



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

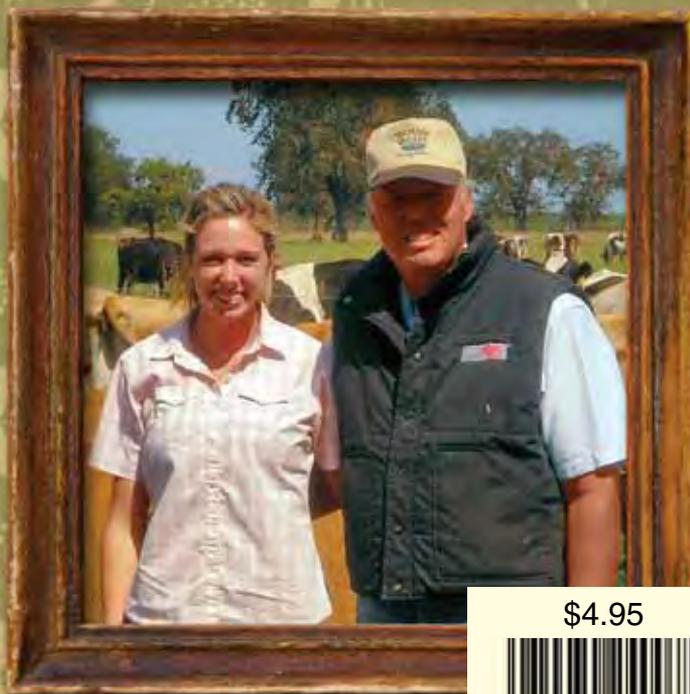
Certified Organic

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Summer 2009

Organic Across the Generations



IN THIS ISSUE:

- Accessing Farmers' Markets
- Book Review
- New Wine Standards

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About the Writer of our Main Feature Article



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*Interested in writing for "Certified Organic"?
Please contact marketing@ccof.org*

First Words



I witnessed an historic moment at the All Things Organic trade show in Chicago in June. After months of speculation, the United States and Canada signed

an equivalency agreement, which allows products certified to the U.S. National Organic Program to be sold in Canada. U.S. Deputy Secretary of Agriculture Kathleen Merrigan stated, "This is the first step toward global harmonization of organic standards, and marks an historic movement for the organic community."

CCOF has been participating in the development of recently-enacted Canadian organic standards as well as discussions about new organic standards in Mexico and Taiwan. Korea is the latest country to begin work on national organic standards. Farmers and processors have been watching to see what is required of

their exported products. Read more at www.ccof.org/international.php.

There is much more positive news to share:

On the state level, the California Department of Food and Agriculture's (CDFA) State Organic Program (SOP) has been under a microscope lately. For years I received complaints from CCOF members regarding the SOP's annual registration fees and the mounds of associated paperwork, much of which provides minimal benefit to farmers. Late last year, CCOF submitted a complaint about the SOP to the National Organic Program (NOP). I have been impressed with the CDFA's prompt response and the steady improvements being made. Read more about SOP reform efforts in the CCOF Advocacy section on page 26.

On the national front, our new U.S. Deputy Secretary of Agriculture Kathleen Merrigan is certainly making the rounds. I had the pleasure of meeting her during the May meeting

of the National Organic Standards Board (NOSB) in Washington, DC. Merrigan continues to champion for organic producers within the current administration.

In addition to Merrigan's efforts, we're excited about the appointment of Rayne Pegg as Administrator of the USDA Agricultural Marketing Service (AMS), which oversees the NOP. We think she'll make a great addition to the USDA. See page 8 for more about these two incredible women.

I want to end by thanking our numerous committed advertisers. Without them, this magazine would not be possible. In recent years, we've been able to improve our layout, add more articles and reach more people with our messages about the benefits of organic. If you'd like to advertise in our publication, please contact advertising@ccof.org.

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Member News

CCOF Certified Wine at the White House

Certified member Spottswode Estate Vineyard and Winery was chosen as one of the wines served at President



Barak Obama's first White House State Dinner. The President, First Lady and the nation's governors enjoyed Spottswode's limited 2007 Sauvignon Blanc paired with Chesapeake Crab Agnolottis with Roasted Sunchokes.

California Elementary Schools Offer Organic Lunches

Certified member Shumei Santa Cruz Farm teamed up with San Lorenzo Valley and Boulder Creek Elementary schools to offer organic vegetables in their school lunch program. The program was started by a group of parents that wanted to get organic vegetables into the school lunches of their children. A test run of the program began during the final six weeks of school. Shumei Farm is striving to keep their prices down in order to promote and sustain the program. In order for the program to be implemented in the future, the schools hope to sell roughly 300 lunches priced at approximately three dollars per meal. Shumei Farm and concerned parents are hoping the program is a hit and plan to expand it to provide organic fruits as well.

CCOF Member Receives 'Grower of the Year' Award

Andrew Hoxsey, President of certified Yount Mill Vineyards, was honored with the 2009 Grower of the Year award from the Napa Valley Grapegrowers (NVG). CCOF would like to congratulate Hoxsey for all of his hard work. Hoxsey is a fourth generation Napa Valley grape grower and a large producer of organic grapes within the county. He is also a managing partner of the Napa Wine Company, and the chair of the California Sustainable Winegrowing Alliance. Bruce Phillips, President of NVG, states, "The Napa Valley Grapegrowers is proud to present this award to Andrew Hoxsey. He personifies the Napa grower, who mindfully tends his wine grapes using the most current information available on sustainable techniques – and always incorporates the natural environment, his workforce, and future generations into his decision making."

Ineeka Inc is Awarded for Innovation



Ineeka Inc. received the Best New / Most Unique Product award for the first-ever certified organic green tea beer, Himalayan Green Tea Bier (5.5% ABV), at the Natural Products Expo in Anaheim, California in March of 2009. The company, based in Chicago, produces certified organic and biodynamic teas. The product, a big hit at the annual event, was complemented for its complexity and smooth flavor. Ineeka Green Tea Beer will be available to consumers at food retail chains, restaurants, and hotels in the summer of 2009.

Spotlight on Sierra Valley Farms

The University of California, Davis (UCD) recruited ten volunteers to share the joys and heartaches of living off the land for a film project, entitled "Passion of the Land." The project aims to help farmers make their case for preservation of the agricultural lifestyle and the rural landscape. Certified member, Gary Romano, joined the project to share the



story of his 65 acre farm, Sierra Valley Farms. The certified organic farm, located in Beckwourth, California, produces a variety of lettuces, herbs and root vegetables and uses greenhouses for the production of microgreens. UCD is excited about featuring the organic farm within the storytelling series.

Heath and Lejeune Complete 2008 Sustainability Report

Heath and Lejeune demonstrated their commitment to sustainability and to the Food Trade Sustainability Leadership Association with the completion of their 2008 Sustainability Report. The highlights of their Green Action Plan include a move to composting, a higher outsourcing rate of organic products and a reduction in waste and energy consumption. The company continues its involvement in local and national sustainability partnerships with an emphasis on workplace wellness, and employee trainings and workshops. For more information on the topic email Katie@soulyorganic.com.

