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Our Bright Future *CCOF's Three-Year Strategic Plan*

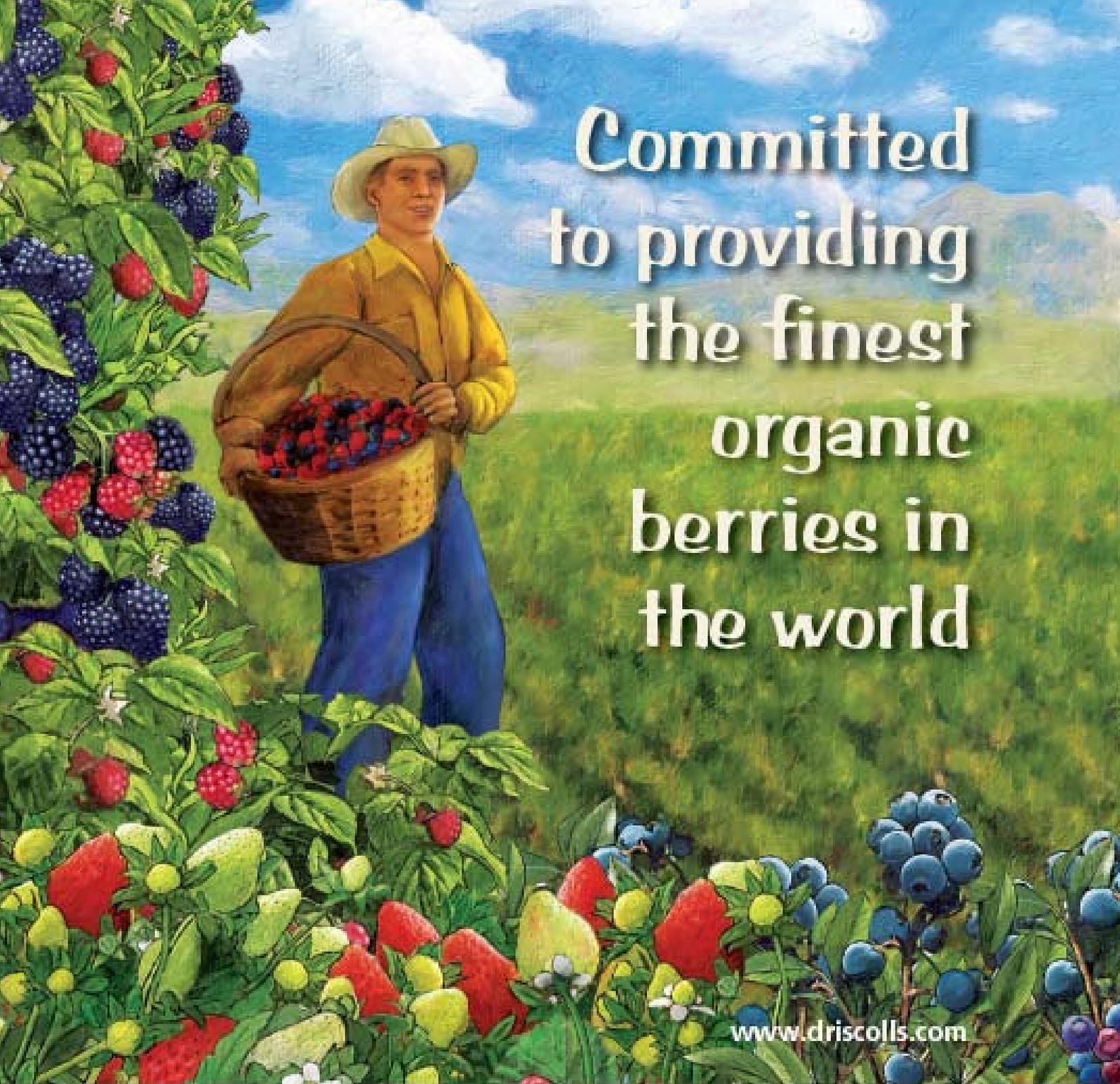
IN THIS ISSUE:
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Biodiversity Tips
CCOF – Living Environments in Color
Understanding Certification

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First Words



In this issue we look toward the future of CCOF and the organic sector. By the time you read this, we will be well on our way toward implementing our three-year strategic plan. Read all about it beginning

on page 7.

What struck me as I read through this issue is the theme of continued growth – within CCOF, within member businesses, and within the organic community as a whole. Take a look at CCOF’s amazing growth statistics on page 16. Much of our current growth is attributed to existing members adding acreage, facilities and products. We’re excited that many CCOF members are experiencing growth and progress, and we wish them continued success. A lot has been happening in CCOF Certification Services, so be sure to check out the articles beginning on pages 16 and 19 for important client information. We’re continuing to make strides in providing online and electronic services and are working on additional projects that will provide increased benefits for clients.

We were pleased to learn that the National Organic Program (NOP) received a much-

needed budget increase to help them carry out their work with standards development, accreditation, and enforcement. (See page 20.) In the coming months, our Government Affairs Committee and Board of Directors will be discussing ways we can work to make the California State Organic Program more effective and relevant for our members, based on the feedback gained in our Annual Meeting breakout sessions. Please contact Claudia@ccof.org with your suggestions.

Speaking of Claudia...I’m very excited about the addition of CCOF’s first ever full-time Policy Director to our team. (See page 5 opposite.) Our policy needs have more than doubled in the last year, and we’ve been hard pressed to keep up with the research, communication, advocacy and lobbying that is needed to maintain the integrity of organic agriculture, which is one of our core values. We’ve been fortunate to be able to collaborate with other organizations such as the Organic Farming Research Foundation, the Organic Trade Association, the National Campaign for Sustainable Agriculture and the Coalition for Food and Fiber to monitor and act on important legislation and governmental activities.

As we focus on our strategic plan, my

mantra is “Be Proactive”. If you’ve read *The Seven Habits of Highly Effective People* by Stephen Covey, you’re familiar with the idea of Quadrant II – focus on what is “Important” but “Not Urgent”. We’re intentionally spending more time planning and envisioning the future in order to be better positioned to tackle difficult issues and crises as they arise and be better prepared to initiate projects and participate on critical committees and task forces on behalf of our membership.

In closing, I’d like to acknowledge our fantastic staff and the volunteer leadership of the three CCOF entities – Inc., LLC, and Foundation. These folks work long and hard, often behind the scenes, on behalf of our membership and the organic sector. They don’t get the recognition they deserve. So, the next time you have the opportunity to interact with them, please take a moment to thank them for the time they are dedicating to CCOF and organic agriculture and let them know we appreciate them very much.

Please don’t hesitate to contact me at peggy@ccof.org with your comments, suggestions and questions about any aspect of CCOF.

Peggy Mears

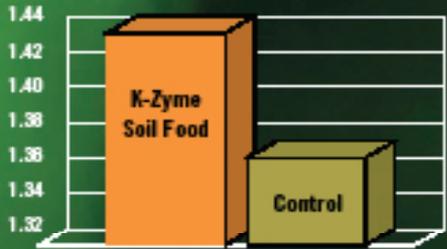
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OMRI VQA NOP

Know Your CCOF

CCOF recently hired three new talented and passionate staff members. We'd like to take this opportunity to briefly introduce them to you.

Jane Baker



Jane Baker joined CCOF in December 2007 as Marketing Specialist and hit the ground running at a time busy with trade shows, conferences and publication deadlines.

Jane comes to CCOF with a long resume of experience in marketing and sales across a range of different industries, most of them in her native United Kingdom. She has a passion for healthy and organic food, a great sense of humor, a thorough working knowledge of the Queen's English and fluency in Spanish as well.

Jane is the lead staff person on the production of CCOF's quarterly magazine, and she is also shepherding CCOF's enthusiastic flock of student interns, who hail from colleges and universities in the Santa Cruz area.

Xela Young



After graduating from law school in New Mexico, Xela Young decided it was time to come home to California and return to her roots in organic agriculture. Xela grew

up on a CCOF farm in Northern California, picking and packing kiwis. As Xela tells it, "I was that kid who would not eat my vegetables if they were not organic."

Since November of 2007, Xela has served as Executive Assistant to Executive Director Peggy Miars. Xela was central in implementing CCOF's annual meeting in January as well as CCOF's two-day Food Safety Conference. On a daily basis, Xela works on a wide range of projects while also providing technical, logistical and administrative support.

Claudia Reid



Claudia Reid became CCOF's first ever full-time Policy Director in March 2008. Claudia is no stranger to CCOF, having been involved with organic and sustainable agriculture policy for years. Most recently, she was the Policy Director for the California Coalition for Food and Farming, where she worked extensively on the Farm Bill. Before that Claudia served as the Legislative Director for the University of California, Agriculture and Natural Resources.

Claudia will be taking the lead on policy issues for CCOF from her home base in Sacramento, where she already has long-standing contacts throughout state government, the UC and CSU systems, and with many affiliated organizations.

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CCOF Looking to the Future

The new three-year strategic plan

by Peggy Miars,
Executive Director

You wouldn't start out on a vacation without a plan of where you're going, how you'll get there, and a basic idea of what you'll do, would you? *The Field Guide to Nonprofit Strategic Planning and Facilitation* likens the strategic planning process to vacation planning. Our vision is where we want to end up and what we will be doing at our ultimate destination. Our mission is why we are traveling, and our values are our priorities in how we carry out our trip. Goals are our major stops along the way, and objectives help determine who will drive each route, and budgeting rounds out the process so we ensure we'll have enough money for our trip.



CCOF Promotion

Of course, our route needs to be flexible because we'll need to change course as storms arise, or maybe we'll want to spend more time at a particularly sunny spot along the way. Our three-year strategic plan allows us to adapt by adopting new strategies and letting go of others as our needs and resources change along our trip. Change is inevitable within CCOF and the organic sector!

CCOF Assistant Executive Director Steve Lustgarden summed it up nicely: "As the baseball legend Yogi Berra warned, 'If you don't know where you are going, you will end up somewhere else.' This strategic plan is the map CCOF needs to get us where we want to be three years down the road," said Steve.

Regular readers of *Certified Organic* have followed CCOF's journey as we developed our three-year strategic plan, so I won't revisit the whole process of how we got here. Suffice it to say that it included numerous discussions between staff and board representatives of CCOF, Inc. (education, advocacy, promotion, and trade association), CCOF Certification Services, LLC (certification), and the CCOF Foundation (research and education).

