Journal's comprehensive Organic Foods Report 2004 and upcoming organic food reports. This comprehensive report from Nutrition Business Journal examines the entire organic value chain from growers and processors to manufacturers, distributors, retailers and consumers. The 420-page report covers product categories, distribution trends, the supply chain, price premiums, market growth, M&A, consumer usage, the leading hundred companies and more indispensable information for business planning in this growing market. To get your special pricing, visit [www.ccof.org/sponsors.php](http://www.ccof.org/sponsors.php).

### Predator Mites at Wholesale Prices for CCOF Members

Biotactics, producers of a wide range of predatory mite species have agreed to provide CCOF growers with volume discount pricing, regardless of order size. Benemite offers a variety of species for different growing environments. Visit [www.ccof.org/sponsors.php](http://www.ccof.org/sponsors.php) to download a CCOF member price sheet and order form.



### Capital Press Subscription Special for CCOF Members

Capital Press Agricultural Weekly has offered CCOF clients \$5 off the regular annual subscription cost. Visit [www.ccof.org/sponsors.php](http://www.ccof.org/sponsors.php), or check out the ad on page 7 for more information.

These and other members benefits are listed at [www.ccof.org/sponsors.php](http://www.ccof.org/sponsors.php)

ganic & Kids" under the "About Organic" section of [www.ccof.org](http://www.ccof.org) or directly at: [www.ccof.org/organic\\_kids.php](http://www.ccof.org/organic_kids.php).

## Organic Marketplace Complaints/Enforcement Tools Online

Have you noticed a questionable organic product or farmers' market vendor? Wondering what to do? CCOF is trying to help by making official complaint forms and procedures easily available. Visit [www.ccof.org](http://www.ccof.org) and check out our FAQs under "Certification". Click on this question and you'll find everything you need to take action: "How

CCOF News continued on page 10

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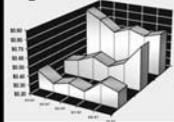
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## The GE Front

### GM Contamination Register

Even though GM crops are prevalent around the world (yes, including the United States), there is no global monitoring system. Because of this failure of national and international agencies, GeneWatch UK and Greenpeace International launched a joint initiative to record all incidents of contamination arising from the intentional or accidental release of GMOs. It also includes illegal plantings of GM crops and the negative agricultural side effects that have been reported. Only those incidents that have been publicly documented are recorded on the site. There may be others that are, as yet, undetected. Visit [www.gmcontaminationregister.org](http://www.gmcontaminationregister.org).

### Kellogg to Use Genetically Modified Oil

Kellogg says it will begin using oils derived from GM soybeans in some of its products in order to lower fat content. The world's largest cereal maker will begin using an oil called Vistive, made from Monsanto's GM soybeans. Because there's a shortage of low-linolenic acid soybean oil, Kellogg will also

work with another group to increase production of Nutrium, another oil made from GM soybeans, which will be used beginning in 2007. Kellogg isn't saying what products would first be made with the oil. Its product line includes Keebler cookies, Pop-Tarts, Eggo waffles, Cheeze-It crackers, Nutri-grain Bars and Rice Krispies cereal.

### Report Slams USDA Biotech Experiments

In a report released quietly late last year, the U.S. Department of Agriculture's investigative arm disclosed that the department failed to properly monitor thousands of acres of experimental biotechnology crops. The report by the department's inspector general said the USDA didn't thoroughly evaluate applications to grow experimental crops and then didn't ensure the GE plants were destroyed after the experiments were done. In several cases, the agency didn't even know where so-called field trials were located.

The two-year audit, which ended in April 2005, made 28 separate recommendations for improving oversight, the job of the USDA's Animal and Plant Health Inspection Service. The report said the inspection service "lacks basic information about the field test sites it approves and is responsible for monitoring, including where and how the crops are being grown, and what becomes of them at the end of the field test." The report also said the agency failed to keep a promise to inspect more crops engineered to make drugs using human and other animal genes. The audit did not find any environmental harm but said the USDA's inadequate safeguards "increase the risk that genetically engineered organisms will inadvertently persist in the environment before they are deemed safe to grow without regulation."

### Europe Steadfast in Rejecting GMOs Despite WTO Ruling

In 2003, the United States charged the European Union (EU) with creating barriers to trade through slow approval processes for GE, and by failing to challenge national and regional bans on GE crops. The ruling was released in early February, and the WTO ruled in favor of the United States, as expected – stating that the EU's slow approval process constituted a trade barrier. The ruling is unlikely to have any impact on the widespread consumer rejection of GE food through Europe.

"This verdict only proves that the WTO puts trade interests above all others and is unqualified to deal with complex scientific and environmental issues. The U.S. administration and agro-chemical companies brought the case in a desperate attempt to force feed markets with GMOs, but will continue to be frustrated," said Daniel Mittler, Greenpeace International trade advisor. Despite the ongoing case, European

*GMO News continued on page 30*

## Meet the GMO Challenge

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



### **The Non-GMO Report**

provides the information you need to respond to the GMO challenge and succeed in the fast-growing non-GMO market.

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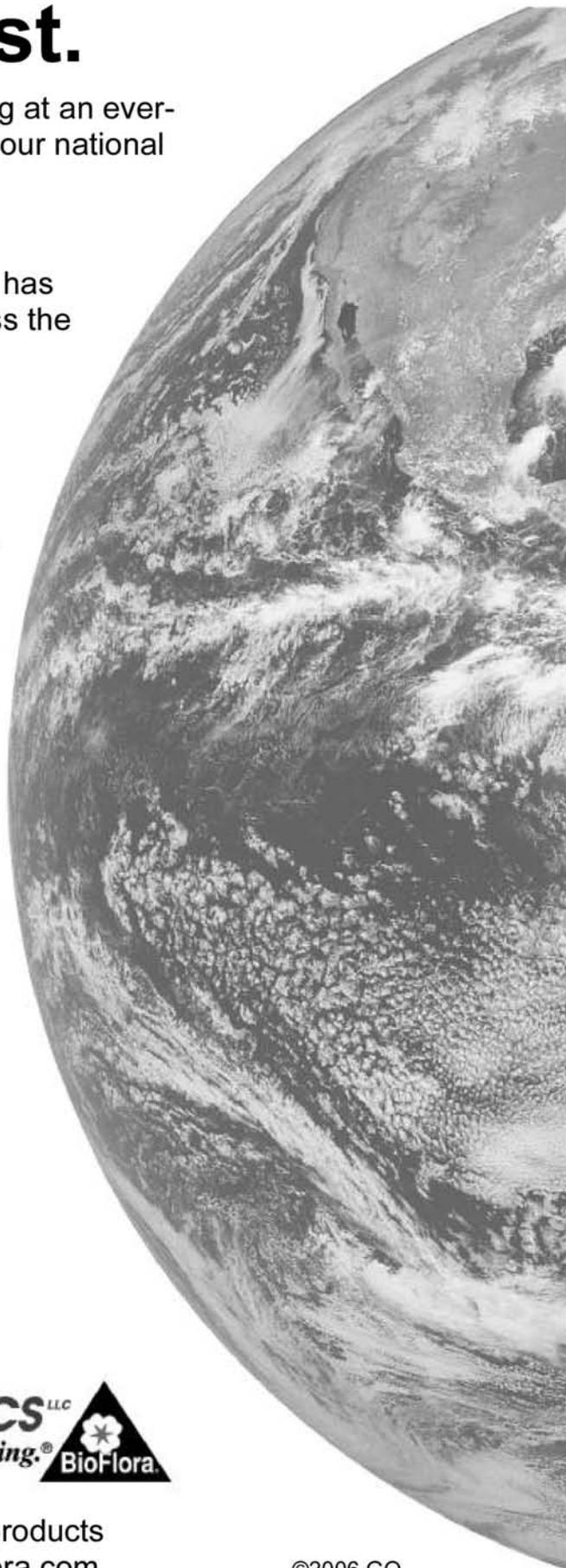
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### Study Shows Organic Diet Reduces Kids' Pesticide Exposure

Organic diets lower children's dietary exposure to two common pesticides used in U.S. agricultural production, according to a U.S. Environmental Protection Agency funded study by Emory University researcher Chensheng "Alex" Lu, Ph.D. The substitution of organic food items for children's normal diets substantially decreased the pesticide concentration to non-detectable levels. Dr. Lu is an assistant professor in the department of environmental and occupational health, Rollins School of Public Health, Emory University.

In his initial research, Dr. Lu, his colleagues, and the Centers for Disease Control and Prevention specifically measured the exposure of two organophosphorus pesticides - malathion and chlorpyrifos - in 23 elementary students in the Seattle area by testing their urine over a 15-day period.

The participants, ages 3 to 11-years-old, were first monitored for three days on their conventional diets before substituting most of the children's diets with organic food for five days. The children were then re-introduced to their usual foods and monitored for seven days.

According to Dr. Lu, there was a "dramatic and im-

mediate protective effect" against the pesticides until the non-organic diets were re-introduced. While consuming organic diets, most of the children's urine samples contained zero concentration for the malathion metabolite. However, once returned to their non-organic diets, the average malathion metabolite concentration increased to 1.6 parts per billion with a concentration range from 5 to 263 parts per billion. A similar trend was observed for chlorpyrifos. The study was funded by the United States Environmental Protection Agency.

### Wal-Mart to Double Organic Offerings

At Reuters Food Summit in early March, retail giant, Wal-Mart announced its intention to double its organic food offerings within a couple of weeks. The company will expand its organic produce and dairy selections as well as dry goods such as pasta and peanut butter. "We are seeing that the majority of consumers today are interested in organics in one form or another, and we want to help them find those organic selections at the best value," Wal-Mart spokeswoman Karen Burk said. "You will see this expansion begin in our Texas stores in the upcoming weeks." CCOF expects this to lead to increased price pressure on raw agricultural commodities while encouraging expansion of organic acreage throughout the United States.