Continued on page 32

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Kathleen Merrigan Confirmed as Deputy Secretary of Department of Agriculture



The appointment of Kathleen Merrigan as the Deputy Secretary of the Department of Agriculture by the U.S. Senate on April 2 marked a turning point in US history. Merrigan, a strong proponent of the organic sector, helped to create the Organic Foods Production Act of 1990, which set the standards for the National Organic Program. In her short time in the position, Merrigan has already shown her dedication to the organic sector, confirming on May 5 the USDA plan to create a “stand-alone division dedicated to organics.” The decision marks a change from the National Organic Program’s current place as a part of the Transportation and Marketing Program under the USDA’s Agricultural Marketing Service.

Secretary Vilsack Names Rayne Pegg as Administrator of the Agricultural Marketing Service

On May 11, Secretary of the Department of Agriculture, Tom Vilsack, announced Rayne Pegg as the Administrator of the Department of Agriculture’s Agricultural Marketing Service. Pegg has extensive experience working in government, most recently as the Deputy Secretary of Legislation and Policy for the California

Department of Food and Agriculture, as well as in the non-profit sector. In her previous positions, Pegg worked with farmers and the public to find common ground on controversial issues, which, according to Vilsack, will be an ideal background for her new position.

Online Organic Certificate Program

Registration opened April 13 for the newest series of courses in Washington State University’s online organic certificate program, which includes classes such as Soil 101, Soil 201 and the newest addition, Soil: A Living System. The program, offered exclusively online, consists of 18-credits, taking the average student 3 years to complete, as most students are employed full time while they complete the program. The organic certificate program can be completed from anywhere in the world, and is one



of the few organic agriculture programs offered online or on campus in the United States. For more information about enrollment or courses currently being offered look online at www.online.wsu.edu or call (800) 222-4978.

Organic Trade Association Releases 2009 Organic Industry Survey

According to the Organic Trade Association, 2008 sales of organic food reached \$22.9 billion representing a 17.1% growth for the market.

The impressive growth took place despite the economic turmoil which hit last year, signaling the dedication of organic consumers. Organic sales for 2008 represent 3.5% of all food sales in the U.S. which is an increase from the 3.2% in 2007. Fruits and vegetables are by far the biggest organic sellers with 37% of the total.

USDA to Convert Grounds to Educational Gardens

Secretary of the Department of Agriculture Tom Vilsack announced on April 22nd that the department will expand its plans for the People’s Garden on the six-acre grounds of its headquarters in Washington DC. The plan includes a 1300-square-foot vegetable garden that features a rotation of crops. The garden is working toward organic certification and plans to donate all of the vegetables

produced to a local food bank. The primary goal of the project is to act as an educational tool

for the public. It will feature vegetables grown in three ways: in the ground, in raised beds and in containers to illustrate the variety of ways individuals can grow their own food, even with limited space. Secretary Vilsack claims, “If I had to summarize the vision I have for this department in one word, it would be ‘sustainable’.”



Weekly Radio Broadcast on Organic Foods and Sustainability

Saturday May 2 marked the first episode of *An Organic Conversation*, a weekly radio show focusing on ecology-based thinking in the organic food and holistic health movement, on Clear Channel affiliate Green 960am. The show, hosted by Helge Hellberg, Executive Director of Marin Organic, and Dan McGovern,

In The News

publisher of Sustainable Food News, discusses pertinent ecological issues and invites guests to engage in conversations regarding social and environmental problems and possible solutions to those issues. For more information, such as show times and station call numbers in your area, visit www.AnOrganicConversation.com.

Increasing Number of Hospitals in U.S. Offering Organic Produce

Nearly 250 hospitals across the nation signed a pledge to serve more fresh organic fruits and vegetables, while dropping processed foods and trans fats from their menus. The transition is said to be a result of consumer demand as individuals become increasingly aware of the impact of food on personal health as well as the health of the environment. The change also results from more hospitals realizing their ability to set an example for healthy

eating that lasts long after the patient's hospitalization ends. One such example is the Dominican Hospital in Santa Cruz, California, where the executive chef cooks with produce grown in the hospital's on-site vegetable garden.

U.S. Organic Food Industry Launches \$500,000 Advertising Campaign

Sponsored by the Organic Trade Association (OTA) through the Organic Agriculture and Products Educational



Institute (OAPEI), the campaign, titled "Organic. It's Worth It," targets young families. Highlighting the nutritional and environmental benefits of organic foods, the campaign plans to reach 25 million consumers this year. The ads are already posted on websites such as Parents.com, NPR.org, CafeMom.com and

IdealBite.com. See www.theorganicinstitute.org/ for more information.

USDA to Conduct First Wide-Scale Survey of Organic Farming

In 2007, the Census of Agriculture reported over 20,000 farms using organic production. Following these staggering numbers, the USDA announced on April 23 that it would conduct the first-ever wide-scale survey of U.S. organic farming, beginning the survey in early May. The goal of the survey is to learn more about the way the increase in organic farming is impacting U.S. agriculture and will look at factors from marketing to income and overhead involved in organic agriculture production. The results of the findings are expected to be released in winter of 2009 and will impact future decisions regarding policy, funding allocation, community development and other issues. For more information, visit www.agcensus.usda.gov.



College Students Choose to Spend Summers on Organic Farms

With the recession creating an increasingly difficult job market, college students are choosing to spend their summers interning on organic farms. Some students make the decision based on a desire to run farms of their own one day, while others have plans to change the face of food policy in the United States. Whatever draws them to the field, the interest in organic farm internships has never been so high. Approximately one third of the students will receive college credit in exchange for their work and most of them will be provided with room, board and a small living stipend. Farm internships offer students a striking change of scene from the campuses they are used to and give interns a feeling of true accomplishment and service. For more information about internships related to the organic sector, visit www.ccof.org/classifieds.php#intern for a list internship and apprenticeship opportunities.



Bridging the Generation Gap

By Janet McGarry



Guinness McFadden, then and now.

According to the 2007 Department of Agriculture census, the average age of farmers in the United States is 57. The average age of organic farmers is just a bit younger at 53. Many of the pioneering organic farmers will soon approach retirement and the next generation of farmers will take their place. Much has changed in the past four decades since organic emerged on the agricultural scene, creating a wave of farmers looking to alternatives to the industrialized, chemical-based farming that was engulfing the food system. Once a niche market, organic food is now sold in mainstream supermarkets, Costco and even grown on the White House lawn. Although the acres of organic farms continue to expand, young organic farmers still face many challenges and, like the generation that preceded them, are showing remarkable ingenuity, courage and tenacity in overcoming these obstacles.

Many of the pioneering organic farmers were part of the “back to land” movement in the 1970s. Guinness McFadden started farming organically almost forty years ago when he settled in Potter Valley, California. He didn’t come from a farming background, far from it. Guinness grew up on the upper west side of New York City. After college, he spent four years in the Navy where he earned a Bronze Star for his service in Vietnam. In 1969, he left his naval career and enrolled in Stanford Business School but soon realized that he lacked enthusiasm for the corporate life. When a classmate with an agricultural background showed him a United Farm Catalogue, Guinness was intrigued and decided farming

would be a “cool thing” to do. He found land, dropped out of school and planted 23 acres of vineyards in his first year as a farmer. In subsequent years, he planted 140 more acres of grapes and, in 2003, started making his own wine.

Guinness is amused when he thinks back to his arrival in Potter Valley decades ago. Many of the other farmers thought he was a “crackpot” when he arrived in town. With his longish hair and ideas about farming organically, he seemed like a hippy. However, he was also a decorated Vietnam Vet, attended Stanford and drove a Jaguar. Although some of the farmers warmly welcomed his arrival, others voiced their displeasure and skepticism. Over the years they realized that Guinness grew high quality grapes, and most of the critics changed their opinions, deciding that he wasn’t such a crackpot after all.