Cathy Holden, Chair of the CCOF Foundation Board of Trustees, applauded the



CCOF Advocacy

opportunity for the three CCOF organizations to work together. "Creating the strategic plan provided the opportunity for the three organizations to engage in dialogue over an extended period of time. In so doing, we had the opportunity to get to know our counterparts better, improve communication and cooperation, and most importantly, to share and reaffirm the reasons we give much of our time and talent to the cause of organic agriculture," said Cathy.

The staff has been implementing the goals, objectives, and strategies of the plan since January 1. This is a very aggressive and optimistic plan that requires the hard work, attention, and cooperation of staff, board members, committee members, and volunteers to succeed. I'm pleased to report that we've already accomplished some of the strategies we identified for 2008! For example, we've hired a new Policy Director (see article on page 5), and we've identified more consumer events in which to participate to promote our members, CCOF and the organic community. The volunteer leadership of the three organizations will receive semi-annual updates on our accomplishments. And, I'll personally check in with the staff more frequently to ensure we're staying on course.



CCOF Vision

To be the leading voice for organic.

CCOF Mission

CCOF certifies, educates, advocates and promotes organic.

CCOF Values

- Upholding the integrity of organic certification and food production
- Being socially, environmentally, and economically responsible
- Maintaining openness and transparency and embracing the democratic process
- Appreciating and supporting its staff
- Treating everyone with respect

Inc. Goals

Inc. Goal: Innovate the chapter system.

CCOF chapters have experienced tremendous change since implementation of the National Organic Program (NOP) in 2002. Chapters are no longer active in the certification process, so our work needs to address their purpose and role within CCOF.

Inc. Goal: Expand education, advocacy and communication efforts to consumers, media and appropriate entities.

CCOF is experiencing increasing demand to be more proactive in education and advocacy issues. Our policy demands have more than doubled in the last year, and advocacy matters have historically been prioritized on more of a reactive, rather than proactive, basis. We need to continue to work to protect the integrity of organic agriculture and products and to communicate the benefits of organic agriculture.

To find out how you can support CCOF's education and advocacy efforts, visit us at www.ccof.org/support/php.

Will Daniels, Chair of the CCOF, Inc. Board of Directors, was my co-travel director throughout this process. I appreciate the time and effort that Will spent reading resource materials, preparing presentations, chairing meetings, and leading the process.

- Continued on page 8

According to Will, "I've seen CCOF change tremendously over the last several years. We've progressed from primarily a California certifier to a key player in state, national and international organic certification and policy communities. Our strategic plan has been thoroughly vetted and carefully crafted, which has resulted in an aggressive plan that will help CCOF accomplish our mission and move closer to our vision. I'm very pleased with the results and appreciate everyone's input. Our members can be confident that CCOF is representing their interests and working to uphold the integrity of organic agriculture and organic products."



CCOF Education

Sean Swezey, an active member of the CCOF Certification Services, LLC Management Committee, felt that including CCOF member farmers, processors and supporting members helped bring a variety of interests to the table. "It's difficult for any one individual to consider each goal from a variety of perspectives. It was helpful to include representatives from CCOF's diverse clientele and volunteer base in the discussion and decision-making process," said Sean.

Some families have their own mission statements, goals and objectives to keep them moving in the direction they want to go. I have a personal mission statement I developed during a leadership conference many years ago...yet, it still rings true for me. What about your farm or business? Have you ever heard, "If you can visualize it, you can make it happen"? Put your goals down on paper and review them regularly. Be sure to take action, even small steps, toward your goals. You'll be amazed at the results! And, I hope at the end of three years, you'll be amazed at the results we've achieved together for CCOF. Happy spring!

Inc/LLC Goals:

Inc./LLC Goal: Strengthen board and committee governance. Our current Inc. structure relies on chapters electing representatives to the Board of Directors. We are discussing the possibility of creating a process in which board nominees submit documentation of their qualifications and desire to serve with a possible at-large election process. On the LLC side, recruiting committee members with specific skill sets, and developing ground rules for participation top the discussion.

Inc./LLC Goal: Expand services and benefits to members, including the needs of the small grower/processor. Identifying member needs, determining what benefits and services can be offered, and improving two-way communication between CCOF and our members are the key areas we're exploring. The feedback we received at our 2008 Annual Meeting was loud and clear – Members want increased online services and resources. We've been slowing moving in this

direction, and a new certification database will help to provide service using the latest technology. Members also expressed interest in group benefits such as health insurance and workers compensation and resources on topics such as organic best practices and record keeping.

Inc./LLC Goal: Improve capacity to deliver effective, efficient, and sustained programs. This is key to our success. Creating new revenue sources, attracting and retaining effective staff, maximizing use of technology, and monitoring and reporting on key measurements will ensure that CCOF will remain an effective and sustainable leader in organic.

Inc./LLC Goal: Be competitive in the marketplace for certification and trade associations. Developing and implementing an aggressive marketing strategy, expanding in key strategic certification categories, and ensuring that certification fees are competitive and appropriate will help grow our membership and will solidify CCOF's position as an organic certification leader.

LLC Goals:

LLC Goal: Grow revenue by 12% year over year and double number of clients by 2013. Objectives include maintaining organic accreditations that meet client needs, identifying areas of opportunities in the marketplace, and maximizing new client acquisition and retention.

LLC Goal: Streamline the certification process while maintaining the highest level of organic integrity. As we strive to meet the needs of clients, it's critical that we maximize the use of technology, eliminate redundancy, innovate the role of Regional Service Representatives, improve policy development, clearly communicate with clients, and streamline the renewal process.

CCOF Foundation Goals:

The CCOF Foundation manages the popular Going Organic project, which helps farmers transition to organic through mentoring and training sessions. Our strategic plan includes two goals for the Foundation.

Goal: Determine the viability and pros and cons of merging with Inc. The staff and boards of both organizations will be conducting a feasibility study and analyzing whether to merge the CCOF Foundation, and the Going Organic project, with CCOF, Inc.

Goal: Mobilize the Foundation – increase individual and organization involvement. Foundation trustees are working to secure future funding for the Going Organic project and will be providing quarterly reports on the project to the CCOF, Inc. Board of Directors.

If you'd like to be part of the CCOF Foundation by making a tax-deductible donation, by serving as a Trustee, by suggesting a project idea, or by partnering on a possible future project, please contact Chair Cathy Holden at (916) 487-9049, holdenresearch@att.net, or Treasurer Jim Zeek at (530) 644-6448, jzgoodness@yahoo.com.



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Member Profiles

Lundberg Family Farms, *Sharing the Harvest with Employees*



The Founding Lundberg Brothers



Photographs courtesy of Lundberg Family Farms

 Free fruit and vegetables, reduced-fee gym memberships and 100% tuition reimbursement are among the reasons that Lundberg Family Farms is the 2007 California Workplace of the Year. The Employer Resource Institute honored the family-owned producer of organic rice and rice products with its Great California Workplaces grand prize. The award recognizes California employers of all sizes that have implemented unique, innovative, or exceptionally effective programs that make them stand out. Lundberg Family Farms earned the Great California Workplaces award in recognition of the way it supports, rewards and retains its employees. The 70-year-old company employs 180, including 11 third-generation family members. Employee retention is unusually high: the average employee tenure is 8.28 years and 10 percent of the workforce has 20 or more years of tenure.

According to Tim Schultz, vice president of administration, the company's commitment to core values is key in creating a positive workplace environment. "Our employees are proud to work for a company that has a 70-year tradition of upholding values of integrity, respect, continuous improvement, and teamwork," Schultz said. "A lot of satisfaction flows from being part of an organization that promotes healthy products and sustainability."

Jessica Lundberg defines their success as "Prosperity is being able to do what you love for your livelihood and flourish.

Prosperity is having the opportunity to continue a legacy of a company that provides healthy food for so many people who we get to connect with. It's the gift of a tradition of caring for the land and a company built from hard work and vision. It's being able to provide a good living for not only your own family, but for many other families. Prosperity is having the benefit of a good education. It's being able to work with family members who complement each others' strengths, skills and interests. It's having a family history of hard work and vision which allows us to appreciate where we are now. It is possible that members of the family have differing definitions of prosperity since everyone is an individual and has their own history of experiences, but I believe that we are all on the same track as far as core values which keeps us focused and true to our mission as both farmers producing food and caring for the land and as a food company that strives to be a leader in producing and marketing high quality organic and eco-farmed rice products in a sustainable and beneficial manner."

Management's open-door policy, which encourages every employee to offer suggestions and share concerns, contributes to the high level of employee satisfaction, as do Lundberg's generous bonus and profit-sharing programs, and the company-wide focus on health and wellness. Benefits like free flu shots and blood-pressure screening, along with generous preventive care services through the company's health insurance plan, are rare in American workplaces, and all but unique in the agricultural sector.

Since 1937, the Lundberg family has been farming rice and producing rice products at their farms in the Sacramento Valley. Now led by its third generation, Lundberg Family Farms uses eco-positive farming practices to produce wholesome, healthful rice products while protecting and improving the environment for future generations.

Quick Facts about Lundberg Farms

Year Founded: 1937, by Albert and Frances Lundberg.

Location: Richvale, CA, in the heart of the fertile Sacramento Valley.

Products: A wide variety of organic and eco-farmed rice and rice products, including bagged and bulk rice, rice cakes, rice chips, rice syrup, rice flour, rice entrees and more.

Most Popular: Organic whole grain brown rice.

Acres Under Cultivation: 17,000 total. Approximately 11,000 are organic, and 6,000 are eco-farmed.

Growing Methods: While 60% of Lundberg's products are certified organic, the company also offers eco-farmed products, which use innovative environmental practices to sustain and preserve our delicate ecosystem.

For more information, visit www.lundberg.com.

Member Profiles

Alaska's Bakery

CCOF knows that many of our certified members are dog lovers and thought you'd be interested to hear the story of CCOF certified Alaska Bakery that makes gourmet dog treats. Here's a question and answer session with Noreen Naidus, founder and owner.

Q: What prompted you to set up a bakery making dog biscuits?

A: It all began when Alaska joined the family as a six week old puppy. His parents were championship American Eskimo dogs. We got him from Alaska, hence his name. All my life, I've had a strong interest in nutrition and health and I've loved to cook and bake. When we got Alaska, I wanted



Noreen Naidus and her dog Alaska

to make sure that we took good care of him and fed him food that would ensure him a long and healthy life. I started to read-up on what foods were good and what to avoid and started to bake my own dog cookies when I found there was nothing available that met my standards. Making batches of dog treats resulted in more treats than one dog could eat and that's when the idea of starting a bakery came about. Since Alaska was the inspiration we decided to name the bakery after him.

Q: How did you go about researching what ingredients to use?