*CCOF News continued on page 14*



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# CCOF 2006 Annual Meeting

Nearly 100 participants enjoyed a full day of information and networking at the Doubletree Hotel in Sacramento on February 18. Morning educational sessions included presentations from **Bob O'Connor** on the Research Tax Credit and Organic Farming, **Jo Ann Baumgartner** on the Wild Alliance's Biodiversity Conservation Program, **Carl Rosato** on the CCOF Foundation's Going Organic program, **Dr. Sherman Hardesty** on Value-Added Direct Marketing, and **Dr. Karen Klonsky** on Organic Markets and Trends in California.

Attendees at the afternoon Annual Meeting heard about

CCOF's newly elected officers of the Board of Directors, our current financial situation, 2005 successes, 2006 priorities, and a summary of CCOF's 2005 member survey results. Retiring board members **Vanessa Bogenholm** (Chair) and **Kate Burroughs** (Secretary) were acknowledged for their many years of service to CCOF. The Legislative Award of Excellence went

to **Senator Jackie Speier** (D-San Francisco/San Mateo) for her work on legislation banning the sale of organic fish and seafood in California until organic standards are developed. **Ali Bay** of the Capital Press was on hand to accept the Media Award of Excellence for her continuing efforts to educate readers about organic agriculture. CCOF members questioned the board and staff on topics ranging from GMOs to competition at farmers markets.

A delicious dinner buffet featured organic produce and other foods donated by generous CCOF members. **Phil LaRocca**, **Mike Pasner** and **Carl Rosato** were honored as the longest-running CCOF certified producers in the room... Each of them have been CCOF certified for more than 20 years!

The following day, a few dozen hearty souls braved the chilly but sunny weather to take part in a tour of area CCOF certified farms. Everyone enjoyed sampling the produce and taking home some goodies as well. **Greg House** of **Coco Ranch** served as MC for the tour (as well as MC for the previous day's educational sessions). Thank you to the host farms

**Yah-Whooo** (Kurt & Edinalva Rasmussen), **Dixon Ridge Farms** (Russell Lester), **Pacific Star Gardens** (Robert Ramming), and **Soil Born Farm** (Marco Franciosa & Shawn Harrison).

We're already discussing potential locations for 2007's Annual Meeting. We hope you'll join us next February!



Farm tour participants enjoy lunch at Dixon Ridge Farms.

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Greg House





# know your ccof

## Introducing the CCOF Board

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

**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.

### Meet CCOF's Governing Boards

As a democratically organized and member-owned organization, CCOF gives you the opportunity to participate in CCOF's mission, activities and priorities. We are providing this list of Board members to facilitate communication with your elected representatives.

### About the CCOF Board of Directors

CCOF's governing Board of Directors is elected by certified members for two-year terms. Board members include

chapter representatives who are nominated by their chapter members. Several committees address a variety of topics such as Certification Standards, Finance, Bylaws, Marketing, Personnel, and Government Affairs.

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

CCOF Board Member	Chapter Represented	Company Affiliation	City, State	Contact Information
<b>Officers</b>				
Will Daniels (Chair)	Processor/ Handler	Earthbound Farm	San Juan Bautista, CA	831-623-7880, <a href="mailto:wdaniels@ebfarm.com">wdaniels@ebfarm.com</a>
Roy Reeves (Vice Chair)	San Luis Obispo	CCOF Supporting Member	Santa Margarita, CA	805-438-3482, <a href="mailto:reevesbr@aol.com">reevesbr@aol.com</a>
Malcolm Ricci (Secretary)	Kern	Bolthouse Farm	Bakersfield, CA	661-366-7205, <a href="mailto:mricci@bolthouse.com">mricci@bolthouse.com</a>
Steve Bird (Treasurer)	Sierra Gold	Celtic Gardens	Camino, CA	530-647-0690, <a href="mailto:celticgardens@netzero.com">celticgardens@netzero.com</a>
<b>Board</b>				
Jim Cochran	Central Coast	Swanton Berry Farm	Davenport, CA	831-425-8919, <a href="mailto:jimcochran50@hotmail.com">jimcochran50@hotmail.com</a>
Erik Eklund	Fresno/Tulare	Arizona Desert Vineyards	Visalia, CA	559-734-5550, <a href="mailto:erike@sunfreshintl.com">erike@sunfreshintl.com</a>
Michael Fowler	Mendocino	Top Of Knocti Farms	Kelseyville, CA	707-245-7323, <a href="mailto:topofknocti@hotmail.com">topofknocti@hotmail.com</a>
Cindy Lashbrook	Big Valley	Riverdance Farms	Livingston, CA	209-394-1420, <a href="mailto:riverdancefarms@fire2wire.com">riverdancefarms@fire2wire.com</a>
Carl Rosato	North Valley	Woodleaf Farm	Oroville, CA	530-589-1696, <a href="mailto:woodleaffarm@sbcglobal.net">woodleaffarm@sbcglobal.net</a>
Richard Taylor	Pacific Southwest	CCOF Supporting Member	Fallbrook, CA	760-728-9664, <a href="mailto:tayavp@sdcoe.k12.ca.us">tayavp@sdcoe.k12.ca.us</a>
Paul Underhill	Yolo	Terra Firma Farm	Winters, CA	530-795-2473, <a href="mailto:tff25833@aol.com">tff25833@aol.com</a>
John Wise	South Coast	Wise Ranch	Fillmore, CA	805-524-3650, <a href="mailto:sespecreekorg@aol.com">sespecreekorg@aol.com</a>
Elaine Wolfsen	Humboldt/Trinity	Wolfsen Farms	Mckinleyville, CA	707-839-2017, <a href="mailto:ewwolfsen@cox.net">ewwolfsen@cox.net</a>

## Look for the CCOF Pavilion at All Things Organic in 2006 and 2007

CCOF is pleased to announce that the CCOF Pavilion at the upcoming All Things Organic Conference and Trade Show is full. CCOF will have a larger pavilion in 2007 and encourages CCOF certified companies to check it out. The CCOF Pavilion is a great for companies that have not exhibited at ATO before to get an excellent location and increased promotion their first year.



booth 509



booth 608



booth 606



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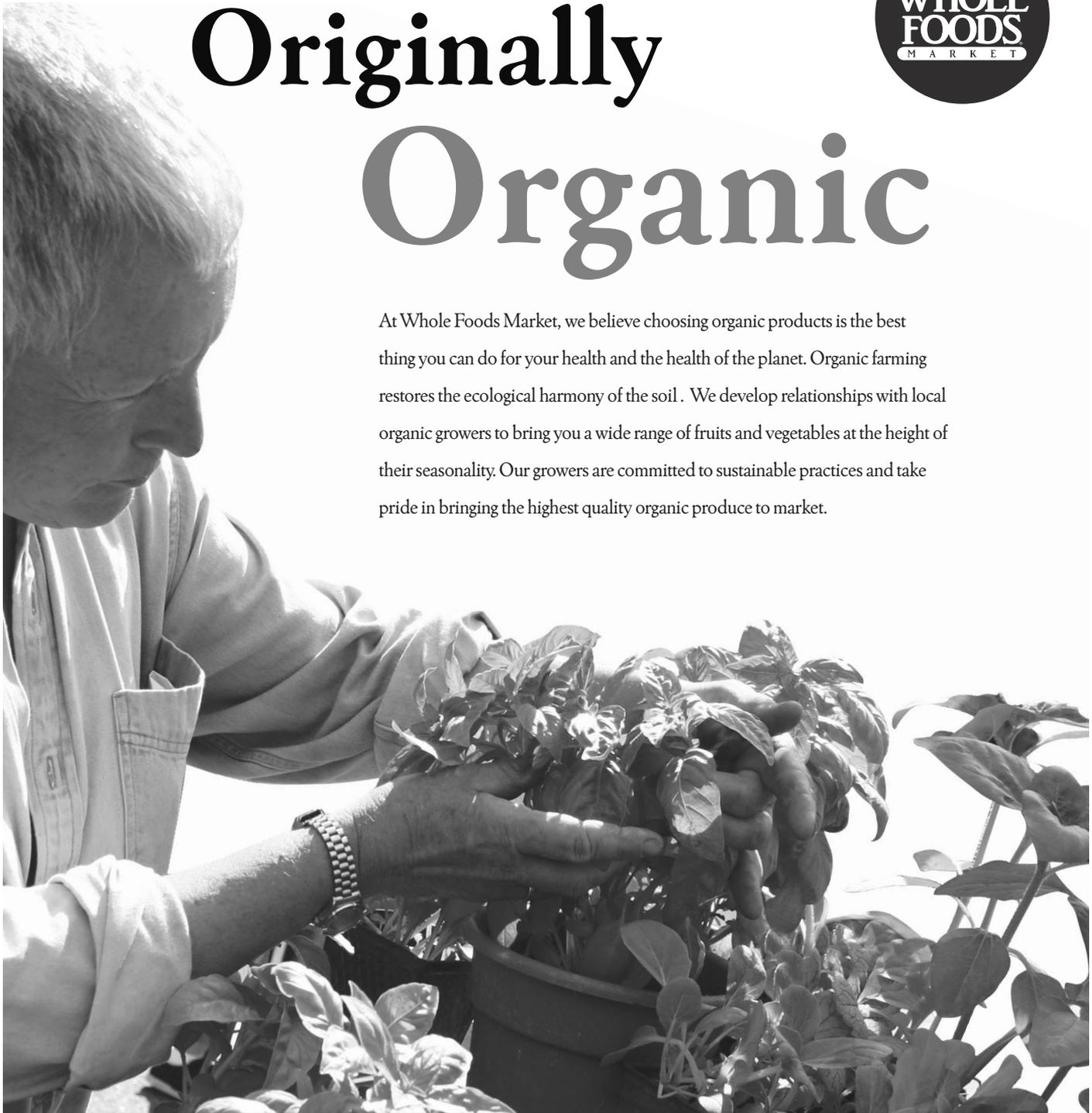
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# Originally Organic

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## web corner

# Great Online Destinations

Welcome to Web Corner, a new section in Certified Organic where we highlight interesting websites to help you in your organic pursuits.

### US Foreign Agricultural Service (FAS) Organic Products

Website: [www.fas.usda.gov/agx/organics](http://www.fas.usda.gov/agx/organics).