McFadden Vineyard has always been farmed organically and Guinness continues to experiment and improve his farm over the years. In 1983, he built a hydro-electric power plant on a waterfall on the farm that can generate power for 100 homes. In 2005, he installed solar panels to power the farm.

In addition to raising grapes, Guinness also raised five children on the farm. Although he has no plans to retire, a few of Guinness’ children express interest in taking over McFadden Farm when

he does. One of his daughters and her husband already farm organic grapes on 40 acres next to McFadden Farms. Guinness leaves it up to his children to decide if they want to follow in his footsteps or pursue their

Some of the earliest organic farmers in California, such as Van Dyke Ranch in Gilroy, continued traditional farming methods practiced by earlier generations of farmers. Peter Van Dyke’s Yugoslavian great grandfather originally farmed on an island in the Adriatic sea before he immigrated to America. After mining gold in Alaska, he bought land in Cupertino, California and started growing fruit. In the 1960s, Peter’s grandfather sold the land in Cupertino and started a new farm in Gilroy. When other farmers started using chemicals on their crops, he stuck to the traditional, old-fashioned techniques that he had always used, such as growing cover crops rather than adding fertilizers to the soil, because he didn’t like the way expensive fertilizers affected the fruit. Peter’s mother and now Peter have continued the family tradition of farming organically.



Growing up Organic: the four brothers of Capay Fruits and Vegetables.

own interests; to him, “their lives are their own.”

Unlike Guinness, many farmers express strong interest in having their land farmed after they retire; however, only 10% of California farmers’ children want to take over the farms from their parents. As a result, many retiring farmers face the challenge of finding non-family members to purchase their farms. California FarmLink (www.californiafarmlink.org), a nonprofit organization created to support family farming and conserve farmland in California through facilitating farm transfers, developed a program to help link up retiring farmers with aspiring farmers interested in leasing or purchasing farmland. Linda Peterson, a Program Associate at FarmLink, claims that “there is a huge demand” for this service.

In addition to the linking program, FarmLink provides advice to retiring farmers planning to pass their farms on to the next generation. By providing information on succession planning, estate planning, conservation easements and other financial matters, FarmLink also helps families negotiate the complicated emotional issues that arise during intergenerational transfers. For example, if a farmer has three children, he may find it difficult to determine a fair division of his assets when one child wants to farm and the other two want to pursue other careers.

Just as a retiring farmer must make difficult decisions, the younger generations inheriting the farm also face many challenges including deciding whether to continue current farming and business practices or take the farm in a

different direction. The four brothers who own Capay Fruits & Vegetables, a second-generation organic farm in Capay Valley, California, needed to make important individual and family decisions when they inherited a farm from their mother Kathleen Barsotti after she lost her battle with breast cancer in 2000. In 1976, Kathleen and her husband Martin Barnes founded the first organic farm in Capay Valley and helped develop the organic food movement in California. In addition to starting a student organic farm at U.C. Davis, they helped found one of the first farmers’ markets in California, the Davis Farmer’s Market, as well as the Davis Food Co-op and the Eco-Farm Conference. After the couple divorced in 1992, Kathleen purchased the farm and continued to run it with the help of her sons. In late 1992, she began the successful home delivery service Farm Fresh To You.

Kathleen left the farm in a trust and it was obvious to her sons, who ranged in age from 26 to 17, that she wanted the farm to continue in operation and she expected one of the sons to take her place. Their mother ran the farm as a sole proprietor, but the four young men made the collective decision to form a company and continue operating the farm together. Three of the brothers, Noah Barnes, Thaddeus (Thad) Barsotti and Freeman Barsotti, work full-time on the farm and Che Barnes, a pilot, acts as an advisor.

As with most farming families, the brothers needed to work out a few kinks while making the transition from being



Kathleen Barsotti and her sons.



Freeman Barsotti and the next generation.

Continued on page 12

siblings to working together as professional farmers. Thad commented that when they first started working with each other, they spent a lot of time analyzing each other's work. "We're pretty hard on each other and can be brutally honest. We're not good at complimenting each other." They soon realized they needed to "draw deep lines in the sand" and divide up the tasks so that they weren't constantly evaluating each other's performance. The brothers still meet on a quarterly basis to discuss major decisions, but work more effectively now that each brother is responsible for making decisions on day-to-day operations in his area.

The brothers' philosophy regarding farming practices is the same as their mother's philosophy: to be healthy for the environment and consumers. Thad Barsotti wants his farm to be part of a sustainable system that yields as much for future generations as it does for the current generation; he hopes the land his mother and brothers have farmed will still be farmed in two hundred years.

The brothers have also made some bold business decisions since they took over the farm, including opening a retail store in the Ferry Building. When they first opened the store, everybody told them it was a bad idea and that they were "crazy." They ignored the naysayers and persevered. After a few difficult years, the store turned a profit. Thad believes the farm would run very differently if his mother were still in charge, "She would have been more cautious. She would never have let us put a store in the Ferry Building." Though he also concedes that his mother took a huge risk when she first started the farm when she was young, so perhaps the four brothers take after their parents more than they realize.

While many other second-generation organic farmers continue the tradition their parents started, some young farmers are making huge strides in the organic community as they begin to inspire the older generations.

By convincing their parents to transition from conventional farming to organic farming, they are proving that sometimes old dogs can learn new tricks. Michelle Van Ryn grew up on an almond farm that her father, Bill, farmed using conventional methods. Michelle got her father interested

in organic agriculture during her senior year in high school when she researched organic dairies for a school project. Bill grew up on a dairy until the age of seven when his father sold the farm. He always dreamed of working with cows, and when an owner of an organic dairy approached Michelle's father to become a partner in Gawne Organic Dairy in Stockton, California, he and his daughter saw a great chance to work together.

Michelle's interest in cows began in middle school when she brought lunch to her father who, at the time, worked at a dairy. The dairy owner observed that Michelle was smitten by the calves and asked her if she wanted to take one home to raise for several months. She jumped at the opportunity and was soon busy raising Jersey heifer calves. She needed to



*Michelle and Bill Van Ryn of
Gawne Organic Dairy*

work around her school schedule, waking up early in the morning to feed the calves before school. Looking back, she admits it was a lot of hard work and laughingly adds, "I started drinking coffee in the eighth grade." When still in high school, she bought three of her own cows and started breeding them. Her father helped her care for the cows and

her grandmother, who is from the Azores in Portugal, taught Michelle how to make cheese and butter. Although Michelle worked for no pay, it eventually paid off. When she applied to college, her experience so impressed college admission offices that she won scholarships to pay for her tuition at Cal Poly at San Luis Obispo where she will be a senior in the fall.

Not all of the newest generation of organic farmers grew up on a farm. Many grew up in cities or suburbs and are attracted to organic farming for environmental reasons and a desire to be stewards of the land. Ned Conwell and Ryan Casey of Blue House Farm in Pescadero, California are first-generation farmers who grew up in the suburbs of Southern California. Ned loved spending time in nature in his youth and was involved in

environmental activism during college. He enjoyed gardening and, when teaching environmental science after college, used gardening as a tool to educate his students about nature. While working in a farm apprenticeship at U.C. Santa Cruz, he got hooked on growing food and decided to

Tristan and Josh Zannon, of Santa Barbara Pistachio Company urged their parents to convert their pistachio farm into an organic farm. The two brothers spent a lot of time on the farm when they were growing up. Their mother Gail thought that working on the farm during the hot summer months would be a great "lesson to [persuade them] to stay in school" but they enjoyed the work so much that they decided to become farmers. Their mother observes that "they love the land and what it represents" and have established a non-profit to protect the environment of Cuyama Valley where their farm is located.