A: My research consisted of reading lots of books and asking lots of questions. I found the answers I was looking for in books by holistic veterinarians. Then I experimented

with ingredients and flavors using Alaska and the other neighborhood dogs to taste test. I started by feeding him a carrot, a date or other piece of dried fruit. When he went really crazy I knew I had a winner.

Q: What are some of the health benefits for dogs of the ingredients you use?

A: Organic ingredients are more easily digested, offer the body more nutrients and make for a stronger immune system, all of which help enhance the quality of and extend the life of an animal. For example, I have a recipe using cranberries which contain powerful antioxidants that benefit the cardiovascular system and immune system. It's all about combining flavor with what's wholesome and healthy. Alaska's now eight years old - 'going on two' - and I'm confident this is due in large part to his diet.

Q: Why did you decide to become certified organic by CCOF?

A: It was a commercial decision. I wanted to give people a product they could trust, and I wanted to give myself an edge with which I could approach stores and retailers and get noticed. The decision to become certified organic is one that's truly paid off. The veterinarian who endorses my product

used to sell around six bags a week, since we became certified organic they are now selling three cases a week.

Q: What did you find most easy and most difficult about the certification process?

A: The easy part was making the decision to become certified organic. After that the challenge was to learn all about the NOP rules and regulations, what was allowed and not allowed, and then to ensure that what I'd been doing instinctively before met the legal organic standards. As we've grown larger we've had to work harder on documentation. When production was small it was easy to know when the last batch was made and for whom: now that we're bigger, record keeping takes more effort. Sourcing ingredients was another challenge.



Alaska's Bakery Dog Treats

Q: What can you tell consumers about the USDA National Organic Program (NOP) standards for pet foods?

A: The same set of standards and rules apply to the production of organic dog food

as to the production of organic food for human consumption. The laws governing ingredients, processing aids, storage and handling are all the same. This makes total sense to me. Why should the standards that apply to their animals be any different to those for any other member of the family?

I do wish the USDA would do more to tell consumers about labeling differences on organic food, so that people could understand better what they mean.

Q: What is the flavor of the month club?

A: I wanted to offer my customers, dogs and owners, variety and choice, so I came up with the dog biscuit equivalent to a wine club. Customers who join the Club automatically get a delivery once a month, a new dog biscuit flavor in the shape of the main ingredient. For example, apple flavor biscuits are in the shape of an apple. The club is a fun way to promote other recipes in addition to our five standard flavors.

Q: Where can dog lovers go to buy your products for their pets?

A: At present, select Whole Foods stores in Las Vegas and Henderson, Nevada, stock our product. We'll be going regional with Whole Foods in the near future. A number of small independently owned pet stores throughout the country also carry our treats. The full list of retail outlets can be found on our website, you can also buy direct from us online. Who would have thought that making a biscuit for Alaska would become a business? It's a dream come true.

For further information on Alaska Bakery visit www.alaskabakery.com or telephone (702) 362-4466

Biodiversity Tips

Some Suggestions for Bringing More Life to Your Farm this Spring

Daylight hours are lengthening at last, or maybe spring snuck up on you this year. Whatever the case, a season of new growth has arrived, bidding us to shake off any remnants of a long winter's nap and return full attention to the fields. With that sense of renewed energy comes opportunity to try out fresh ways of increasing biodiversity on and beyond your farm.

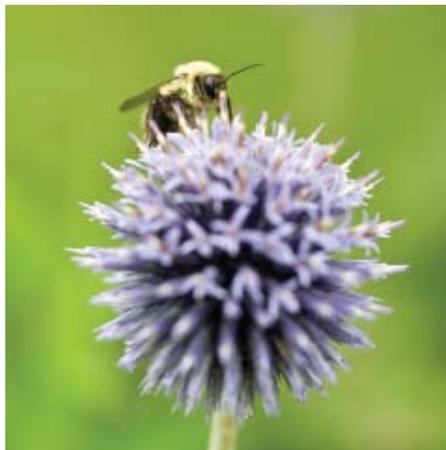
Those bursting blossoms and that faint hum in the air are sure signs that the pollinators have returned for another year on the job. Here are a few simple things you can do to provide for their needs:

- Leave some areas of soil undisturbed for ground-nesting bees.
- Add flowers in peripheral areas such as field edges and fencerows to provide foraging resources for bees.
- Consider providing "bee blocks" (constructed nesting sites) to attract more native pollinators to your farm.



Bee Box

To learn more, see Wild Farm Alliance's briefing paper "Wild Pollinators: Agriculture's Forgotten Partners," available at www.wildfarmalliance.org/resources/briefing.htm. The Xerces Society has additional resources that can be accessed online at www.xerces.org.



Wild Pollinator

Spring is a great time to make headway on ridding your farm of invasive plant species. While weeds are a ubiquitous problem on farms, the spread of aggressive non-natives into natural areas is the second greatest threat to biodiversity. Thus, knowing the enemy is key, and early detection makes management much easier. Apart from vigilance on the prevention end, the essential ingredients are persistence and patience. A few options for controlling exotics:

- Mechanical removal, while time-consuming, can be highly effective for smaller populations of plants, especially if you catch them before they go to seed. Remember to dispose of plant material properly, however, to avoid re-introducing the problem.
- Growth suppression using mulch can be another successful strategy. Lining mulch with a layer of cardboard can further increase its effectiveness.
- Biological control methods are also available that can range from having goats graze in an infested area to releasing hairy weevils in places where yellow starthistle is a problem.

The California Invasive Plant Council has lots of helpful information on this topic at www.cal-ipc.org/ip/inventory/index.php.

Schedule farm activities to accommodate wildlife. Being mindful of their lifecycles will help you plan accordingly.

- Arrange crop rotations so that at any given time, some fields will be available to shelter wildlife.
- Be aware of what wildlife (e.g. ground nesting birds) might be residing in areas of standing vegetation before mowing or weed eating and avoid nest sites.



Sparrow's Nest



Sage

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CCOF – Living Environments in Color

This past March, as CCOF continued to experience tremendous growth in certified organic members, the Santa Cruz office outgrew its quaint converted Victorian house that had been the home office for over a decade. CCOF is now headquartered in a space three times as large, in a modern office building with high ceilings, a large meeting room and room for continued expansion.

While the new digs allowed staff a little room to breathe, one of the downsides was the rather stark feel of its sterile white walls and fluorescent lights. To the rescue: Interior designer Sharon Lutz. Based in the San Francisco Bay area, Sharon was already well-versed with CCOF and its mission. Sharon has a passion for agriculture. She buys from CCOF growers at the farmers markets she frequents, and is on a first name basis with quite a few.

Luckily for CCOF, Sharon's expertise is in creating comfortable and inspiring living and working spaces that reflect the natural landscape. "I started to see the office as a pond in a glen or meadow, with deep trees

and hidden views," Sharon recalls. "So, I developed the color palette in that theme—using blues, greens and brown. As you move through the office from one place to another, the view and colors change, which adds energy to the space and keeps it interesting." Indeed it does, much to the delight of CCOF staff and visitors.

While focusing on aesthetics, Sharon also emphasized the importance of using people- and planet-friendly materials. Using low-VOC (volatile organic compound) paints was a priority. "I feel that beauty is important in our daily lives, and to our experience in the built environment," says Sharon. "It is gratifying that choices for ecological and health conscious products are improving in availability, quality and aesthetics." In addition to low-VOC paints, Sharon's design incorporated sheets of cork, bamboo screens, low-energy and eye-friendly lighting, and widespread use of plants and art work. All the components work in harmony, especially the alternating blue, green and chocolate walls, which evoke feelings of softness and tranquility.

CCOF thanks Sharon for making her design assistance available to us, and for helping us to create an office environment that supports our daily work.



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The California Food and Farm Protection Act

AB 541, which could become California's first state law protecting farmers from the hazards of genetically engineered crops, passed out of the full Assembly on January 29 with a vote of 49-12. It was sponsored by a coalition of organizations and businesses, including CCOF, and has the support of the California Farm Bureau as well as Community Alliance with Family Farmers, the National Farmers Union and many food safety, farm and environmental groups.

AB 541 will enact protections for California farmers against frivolous lawsuits that intimidate and harass those who have not been able to prevent the inevitable – the drift of genetically engineered pollen or seed. It will level the playing field for farmers accused by agricultural biotechnology companies and other patent holders of contract violations, and discourage the practice of biotech companies sampling crops without explicit permission from farmers and prosecuting based on unverifiable testing results.

Specifically, the newly amended bill would provide for:

1. Protection from patent infringement lawsuits for farmers unknowingly contaminated by GE crops. Currently, farmers with crops that become contaminated by patented seeds or pollen have been the target of such lawsuits without clear recourse or defense.
2. The establishment of a mandatory crop sampling protocol to be used by patent holders when investigating farmers they believe may have violated patents or seed contracts. This protocol would require the farmer's written permission for sampling, and provide for a state agriculture official to accompany the patent holder during the sampling and collect duplicate samples for independent verification if requested by either party.

The bill will now move to the state Senate for consideration.

Light Brown Apple Moth Update

By the time you read this article, the California Department of Food and Agriculture (CDFA) will have begun its 2008 efforts to eradicate the Light Brown Apple Moth. In late February CDFA began applying pheromone-infused twist ties in Monterey County, Santa Cruz County, San Mateo County and the city of San Rafael.



The twist ties are expected to be replaced every three to six months.

Aerial pheromone treatments in Monterey and Santa Cruz Counties are planned to resume June 1 with reapplication every 30 to 90 days.

After much discussion, CCOF announced a change in position regarding the aerial treatments. Because of public concern about the integrity of organic crops and the lack of sufficient scientific studies on the health and environmental impacts of the pheromone treatment, CCOF no longer supports the continued aerial spraying over populated areas. (See sidebar this page)

In addition to twist-ties and aerial spraying, the following treatments are planned but have not yet been scheduled: 1) ground treatments with *Bacillus thuringiensis* (Bt) and Spinosad, 2) a "male attractant" treatment, and 3) releasing *Trichogramma* wasps, which lay their eggs inside moth eggs. CDFA's 2008 LBAM Action Plan can be viewed at www.cdffa.ca.gov/phpps/PDEP/lbam/pdfs/docs/2008_LBAM_Action_Plan.pdf.

In late February, CDFA held scoping meetings throughout the Central Coast and Bay Area to gather public comments regarding the Environmental Impact Report that is being pursued.

Zea Sonnabend represents CCOF on CDFA's Environmental Advisory Task Force while Peggy Miars serves as CCOF's representative on the Invasive Pest Coalition.