This site highlights the FAS's work and publications on organic markets, exports, and international regulations. You can find resources for exporting and finding buyers in addition to attaché reports and a regular newsletter.

### ATTRA's National Sustainable Agriculture Information

Service organic production website: [www.attra.org/organic.html](http://www.attra.org/organic.html). This remarkable site is simply a wealth of free information on organic production techniques, supplies, certification help and other resources including crop-specific publications and marketing assistance resources.

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### USDA Report Shows Strong U.S. and European Demand Under Very Different Governmental Policies

U.S. and European markets for retail organic foods are similar in size. However, European Union (EU) countries have more organic operations and land under organic management. This report examines the different policy approaches taken by U.S. and EU authorities. For example: "The EU actively promotes the growth of the organic sector with a wide variety of policies designed to increase the amount of land farmed organically, including government standards and certification, conversion and support payments for organic farmers, targets for land under organic management, and policies supporting research, education, and marketing. The U.S. largely takes a free-market approach: its policies aim to facilitate market development through national standards and certification and federally funded grants that support research, education, and marketing for organic agriculture." The complete report is available at: [www.ers.usda.gov/AmberWaves/February06/](http://www.ers.usda.gov/AmberWaves/February06/).

### Beyond Organic Radio Show Releases Podcast

Catching on to the wave of direct-to-computer and MP3 player broadcasting, the Beyond Organic Radio Show is now offering a podcast of its innovative show. The show can be downloaded to an iPod or another device or listened to directly online. Hosted by Bay Area personality Jerry Kay, the show covers a wide range of organic, environmental and sustainability issues with insightful interviews and interesting guests. Check it out at [www.beyondorganic.com](http://www.beyondorganic.com).



the  
beyond  
organic  
show

### President's Budget Increases National Organic Program Funding

One of the few USDA programs to receive a funding increase in the Bush administration's proposed FY07 budget, the program's budget has been increased to \$3.13 million from \$2.02 million. This additional funding will support the NOP staff for increased regulation writing, certifier training, and market enforcement. CCOF members and others in support of this funding increase should notify their elected representatives.

### Organic Trade Association (OTA) Names New Executive Director

Caren Wilcox has been named by the OTA Board of Directors as the next Executive Director after outgoing Director Katherine DiMatteo, who has served in that position since 1990. Wilcox has served in a number of food- and agriculture-related roles in private industry, government and non-profits. She began her tenure on March 1, 2006, with DiMatteo serving as Senior Advisor to the Executive Director. CCOF expects to host both Wilcox and DiMatteo to discuss the needs of CCOF members.



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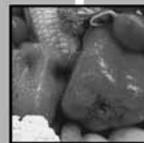
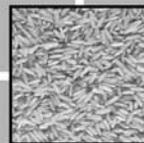
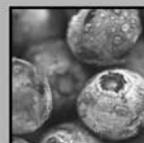
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# What's for Lunch?

**As Berkeley's parents demand better meals in the schools, a supersized reality rears its head: truly healthy food costs more and getting kids to eat it is a battle in itself.**

**By Kathryn Jessup  
Photos by Robyn Twomey**

It was one of those abundantly sunny fall afternoons in the East Bay, but you wouldn't have known it in the offices of the Berkeley Unified School District's Department of Child Nutrition Services. Deep in a dilapidated maintenance building furnished mostly with yellow mop buckets and an ancient soda machine, Karen Candito, the woman responsible for serving 3,000 lunches every day to Berkeley's schoolchildren, sat staring at frozen meat.

Thomas Mathias, a potential supplier, had arrayed bags of his chicken nuggets, meatballs, and breaded beef patties on the table. Mathias specializes in affordable, organic edibles that require only reheating before they are served—ideal for schools.

"I thought my products would be perfect for Berkeley, because they say Berkeley is all organic," said Mathias, smiling hopefully.

"Well," said Candito, offering him a very thin, very weary smile of her own, "we aim to be."

Mathias had heard about Berkeley's school board's innovative food policy. Adopted in 1999, it mandates the use whenever possible of organics and "nutritious, fresh, tasty, locally grown food that reflects Berkeley's cultural diversity," as well as recycling. Candito didn't mention that more than five years after the adoption of that policy, very little of the food served in Berkeley schools meets those criteria.

When people think of Berkeley, they think of farmers' markets full of organic strawberries, of restaurants that feature free-range poultry and goat cheese salads. And they think of Chez Panisse, Alice Waters, and her "delicious revolution."

Waters is the visible face of Berkeley's determination to bring uncompromised food to the school cafeteria. "We're talking about a problem that is so severe that we have to change our education system," she says, referring to the staggering rates of childhood obesity. The typical Berkeley schoolchild is "an addict. He's just had a bowl of Froot Loops and a bag of potato chips—he's high on salt and sugar. He's not going to come in and eat polenta."

It was at the urging of Waters and a parents' group called the Child Nutrition Advisory Committee (CNAC) that the Berkeley school board passed its ambitious policy, but food had been an important issue there for more than a decade.

Vending machines have been banned in Berkeley schools and foods like chips, candy bars, and sodas aren't sold on campuses. For years, Pepsi and Coca-

Breaking News

In an important step forward for organic food in the food service sector, **CCOF is pleased to announce the certification of four UC Berkeley Cal Dining Salad Bars.** Cal Dining worked hard to achieve certification and CCOF applauds their commitment to providing certified organic options for the University's students. This will help educate the students while providing them healthy food options.

Cola have vied for contracts that would allow them to advertise at Berkeley High's athletic field. The school district routinely turns such offers down.

One of the most publicized aspects during the early days of the food policy was a trial lunch program at Berkeley High. During the opening week, Waters served organic pork tacos to draw attention to the new menu. That program lasted barely one semester, a casualty of tight budgets and student ambivalence about school lunches. Newspapers keened that Berkeley's pioneering organic lunch initiative was dead. In fact, little of the food was ever organic, and the fight is far from over.

Back in Candito's offices that bright fall day, Berkeley idealism collided head on with the district's fiscal reality. Mathias offered his organic chicken to Candito for as little as \$2.50 a pound, about half its retail cost. Candito delicately explained that unless he could give his meat away, he could not compete with the U.S. Department of Agriculture. For \$2.50, the cost of shipping and processing, she could acquire 40 pounds of surplus chicken, allowing her to feed 141 children chicken nuggets for \$28.76.

Mathias was beginning to get the picture. "So you don't buy organic milk?" he asked. "It's still 35 cents a carton," said Candito. She could purchase hormone-free, though not organic, milk from her current supplier for 17 cents a carton.

Candito did end up buying some of Mathias's chicken nuggets that day, and if she'd had her way, she would've bought more.

"I believe in it," says Candito. "I would love to find organic vendors who would be able to be part of the commodity food program. I researched it; I priced it. An organic avocado sandwich adds up to \$6.16 in food costs, not counting the labor. The cost of one organic salad is over \$5."

So while Waters says that when it comes to food issues, she "refuses to operate from a paradigm of poverty" but rather operates "from a paradigm of plenty,"

Candito never had that option. Her budget allowed 45 cents worth of food per student for each entrée.

By law, districts with students from low-income families must serve free and reduced-price lunches. More than a third of kids attending Berkeley public schools qualify for such lunches, which are funded through the USDA's National School Lunch Program (NSLP). It was Candito's

job to implement that program.

The NSLP and the legions of hair-netted lunch ladies it spawned are icons of American childhood.



Launched by Congress in 1946, the program now operates in more than 99,800 schools and provides lunch to more than 28 million children every school day. Generally, districts receive cash reimbursements for each meal they serve, as well as food distributed by the USDA, whose main mission is to stabilize large-scale agribusiness nationwide, not to provide schoolchildren with healthy foods.

By and large, USDA surplus is not the sort of food that many Berkeley parents like to see their children eat: meat from factory farms, processed cheeses, liquid shortening—a Who's Who of nutritional outlaws.

But USDA commodities, which the government gives to schools for free, are essential to financially strapped school districts, including Berkeley's. And that put Candito in the unenviable position of operating an industrial food service program in a town with a strong distaste for industry.

In return for its financial assistance, the NSLP mandates that meals adhere to certain nutritional requirements: less than 30 percent of total calories from fat, less than 10 percent from saturated fat, and no more than 830 total calories per lunch for high school students.

With a sheaf of government mandates and a handful of chump change, Candito was expected to produce a palatable locally grown lunch program throughout the district that satisfied Berkeley parents' demands for healthier food for their kids. She also needed to win over students, which proved one of the hardest battles of all.

*Lunch continued on next page*





*Lunch continued from previous page*

At 11:25 a.m. each school day, thousands of teenagers flee the Berkeley High campus for places that serve food even less healthy, if possible, than the USDA's. On an average day, nearly 150 of them crowd into line at the University Avenue McDonald's to order cheeseburgers and milk shakes.

Of course, the school-lunch problem isn't confined to Berkeley, and neither are the consequences. Nationwide, one in six kids is overweight, according to the U.S. Centers for Disease Control. In California, the number is even greater, as high as one in three.

Before taking the job in Berkeley, Candito, who lives in Walnut Creek, spent 15 years working in the Mount Diablo School District. There, she received accolades for innovations like freezing freshly baked cookies for distribution to a summer food program during a time when the kitchen was closed for vacation. She remembers baking trays full of bread during her early years in the kitchen. Enthusiasm and pragmatism are hallmarks of her approach to her work.

"I'd love to serve organics, but I'd have to have access to them, and I'd have to have the budget," says Candito. "We have to work with what we have and then transition into these things."

When she first met with CNAC, Candito received a standing ovation after presenting a list of problems she believed needed to be fixed. But then some of the parents began to get antsy. Candito's slow-paced reforms fell short of the revolution many felt was necessary to change the system. They complained about everything from canned peaches to cottage cheese. The cafeteria's plastic utensils, it was discovered, were environmentally unfriendly. Where was the composting program?

"I would kill myself trying to get a little bag of organic trail mix into the cafeteria," she says, "but the kids would rather leave campus to buy a candy bar for the same amount of money. They've seen the soda commercials with buff actors skiing and skateboarding. They equate beautiful people with junk food."