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Farmers' Markets:

The Benefits of and Steps to Selling Direct

In July of 1934, a small group of growers first trucked their produce to an empty lot in Los Angeles with the hopes of bringing produce directly to their consumers. Years later, the farmers' market industry continues to gain momentum,



with over 4,600 farmers' markets nationwide and growing. As consumers become more aware of how their food choices impact their bodies and the environment, they increasingly seek food sources that improve their health and decrease their carbon footprints. Today, farmers' markets make

a major contribution to California's economy allowing the direct marketing of California-grown produce to consumers.

Farmers' markets provide organic farmers with the opportunity to sell directly to consumers, thus capturing a greater percentage of their shopping dollar. The many benefits to this sales method include:

- Growers can educate their buyers about their growing practices and the many reasons to buy organic.
- Some markets also allow sampling or host comparative tastings that allow growers to show off their delicious crops and entice customers to their booths.
- Farmers' markets provide a great opportunity for organic farmers to cultivate customer loyalty and get immediate feedback.
- Growers can sell small quantities of new or unusual products at farmers' markets to gauge consumer interest for future planting strategies.
- Produce sold at farmer's markets is exempt from conventional regulations mandating labeling, sizing and packaging required when selling wholesale or direct to produce stores. This exemption from standard pack and size requirements can make production more cost effective.

While there are many benefits of selling at a market, entering a market for the first time can seem a daunting task. The following steps and tips are provided to aid our members in accessing this direct sales channel and understanding the regulations associated with selling at farmers' markets.

As the majority of CCOF-certified growers are based in California, some of the below information is specific to California Certified Farmers' Markets. Growers outside California should check with their state agriculture department to find out how farmers' markets are regulated in their state.

Step 1. Do the Research - Find an Available Farmers' Market

The first step towards accessing a farmers' market is to find out which market locations have available booth space. There are many markets within a given county; however, some markets may not have vacancies, or may already be at capacity for certain types of produce. It is important to map out desired markets and contact them directly to ensure space availability before going through with the next steps.

Tip: It is a good idea to mention to a farmers' market managers that you are certified organic; often, farmers' market managers will allow a certified organic producer to enter into the market even when other farmers are already selling the same type of produce, conventionally grown.

Step 2. Become a Certified 'Local' Producer

California Certified Farmers' Markets can only offer produce and other products that have been grown or processed in California. Producers wishing to sell at a farmers' market must obtain a Certified Producer Certificate from a County Agricultural Commissioner to verify their status as local. A separate certificate is required in each county in which a producer wishes to sell. This certification process involves an inspection of growing areas as well as a verification of products to be sold at the market. It is important to note that



only items listed on the certificate can be sold at farmers' markets, and the certificate must be displayed conspicuously at the market for customer access.

Fees for these certificates are billed annually. Products can often be added to the certificate at no additional charge. Contact your County

Agricultural Commissioner or local agricultural representative to find out how to apply (see additional resources).

Note: The Certified Producer Certificates are different from organic certificates. Documentation of organic status from both a certifying agency, such as CCOF, and the State of California are also required.

Continued on page 18

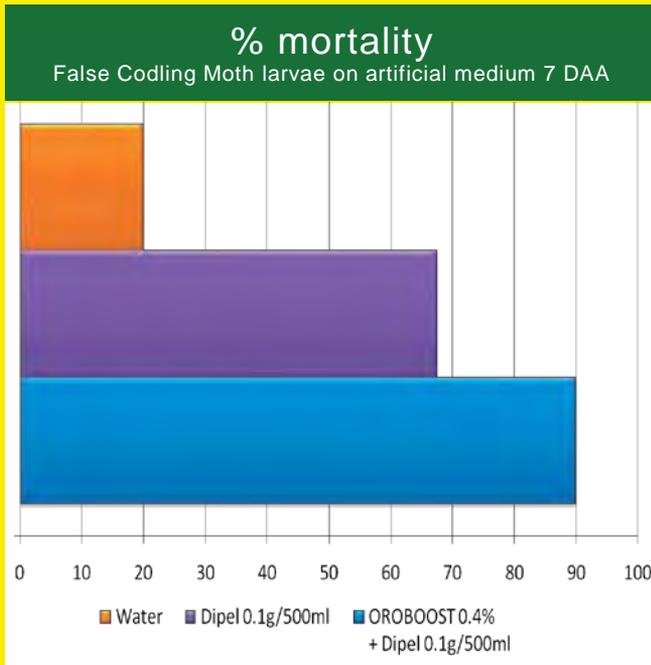
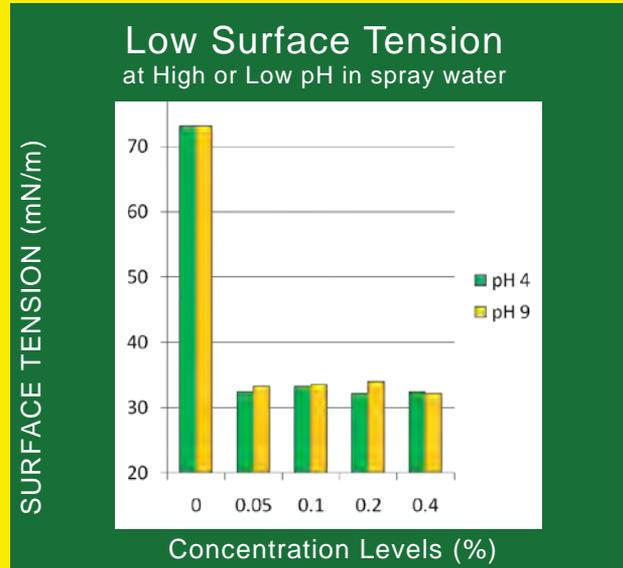
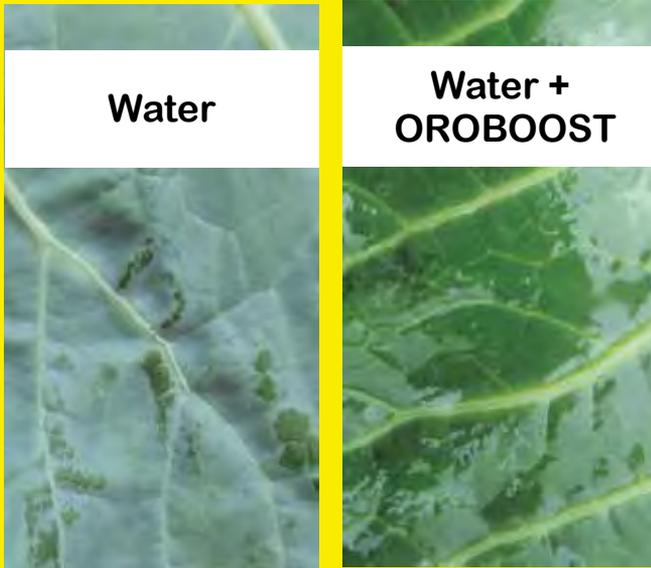


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Step 3. Other Considerations

Packing Requirements and Non-Agricultural Products

Certified Producer Certificates allow growers to sell their fruits, vegetables, eggs, honey and nursery plants at farmers' markets without meeting packing requirements. This exemption from standard pack and size requirements can make production more cost effective. Growers may also market processed products including juices, jams and jellies, wine and nuts that are derived from produce listed on their certificates. Please note: processed products must also comply with any additional applicable health department requirements.