The first confirmation of the LBAM came in February 2007. Since then, many thousands have been detected in the counties of Monterey, Santa Cruz, Santa Clara, San Mateo, Contra Costa, Marin, San Francisco, Alameda and Solano. Small, isolated infestations detected last year in Los Angeles and Napa counties have already been eradicated.

CCOF Modifies Stance on Light Brown Apple Moth Treatment Program

CCOF, one of the oldest and largest organic certification organizations in North America, is concerned about the impact of all pests on agriculture. In addition, we are concerned about the impacts of pest control actions on human health and the environment. As we have learned more about the ecology, chemistry, policies and politics surrounding the eradication program for the Light Brown Apple Moth (LBAM), we question whether an eradication program can be successful, and we acknowledge that the repeated spraying of an untested material and its inert ingredients on a large populated area is not desirable. We also believe that the health impacts on people, pets and wildlife, as well as the ecological impacts on our ecosystems and watersheds, need further evaluation.

CCOF supports the use of pheromones in ground applications and other ecologically sound organic integrated pest management (IPM) approaches as far preferable to the use of dangerous organophosphates. However, CCOF does not endorse further aerial applications of pheromones in LBAM eradication efforts due to potential human health and environmental concerns.

One of the basic tenets of organic farming is to use a diversified approach to solve agricultural pest problems, with preference given to those that are the least disruptive to ecological systems. Lepidoptera pests such as the LBAM are successfully controlled on organic farms throughout California using cultural controls, natural predators, pheromone products, and proven biological insecticides. We urge the California Department of Food and Agriculture (CDFA) to pursue a diverse and precautionary approach. Key to this is taking the steps necessary to alleviate the concerns of our trading partners so that the disruption of exports through embargoes and quarantines does not continue.

Letters of Support/ Opposition

On January 31, CCOF sent a letter to the USDA stating opposition to the non-regulation of Monsanto's Genetically Engineered Corn for Insect Resistance.

On February 19, CCOF, sent a letter to Lloyd Day, Administrator of the USDA Agricultural Marketing Service, supporting the Washington State Department of Agriculture and the Organic Materials Review Institute in their efforts to have their input review programs given official recognition by the National Organic Program. (See article on page 16.)

On February 20, CCOF sent a letter to Congresspeople Dennis Cardoza and Nancy Pelosi and Senators Barbara Boxer and Dianne Feinstein urging them to keep strong organic provisions in the Farm Bill.

On February 20, CCOF signed on to a letter from the Organic Farming Research Foundation to the House and Senate Farm Bill Conferees urging support for the Organic Agriculture Research and Extension provision in the Farm Bill.

Food Safety

Food Safety is a concern for everyone, from the small farmer to the large processor. As we have seen, when one grower, processor, or handler encounters a food safety problem, all are impacted by consumer response, media, and the resulting regulations. While everyone should use safe farming practices and standards, the "one size fits all" approach may not work for everyone.

The Specialty Crop Marketing Order provision in the House Farm Bill (HR 2419, EH § 10106) would make it possible for the USDA to invoke mandatory Marketing Orders to regulate all specialty crops, including fruits and vegetables, tree nuts, dried fruits, and nursery crops (including floriculture).

On February 13, CCOF sent a letter to the Members of Senate Committee on Agriculture, Nutrition, and Forestry, and the Members of House Committee on Agriculture regarding the Food Safety provision in the Farm Bill. The letter expressed the importance of supporting food safety measures, but pressed that "broad specialty

crop marketing agreements and orders will fail to achieve the desired aim, while having serious adverse effects on the quality of our water, wildlife habitat and diverse family farmers."

CCOF proposed the idea of setting federal standards for food safety and accrediting third-party certifiers. "By establishing a federal set of standards and an accreditation and certification procedure for them, the USDA (or other government agency) could improve the consistency of the audit procedures and establish a baseline that would improve public confidence in the third-party system".

Your Photographs Needed

For the first time in 2008, the CCOF Organic Directory and Certified Organic Magazine were printed in full color. **CCOF seeks photographs** from our certified members to feature in future editions of the magazine and the 2009 Directory. Please email your photographs to marketing@ccof.org.



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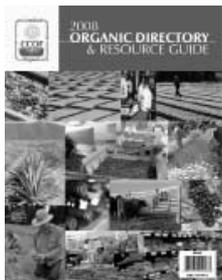
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Education & Promotion

CCOF's 2008 Organic Directory

The new year saw the publication of CCOF's 2008 Organic Directory and Resource Guide. This year's Directory is printed in full color and includes expanded listings, descriptions and indices and a new comprehensive and easy-to-use resource guide featuring supporting members' and certified clients' products and services. The Directory lists more than 1,000 organic products and over 1,800 different businesses. The 2008 Organic Directory also includes a 'Statistics at a Glance' section that highlights four-year trends and provides statistical information on CCOF's certification activities.



Winter Trade Show Season

January kicked-off with the Fancy Food Show, held this year in San Diego. The Fancy Food Show is one of CCOF's most successful trade shows and 2008 was no exception. An increased interest in organic certification meant a steady flow of visitors to the CCOF booth.

In the third week of January three events rolled into one as CCOF staged its first ever Food Safety Conference as a pre-conference event to Eco-Farm and hosted its Annual

Dinner and Meeting in between the two. The Food Safety Conference was hugely successful. Over 100 attendees came to hear a variety of speakers who addressed a wide range of topics including plant characteristics affecting food safety, optimization of programs for organic post-harvest handling of food, water management, treatment and re-use, using sanitizers, hazard analysis and control, how employee practices influence food safety and getting the most out of audits. In a post-conference survey of delegates, sessions were rated highly for quality of information and relevance.

CCOF Annual Meeting

At CCOF's Annual Dinner and Meeting, Larry Bezark, of the California Department of Food and Agriculture gave an update on the Light Brown Apple Moth program and the proposed methods of eradication. Other presentations gave an overview of CCOF achievements in 2007. The year included an increase in CCOF advocacy activities linked to a wide range of issues: the Farm Bill, Canadian Organic Standards, the cloning of animals and high-nitrogen liquid fertilizers among others. Another big success was CCOF's 2nd Annual Beer and Wine Tasting event held at the Ferry Building in San Francisco which had a record attendance of 800 people. The Annual Meeting also included sessions in which those present were asked their ideas for how to enhance CCOF's certification services, member benefits, policy priorities for 2008, and ways to improve the California State Organic Program.

Thank You

CCOF thanks the sponsors of our Annual Meeting and Food Safety Conference

- CCOF Processor and Handler Chapter



- California Organic Fertilizers



- Agra Quest



- Bonterra Vineyards



Eco-Farm Marketplace

The CCOF booth in the Marketplace Tent at Eco-Farm provided another opportunity for CCOF staff to meet and speak with our certified members. Certified members welcomed the opportunity to stock up on CCOF merchandise. CCOF's 'Certified Organic' and 'Do Not Spray' signs were particularly popular. For those who didn't make it to the show these items are also available online at www.ccof.org/store.php. At the Eco-Farm booth we also received a number of questions and positive feedback from organic growers certified by other agencies who were impressed by CCOF's high level of customer service, advocacy and promotional activities..

In February CCOF went for a second year to the Colusa Farm Show. This show provided a great opportunity for CCOF to communicate with certified clients from the region. The CCOF certified growers in the booth helped attract new inquiries from local farmers who stopped by to talk to fellow growers. CCOF also gave a 'Going Organic' presentation at the Show that was well attended. Thank you to Russ Lester, Ben Carter, Carl Rosato and Eric Lundberg.

Later in the month CCOF went to the World Agriculture Expo in Tulare, CA. The show was even busier this year than last with interest from growers looking to become certified, from existing certified growers looking to change their certification agency to CCOF, and from agricultural suppliers and vendors wanting to become CCOF supporting members.



CCOF Food Safety Conference

Certification News

Certification Improvements & Changes - Electronic Forms Now Available

In order to improve services to clients CCOF Certification Services has introduced electronic versions of a number of commonly used certification forms: Materials Review Requests, Add Acreages, Add Products, Name and Seal Use Agreements, Storage Affidavits, etc. These, simple to complete electronic forms are now available online at www.ccof.org/forms.php. This is a first step in certification's larger goal of providing a wide variety of online services during the certification process.

NOP Materials Review Policy Clarified-OMRI in the clear

Over the last 16 months there has been some concern from the NOP, and subsequently the California State Organic Program, regarding whether OMRI and WSDA were acceptable resources for certifier materials review decisions. A recent announcement from the NOP clarified that certifiers may rely on the expertise of outside groups to help judge the compliance of brand name inputs during the certification process.

This NOP policy update is available at www.ams.usda.gov/nop in the March 5,

2008, area of the "Today's News" section. CCOF policies and processes remain unchanged as we awaited clarification from the NOP. This will now help avoid confusion while strengthening the vital role of OMRI in the organic certification process. Please note, OMRI and WSDA provide guidance on the compatibility of inputs in organic farming and processing. All inputs must be approved in context of your operation and Organic System Plan prior to use. More information on CCOF's materials policies is available at: www.ccof.org/pdf/materialsan- nouncement.pdf. See also Understanding Certification on page 19.

2007 Certification Services Report

by Director Jake Lewin

In 2007 CCOF grew substantially in terms of certified clients, products and acreage, reaching 500,000 acres on January 1, 2008. CCOF is poised to certify more than 2,000 operations this year. During 2007 CCOF performed about 2,300 inspections, and we are constantly working to improve turnaround on the reviews of these inspections. CCOF also released our first Spanish language farm application to improve service to Spanish speaking clients. This has allowed CCOF to serve a broader client base in the United States and Latin America.

As we continue to grow, CCOF strives to maintain high levels of service for all aspects of certification including inspection reviews, materials reviews, and general support. In 2007 CCOF increased staffing to keep up with client and operation needs and hired our second full time in-office inspector, John Bitter, for the Central Coast and nearby regions. Our

strategic goal is to ensure we have sufficient resources to meet client needs.

CCOF CS also underwent its five-year annual accreditation audit and review from the USDA National Organic Program (NOP) in 2007. The auditor did not identify any non-compliances during the visit and we are expecting an excellent evaluation. CCOF is audited annually by several accreditation agencies. If any of these audits require changes in CCOF systems or procedures, we will keep you informed.

This year, CCOF CS is investing heavily in improved database and certification management systems to ensure the critical infrastructure to provide increased electronic services, improved online directories, and greater efficiency in everything we do. At the same time CCOF CS also faces ongoing challenges including lingering appeals processes with the California State Organic Program, concerns regarding liquid fertilizers (see Certified Organic Spring 2007), and changing trade and standards issues with Canada and the European Union.