Nonetheless, she did manage to get kids to eat the right kinds of foods at times, and Candito credits Waters for paving the way. "I had kindergarteners eating fingerling potatoes and focaccia for breakfast, cooking it together, and learning how potatoes grow," says Candito. "That's slow change that's going to last, and that's what's great about what Alice is doing."



### **CCOF Education Efforts**

We wanted to share this nice thank you note with our readers as an example of one of the ways CCOF helps educate kids and the public about organic foods. CCOF applauds her efforts and hopes she got an A on her report.

Still, there were times when Candito felt that the community simply refused to see what she was up against.

"One week, I had a full staff for a celebration of African American heritage month, so I ran a little test," says Candito. "We prepared organic collard greens. At the end of the week, I crunched the numbers. It cost me \$1.61 per serving to make those greens. My budget per serving for vegetables was 20 cents. The people who thrive on controversy didn't want to understand that. They just thought I was killing off organic food."

Waters and her supporters are simply not in the habit of making concessions, culinary or political, in the schools. Waters has persuaded the district to allow her to open a kitchen and dining commons at the Martin Luther King Jr. Middle School in North Berkeley, where she has long run and funded the Edible Schoolyard, a student organic-gardening project. (Full disclosure: the author was an intern at Chez Panisse in 1995.)

The new dining commons will have citrus trees framing its entrance, tiled floors, a pizza oven, and professional chefs to prepare the food. Students, who will be required to participate in programs designed to increase their awareness of what they eat, will sit at wooden tables and dine on real plates, with real silverware and glassware. A typical lunch there might be an organic chicken paillard with a side of polenta and a green salad with cucumbers and peppers.

Waters wants all the food at the new facility to be locally grown and organic. And though it will operate under the auspices of the NSLP, she hopes to sidestep the financial limitations that have undermined previous attempts to fix school food. To that end, the Chez Panisse Foundation—whose celebrity-studded advisory board includes Robert Redford, Meryl Streep, and Michael Tilson Thomas, among many others—has ponied up the money for the project.

Waters also convinced the district to pass the School Lunch Initiative, which calls for the development of a food-oriented curriculum for the classrooms. When learning math, she has suggested, kids might measure the garden beds. Science classes might focus on drainage and erosion issues, while a history lesson might include a tutorial on how

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**Jason's deli**

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ancient civilizations ground maize. Again, the Chez Panisse Foundation put its money where Berkeley's mouth is and promised funding for at least the first three years.

"If they put more fruits or vegetables in those meals, maybe some of the kids from enlightened homes will choose to eat them," says Waters. "But the kids that most need it aren't going to choose it themselves, not without an education about that salad."

Though Candito never had access to the kind of money that Waters attracts, she's inspired by her vision for educating children about what they eat. "For food service directors, these sorts of changes are deeply thrilling."

*Originally appeared in San Francisco magazine*



**About the Author, Kathryn Jessup**

*Kathryn Jessup is the food editor of Diablo Magazine, a regional magazine in the San Francisco East Bay. She is a graduate of the journalism school at the University of California, Berkeley, where she studied reporting on the food chain with Michael Pollan. Her culinary education began at age 18 with an internship at the Chez Panisse Café and continued with stints as a private chef in New York and*

*France. Jessup was a contributor to the Slow Food Guide to San Francisco and her freelance work has appeared in the Oakland Tribune, the Contra Costa Times, the East Bay Express, and Coastal Living magazine. You can contact her at: katejessup@earthlink.net.*

**About the Photographer, Robyn Twomey**

*Robyn Twomey's work has appeared in the following publications: Billboard, Color Lines, The Fader, Mass Appeal, Newsweek, San Francisco Bay Guardian, San Francisco Magazine, Vibe, and Wired Magazine. Visit www.robynthwomey.com for more information.*

# Advice From ATTRA

## How Farmers Work with School Districts and Institutions

When farmers supply their local school districts with food for school lunches, it's good for the whole community. Students learn that fresh food is delicious. Instructors have new opportunities to teach about agriculture, natural history, and economics. School districts can save money and provide healthy, nutritious meals. Farmers benefit from the steady nearby market. School district funds stay within the community, which is great for local businesses.



Each school district has unique requirements for its food service. Because of the uncertainties of agricultural production, it often works best for a group of farms to join together to supply school kitchens. Food services may be able to order from the farms through current distributors. Districts may have an employee whose responsibility it is to source and deliver produce to school kitchens. When districts are able to predict what their needs will be, they may contract with farmers to grow certain crops at a specific price.

**Institutional Insight for Farmers**

Food service kitchens are under pressure to provide nutritious food, work fast, follow food safety rules, and save money. Very often their supplies come from a single distributor. *ATTRA continued on page 29*

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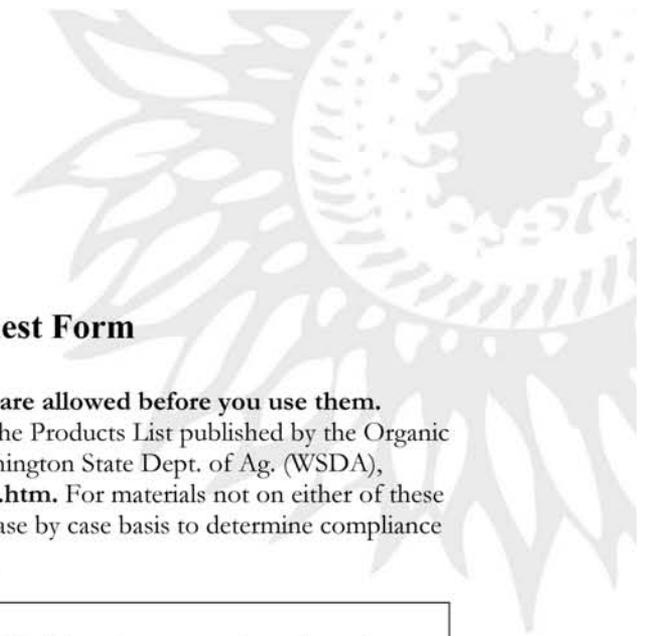
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## Materials Review Request Form

**It is your responsibility to verify all input materials are allowed before you use them.** Materials that have been approved for use can be found on the Products List published by the Organic Materials Review Institute (OMRI), [www.omri.org](http://www.omri.org), or Washington State Dept. of Ag. (WSDA), [www.agr.wa.gov/FoodAnimal/Organic/MaterialsLists.htm](http://www.agr.wa.gov/FoodAnimal/Organic/MaterialsLists.htm). For materials not on either of these lists, CCOF will review the material for CCOF clients on a case by case basis to determine compliance with National Organic Program and international standards.

<p><b>A. INSTRUCTIONS</b></p> <p>If you wish to use a material NOT on either the OMRI or WSDA brand name products lists, please follow these instructions:</p> <ol style="list-style-type: none"> <li>1. Complete a separate form for each product.</li> <li>2. Complete the product information (Section B) below.</li> <li>3. Attach at least one of the following:           <ul style="list-style-type: none"> <li><input type="checkbox"/> A copy of the label showing 100% of all ingredients;</li> <li><input type="checkbox"/> Or, a copy of the MSDS (Material Safety Data Sheet). Only adequate if 100% of ingredients disclosed;</li> <li><input type="checkbox"/> Or, a current statement from the manufacturer including a complete ingredient list. Only adequate if 100% of ingredients disclosed;</li> </ul> </li> <li>4. For all “inert” or “other” ingredients shown on product label or MSDS provide:           <ul style="list-style-type: none"> <li><input type="checkbox"/> A statement from the manufacturer that either discloses all inerts, or states which EPA list of inert ingredients they are on.</li> </ul> </li> <li>5. Fax or mail this form with all attachments to CCOF. CCOF will notify you of the results.</li> </ol>
---

<b>B. PRODUCT INFORMATION</b>	
Date:	CCOF operation requesting review:
Material manufacturer:	Name and formulation of product:

<p><b>C. FOR CCOF USE ONLY:</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Client named above may use this product with no restrictions.</li> <li><input type="checkbox"/> Client named above may use this product with the restrictions listed below.</li> <li><input type="checkbox"/> Insufficient information to determine compliance. Client named above must cease and desist use.</li> <li><input type="checkbox"/> Above material is <b>prohibited</b>, use of this product will constitute a non-compliance.</li> </ul> <p><b>Restrictions:</b>   <input type="checkbox"/> NOP   <input type="checkbox"/> EEC 20/9291 (EU)   <input type="checkbox"/> IFOAM   <input type="checkbox"/> USDA/MAFF (Japan)</p> <p><b>Reviewer:</b> _____ <b>Date:</b> _____</p>
---

CCOF has reviewed this material for use by the client named above based on the information provided. This document does not allow nor encourage the commercial use of CCOF's name or seal in association with this material, nor does it imply endorsement of the material or manufacturer.  
 CS-A-10, V1, R1 3/15/06



# Certification News

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

Spring 2006

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.

## Dangers: Choose Farm Inputs Wisely

*Don't Jeopardize Your Certification with prohibited Fertilizers and Other Materials*

Unfortunately, several times a year honest, capable, and careful CCOF growers mistakenly apply prohibited inputs that jeopardize their certification and the organic status of their fields. It is one of the most common problems in certification. There can be many pitfalls in trying to figure out whether a branded material is allowed or not. Sometimes, one formulation is allowed, and others of the same material are prohibited.

We want to inform you, our valued growers, of where and how you can find help when you need to use a new pest control or fertility input. In 2006 and beyond, CCOF will mail certified growers a copy of the OMRI Products List. And, we are providing a new product review service at no cost for individual growers.

### How Do I Find An Allowed Material?

Using the OMRI Product List is the fastest and best method to find an allowed material. The Organic Materials Review Institute (OMRI) reviews information provided by manufacturers and publishes listings of allowed brand name materials. Find the list online at [www.omri.org](http://www.omri.org).