Fact: While farmers' markets were established for produce sales, many markets also offer a section designated for prepared foods and retail items. In California, these areas must be separated from the Certified Farmers' Market section. To access this option, it is imperative to contact the desired market for space availability and any additional requirements.

Cost Savings from Sharing Market Booths

Some markets allow certified producers to share a market booth with another producer. This friendly-farmer agreement allows each grower to benefit from the sales while reducing booth costs, which can be quite beneficial for first-time farmers. Each producer's certificate must be displayed and their produce must be identifiable. Growers must receive approval from the Certified Farmers' Market to sell for other certified producers. Local markets should be contacted directly for specific regulations.

Signage/Marketing at the Market

It is important to make the most of your new presence as an organic farmer at the farmers' market and differentiate yourself from other vendors by clearly communicating your organic status.

Along with the Certified Producer Certificate from the County Agricultural Commissioner, organic growers must display their Organic Registration for the State of California



Display your organic certification. Visit www.ccof.org/store.php for CCOF signs and organic labels.

and Organic Certificate from a USDA-accredited certifier. Displaying these certificates allows consumers to readily access information about production methods and provide verification that products represented as organic are actually certified. Signs identifying organic produce can help organic growers distinguish their stand from other growers at the market. It is also important that growers who sell organic and non-organic produce at their stand clearly distinguish between certified organic and non-organic items.

Information and Resources

- The California Federation of Certified Farmers' Markets (www.cafarmersmarkets.net/index2.html) provides information for potential vendors as well as basic rules and regulations for growers and market coordinators.
- Contact the California County Agricultural Commissioners & Sealers (www.cdfa.ca.gov/exec/county/County_Contacts.html) for 'California grower' certificate-related questions.
- The California Department of Food and Agriculture (www.cdfa.ca.gov/is/i_&c/cfm.html) provides directory listings of Certified Farmers' Markets in California and information on accessing markets, including a preliminary certificate application and a list of markets by county.
- The UC Small Farm Center (www.sfc.ucdavis.edu/farmers_market/) has farmers' market resources with a step-by-step access guide and information on regulations and organizing a new market.
- The Agricultural Marketing Service (www.ams.usda.gov) offers facts and figures on farmers' markets nationwide as well as press releases and other related publications.
- The Networking Association for Farm Direct Marketing and Agritourism (www.nafdma.com/Resources) gives helpful links related to direct marketing and helpful tips for growers outside California.

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Certification News

Fee Changes

Effective June 1, 2009, CCOF made certification fee changes regarding both our Global Market Access program and certification fees for facilities. These changes are meant to ensure the highest possible level of service to our members, while also simplifying CCOF's billing processes. The changes affect approximately 50% of CCOF-certified members, the vast majority of which will see no effect until the 2010 renewal billing cycle. Renewal payments are due January 1, and are billed in October. We sincerely regret the need to increase fees at any time; however, the need to ensure an effective, professional service demands that CCOF find ways to meet the costs incurred. Rather than a blanket raise of all certification fees, these fee increases concentrate on the specific areas of CCOF's program that require the most time, expertise and staff effort.

Global Market Access Program

The fees for CCOF's international program, Global Market Access, will increase from \$150 to \$250 annually. As the complexities of EU compliance, Canadian organic standards, Taiwan, IFOAM and additional applications for equivalency have grown, CCOF must ensure that we possess the necessary resources to address these and any future issues that may emerge. Look for new documents addressing Taiwanese exports and Canadian certification and/or equivalency as well as updates on a variety of emerging standards and programs, such as Bio-Suisse (Swiss export), in the near future.

Complexity and Facility Fee Changes

Previously, certified operations incurred \$100 "complexity" fees for operations certified to both the grower and handling standards. In the past, determining how and when these fees should be applied to a specific operation resulted in a number of inequities that were difficult to explain and that created numerous internal billing problems. At the same

time, operations were also billed \$100 for each additional facility inspected by CCOF on behalf of the client. This includes packing sheds, additional co-packers, milk barns, coolers and other operations inspected by CCOF but not certified as stand-alone entities.

CCOF aims to simplify the billing process and ensure that all clients are billed consistently and fairly by eliminating the complexity fee and raising the facility fee to \$200 per facility. This applies to all facilities performing intermediate post-harvest activities and more complex processing that requires handler Organic System Plans (OSPs) under the CCOF program and accreditation. CCOF will actively review operations during the certification process

to determine whether an operation still requires their current OSP sections or, alternatively, has the ability to access a simpler (fewer forms), less expensive option whenever possible. For details on the changes made in the language of CCOF Manual 1, see below.

In the last year, CCOF developed a G6.4 Simple Post Harvesting OSP section to reduce both the expense and paperwork burden felt by CCOF's small growers who perform minimal periodic handling on their own products. Operations utilizing the G6.4 will not be billed the facility fee. If you are encouraged to complete the short G6.4 OSP form, we strongly suggest you to do so as it eliminates many pages of papers and reduces your overall costs.

Changes to CCOF Manual 1 are as follows

Note: The following paragraphs repeat in section 4.9.2 to address when these same fees are charged mid-year. The changes would also apply there.

4.8.1 CCOF CS Global Market Access Fee (changes noted)

The annual fee to be enrolled in the CCOF CS Global Market Access program is \$250. Clients who choose to be certified according to CCOF CS Global Market Access must pay this fee in addition to all other fees. The CCOF CS Global Market Access Fee must be paid at the time of continuation of certification or a late fee of \$50.00 may be added for a combined total of \$300.

4.8.2 Additional Production Facilities

Clients who use production facilities that are not independently certified will be billed annually \$200 per facility or production type. CCOF CS applies this fee to any client who seeks certification for additional co-packers, post-harvest handling facilities or production operations. Examples include (but are not limited to) certification of:

- 1). A winery in conjunction with a vineyard;
- 2). A separate production plant

beyond a processor's primary facility that performs custom processing;

- 3). A huller, packer, sorting line or cooler in conjunction with a farm;
- 4). A slaughterhouse or cut and wrap operation in conjunction with a livestock operation;
- 5). Parcels or livestock in conjunction with a processing plant, milk barn or handling operation.

The following will be deleted from Manual 1:

~~4.8.2.a Additional Certification Scope CCOF CS charges a \$100 "complexity fee" for each additional production or certification scope added to an operation already entered into the certification program. Operations that are both a grower and handler will be assessed this fee. Livestock operations are not billed this fee unless they include a processing facility or other certification scope beyond crop/pasture production.~~

The Certification Services Director may reduce the fee for additional production for operations that sell less than \$20,000 of product per year, or for operations that add a very small number of animals to an existing farm.