New Renewal Process

As CCOF has grown we have found it increasingly difficult to manage three separate regional renewal and inspection timelines. CCOF is proposing a new system set to begin in January 2009. Under the new system all CCOF clients will receive a Continuation of Certification Contract and OSP update form at the end of each year. This requirement is mandatory under the NOP and gives CCOF operations an opportunity to notify CCOF of changes to their operations and requested services.

Upon completion, CCOF will issue a new copy of your certificate and clear your operation for inspection during that calendar year. To remain in good standing, operations will be required to renew annually once per year and pay applicable fees. However, these processes will now happen on separate annual cycles. Operations that do not pay their annual fees within 90 days or set up a payment plan, will be cited for non-compliance and CCOF certification services will cease.

To make the process easier for you, CCOF is working on a system that will allow you to submit your annual contract electronically in addition to paying your bill online.

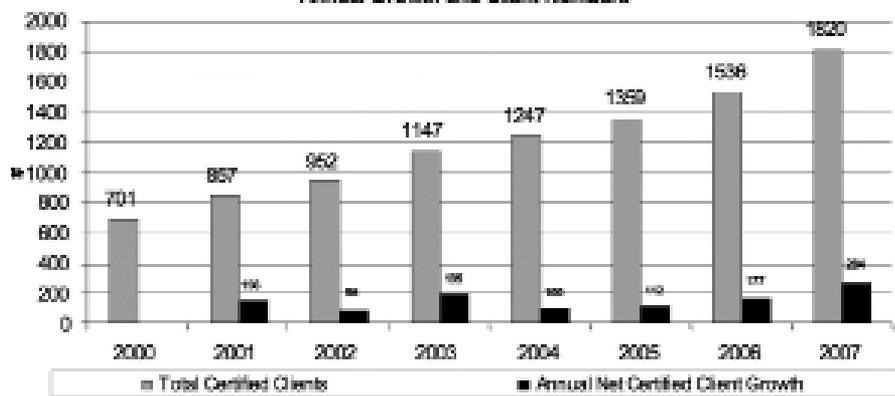
What this may mean to you?

January renewal clients:

No changes. However, you may receive your renewal contract and bill in separate envelopes.

April and July renewal clients: Your renewal contract will be due in January of each year and your annual billing will occur in April or July, respectively. Your inspection will occur between January and January of each year instead of the April-April or July-July cycle. Therefore, your 2009 inspection should occur in 2009 instead of stretching into 2010.

Annual Growth and Client Numbers



Certification News

New clients in 2008 and beyond:

Annual fees will be paid annually based on the date your application is accepted. New annual renewal contracts will be due each January.

Why is this an improvement?

All CCOF clients will be inspected in each calendar year. This makes management of inspections simpler and eliminates annual renewal cycles that are unintuitive because they are not calendar based. Currently, CCOF must prorate bills to new clients when they are certified in the last quarter of their regional renewal. This is time consuming and inconvenient for the client. In addition, clients who are certified late in the third quarter of their regional cycle do not receive prorated bills for the next year. By separating these processes, CCOF will be able to spend less time managing separate inspection cycles and more time providing services to our clients.

If you have concerns about these changes, please send comments to ccof@ccof.org with "new renewal process" in the subject line. Or, fax comments to (831) 423-4528 Attn, Jake Lewin.

New Fees

As costs increase CCOF is adjusting our fees for some additional services, effective May 1, 2008:

- Add Acreage, Product, or Service: \$50
- Parcel Transfers between CCOF clients: \$75
- Import Certificates and Export Documentation: \$75

INTERNATIONAL UPDATES

New UK Import Documents



On March 7, 2008, the UK Department for Environment, Food and Rural Affairs, (DEFRA), the body responsible for organic import approvals in the UK, announced the finalization of new import procedures and forms. Under this new system, annual import authorization expiring on or before March 31, 2008, will be automatically renewed. Import authorizations expiring after April 1, 2008, will require an email request for renewal. Some supply chain checks will be made on a case-by-case basis but complete re-applications will not be required.

For new import authorizations in the UK, DEFRA is requiring a new simplified document instead of the previous OB8. Titled OB11, this document should eliminate effort at all stages of the process and prepares the UK for the larger changes in EU imports that will occur as part of wider EU organic regulations changes. More information is available at: www.defra.gov.uk/farm/organic/imports/index.htm. These new documents should reduce the time it takes for CCOF to process import document requests and UK importers to receive import authorizations. If you are exporting to the UK, please ensure your importer has a current import authorization to avoid delays.

EU Materials Update - Spinosad Prohibited for EU



CCOF recently learned that the biological material Spinosad, commonly sold under the brand name Entrust®, is prohibited under EU organic standards EEC 2092/91. Therefore, CCOF will not be able to issue EU compliance certificates for products produced with this pest control material. We have also learned that while the product may eventually gain EU approval, the Soil Association in Britain is unlikely to allow it in products they certify. It is unclear how materials issues of this kind will be handled under the new EU import regulations and standards under development but CCOF is forced to prohibit the material until these issues are addressed.

BIOFACH – Germany - Many Irons in Foreign Fires



This past February CCOF Certification staff attended the BioFach trade fair and conference to research European regulations, ensure export access, meet with NOP personnel, and stay in touch with IFOAM and other European developments. Notably, CCOF staff met with key players in the EU regarding upcoming standards changes. After almost 20 years the EU is rewriting their organic standard to address changing times, to include organic wine standards for the first time, to standardize policies within the member states and to implement new import rules. The new import rules will have the greatest effect on

CCOF operations, including allowing the use of an EU organic logo for approved certifiers. Many details remain to be worked out and will be addressed after outstanding domestic issues in the new standard are finalized. For CCOF operations, key questions regarding EU imports include; regarding the new equivalency route, what will the EU require to demonstrate equivalency? What third party "recognized authorities" will be approved to issue equivalency determinations? When and how will certifiers apply for equivalency? CCOF is watching the EU closely so we can modify our Global Market Access program to ensure our clients benefit from these changes.

During BioFach, the staff also met with accreditors and import authorities to understand their needs and preferences regarding current EU exports. Changes to the IFOAM organic guarantee system to create a baseline for recognizing standards were discussed by IFOAM accredited certifiers and will prove to be an interesting topic at the four-year general assembly and Organic World Congress this year in Modena, Italy. More information is available at www.ifoam.org.

CCOF Achieves ISO - 65 Accreditation from IOAS and works on Global Market Access (GMA)

In late 2007 CCOF Certification Services, LLC, achieved ISO Guide 65 accreditation from the International Organic Accreditation Service (IOAS), the same body that oversees CCOF's IFOAM program. Part of this process includes a careful analysis of CCOF's GMA program for equivalency with the European Union's (EU) organic rules, EEC2092/91. In April we expect to receive approval from the IOAS documenting the equivalency of CCOF's program. This should continue to facilitate exports to the EU and will put CCOF in a good position to ensure CCOF clients access to Europe as the EU import rules develop.

As part of this process and the four year review of CCOF's IFOAM program, a variety of changes to CCOF's GMA program have been required. Visit www.ccof.org/international.php to review the updated Manual Three and to provide your comments. Please send comments to ccof@ccof.org with "New International Manual" in the subject line. Or, fax comments to (831) 423-4528 Attn, Jake Lewin.

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Understanding Certification

Q: How do I export?

A: The CCOF Global Market Access Program (GMA) assists growers and processors looking to directly export organic crops and products to an international market as well as operations who sell products to buyers who may export.

The GMA program requires that additional questions are asked at the time of your annual inspection. The GMA inspection covers differences and additions required by foreign governments and standards such as Japan or the European Union, Quebec or the International Federation of Organic Movements (IFOAM) that are distinct from the USDA National Organic Program (NOP) requirements. During your annual inspection CCOF will review your operation to all relevant international standards based on the planned or potential markets you have identified. CCOF clients who enroll in the GMA are educated on international organic certification standards and receive support from CCOF certification staff. CCOF Manual Three outlines in detail the requirements for entering the GMA program as well as providing comparison charts for inputs, management and processing. Manual Three is available online at www.ccof.org/pdf/CCOFman3.pdf.

CCOF's GMA program is strongly recommended for any operation that sells to a foreign country either directly or indirectly. To join send a letter to CCOF requesting enrollment along with a check for \$150. As with our regular certification service, an expedited GMA service and inspection are also available.

Q: Where can I get information on and assistance with understanding what materials and inputs are allowed in organic production? Can CCOF help?

A: As an accredited certification agency CCOF is not allowed to make specific product or management recommendations; we can point you to resources that will help answer your questions.

Your first point of reference should always be the "National List" of allowed and prohibited substances developed by the NOP. In general, natural substances are permitted unless they are specifically banned (e.g. arsenic, lead salts, etc.) and synthetic substances are prohibited unless specifically allowed. This list is included in CCOF Manual Two: USDA National Organic Program Standards and can be downloaded at www.ccof.org/standards.php.

The National List identifies generic materials, not specific formulations of finished

or branded products. For this reason, the Organic Materials Review Institute (OMRI) and the Washington State Department of Agriculture (WSDA) publish "materials lists" that evaluate formulated, brand name products against NOP standards for organic compliance. The OMRI list can be found at www.omri.org/OMRI_products_list.html. If you do not have Internet access you can request a hard copy by writing P.O. Box 11558, Eugene, OR 97440 or calling (541) 343-7600. The WSDA list can be found at www.agr.wa.gov/FoodAnimal/Organic/MaterialsLists.htm or by calling (360) 902-1805. Please note, while these lists identify a material's compatibility with organic production, **do not apply any of these products without prior notice of approval from CCOF (see below).**



Keep your OSP up to date: Before applying new inputs or materials, always notify CCOF by updating your Organic System Plan (OSP), using specific brand names and complete formulations. This is a very important step and must be completed. Even if you think you have verified that the material is permitted for use in organic systems, all materials must be disclosed and approved in the context of your operation and OSP. Always confirm inputs with CCOF.

CCOF Materials Review Process: CCOF can determine whether a material that does not appear on the OMRI or WSDA lists is allowed on a case by case basis. Download the "Material Review Request" at www.ccof.org/forms.php. Complete the form and attach a label, MSDS, or other documentation that shows 100% of active and inert ingredients. This service is free of charge for CCOF certified clients. Requests can also be mailed or faxed to CCOF, 2155 Delaware Ave, Santa Cruz, CA. 95060, fax. (831) 423-4528.

Consultants – If you do not have time to do your own research or, if having done your own research, you still need advice, consider contacting an agricultural consultant. Although CCOF cannot provide consulting assistance, we maintain a list of organic consultants and agricultural advisors who can assist you. This list can be found online at www.ccof.org/consultants.php. Please note, consultants are listed as a courtesy by CCOF. Listing does not imply endorsement or recommendation by CCOF.