Another trusted source is the Washington State Department of Agriculture (WSDA). WSDA also publishes a list of specific ma-

terials that they have reviewed and found acceptable. This list is at <http://agr.wa.gov/FoodAnimal/Organic/MaterialsLists.htm>

Finally, if the product does not appear on either list, you can ask CCOF to review the material. To do so, use the new CCOF Materials Review Request form. Find it on the facing page, download it from our website at [www.ccof.org](http://www.ccof.org) under "client forms", ask your Regional Service Representative (RSR), or call our office at 831-423-2263. While CCOF has no access to manufacturers' 'trade secrets,' we can sometimes tell by looking at the label and Material Safety Data Sheet (MSDS), whether a material is allowed.

The NOP list of allowed materials includes restrictions on when and how most materials may be used. You must use the material for the correct reason, following the guidelines in the regulation, or you still may be out of compliance with the regulation and risk sanctions, including your certification.

And, please, do not rely on salespeople or even PCAs for advice about what may or may not be used on an organic farm. Although well meaning, they are not always in a position to give you reliable information.

As a certified grower, it is your responsibility to know what materials are being used on your land and to know that they are allowed for use in organic farming. Don't jeopardize your certification with prohibited materials! Go to trusted sources, and be sure you know what's in that spray tank or spreader before it goes on your field. ☘

- Most certification problems are caused by inadvertent use of prohibited materials.
- Check the OMRI Product List, [www.omri.org](http://www.omri.org) or the WSDA Materials List, <http://agr.wa.gov/FoodAnimal/Organic/MaterialsLists.htm>. CCOF is mailing growers copies of the OMRI Products List; the most current version is online.
- The product you use must have the exact same name and formulation listed.
- CCOF will review un-listed materials for CCOF growers. See form on Page 20.
- Do not trust other reviewers, salespeople, PCAs, or rumors.
- All materials must be used under the conditions described in the National List (see NOP §205.601 through 205.604).
- If you use a new material, remember to update the Materials List on your Organic System Plan, and send it to CCOF.



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

## Growth and Change in Certification

CCOF Certification is pleased to announce that it has been enjoying significant growth in the first part of 2006. From processors to growers and livestock operators, CCOF is seeing many new faces come into the system. We welcome our new clients, who hail from all parts of North America. At the same time, existing operations have been steadily adding products, acreage, and crops. It's an interesting and dynamic time. In order to meet your needs we're ensuring we have adequate staff and simplifying processes throughout the organization.

If you're making changes in your operation, you can find a variety of resources online. We've made commonly requested forms available at

*Growth continued on page 24*

# Important Changes To Non-organic Ingredient "Commercial Availability" Rule

After June 9, 2007, "Organic" products containing non-organic agricultural ingredients (NOAIs) may not be produced or sold, unless the non-organic ingredient appears on the National List (NOP §205.606). Currently, the only items on 205.606 are: native cornstarch, water-extracted gums (Arabic, guar, locust bean, and carob bean), kelp, unbleached lecithin, and high methoxy pectin.

This may significantly affect companies who use non-organic commercially unavailable ingredients in the 5% component of "organic" labeled products. Affected ingredients may include non-organic flavorings, hops, essential oils, specialty olives, herbs, spices, and similar "agricultural" minor ingredients. Commercial availability will not be considered.

CCOF believes that processors currently using NOAIs will be forced to either find an organic alternative, re-label the finished product as "Made with Organic (specified ingredient(s))", or successfully petition for addition of the ingredient by June 9, 2007.

BACKGROUND: The July 1, 2005 USDA announcement clarifying this is the result of the re-

cent lawsuit against the USDA, *Harvey v. Johanns*, and the subsequent District Court judgment. The NOP regulation previously allowed CCOF to determine whether clients may use NOAIs based on "commercial availability." The Court ruled this practice is not in keeping with the Organic Products Act and that all NOAIs used in products labeled "organic" must appear on the National List. As we went to press the National Organic Standards Board was meeting to discuss this issue and develop recommendations.

### What You Can Do Now:

- Immediately inventory all non-organic ingredients used in your organic products, and identify any that you consider to be agricultural.
- If you use NOAIs please start looking for alternatives or consider label changes.
- Examine all possible organic alternatives you have tried. Within your OSP you will need to justify, in writing, why an organic

*Ingredient continued on page 24*

## Sick Trees or Vines?

Have you considered re-mineralizing your soil?



March 2, 2004 - Before



One Year Later

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.

The soil around the tree was re-mineralized with **AZOMITE® Soil Sweetener**.

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TCPG has developed and successfully marketed the use of organic materials used to enhance the production of farmers, landscapers, home owners, and golf courses. With an environmentally health conscious consumer, the implications of stricter government regulations, farmers, landscapers, home owners, and golf courses are beginning to see the benefits of adding natural ingredients to current cultural practices in an effort to maintain the life and health of their soil

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### Oxnard/Los Angeles

805-483-3511

### Phoenix

Sales 602-266-6147

### Orange County/San Diego Sales

949-885-2352

### Sacramento

(State Government Affairs office)  
916-446-1435

### Salinas

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## CCOF Manuals Revised

**Growth** continued from page 22  
www.ccof.org/forms.php. This is where you can find forms to add acreage, products, or contacts to your operation. To inform CCOF of changes to how you produce organic products please update your Organic System Plan (OSP). Individual OSP sections are available at www.ccof.org/osp.php. Of course, if you'd like us to fax or mail you a form, call us at 831-423-2263.

**G**ood news! CCOF has released cleaned up and revised versions of Manual One: A Guide to CCOF Certification, Manual Two: 7 CFR Part 205 National Organic Program Standards and Manual Three: CCOF International, A Guide to Global Market Access. All three manuals are available anytime by calling us at 831-423-2263 or visiting [www.ccof.org/standards.php](http://www.ccof.org/standards.php).

### What's changed?

- Manual One now more closely reflects CCOF procedures and policies under the

### Ingredient continued from page 22

version does not meet the form, quality, and quantity required for your use.

- Contact suppliers of NOAIs and urge them to both get involved in this process and develop organic options for your use.
- Find out if there are other processors who use the same ingredient(s). If there are, consider contacting them to collaborate on the petition and supply process.
- You may petition the USDA to allow essential

National Organic Program and eliminates an addendum that was previously distributed. It includes the current fee schedule and removes redundancies between it and the National Organic Standards (NOS).

- Manual Two integrates new NOS issued since it was originally written in 2002.
- Manual Three has been completely revamped to reflect CCOF's new Global Market Access program. For more information please see the winter issue of Certified Organic or [www.ccof.org/international.php](http://www.ccof.org/international.php). 

ingredients. At this writing, the NOSB had issued a recommendation for such petitions. View it at [www.ams.usda.gov/nosb/index.htm](http://www.ams.usda.gov/nosb/index.htm). This is a lengthy process that should be started immediately. See the USDA website for additional instructions [www.ams.usda.gov/nop/Petition/PetitionHome.html](http://www.ams.usda.gov/nop/Petition/PetitionHome.html)

- CCOF's Handler Staff is happy to help if you have questions. Karen Egerton, [karen@ccof.org](mailto:karen@ccof.org) or Ellie Downing, [elizabeth@ccof.org](mailto:elizabeth@ccof.org) 

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## Achievement and Recognition

### New Dairy Producers

The Organic Milk Rush is definitely on! As every major organic milk supplier attempts to ensure a continuous supply of organic milk, numerous dairies are converting to organic production. CCOF Certified Humboldt Creamery ([www.humboldtcreamery.com](http://www.humboldtcreamery.com)) has

been hosting an annual Western Organic Dairy Conference. CCOF applauds these efforts to expand organic production and welcomes the many new dairy applicants that have come to our door over the last several months. During the recent Tulare World Ag Expo, CCOF received tremendous interest from dairy farmers interested in converting to organic produc-

tion. According to Humboldt County Ag Commissioner Paul Holtzberger, there is "strong movement in that [organic] direction" in Humboldt county. New dairies entering the CCOF certification process or with questions about organic production are welcome to contact us anytime at 831-423-2263.

### Member Starts Non-Profit for African Farmers

Tom Neuhaus is an owner and founder of CCOF certified Sweet Earth Chocolate Company ([www.sweet-earthchocolates.com](http://www.sweet-earthchocolates.com)). Tom is also a director and president of



Project Hope & Fairness, Inc., an all-volunteer organization based in San Luis Obispo that is helping exploited African cocoa farm-

ers, encouraging the conscientious consumption of cocoa products, and supporting Fair Trade policies. Log-on to [www.projecthopeandfairness.org](http://www.projecthopeandfairness.org) to see how you can help.



Roger Bertola, son of CCOF Certified Roger and Cheryl Bertola of Bertola Family Farms in Litterlock, California, sent in this picture of his license plate.



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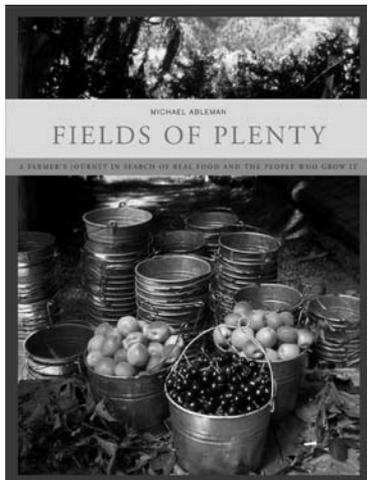
  
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## New Books

### Fields of Plenty

by Michael Ableman



In the face of a fast-food nation, a growing community of farmers and food artisans are producing sustainable nourishment that is respectful to the land and rich in heritage, flavor and commitment. This is their story, told by one of their own. *Fields of Plenty* is the memoir of respected farmer, writer, and photographer Michael Ableman as he and his son travel from his own farm in British Columbia across the United States in search of innovative and passionate farmers who are making

a difference in what we eat and how we experience food. Told with compassion, insight, and humor, *Fields of Plenty* is a hopeful memoir that reveals the larger issues of food in a modern world. Illustrated with Ableman's photographs and flavored with recipes that feature each farmer's bounty, *Fields of Plenty* is an intimate portrait of food and agriculture at a critical crossroads. Hardcover, 252 pages. Order a copy at [www.fieldsofplenty.com](http://www.fieldsofplenty.com).