Updated Alcohol Labeling Guidelines from the National Organic Program and TTB

On June 15, 2009 the National Organic Program released updated guidelines for the labeling of organic alcohol products. In addition to providing new helpful tools for producers of the products, these guidelines supersede CCOF's past policy change announced in January, 2009 regarding wine labeling. Under this clarification, different varieties in an organic wine may continue to be used and recognized as different ingredients under NOP 205.301(f)(7). However, effective immediately, wine labels for these products must clearly disclose the non-organic content. Specifically:

Labeling options for wine with added sulfites that only contain organic grapes:

TTB will accept the following variations to "Made With Organic [specified ingredients]" statements:

- "Made with Organically Grown Grapes," or "Made with Organic Grapes"
- "Made with Organic Grapes from Our Vineyard"
- "Made with Organically Produced Grapes"

Labeling options for wines composed of both organic and non-organic grapes:

Products that fall into this labeling category, and which contain organic and non-organic grapes, must indicate

the presence of non-organic grapes in the "Made with Organic..." statement on the label. The following variations to this statement are acceptable:

- "Made with Organic and Non-Organic Grapes"
- "Made with Organic [variety] Grapes and Non-Organic [variety] Grapes"
- "Made with _% Organic Grapes and _% Grapes"
- "Made with _% Organic [variety] Grapes and _% Non-Organic [variety] Grapes"

For additional resources, helpful information from TTB and useful alcohol labeling guides, visit www.ccof.org, click on Certification then Updates/Resources.

Regional Service Representative (RSR) Changes

CCOF sadly reports that Lois Christie, long-time CCOF Regional Service Representative for the At Large (AL) Service Region and organic inspector, resigned from her RSR position after many years of service. Over the years, Lois has been instrumental in CCOF's success and growth. With a special passion for Latin America, Lois nurtured the needs of many operations in Mexico and continuously acts as a stalwart ally for the needs of growers. She will now apply her energies towards the success of her consulting company, The Organic Consulting Firm (see ad on page 33). Fortunately, Lois will continue to perform inspections for CCOF.

CCOF operations currently served by the AL Service Region will move to new RSRs and will receive letters introducing them to their new representative in the near future.

CCOF takes this opportunity to slightly modify our service regions. The changes are as follows:

- Arizona operations will now be served tandem with the Southern California desert region
- Latin America will branch off as a distinct service region
- Southern Oregon and Northwestern Nevada will be served alongside Northern California operations
- The Oregon coast will merge with operations in Humboldt and Trinity counties
- Farms and livestock operations in the greater US and Canada outside of CA and AZ will be served in tandem with CCOF's national group of processors.

These changes allow CCOF to group neighboring operations and inspections more efficiently and will not affect CCOF client's service, operation

code, trade association chapter affiliation or any other aspect of the certification process. If you have any questions regarding who your RSR is, please visit www.ccof.org/rsr.php.

Future Developments

CCOF continues to work on developing new short OSP forms to describe increasingly common business practices that do not easily fit into CCOF's existing suite of documents. Such practices include: on-farm custom and/or mobile slaughter systems, CSA profiles and custom harvest and handling operations where CCOF growers harvest and/or sell neighboring crops. Unfortunately, we are unable to create forms and documents for every conceivable variation of operations and business structure in food production and processing; however, CCOF sees these areas as positive developments in organic production, which are currently under served, and we are committed to improving our handling of them.



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become a full-time farmer. After interning at several farms in California, Ned and Ryan learned of an opportunity to lease land from the Peninsula Open Land Trust, and decided that it was “the right time, right place” to start their own farm.

In addition to selling produce to restaurants, retailers and at the San Francisco Alemany farmers’ market, Blue House Farm’s farming education program provides tours to school groups and hosts other educational programs, thus furthering the farm’s educational mission to “provide a site for students to gain the skills and experience necessary to farm sustainably. To deepen their relationship to the natural world through individual mentoring and group experience in wildlands.”

When he needs advice, Ned relies upon mentors from U.C. Santa Cruz and older farming friends noting the Eco-Farm Conference as an “awesome place for networking.” He also appreciates the work done by activists, organizations and writers in informing the public about the importance of supporting organic farmers. Severine von Tscharner Fleming, a young farmer and activist who is collecting information about farmers under forty for the “Serve Your Country Food” project (www.serveyourcountryfood.net), found that young farmers “trust and rely on mentors tremendously” and are thankful for the organic farming institutions founded by pioneering farmers of the organic movement in the 1970s.

Although there are more resources available to organic farmers now than in the past, the high cost of land presents a challenge to many aspiring farmers interested in buying or leasing land. Young farmers often find creative solutions to work around their lack of capital when they first start out. Chris Velez of Stella Luna Farm in Auberry, California started farming on land loaned to him, rent-free, by his employers while he worked at their nursery. He got his first tractor by making a trade with an older farming couple; they gave him the tractor

in exchange for weekly delivery of vegetables from his farm.

Beginning farmers don’t have to rely upon only the kindness of friends and neighbors. FarmLink and other organizations provide financial help and support to the

next generation of farmers. In addition to providing loans to beginning farmers through its Farm Opportunities Loan Program, FarmLink created the country’s first matched savings program, the Individual Development Accounts Program (IDA), in 2002. The IDA program matches savings by a 3:1 ratio for two years allowing farmers to accumulate \$10,000 for a downpayment on land or equipment. The Northwest Farm Credit Agvition Program (www.farm-credit.com) and the Washington State Housing Finance Commission Beginning Farmer/Rancher Program (www.wshfc.org/FarmRanch) offer loans at below-market interest rates for young farmers. The federal government also recognized the need to support the next generation of farmers; the 2008 Farm Bill includes provisions and increased funding designed to help out new farmers.

Although older and younger organic farmers face a myriad of challenges and take different paths to organic farming, they share a similar philosophy regarding their work. They are committed to using farming methods that are healthy for the environment as well as for their families, customers and communities. Their vision for the future of organic farming stems from the desire to preserve the traditions and lessons of the past, and from their dedication to transforming and rejuvenating our agricultural landscape. Just as past generations of farmers laid the foundation for the current generation, younger farmers will continue to fortify their passion for organic farming for the next generation of farmers to follow.



*Ned Conwell and Ryan Casey
of Blue House Farm*

More Information and Resources:

For more information on the CCOF members featured in this article, please visit the following websites:

Blue House Farm –
www.bluehousefarm.org

**Caypay Fruits and Vegetables:
Farm Fresh to You** –
www.farmfresh toyou.com

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www.santabarbarapistachio.com

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[web.mac.com/stellalunacsa/iWeb/
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Van Dyke Ranch –
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Resources for Young Farmers:
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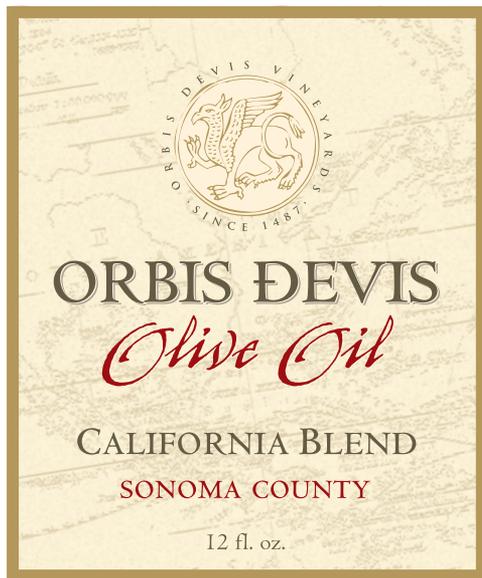
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National Organic Standards Board Report

The National Organic Standards Board (NOSB) met in early May, 2009, in Washington, DC. The NOSB, created in 1990, assists the US Secretary of Agriculture in developing standards for substances to be used in organic products, and in implementing the National Organic Program. The NOSB is a key player in the growth and development of the organic industry in America. This time, staff from both CCOF's trade association and certification services attended, with CCOF Executive Director Peggy Miars, Policy and Programs Director



From Left to Right: Sean Feder, Claudia Reid, Zea Sonnabend, Kathleen Merrigan and Peggy Miars

Claudia Reid, Policy Specialist Zea Sonnabend, and Director of Inspection Operations Sean Feder participating in the meeting. CCOF routinely sends staff experts to this meeting, which is typically held twice a year. The meetings tend to be long and grueling, but they do provide an essential window onto the formulation of organic policy that is fascinating in its participatory nature.