Below are some helpful sources of information:

CCOF Certified Organic Magazine



- Back editions of this magazine contain detailed information on certification and include helpful articles on organic standards and compliance. Past articles can be accessed through our online magazine archive at www.ccof.org/archives.php. This magazine, along with periodic email updates, is provided free of charge to all CCOF certified and supporting members.

The University of California's Western Region Organic Farming Compliance Handbook



is also a very good resource for organic farmers and agricultural professionals. The handbook, along with other useful publications, can be found at www.sarep.ucdavis.edu/Organic/pubs.htm.

ATTRA (Appropriate Technology Transfer for Rural Agriculture)



- ATTRA's National Sustainable Agriculture Information Service is a USDA funded technical assistance and information provider for sustainable agriculture. Individuals can access free literature regarding aspects of organic farming such as production transition, certification, pest management, soil conservation, livestock, and more. Technical assistance is provided via the web www.attra.ncat.org/ or phone at (800) 346-9140 or (800) 411-3222 (Español).

OFRF (Organic Farming Research Foundation)



- Provides valuable information on grants, research results and farming issues
- www.ofrf.org, (831) 426-6606

Material Safety Data Sheets - www.greenbook.net



In The News

New USDA Secretary of Agriculture



Ed Schafer was sworn in as the 29th Secretary of the U.S. Department of Agriculture in January 2008.

Secretary Schafer served two terms as the governor of North Dakota and brings a record as an innovator to USDA along with extensive private sector experience as both an entrepreneur and a business executive.

Schafer served as North Dakota's governor from 1992 to 2000 and made diversifying and expanding North Dakota's economy, reducing the cost of government and advancing agriculture his top priorities in office. As governor, to expand the state's job base, he encouraged the growth of value-added agricultural industries such as pasta and corn sweetener manufacturing. In 2000 Schafer was elected chair of the Republican Governors Association and that same year he co-founded and co-chaired the Governors Biotechnology Partnership.

New National Organic Standards Board (NOSB) Member

In January 2008 the U.S. Department of Agriculture announced the appointment of Dr. Barry Flamm to the National Organic Standards Board (NOSB) as one of three environmentalist members. Dr. Flamm brings to the NOSB a broad spectrum of scientific, environmental, food producing and food quality control expertise from the organic producing and consuming sectors. He has a doctorate in ecology, serves as an environmental and natural resources consultant and owned and operated a certified organic fruit orchard in Montana. He recently served as an adjunct professor in environmental studies at the University of Missoula.

The NOSB has 15 members representing different sectors and interest groups involved in organic producing, handling and consuming (four producers, two handlers, one retailer, three environmentalists, three consumers, one scientist and one certifying agent).

Restructured National Organic Program (NOP) Gets 80% Budget Increase

In February the U.S. Department of Agriculture's Agricultural Marketing Service (AMS) announced a reorganization of the National Organic Program (NOP) into three branches; Standards Development & Review; Accreditation, Auditing & Training; and Compliance & Enforcement. Barbara Robinson, NOP Deputy Administrator for Transportation & Marketing Programs, will now have responsibility for "overall leadership" of the NOP while former Deputy Administrator Mark Bradley will assume leadership of the Accreditation, Auditing & Training Branch and Richard Mathews will head up the Standards Development & Review Branch. Leadership of the Compliance and Enforcement branch has yet to be decided.



The reorganization is combined with an 80% increase in the NOP budget in 2008 from \$1.5 million to about \$2.7 million that will allow more staff to be hired. The changes are being made to allow the NOP to keep up with the current high growth rate of the organic industry and to help the NOP continue to achieve its goals of ensuring integrity of the USDA organic seal, applying regulatory consistency, and providing transparency to stakeholders.

Another new NOP initiative in the pipeline is the creation of an electronic reading room, where all NOP records that can be made publicly available will be accessible electronically, including a new Q&A site to provide answers to questions posed to NOP. Only answers posted on the Q&A site will constitute an official response from the NOP.

Organic Trade Association (OTA) Executive Director, Caren Wilcox to Leave



Executive Director Caren Wilcox informed the Board of OTA at its meeting in March in Washington, DC, that she

would be leaving the organization effective June 30, 2008. During her two years of leadership at OTA Wilcox expanded OTA's presence in the public arena and focused on enhancing domestic production of organic agricultural products. She oversaw the creation of the website, www.HowToGoOrganic.com. Wilcox worked to expand OTA's operating capacity including work in Canada that resulted in the recruitment of a new managing director for OTA Canada, placing the organization on the map there. And the recent addition of a new Director of Marketing and Public Relations at OTA can help to bring the association more fully into the communications arena. The Board of Directors plans to begin a search for a new Executive Director.

Animal Cloning and Food Safety

In January, the US Food and Drug Administration (FDA) issued documents announcing that research has shown meat and dairy products from animal clones "are as safe to eat as food from conventionally bred animals" (www.fda.gov). Under current National Organic Program (NOP) regulations such products are not considered organic. CCOF's position is that food derived from cloned animals should not be included in organics. The allowance of such products in the US food market has been highly debated and, as of yet, no regulatory action has taken place. For more information on this issue visit: www.usda.gov.

Study Shows Organic Citrus Juices Offer Greater Health Benefits



A recent study from Washington State University found a higher amount of antioxidants in organic citrus juices compared to their conventional counterparts. The biggest differences were found between organic and conventional lemonade, with organic lemonade having ten times more antioxidant compounds. Additionally, organic apple, tomato and grapefruit juices also showed higher levels.

Three flavonoid compounds were tested and compared over a range of juices. Flavonoids are organic compounds found in such food items as citrus, legumes, tea, and wine, which are produced by plants to provide protection against environmental stresses such as disease and insects. These compounds have been linked to health benefits including immune system support, inflammation reduction, and lower risk of heart disease and cancer.

A Quick And Easy Way To Source Non-GMO Supplies And Products

The release of the 2008 Non-GMO Sourcebook provides over 700 global listings including organic seeds, grains, processing materials, food products, and more. For more information or to request copies of the listings visit www.non-gmoreport.com or call (641) 472-1491.

Candy Caution

Several leading US beet sugar companies announced they would be sourcing their sugar from genetically engineered (GE) sugar beets starting in 2007, with the sugar arriving in stores in 2008. Like other GE products, sugar will not be labeled as such which means that consumers may be exposed to this new GE product without knowing. In addition, since sugar is a main ingredient in many conventional food products the risk of exposure is even higher. For more information visit the Center for Food Safety at www.centerforfoodsafety.org.

Sugar Beets Not So Sweet

A lawsuit has been filed against the USDA Animal Plant Health Inspection Service regarding its deregulation of newly developed genetically modified sugar beets. Organic seed growers, including Organic Seed Alliance and High Mowing Seeds, along with organizations such as the Sierra Club and the Center for Food Safety have banded together to oppose the change in legislation arguing that the Roundup ready seeds could introduce the risk of contamination into the organic seed industry. Growers fear that the release of the GM seed could create large problems with pest resistance and emergence of super weeds. The lawsuit has been filed with the same US California District Court that last year ruled in favor of a ban on the planting and selling of genetically modified alfalfa seeds.

Hilton Hotels Unveils Organic, Sustainable Food Program


Hilton Hotels recently announced the launch of an organic and sustainable food sourcing policy at a number of its Hilton and Doubletree hotels and resorts in southern California. The new "Eat Naturally" catering program emphasizes menu items that are fresh, local, organic and sustainable. The program is based on a new policy of sourcing foods "grown in conditions that do not deplete natural resources and do not use harmful, artificial substances that accumulate in the environment". The initiative is being spearheaded by Fred Mensinga, executive chef, Hilton Anaheim. In addition to organic and all-natural cuisine, the program will feature organic wines, coffees, teas, other natural beverages and healthy snacks.

Honest Tea Purchased by Coca-Cola.

 **T**he Coca-Cola Company has purchased 40% of the bottled tea company, Honest Tea making it a main stakeholder. Honest Teas assortments of teas and low-calorie kid-friendly drinks have boosted the growing market for organic alternatives to the high calorie sugar beverages found in most markets and vending machines. Honest Tea hopes to continue its methods of production and with the Coca-Cola investment create better accessibility.

USDA's Cafeteria Has Sustainability On The Menu

 **F**rom biodegradable cups to organic foods, feds are starting to turn 'green'. From the trays that carry the food to the food itself, the cafeteria at the U.S. Department of Agriculture headquarters is going organic and all-natural.

The USDA is leading the way within government in converting its cafeteria from petroleum-based products, such as plastic trays and Styrofoam cups, to products made from organic materials such as corn or sugar cane.

Recently, it began selling a line of organic snack food including cookies and crackers. What's more, USDA converts the used corn-based trays and food scraps that otherwise would be thrown away into compost, an organic mulch that is used on the headquarters building's vegetative roof and at other agency locations. The activities going on in the USDA cafeteria are part of a larger effort by the department to encourage the government to purchase products made of biological or agricultural materials, called biobased, products in an effort to decrease greenhouse gas emissions.

Organic Soars At 20,000 Feet

Sterling Airlines based in Copenhagen, Denmark, announced earlier this year that it has become the first international airline to provide 100% organic meals for its passengers. The menu will feature brunch, sandwiches, and even kid-friendly meals. In addition Sterling is working on providing minimal packaging to enhance waste reduction.

Member News

Fetzer Representative Appointed to Environmental Committee



CCOF certified Fetzer Vineyards recently celebrated the appointment of Dr. Ann Thrupp to the Committee on 21st Century Systems Agriculture. Ms. Thrupp leads Fetzer's environmental and sustainable efforts and oversees the company's organic development program. Selected by the National Research Council, the committee will continue the institution's efforts to produce a study that will ideally lead to increasing the educational efforts in environmental awareness and sustainable agriculture practices.

New Leaf Community Markets Merge with Planet Organic Health Corp.

Planet Organic Health Corp headquartered in Edmonton, Canada, has merged with New Leaf Community Markets based in Santa Cruz County, CA. The New Leaf acquisition builds the company's retail brand portfolio that already includes in Canada, Planet Organic Market, a chain of eight natural food supermarkets and Healthy's, seven natural health outlets, and in New York and Connecticut, 11 Mrs. Green's Natural Markets. Both organizations expect to benefit from greater efficiencies in terms of purchasing and information technology as a result of the merger. For New Leaf, a key benefit is an increase in capital that will allow them to build new and renovate existing stores.