### How to Direct Market Your Beef

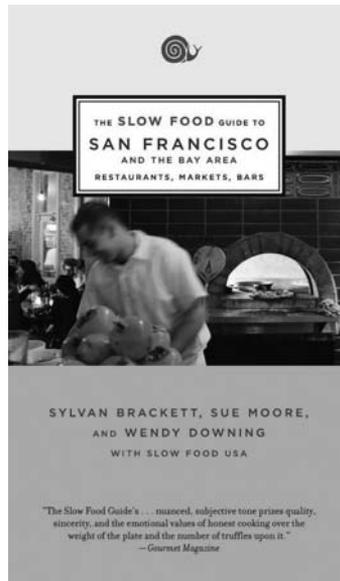
by Jan and Wil Holder

Portrays how one couple used their family's ranch to launch a profitable, grass-based beef operation focused on direct market sales. From slaughtering to packaging, through labeling and advertising, Jan and Will Holder transform their real-life experiences into a compelling narrative rich with practical tips. "We are just now beginning a nutritional revolution that will revive demand for grass-fed beef, lamb, chicken, and dairy.



This period is to family farming what the 1970s were to Silicon Valley," says Jan Holder. Download a complete free copy of *How to Direct Market Your Beef* at [www.sare.org/publications/beef.htm](http://www.sare.org/publications/beef.htm). To order print copies (\$14.95 plus \$5.95 s/h), visit [www.sare.org/WebStore](http://www.sare.org/WebStore), call 301/374-9696 or send check or money order to Sustainable Agriculture Publications, PO Box 753, Waldorf, Maryland 20604-0753.

### The Slow Food Guide to San Francisco and the Bay Area –Restaurants, Markets, Bars



by Sylvan Brackett, Wendy Downing and Sue Moore; with Slow Food San Francisco.

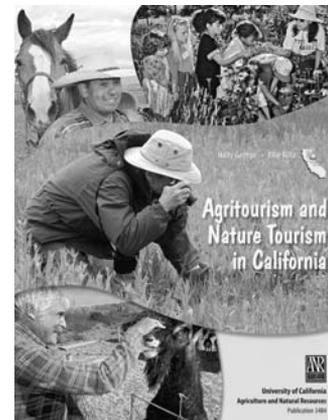
When people around the world think of the San Francisco Bay Area, they immediately think of delicious food. The San Francisco culinary scene, with its emphasis on organic, locally grown food is leading the world toward a healthier, more delicious way of eating. Use this guide to explore more than 500 establishments, from Indian restaurants in the city's Tenderloin District to those temples of California

cuisine that have helped define the way Americans look at food today. The guide highlights restaurants, markets, specialty shops, and artisan producers from a unique Slow Foods perspective. Available for \$16 from Chelsea Green Publishing at [www.chelseagreen.com](http://www.chelseagreen.com) and (802) 295-6300 in addition to two other Slow Food Guides to Chicago and New York. Also visit [www.chelseagreen.com](http://www.chelseagreen.com) for a wealth of other environmental, organic, and sustainability titles.

### Agritourism and Nature Tourism in California: a How-To Manual for Farmers and Ranchers

by Ellen Rilla and Holly George.

Whether as an opportunity for curious urban dwellers to find out more about the food they eat, as a welcome weekend escape from an urban environment, or as a vacation destination – agritourism is growing. How can you take advantage of the trend? This manual is focused on helping individuals decide if agritourism is the right choice. Includes hands-on activities to help assess, plan, develop and evaluate a farm or ranch's tourism potential, from U-picks to bird watching and children's activities, to farm tours. Revised from the best-selling handbook released in 2002, the updated full-color manual is "a completely new book." \$25 at <http://anrcatalog.ucdavis.edu>.



ATTRA continued from page 19

tor who has extensive liability insurance coverage and is willing to wait 90 days for payment, unlike most farmers. Institutions are likely to be worried about the reliability of new lines of supply. They need to be convinced that local food will meet their needs for cost, quality, efficiency, timeliness, reliability, and food safety. Many schools have de-commissioned their kitchens to save money, so they may have fewer employees and less space for food preparation. Dealing with multiple vendors and fresh food is more complicated than dealing with pre-packaged food from a single source.

**Finding Partners:** The details of insurance and delivery may present special problems for farm to school programs. Difficulties can be eased when farmers and school districts enlist help.

**Nonprofit Organizations can be excellent for helping launch programs, but may not carry them long-term.**

- The successful Santa Monica-Malibu Unified School District Farmers' Market Salad Bar was initiated in 1997 by the Occidental-UCLA Community Food Security Project (now the Center for Food and Justice). URL: [www.food-security.org/f2s\\_case\\_santamonica-malibu.pdf](http://www.food-security.org/f2s_case_santamonica-malibu.pdf) (PDF)
- Community Alliance with Family Farmers developed a Growers Collaborative to serve as a "farmers' market for the institutional customer." First organized to facilitate sales to California's Ventura County schools, the collaborative is expanding with the help of other nonprofits.

**Public Entities may be able to provide all kinds of services, including financial subsidies. For example:**

- The North Carolina state legislature funded farm to school programs, with the state Department of Agriculture and the Department of Defense providing transportation, warehouses, and administrative services.
- Cornell University Farm to School Program is a partnership of farmers, suppliers, food service directors, farm organizations, and community members. They develop strategies to increase the amount of locally grown foods served by New York's school, college, and university food services.

ATTRA Publication about Farm-to-Institution Sales: Bringing Local Food to Local Institutions: A Resource Guide For Farm-to-School and Farm-to-Institution Programs (IP242). This 28-page publication looks at the benefits and problems: how to get started, find funding and assistance, and create a success. A variety of valuable resources and details about established programs in various states.

Visit [www.attra.ncat.org](http://www.attra.ncat.org) or call 800-346-9140 for a wealth of free information and resources.



Visit the CCOF website  
to learn more about certification,  
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**"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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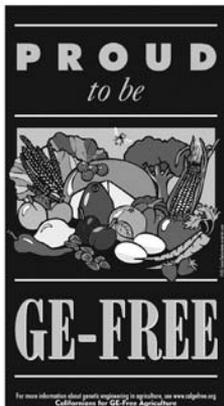


# products

## FREE Signs Available

### Proud to be GE-Free

Californians for GE-Free Agriculture has produced a 8.5" X 11" laminated 'Proud to be GE-Free' sign for display by producers and vendors who are committed to sourcing and/or growing GE-Free products. The signs are free to vendors and growers and available to the general public for a \$5 donation. Resistance to genetic engineering (GE) is growing around California. Studies show that consumers want to know whether or not their food contains genetically engineered ingredients and the 'Proud to be GE-Free' sign gives them that choice. In the absence of state-mandated labeling, the 'Proud to be GE-Free' sign broadcasts the efforts of those producers and vendors who support the GE-Free movement.



To ask questions or obtain a sign, please contact Becky Tarbotton at [becky@calgefree.org](mailto:becky@calgefree.org), call (510) 647-3733, or visit [www.calgefree.org](http://www.calgefree.org).

*continued from page 8*

## gmo news

governments voted with a clear majority in 2005 to retain existing national bans on GMOs, and individual countries continue to reject GMOs.

### California Gets Failing Grade in Protecting the Public from Gene Altered Food Risks

California's legislature and state agencies are failing to address risks from GE crops and food, according to a report released by the Center for Food Safety. The California Food and Agriculture Report Card: Genetic Engineering is the first of its kind evaluation of the response of the state legislature, regulatory agencies, and food corporations to concerns around GE crops and food. The Report Card found that California has virtually no rules to protect the public or the state's vital agricultural sector from the economic, environmental, and health risks of experimental or commercially grown GE crops.

California farmers currently grow 750,000 acres of GE crops, primarily corn and cotton. California also ranks fourth among all states in GE field trials, with experimental plots of all the state's key crops currently planted. In addition to the poor legislative grade, the Report Card gives failing grades to three of the four state regulatory agencies that have authority over areas relating to GE crops, as none have taken steps to regulate the many experimental GE fields currently planted in the state. Go to [www.centerforfoodsafety.org/reportcard.cfm](http://www.centerforfoodsafety.org/reportcard.cfm) for the complete report.

# 2006 Tour d'Organics

bicycle centuries and rides celebrating the

local, organic farms in:

Austin, TX | May 20

Portland, OR | June 24

Santa Cruz, CA | July 23

Sebastopol, CA | August 20

Santa Barbara, CA | September 17

All rides feature:

- Rest stops at local, organic farms
- 35, 65, and 100 mile routes
- Delicious and abundant vegan fare
- Biofuel powered SAG vehicles
- Some of the best fruit you've ever tasted!



The Tour d'Organics is presented by OrganicAthlete, a 501(c)(3) nonprofit organization. [www.organicathlete.org](http://www.organicathlete.org)

Become an OrganicAthlete member and save \$5 on pre-registration!

More information and registration at [www.tourdorganics.com](http://www.tourdorganics.com)

or call 866-258-6179 for more information



## Classifieds

**Certified Organic Cattle for Sale.** Angus X feeders as well as breeding stock. Ranch raised, grassfed animals. Lots of 20 or more available. Contact Brandy at Double BRC Ranch, 530-598-9600.

**Employment- Farm Production Manager at Rutherford Gardens.** Long Meadow Ranch is a diverse 650 acre organic farming operation in the western hills of the Napa Valley above Rutherford. This position is for a full-time farm production manager for our 6 acre market garden in Rutherford. The farm produces a wide array of organic fruits and vegetables year-round for sale at our general store, farmers markets, and local restaurants/retailers.

**Employment- Hourly Employees Needed.** Currently taking applications for hourly employees for Farmer's Markets, delivery personnel, and farm labor. Please send resume by email to Sunshineorganic@aol.com FIRST if you are interested. Then, call Vanessa at 831-728-4540 to set up an interview. Part time work is available. All employees must have clean driving records and be able to work weekends.

**Employment- Looking for extra income?** All natural candles, 100% biodegradable and non-toxic. 3 ways to make money. www.allNATU.com 570-814-5556. Free incredible samples!