In advance of the meeting, CCOF submitted comments on 16 various issues, which can be viewed on the NOSB website. Our comments ranged from supporting the use of sulfuric acid to opposing less than a 100% inspection rate for retail

operations with multiple locations; and from recommending that NOSB look at nanotechnology very carefully when determining whether to approve nanotechnology in organic systems to strongly supporting the widespread implementation of NOP regulations regarding natural resource conservation in organic agriculture systems.

Several interesting announcements were made at the beginning of the three-day meeting:

NOP Growth

Barbara Robinson, Acting Director of the National Organic Program (NOP), informed NOSB that the NOP budget increased by \$630,000 for fiscal year 2009; she expects NOP to double in size by 2010. This increase raises the budget to over \$6 million. She announced that with such a high level of expected growth, NOP will "hire as many people" as they can afford.

Dr. Robinson also informed NOSB that she sent a memo to USDA requesting that NOP be managed as its own division within Agricultural Marketing Service (AMS), thus receiving more recognition and gaining greater influence in the larger US agricultural community.

Pasture Rule Comments

NOP has received more than 19,000 comments on the pasture rule, according to Robinson, and expects to publish the final rule later in 2009. NOP is also working on an "origin of livestock" rule.

USDA Commitment to Organic

The highlight of the NOSB meeting for many was the appearance of Deputy Secretary of Agriculture,

Kathleen Merrigan, who offered several remarks on the Obama administration's view of the organic industry. She highlighted the "People's Garden" at USDA as an example of Secretary Vilsack's role in raising awareness about organic and sustainable agriculture.

Merrigan also stressed the importance of the organic agriculture census, and shared her intentions to work diligently with USDA to develop an organic-specific division. Her goal is to elevate the NOP to the same level as the Transportation and Marketing Division, with a senior executive service employee running NOP at the division level.

EQIP Funding Increase

Additionally, Merrigan announced the \$50 million in additional funding available in 2009, through the Environmental Quality Incentives Program (EQIP) organic transition program. For information on how to access EQIP funds visit www.ccof.org/classifieds.php#funding.

She concluded by stating that the Obama administration's positive attitude toward local food systems gives her hope for the future of sustainable agriculture stating, "President Obama's desire to reinvigorate these systems and the First Lady's concern with healthy eating are important steps toward the growth and support for [organic agriculture]."

Other NOSB Agenda Items

Other NOSB actions included a Methionine Task Force report, a Materials Working Group update and actions on the various discussion items or recommendations presented to the board. The three-day meeting concluded with a review of the fall work plans for NOSB.

A full summary report on the May 2009 NOSB meeting can be found at www.ota.com.

California Legislative Update

CCOF continues to track several bills in California during this 2009 legislative session, one of which we sponsored and several of which could have a direct or indirect impact on organic farming in California.

AB 557 (Caballero), a CCOF-sponsored bill, will add an accredited certifier seat to the California Organic Products Advisory Committee (COPAC). This additional seat will bring COPAC into alignment with the National Organic Standards Board (NOSB) which includes representation from all segments of the organic production and processing world. Under existing law, COPAC seats include producers and processors, consumers, environmentalists, and researchers. COPAC asked CCOF to sponsor this legislation, and California Assemblymember Anna Marie Caballero was pleased to work closely with our organization and others who support this effort.

For a current status on this bill and other California legislation, please visit: www.legislature.ca.gov/port-bilinfo.html.

California State Organic Program Reform Effort

CCOF is playing a major role in efforts to reform the California State Organic Program (SOP). For many years, CCOF members and staff voiced concern over a number of problems plaguing the SOP, from inefficient business management practices and a poor track record on complaints, to registration forms that duplicate much of what our members are already required to provide in their organic system plans (OSPs).

In the spring of 2008, a major breaking point occurred when the SOP announced a spot inspection program that seemed to focus specifically on monitoring the work of organic certifiers. County agricultural commissioners were left to perform the inspections without adequate training or vetting by the National Organic Program (NOP). CCOF sent a letter to the NOP lodging a formal complaint about the State Organic Program's activities (see

www.ccof.org/nop.php for details). Following CCOF's letter, and on the advice of CDFA's legal counsel, COPAC established a Technical Planning Committee. This committee, which has been meeting since late December 2008, presented its first set of recommendations to COPAC at the May 22, 2009 meeting. The recommendations included a new set of registration forms intended to decrease the amount of information requested of registrants as well as an option for certified operations to attach their OSP or other legitimate documentation in lieu of filling out additional pages that replicated information already provided to organic certifiers. The recommendations also encourage CDFA to pursue necessary regulatory and, if necessary, legislative fixes to some of the remaining problems with spot inspections and other activities required of SOP. CCOF is pleased with the work CDFA has done on this committee, and continues to praise their quick response to the pressure to change.

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Education & Promotion

Pruneyard Organic Beer and Wine Tasting Event

The Inaugural Summer Organic Beer and Wine Tasting at The Pruneyard in Campbell, CA was a huge success. CCOF was impressed by the large turnout as well as the great feedback from attendees who enjoyed a wide



variety of CCOF-certified organic beverages. Many thanks to all of our members who donated silent auction items and participated in the event.

Read about CCOF's San Francisco tasting event on page 30.

California Ag Day

CCOF was proud to be a leader in advocating for organic producers during California Ag Day at the State Capitol in Sacramento.

Executive Director Peggy Miars and Policy and Program Director Claudia Reed represented organic farming



as elected officials, industry leaders and the general public walked among pest management demonstrations, tractor displays and even a bug-sniffing dog. At the event, the buzz was about an educational garden to be planted at the Capitol building. The garden is designed to not only show how our food is grown but also to stand as an example of the growth of urban farming and community gardens.

All Things Organic

CCOF was the go-to booth for information on organic certification at the 2009 All Things Organic conference and trade show in Chicago. CCOF staff eagerly answered questions about organic certification as well as provided suppliers with access to our expansive listing of certified organic members and products in the 2009 Organic Directory. Staff members also attended a wide variety of seminars and conference workshops including important meetings related to the National Organic Standards Board (NOSB), market trends for organic and emerging developments related to personal body care products.

Earth Day Activities

CCOF staff and interns fielded questions about organic labeling, the benefits of eating organic food and the process of organic certification from community members during a variety

of Earth Day celebrations throughout the Central Coast. We were thrilled to have Linda and Trent McNair, owners of CCOF-certified Surf City Growers, join us at our booth during the EcoCruz Earth Day Celebration at the San Lorenzo Park in Santa



Cruz, CA. Their 'My First Organics' organic seed starting kits were a big hit among kids and their parents, especially since a portion of the proceeds from the kits are donated to public schools throughout Santa Cruz County.