VOLUNTEERS NEEDED

CCOF is looking for volunteers to help with various tasks during the **3rd Annual Organic Beer and Wine Tasting** October 24, 2008, 3-8pm in San Francisco. Please contact Xela Young at xela@ccof.org or call (831) 423-2263 ext.44 to volunteer your time.



Events Calendar



Going Organic Crop OSP Training

April 24, 2008, Lakeport, CA
May 13, 2008, Napa, CA

Organic System Plan trainings for California farmers interested in converting to organic production, but are not sure how to make the transition. Learn what you need to do to transition to organic farming. Events are free and open to anyone with an interest in organic farming. Learn more at <http://ccof.org/goingorganic.php>. Or contact Fred Thomas (530) 891-6958 fred@ccof.org.



All Things Organic, Chicago, IL

April 27-29, 2008

All Things Organic™ is the only event in North America focused exclusively on organic products - all products on display must be certified organic, made with certified organic ingredients, or be approved for use in organic production. This event has more organic companies exhibiting than any other show in North America, and made Trade Show Week's Top 50 list of the fastest growing trade shows in the industry <http://www.organicexpo.com>. Visit CCOF at Booth #3720.

IFOAM Organic World Congress

June 18-20, 2008, Modena, Italy

IFOAM represents the interests of organic agriculture internationally and is the only worldwide umbrella organization responsible for the creation and revision of the basic standards. Visit: www.ifoam.org.



Organic Winegrowing Conference

July 17 - 18, 2008, Rutherford, CA



NAPA VALLEY Grapegrowers

The Napa Valley Grape growers present the only all-organic conference in the wine industry. The event is held at the beautiful Frog's Leap Winery in Rutherford and provides a wealth of information and networking opportunities for those interested in organic farming. <http://www.napagrowers.org/owc.html>.

Slow Food Nation

August 29-September 1, 2008, San Francisco, CA

Slow Food nation will hold an unprecedented public event, "Slow Food Nation", at Fort Mason Center in San Francisco. Slow Food Nation will aim to bring individuals and grassroots organizations into a new, united activism that changes the way America produces food and the way Americans eat. For updated information as it becomes available, visit: www.slowfoodnation.com.

CCOF's 3rd Annual Organic Beer & Wine Tasting

October 24, 2008, San Francisco, CA



Join CCOF for our popular Organic Beer & Wine Tasting event in conjunction with the Ferry Plaza Farmers Market's Annual Harvest Festival. Sample premium brews and wines and learn about the benefits of organics. More information at <http://ccof.org/ccoftasting.php>

To list your event email ccof@ccof.org or fax to (831) 423-4528. Please indicate "New CCOF Calendar Listing" in the subject line. Submission is based on a space available basis.

Quality Comes Naturally with Lallemand

Products Listed by OMRI for Use in Organic Agriculture



Alkosel* is Selenium Enriched Yeast. This organic form of selenium has greater bioavailability than inorganic selenium optimizing the animal's selenium status allowing it to realize its full growth and production potential.



Agrimos* is a Manno-Oligosaccharide (MOS) source that is extracted from yeast cell walls. It contains mannans and glucans that act as binding sites for bacteria therefore reducing the ability of the bacteria to attach to the intestinal wall and cause scours.



Biotal* Forage Inoculants combine proprietary strains of lactic acid bacteria with enzymes for fast efficient ensiling and aerobic stability. **Biotal Buchneri 500** inoculant containing *Lactobacillus buchneri* 40788 is FDA reviewed "for increased aerobic stability of silage and high moisture corn stored for not less than 60 days."



Levucell SB* is an active dry yeast for use as a probiotic to enhance hind gut health in monogastrics and ruminants. The strain was selected specifically based on its ability to maintain the balance of intestinal microflora. This ability to neutralize toxins, bind to pathogenic bacteria and reinforce intestinal wall integrity allows the animal to resist health challenges and realize its full growth potential.



Levucell SC* is an active dry yeast for use as a probiotic in ruminant feeds. It is a unique live yeast strain that was specifically selected for its ability to enhance rumen function. Levucell SC is incorporated into ruminant diets specifically during periods of rumen stress, (e.g. early lactation, beef finishing) and rumen development (young ruminants.)

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Compost

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Las Vegas, NV
(702) 362-4466
Dog Treats

Amapola Creek Vineyards & Winery, Inc.

Glen Ellen, CA
(707) 938-3783
Grapes (Wine), Wine

America's Best Coffee Roasting Co., Inc.

San Francisco, CA
(415) 285-5556
Tea, Tea Processing

Arizona Natural Resources, Inc.

Phoenix, AZ
(602) 569-6900
Packaging, Processing, Warehousing

Aromafiora, Wellness In Bloom

Huntington Station, NY
(631) 424-4023
Bath Salts

Bennett's Honey Farm

Fillmore, CA
(805) 521-1375
Honey

Bob's Market & Greenhouse Inc.

Mason, WV
(304) 773-5721
Mixed Vegetables

Cable Car Delights, Inc.

Berkeley, CA
(510) 849-0143
Gelato, Sorbet

California Giant, Inc.

Watsonville, CA
(831) 728-1965
Strawberries

CF Organics

Santa Cruz, CA
(831) 901-1770
Apples, Berries, Mixed Vegetables, Pears

Chappellet Vineyard

St. Helena, CA
(707) 286-4214
Grapes (Wine)

Chris D. Moore

Yountville, CA
(707) 483-5052
Olives

Churchill-Brenneis Orchard

Ojai, CA
(805) 558-7897
Avocados, Fallow, Tangerines

Ciao Bella Gelato West

San Francisco, CA
(415) 824-3000
Gelato

Cole Canyon Country Products, DBA. Cole Canyon Farm

Aromas, CA
(831) 726-3990
Transplants

Dawn & Paul Dolcini

Petaluma, CA
(707) 762-9549
Oats, Rye

Deerfield Ranch Winery, LLC

Glen Ellen, CA
(707) 833-5215
Wine, Wine Making

Elzinga & Hoeksema Greenhouses, LLC

Portage, MI
(269) 327-5144
Basil, Beans (Fresh), Cabbage, Catnip, Chives, Corn (Fresh), Cucumbers, Dill, Eggplant, Lemon Balm, Lettuces, Marjoram, Melons, Mint, Okra, Oregano, Parsley, Pea Shoots, Peppers, Pumpkins, Rosemary, Sage, Strawberries, Tarragon, Tomatillos, Tomatoes (Greenhouse)

Empresa Agricola De Mexicali S.A. De C.V.

Mexicali, BS
(001) 52-686-557-3512
Fallow

Frati Farm

Occidental, CA
(707) 874-2585
Apples

G.N.W. Inc.

Escondido, CA
(760) 747-7734
Oranges

Grainnovations

Phoenix, AZ
(602) 522-7560
Corn Flour

Greenwood Groves

Los Angeles, CA
(323) 871-2558
Avocados

Grow Rite Farms

Vacaville, CA
(707) 416-1390
Mixed Vegetables, Strawberries

Hinton's Farm

Cedarville, CA
(650) 557-0057
Barley, Oats, Wheat

In The Garden Of Davida

Warner Springs, CA
(760) 782-0787
Baby Greens

J.L. Aldrich Ranch

Benicia, CA
(707) 319-9273
Pears

Jackson Family Wines, Inc.

DBA Arrowood Vineyards

And Winery
Glen Ellen, CA
(707) 935-2600
Grapes, Olives

Kari Flores Vineyard

Napa, CA
(707) 252-6103
Grapes (Merlot)

La Pitahaya Organicos

Huatabampo, SO
(011) 52-647-482-5836
Alfalfa, Onions

Lewis' Hen House & Veggie Farm

Casa Grande, AZ
(520) 836-4777
Mixed Fruits & Vegetables

Lexicon Systems

Pauma Valley, CA
(760) 742-1922
Persimmons, Persimmons (Dried)

Mom's Pizza Dough

Oakland, CA
(510) 967-9181
Pizza Dough

My Father's Farm

Seguin, TX
(830) 822-0200
Beets, Bell Peppers, Broccoli, Carrots, Fallow, Leeks, Onions, Radish, Tomatoes (Fresh Market)

Nature's Inventory

Mountlake Terrace, WA
(425) 775-2000
Oils (Specialty)

Norco Ranch Inc.

Norco, CA
(909) 322-0615
Chickens, Chickens: Egg Production House & Outdoor Access, Chickens: Pullet Housing, Eggs

Premier Pacific Trading, Inc.

Visalia, CA
(559) 625-7040
Asparagus, Blueberries, Cherries, Raspberries

Puma Canyon Ranch

Goleta, CA
(805) 685-2089
Avocados

Ruby's Produce

Sunnyvale, CA
(408) 245-7635
Corn (Fresh), Jalapeno, Tomatoes (Fresh Market), Zucchini

Ruby's Ranch

Exeter, CA
(818) 339-9327
Oranges

Salmon Creek Ranch

Bodega, CA
(707) 876-1808
Ducks, Eggs, Pasture

Santa Maria Seeds

Santa Maria, CA
(805) 922-5757
Repacking, Storage

Shadow Spirits, LLC./

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Santa Cruz, CA
(719) 210-9488
Vodka

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(916) 570-2002
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(011) 52-653-534-5244
Broccoli

St Helena Organic Farm

St. Helena, CA
(707) 312-0734
Basil, Sunflower, Tomatoes (Fresh Market)

Sunland Ranch

Los Angeles, CA
(213) 700-3366
Avocados, Grapefruit, Lemons

Three Creek Vineyards

Santa Ynez, CA
(805) 688-9524
Grapes

Tom A. Serio

Valley Center, CA
(760) 749-4950
Avocados, Cherimoyas, Grapefruit, Kiwifruit, Lemons, Macadamias, Oranges, Pomegranates, Tangerines

Tracs (DSA)

Visalia, CA
(559) 318-6065
Blueberries

Tri-Boro Fruit Co., Inc.