**Employment- Organic Farm Manager** needed for existing 85-acre certified organic medicinal herb farm in Southern Oregon. Must be experienced in budgeting/cost control, farm/crew management, organic farming and working with diverse crops. Landscaping, horticulture, and/or permaculture experience helpful. See our website for details, www.herb-pharm.com. Reply to: Herb Pharm, P.O. Box 116, Williams, OR, 97544 or fax 541-846-6891.

**Employment- Organic Greenhouse Production.** 20 hours per week. Training starts at \$9/hour. Must be extremely reliable with a clean DMV record. Work includes seeding, transplanting, watering, deliveries and some heavy lifting. Fax resume to 831-477-1050 or mail to: Green Planet Organics, P.O. Box 82, Soquel, CA 95073.

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

**Employment- Working Partner Needed** Have you ever wanted to own a farm but didn't have the capital to get started? This is your opportunity. I am looking for a working partner to come in to the business. You would work toward and/or buy part ownership of the business. Please send a letter explaining your resume, career wishes, etc., to Sunshineorganic@aol.com; then call Vanessa at 831-728-4540.

*continued on next page*

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Make OxiDate your choice and protect the health and welfare of people, plants, animals, aquatics and our ground water.

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**For Sale.** New/Unused Multi-purpose Heavy Duty Waxed Produce Boxes - Over run. Printed for organic bell and chile peppers, green beans, peas, artichokes and eggplant. Measure 19.75" x 13.25" x 7.5" deep. Only \$.50 each. Pallet amounts are available. Contact Ralph at 707-262-0172 {vm} or 707-245-5183 {c}

**Gophers Limited: Non Toxic Pest Control Solutions** for Farms, Ranches and Landscapes. I will train you or your workers to effectively control your gopher, mole and ground squirrel problems. Fast, easy trapping methods and cultural practices. I sell bulk Cinch traps, gopher wire and special tools. I also give in-depth presentations on vertebrate pest control without poisons. For training or consulting, call Thomas Wittman at 831-336-2852 or email twittman@cruzio.com.

**Got Squirrels? Got Rats?** The Trap Maker [www.thetrapmaker.com](http://www.thetrapmaker.com) 530-529-1910

**Intern/Apprentices Sought at County Line Harvest Farm.** Petaluma, CA. No experience needed, just good work ethic and interest in farming/gardening. We are a certified 6 acre farm that sells to restaurants around San Francisco and attends farmers markets. Positions [4 openings] are from May till mid November. Weekly stipend of \$125 plus opportunity to make extra with deliveries of product to the city. Please call 707-769-1802 or email: [colineharvest@aol.com](mailto:colineharvest@aol.com).

**Oat Hay For Sale.** Certified organic oat hay in the Capay Valley. About 100 bales available. Stored in a hay barn. Must load yourself or bring a squeeze. \$160/ton. Call Sally at 530-796-3388 or email: [sally@vreseis.com](mailto:sally@vreseis.com).

**Organic Farm Land for Lease.** Approximately 3/4 acre available in Felton, off Quail Hollow Road. Flat with full sun, deer fencing, excellent soil. Water included. Easy access, two miles from Graham Hill Road. Terms and conditions negotiable. Call Vince at 831-334-3386.

**Wanted: Certified Organic Dairy Cattle.** Preferably holstein or jersey springer heifers, but will consider other breeds. Must buy by summer. Contact Aaron at [aaron.m@organicpastures.com](mailto:aaron.m@organicpastures.com) or call 559-352-6585.

**Winery For Sale. Dream** big, work hard and enjoy the journey. Brian and Diana of Fitzpatrick Winery & Lodge are looking for someone special to buy their winery, vineyard and lodge on 30 acres located in the Sierra Foothills. Three decades pioneering a most unique vertically integrated agro-tourism enterprise, Fitzpatrick Winery & Lodge is ready to enjoy continued success into the future. Check out the details at [www.fitzpatrickwinery.com/dream\\_big.htm](http://www.fitzpatrickwinery.com/dream_big.htm). The Fitzpatricks are offering a \$100,000 incentive for the next owners to remain certified organic over the next 10 years.

**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

**April 22, 2006**  
**Earth Day**

**April 28-29, 2006**

**Wind Energy Experts Educate Consumers at UC Extension, Davis, CA**

This course brings together experts from the California Energy Commission, the California Wind Energy Collaborative and the industry, who will educate you on the basic science and economics of small wind energy systems. For more information or to enroll, visit [www.extension.ucdavis.edu/engineering](http://www.extension.ucdavis.edu/engineering).

**May 6-9, 2006**

**All Things Organic Conference and Tradeshow, Chicago, IL**  
North America's only all organic conference and trade show. Visit the CCOF pavilion and call 207-842-5562 now to reserve space for CCOF clients in 2007. Visit [www.ccof.org/sponsors.php](http://www.ccof.org/sponsors.php) and [www.organicexpo.com](http://www.organicexpo.com) for more info.

**May 29, 2006**

CCOF office closed - Memorial Day

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

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

**September 15, 2006: Santa Barbara, CA**  
**Tour d'Organics Bike Rides**

These cool bike rides feature organic foods, farms, and more. Check out their ad on page 30 and visit [www.tourdorganics.com](http://www.tourdorganics.com) for more information.

**August 7-9, 2006**

**International Conference on The Future of Agriculture: Science, Stewardship and Sustainability, Sacramento, CA**  
Come for technical sessions, panel presentations, and interactive

group discussions to develop strategies for addressing pressing environmental issues in agriculture through the integration of science, technology, and policy. Find more information at [www.dce.ksu.edu/dce/conf/ag&environment/](http://www.dce.ksu.edu/dce/conf/ag&environment/)

**September 15-17, 2006**

**Healthy Harvest Show, Santa Clara, CA**

The Healthy Harvest Show will feature over 200 exhibitors of organic and natural foods and products, dietary supplements, HBA, sports nutrition, natural remedies, health books, and more. For more information, call 866-343-6632, or visit [www.healthyharvestshow.com](http://www.healthyharvestshow.com).

**October 4-6, 2006**

**30th Annual Provender Alliance Educational Conference, Hood River, OR**

The Annual Educational Conference provides a fun, cooperative atmosphere for members to teach and learn from each other and to network about the heart and soul and nuts and bolts of natural products in a non-trade show setting. For more information, call 888-352-7431, or visit [www.provender.org](http://www.provender.org).

**October 4-7, 2006**

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

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

**December 1-2, 2006**

**5th Annual PCA Conference, San Luis Obispo, CA**

Enhance your skills, earn continuing education credits and enjoy beautiful San Luis Obispo. Sponsorships are available. Visit [www.ccof.org/pcaconference.php](http://www.ccof.org/pcaconference.php) or email [ccof@ccof.org](mailto:ccof@ccof.org) for more information, to request a brochure, or get details.





## new members

# New Certified Clients

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

### ALTA VIDA, LLC

Santa Cruz, CA  
831-466-9832  
ybypyta@yahoo.com  
Certified Crops/Products/Services:  
Kombucha

### BLUE BANNER CO.

Riverside, CA  
951-780-8458  
glessranch@aol.com  
www.glessranch.com  
Certified Crops/Products/Services:  
Oranges

### DIAMOND HB ORGANICS

Chico, CA  
530-343-1678  
mjb2626@sbcglobal.net  
Certified Crops/Products/Services:  
Apples, Asparagus, Cherries, Mixed  
Vegetables, Peaches, Plums, Seed  
[Broccoli], Walnuts

### DOUBLE BRC RANCH

Fort Jones, CA  
530-468-4037  
bbmac@sisqtel.net  
Certified Crops/Products/Services:  
Alfalfa, Cattle [Slaughter], Pasture,  
Rangeland

### EMBREY & STOKES

Orland, CA  
530-865-3007  
Certified Crops/Products/Services:  
Olives

### EMBREY FAMILY FARMS

Orland, CA  
530-865-3007  
Certified Crops/Products/Services:  
Olives

### EQUATOR ESTATE COFFEE AND TEAS

San Rafael, CA  
415-485-2213  
david@equatorcoffee.com  
www.equatorcoffee.com  
Certified Crops/Products/Services:  
Coffee, Tea

### FIELD FRESH FOODS, INC.

Los Angeles, CA  
310-719-8422  
luisp@fieldfresh.com  
Certified Crops/Products/Services:  
Broccoli, Cabbage, Carrots,  
Cauliflower, Celery, Onion, Romaine,

Tomatoes [Processed], Zucchini

### GEORGE E. DELALLO CO. INC

Greensburg, PA  
724-853-5353  
anthonyd@delallo.com  
Certified Crops/Products/Services:  
Olives, Packaging

### GOTTSCALK ORGANIC AVOCADO LAND

Cordona Del Mar, CA  
760-439-6293  
aadaigle@cox.net  
Certified Crops/Products/Services:  
Avocados

### HIGHLAND RANCH, INC

Fullerton, CA  
562-754-8080  
paulkang@adelphia.net, ywkang@  
angelescontractor.com  
Certified Crops/Products/Services:  
Avocados

### JACK NEAL & SON, INC./ FRANKLIN

St. Helena, CA  
707-963-7303  
mneal@jacknealandson.com  
www.jacknealandson.com  
Certified Crops/Products/Services:  
Grapes [Wine]

### JACK NEAL & SON, INC./MEEHAN

St. Helena, CA  
707-963-7303  
mneal@jacknealandson.com  
www.jacknealandson.com  
Certified Crops/Products/Services:  
Grapes [Wine]

### LA PALMA RANCH

Valley Center, CA  
760-749-0592  
lapalma\_Jill@yahoo.com  
Certified Crops/Products/Services:  
Oranges

### MARIANI-STONEBARGER dba MARISTONE

Brentwood, CA  
925-584-0101  
Erick@maristone.com  
www.maristone.com  
Certified Crops/Products/Services:  
Arugula, Basil, Basil [Opal], Bay  
Leaves, Chervil, Chives, Dill,  
Flowers, Lemon Verbena, Marjoram,  
Mint, Oregano, Pansy, Rosemary,

Sage, Savory, Sorrel, Tarragon,  
Thyme, Thyme [Lemon]

### OILS OF PAICINES

Salinas, CA  
831-422-1915  
sales@oilsofpaicines.com  
www.oilsofpaicines.com  
Certified Crops/Products/Services:  
Fallow, Fruit and Nut Trees, Olive  
Oil, Olives