Fresno, CA
(559) 486-4141
Storage

Whole Spice Inc

Petaluma, CA
(707) 778-1750
Flax Seed, Herbs and Spices, Poppy Seed, Spice Blends, Tea, Vanilla Bean

Go to www.ccof.org for more Certified Member information. CCOF's online Directory of Certified Members is updated monthly. Visit www.ccof.org/directories

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mmeyer@albertsorganics.com

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Sharon Lutz
CA

(510) 655-4815
redwing17@earthlink.net

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(541) 476-3985
www.mycorrhizae.com
lindsay@mycorrhizae.com

True Organic Products

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(559) 866-3001
www.trueorganicproducts.net

SUSTAINING BUSINESS

Next Direction Marketing
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CONTRIBUTING BUSINESS

GRACE Eat Well Guide

Destin Joy Layne
New York, NY
(212) 991-1858
www.eatwellguide.org
info@eatwellguide.org

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troy@cecattle.com

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www.nysaes.cornell.edu/library/
lib@nysaes.cornell.edu

Terrie Gent

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TerrieGent@aol.com

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Vard Terry
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vardt@hmhgypsum.com

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Bill Retzer
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(530) 570-3599
www.legacyrealestatechico.com
legacyre@stormnet.com

Natural Resources Group

Tom Hrncrik
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(800) 279-9567
www.callnrg.com
NatResGrp@aol.com

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(802) 933-2195
samsomassociates.com

Solana Gold Organics

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solanag@pacbell.net

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dgrenawalk@summithillflavors.com

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To become a CCOF Supporting Member visit www.ccof.org/support.php or call Xela Young at (831) 423-2263 ext 44

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Classified Ads

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CCOF certified, successful organic food processing business selling fresh, fermented and jarred lines of pickles, preserves and sauces via farmers markets, wholesale and national shipping programs. Can offer extensive training. \$95K + inventory at cost. Contact Todd Champagne (831) 750-9579 todd@happygirlkitchen.com.

Metal Stakes

1000 metal 7 foot stakes used for staking tomatoes, etc. good shape! \$1.75 a piece - Please contact lonewillow@aol.com.

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Certified ranch with rice, alfalfa, wheat, sheep, and eggs. There is wildlife habitat and access to Clearlake irrigation system. Power, irrigation, several barns, tractors and other farm equipment and housing for a family available. Resident owner is happy to mentor the right person. Please call Kendra at (530) 756-8518 x32 or email kendra@californiafarmlink.org.

Three Farms for Sale, Glenn County, CA

Three Glenn Co. farms available with excellent soils & affordable water sources all on ground either currently certified, or suited to becoming certified organic with owners signed affidavit of non-restricted chemical applications. View these properties at www.LegacyRealEstateChico.com, or individually at:

www.6899walkerranch.com

www.7737rd24.com

www.orlandranch.com

Call: Legacy Real Estate, Bill (530) 570-3599 or Kathryn (530) 864-5656.

Healthy Heart Organic Farm, San Miguel, CA

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Amazing Flavor from Serendipity Farms 2007 Crop. Offered at \$12 per lb, minimum 5 lb order. Price break for buying entire inventory. Contact Jamie: (831) 484-2729 or email: serendipityorganics@yahoo.com.

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EMPLOYMENT

Interns Positions, La Boca Center for Sustainability, Ignacio, CO

Sustainable, large-scale farm; gardening, horse farming, grain crops, logging, mill operation, animal husbandry including milk goats, sheep, alpacas, llamas, cows and chickens, fiber animals and processing. Learn about farm production, marketing and sales. Five-day week. \$120.00 monthly stipend plus food. Three month commitment required between March and November. Please visit www.laboca.us or call Chester Anderson 970-764-7581 for more information.

Part-time Agricultural Marketing Associate Position

Work with BALT to build partnerships with farmers, restaurants, retailers, institutional partners and local businesses. Info at www.brentwoodaglandtrust.org.

Shepherd/Milker, Watsonville, CA- Full and part time positions available at start-up organic farmstead sheep cheese dairy. Hourly wage. Contact: Rebecca King, Garden Variety Cheese, rebeccajane@king@gmail.com 831-406-0213 www.ardigasna.blogspot.com.

Executive Director

The Resource Conservation District of Monterey County seeks qualified candidates for Executive Director. Info at www.rcd-monterey.org.

Buy Fresh, Buy Local Campaign Coordinator, Watsonville, CA

Required to implement a communications plan, build market-based partnerships, and coordinate related outreach and education programs with focus on the bi-cultural Buy Fresh Buy Local/ Compre Lo Fresco De Nuestra Region campaign. Info at www.caff.org/jobs.

Frog Hollow Farm, Marketing Manager, Brentwood, CA

Artisan grower of organic tree fruit seeks full time marketing manager for their Internet and CSA sales of fresh fruit and value-added products. Excellent communications skills, sales or marketing experience, and a passion for sustainable agriculture are essential. Send resume to: Isaac Cronin icpr1@sb-cglobal.net.

Pennsylvania Certified Organic, Organic Inspector/Coordinator, and Organic Inspector, Spring Mills, PA

Full time and part time employment opportunities involving significant field work and travel. For full information visit: www.paorganic.org/job-openings.htm.

Sunfield Farm Manager, Port Townsend, WA

Pioneering Waldorf farm school seeks fulltime manager to run farm and shape it as a learning environment. Successful candidate has biodynamic farm experience, qualifications to guide Demeter certification process, passion and energy, and excellent communication and management skills. Salary DOE; includes 4 weeks paid vacation. On-site housing available. Visit: www.sunfieldfarm.org or call (360) 385-3658. Send resume with references to P.O. Box 85, Port Hadlock, WA 98339.

GRANTS

Organic Fruit Grants

OFRR to Invest \$450,000 in Organic Fruit Projects Over Three Years. Deadline for applications is July 15, 2008. More information at www.ofrr.org or call (831) 426 6606

CCOF certified clients 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 or fax your ad to CCOF at 831-423-4528 with a subject line of "CCOF client classified ad".

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- Suppresses and Controls Foliar Disease such as Powdery Mildew, Downy Mildew, Gray Spot, Botrytis, Sclerotinia, Alternaria, and others.
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CAUTION

See back panel for precautionary statements.

US Patent No. 5,403,581
EPA Reg. No. 73314-1
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Net Content: 19-oz (504 grams)

Actinovate® AG is an all-new biological fungicide labeled for use against both foliar and soil borne diseases. Actinovate® AG contains the patented microorganism *Streptomyces lydicus* strain WYEC 108, a disease attacking bacterium. When applied to the plant, the Actinovate® microbe colonizes its surface and produces anti-fungal by-products that destroy fungal pathogens. This microorganism is also a predator and will aggressively attack and destroy certain fungi.

As a spray Actinovate® AG will suppress/control foliar diseases such as powdery and downy mildew, *Botrytis*, *Alternaria*, *Mollinia* and others. When applied as a soil drench this powerful new product suppresses/controls root diseases such as *Pythium*, *Phytophthora*, *Fusarium*, *Rhizoctonia*, *Phymatotrichum omnivorum* and other root decay fungi.

Actinovate® AG is 100% soluble powder that is compatible with chemical pesticides and fertilizers and may be tank mixed or rotated with most products. Because Actinovate® AG has several modes of action, diseases cannot build a resistance to it and, thus, is a perfect rotational or tank mix partner in any disease management program. Try Actinovate® AG today and see the difference.

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Actinovate® AG is labeled for use on most crops including fruits, vegetables, herbs/spices, row and field crops, legumes, potatoes, berries, citrus, tree nuts, stone fruits, tropical fruit, grapes, tomatoes, peppers and many others...

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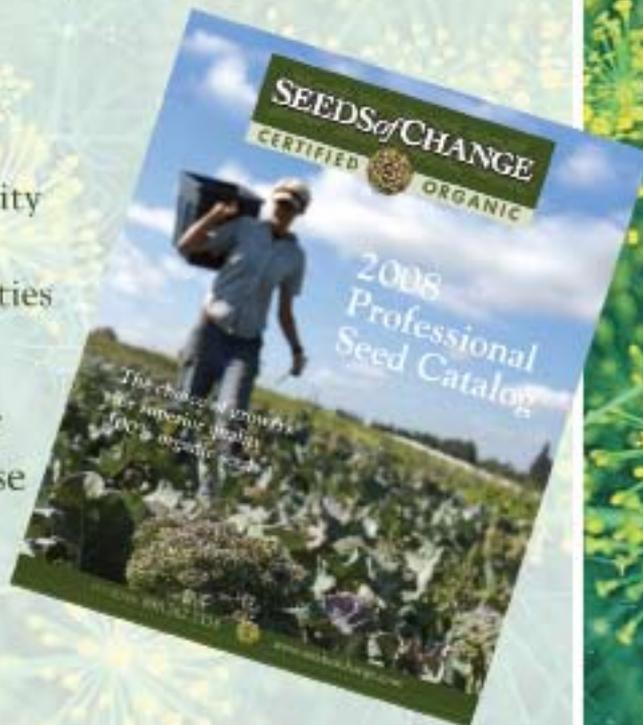
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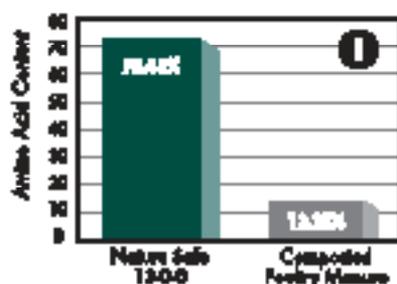


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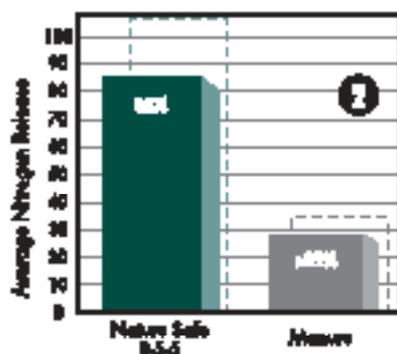
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Nature Safe has four times the nutrient value with approximately six times the amino acid content.



RESULT

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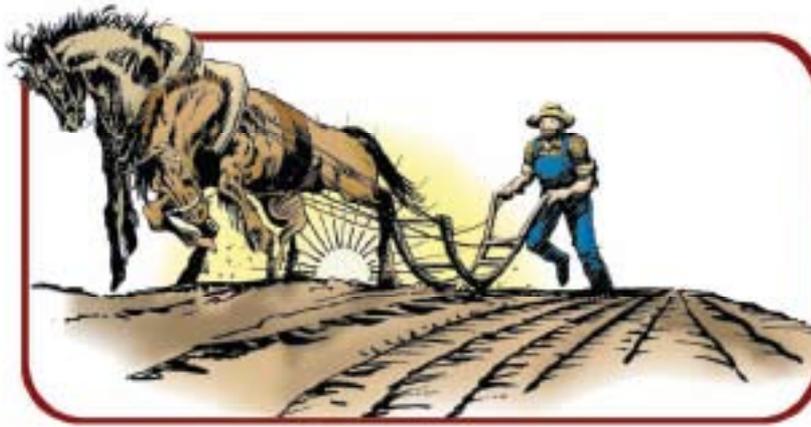
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