### PARAMOUNT LAND COMPANY, LP

Lost Hills, CA  
661-797-6540  
www.paramountfarming.com  
Certified Crops/Products/Services:  
Pomegranates

### RIO VERDE HARVESTING, INC.

Santa Maria, CA  
805-922-7414  
purisima@mindspring.com  
Certified Crops/Products/Services:  
Artichokes

### SAND HILL FARMS/ DOVE RANCH

### ORGANICS

Arvin, CA  
661-854-3322  
onesandhill@aol.com  
Certified Crops/Products/Services:  
Nectarines, Peaches

### THE PLUG CONNECTION, INC

Vista, CA  
760-631-0992  
tim@plugconnection.com  
www.plugconnection.com  
Certified Crops/Products/Services:  
Transplants

### TOWNE ENTERPRISES

Walnut Grove, CA  
916-776-1424  
brucetowne@frontiernet.net  
Certified Crops/Products/Services:  
Grapes [Wine]

### TRIPLE J PRODUCTS

Pacifica, CA  
650-355-5478  
triplejproducts@sbcglobal.net

*continued on next page*

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

Link up with the Organic Trade Association

**WWW.OTA.COM**

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

*Organic*  
TRADE  
ASSOCIATION

Certified Crops/Products/Services: 805-579-8364  
Mixed Fruits & Vegetables Certified Crops/Products/Services:  
Lemons

**VINCENT W. SERVIN**  
Somis, CA

Nine CCOF clients were inadvertently omitted from CCOF's 2006 Organic Directory although they were certified at the time of production. They are included here. CCOF sincerely regrets the error.

**COKE (T. & L.) FARM**  
Aromas, CA  
831-726-2607  
Certified Crops/Products/Services:  
Fruit, Vegetables

**FERN VALLEE FARMS**  
Ferndale, CA  
707-496-8841  
fernvalleefarms@aol.com  
Certified Crops/Products/Services:  
Dairy Cows, Milk [Raw], Pasture

**FONG FARMS, INC.**  
Woodland, CA  
530-662-0812  
clifjen@yahoo.com  
Certified Crops/Products/Services:  
Alfalfa, Asparagus, Beans [Dry],  
Corn [Dry], Oat Hay, Tomatoes  
[Processing]

## New Supporting Members

### Lifetime Businesses

**AnTerra Group, Inc.**  
Terranova, Anthony  
Mission Viejo, CA [949] 215-0658  
www.anterragroupinc.com  
anterragroupinc@cox.net

### Sustaining Businesses

**Biotactics**  
Maltby, Skip & Barbara  
Romoland, CA [951] 943-2819  
www.benemite.com  
sales@benemite.com

**JHBiotech**  
Ventura, CA [805] 650-8933  
www.jhbiotech.com  
biotech@jhbiotech.com

**Nutrition Business Journal**  
Piotrowski, Jill  
San Diego, CA [619] 295-7685  
www.nutritionbusiness.com  
info@nutritionbusiness.com  
Nutrition Business Journal serves the nutrition, natural products and alternative health care industries. It provides detailed market research for upper management involved in the nutrition industry and addresses impacts on the food, pharmaceutical and health care industries.

### Contributing Businesses

**California Liquid Fertilizer**  
Maury Trevelan

Gonzales, CA [831] 675-8600  
www.liquidfertilizer.com  
info@liquidfertilizer.com  
OMRI listed Biolizer® liquid and pelletized fertilizer line offers growers a balanced nutrient and micro-organism package while promoting increases in root development, nutrient uptake, water retention, and soil respiration rates. For more information contact us at 1.877.675.8600 or www.liquidfertilizer.com

**Jason's Deli**  
Coco, Russell  
Beaumont, TX [409] 838-1976  
www.jasonsdeli.com  
rusty.coco@jasonsdeli.com

**Lives by Design, International**  
Dampier-Ragan, Cat A.  
Monterey, CA [831] 917-0308  
livesbydesign-intl@sbcglobal.net

**O Olive Oil**  
Hinson, Greg  
San Rafael, CA [415] 460-6598  
www.ooliveoil.com  
greg@ooliveoil.com

**Redmond Minerals**  
Bastian, Rusty  
Redmond, UT [866] 735-7258  
www.redmondinc.com  
rustyb@redmondminerals.com

### Promoting Businesses

**Climate News NM**  
Pape, Louise  
Santa Fe, NM [505] 471-3331

**KRUEGER FARMS**  
Orland, CA  
530-865-3126  
polecat3@sunset.net  
Certified Crops/Products/Services:  
Almonds, Olives

**LOLONIS VINEYARDS, INC.**  
San Mateo, CA  
707-485-5656  
Certified Crops/Products/Services:  
Grapes [Wine]

**PEACEFUL GLEN ORGANICS**  
Covelo, CA  
707-983-6327  
jrtrint@saber.net  
www.peacefulglen.com  
Certified Crops/Products/Services:  
Apples, Herbs, Mixed Vegetables,  
Transplants

**STONEY POINT- PINE HILL ORCHARDS**  
Placerville, CA  
530-626-9696  
hansenrr@pacbell.net  
Certified Crops/Products/Services:  
Citrus, Figs, Jujubes, Persimmons,  
Plums

**UPTON VINEYARDS**  
Redwood Valley, CA  
707-485-5972  
janupton@saber.net  
Certified Crops/Products/Services:  
Grapes [Wine], Walnuts

**VACA VALLEY ORCHARD COMPANY**  
Vacaville, CA  
707-448-5308  
Certified Crops/Products/Services:  
Persimmons, Plums, Walnuts

climatetoday.org  
louiseape@aol.com  
**Foodology**  
Payton, Mike  
Sun Valley, CA [818] 252-1888  
www.foodology.com  
adaastrofolino@foodology.com

**Nalco Company**  
Garcia, Delisa  
Naperville, IL [630] 305-1370  
www.nalco.com/foodandbeverage  
dkennedy@nalco.com

**Sweet 'n Fresh Fruits and Vegetables**  
Chavez, Andrea  
Fullerton, CA [714] 680-6370  
www.sweetnfresh.com  
sweetnfresh@sbcglobal.net

**The Trap Maker**  
Murchison, Michael  
Red Bluff, CA [530] 529-1910  
www.thetrapmaker.com  
trapmaker@thetrapmaker.com  
Got Squirrels? Got Rats? The Trap Maker www.thetrapmaker.com 530-529-1910

**Worms Worth, Inc.**  
B, Eddie  
Paso Robles, CA [805] 227-1024  
www.wormworth.com  
eddieb@premiergroup1.com

### Supporting Retailers

**Casa de Tree**  
Kagimoto, Ayano  
Torrance, CA [310] 784-0455  
casadetree@sbcglobal.net

### Ag Advisors/Consultants

**FiBL**  
Meili, Eric

Bubikon, Zurich, Switzerland  
www.fibl.org  
eric.meili@fibl.org

**Miller Chemical**  
Fiery, Mike  
Hanover, PA [717] 632-8921  
mikefiery@millerchemical.com

### Contributing Individuals

**Krebs, Tom & Sue**  
Pittsboro, NC

### Promoting Individuals

**Bright, Kevin**  
San Luis Obispo, CA

**Broughton, Belinda**  
Los Angeles, CA

**Co-members Dinyah Rein & Bernadette Fudge**  
Grass Valley, CA

**Corcoran, Kevin**  
Elk Grove, CA

**Damon, Susan**  
Soquel, CA

**De Jong, Jackie**  
Paso Robles, CA

**Kochanowski, Yvonne**  
Placerville, CA

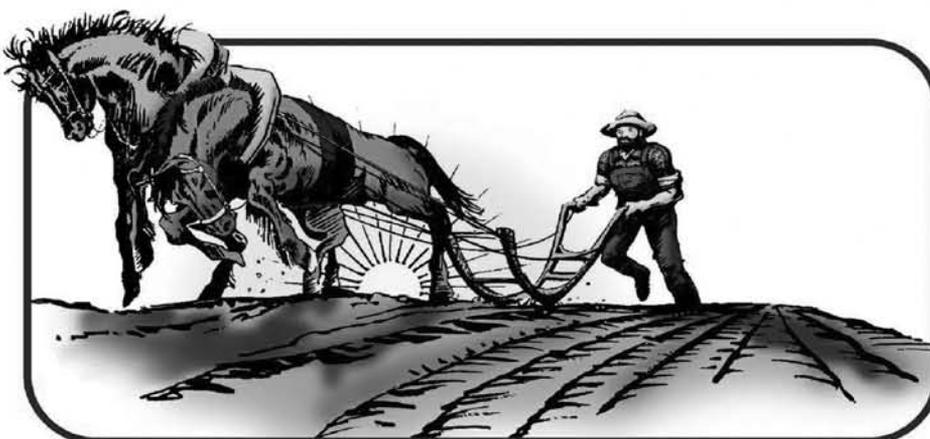
**Larkin, Doug**  
San Francisco, CA

**McCloskey Family, The**  
Lafayette, CA

**Schirmer, Dennis**  
Santa Cruz, CA

**Silverman, Scott**  
San Francisco, CA

**Tyler, Trevor**  
San Luis Obispo, CA



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

At **California Organic Fertilizers, Inc.™**, we know what goes around, comes around.

That's why, for more than 15 years, we've treated organic growers the same way they treat their land: with **renewed respect**.

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10585 Industry Avenue • Hanford, CA 93230  
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Email: [cofi@organicag.com](mailto:cofi@organicag.com)  
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# California Certified Organic Farmers (CCOF)

In 1982, **Albert's Organics** saw the potential of organic produce. Today, we're the premier distributor of organic produce and other fine perishable products, featuring our **Grateful Harvest** brand. Albert's Organics is proud to support the dedicated local growers that broke the ground for organic produce.

For more information, call **Steve Janedis** at **303-537-0247 Ext. 54467**  
or visit **[www.albertsorganics.com](http://www.albertsorganics.com)**.



**CCOF**  
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(831) 423-2263 • fax (831) 423-4528  
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