Whole Foods Donation Day

A special thanks to Whole Foods Market in Santa Cruz for hosting a special CCOF donation day. Thanks to Swanton Berry Farm, TLC Ranch and Surf City Coffee Roasters for coming to sample their organic products at the store. The proceeds from the donation day will go toward funding CCOF education and promotion activities.



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Events Calendar

Farming Systems Design 2009

August 23 – 27, Monterey, CA

Interested scientists and professionals throughout the world are invited to participate in this joint international effort to design and evaluate farming systems that can be implemented to increase food security, decrease environmental impacts, respond to climatic change and provide management alternatives for enhancing natural resources. The symposium will assemble the leading scientists from around the world to discuss these topics and share their research. More information at: www.sare.org.

International Plant Nutrition Colloquium 2009

August 26 – 30, Sacramento, CA

The 16th International Plant Nutrition Colloquium will highlight advances in fundamental and applied plant nutrition, and emphasize the role of plant nutrition in food systems and environmental sustainability. The

colloquium will attract the world's leading researchers in plant nutrition, as well as representatives focused on policy design from government and private organizations. More information at: www.ipnc.ucdavis.edu/.

Produce Marketing Association (PMA), Fresh Summit

October 2 – 5, Anaheim, CA

Visit CCOF at booth #1851 at the Produce Marketing Association's 2009 Fresh Summit International

Convention & Exposition. More information at: www.pma.com/freshsummit/2009/index.cfm.

CCOF's 4th Annual Organic Beer & Wine Tasting

October 23, San Francisco, CA

Join CCOF for our popular Organic Beer & Wine Tasting event in

conjunction with the Ferry Building's Annual Harvest Festival. Sample premium organic brews, wines and spirits and learn about the benefits of organics. More information at: www.ccof.org/ccof tasting.php.

7th Annual Sustainable Pest Management Conference

December 4-5, San Luis Obispo, CA

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Obispo! The 7th Annual Sustainable Pest Management Conference, hosted by CCOF and Cal Poly's Sustainable Ag Resource Consortium, will feature innovative pest management practices for organic and sustainable agriculture, Integrated Pest Management strategies and updates on important regulatory issues. Registration includes conference materials, PCA unit processing and meals. More information at: www.ccof.org/pcaconference.php.




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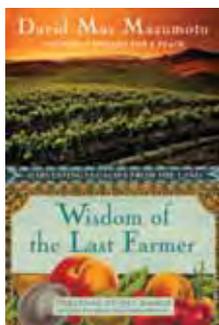
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Book Review

Wisdom of the Last Farmer: Harvesting Legacies from the Land, by Mas Masumoto

CCOF members are known for possessing diverse skills and talents, and, after reading *Wisdom of the Last Farmer: Harvesting Legacies from the Land*, it is clearly time to add writing to their repertoire. Written by David Mas Masumoto, of CCOF certified Masumoto Farm, *Wisdom* is a memoir that serves as a guidebook through life's challenges and provides a glimpse into the daily struggles and triumphs of the organic farmer.

Wisdom is the story of a middle-aged farmer who uses the lessons his father taught him about farming to help his father relearn to function after suffering a stroke. Weaving between his own and his father's life, Masumoto remembers many of the challenges his



family overcame to get to where they are now: Japanese-American concentration camps after World War II, Alien Land Laws prohibiting their ownership of the land and the ongoing trials

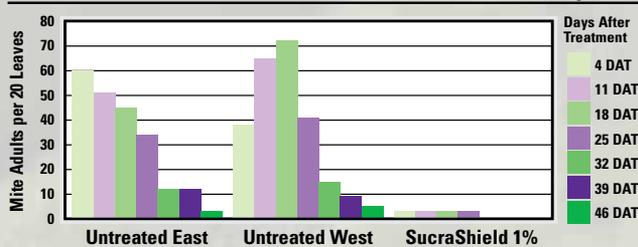
they now face as organic farmers. On the surface, this is a story about peaches, frosts and caring for a parent after a debilitating stroke, but it is the knowledge and insight Masumoto gained from each of these experiences that give the story its spirit.

Rather than attempt to spell out each lesson he learned, Masumoto wisely lets his stories, like his fruit, speak for themselves. In the introduction, Dan Barber compares the feeling

you get from eating a Masumoto Farm peach to the feeling you get from reading this book. Perhaps that is because, like Masumoto's peaches, his memories and subsequent life lessons are raw, unadorned and honest. And both are a delight to consume.

Wisdom of the Last Farmer: Harvesting Legacies from the Land will be available for purchase in late July or early August. Masumoto has also authored numerous other works, including the award-winning *Epitaph for a Peach: Four Seasons on my Family Farm*. He currently works with his wife and two children on their 80-acre, CCOF-certified organic farm near Fresno, CA. If you are interested in meeting Mas, please attend one of his readings/presentations which can be found on his website: www.masumoto.com.

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Effects of SucraShield on Pacific Mite Eggs*



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The 2009 Organic Top 20, Bonterra Vineyards and Traditional Medicinals

CCOF certified members, Bonterra Vineyards and Traditional Medicinals, made Ode Magazine's 2009 List of Top 20 Organic Picks. Bonterra Vineyards, located in Medocino County, has been



cultivating their grapes since 1987. They are known for the creative

flavors of their Cabernet Sauvignon, Merlot, Syrah, Zinfandel and Rose wines. Traditional Medicinals, the magazine's other Top 20 Organic Pick, creates teas that do it all from relieving cramps to improving memory. Ode Magazine expresses that Traditional Medicinals is like "having a medicine cabinet in your mug."

Panorama Meats, Inc. Partners with Arapaho Ranch

CCOF member, Panorama Meats, Inc. has partnered up with the organic grass-fed beef producer, Arapaho Ranch, to supply grass-fed beef to 28 Whole Food Markets within the Rocky Mountain region. Arapaho Ranch is operated by the Northern Arapaho Indian Tribe located on 595,000 acres in West Central Wyoming. Panorama Meats, Inc.'s six-month agreement-process with the Northern Arapahoe Indian Tribal

Council resulted in the Whole Foods Markets of Colorado, New Mexico, Kansas and Utah exclusively supplying Arapaho Ranch beef. Whole Foods Markets are excited about supplying local, raised and harvest beef of Panorama Meats to their customers.

"Growing Green" Award

Judith Redmond, owner of certified Full Belly Farm is a finalist for the food production category of the "Growing Green" award. The award is being handed out for the first time by the Natural Resources Defense Council. Recipients of the "Growing



Green" awards have been found to be impacting the sustainable movement by "advancing farming practices, climate and weather stewardship, farmland preservation and social responsibility from farm to fork."

Lundberg Family Farms Wins the 2009 "Agricultural Stewardship Award"

Certified member, Lundberg Family Farms, are the winners of the 2009



American Society of Farm Managers and Rural Appraisers and Western Agricultural Services' "Agricultural Stewardship

Award." The award is given to those that demonstrate "excellence in conserving, maintaining and improving our natural resources and environment by using innovative and progressive business practices." Jessica Lundberg, Chair of the Board of for Lundberg Family Farms, states, "this award is especially meaningful to us because it's presented to farmers by farmers. We work hard to care for our land responsibly, and it's gratifying when our farming colleagues take notice." In addition to this award, Lundberg also received the Organic Trade Association's Organic Leadership Award for Achievement in Growing the Organic Industry at the 2009 All Things Organic Conference.

Member News Submissions:
CCOF members with news to communicate should email marketing@ccof.org



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Continued on page 37

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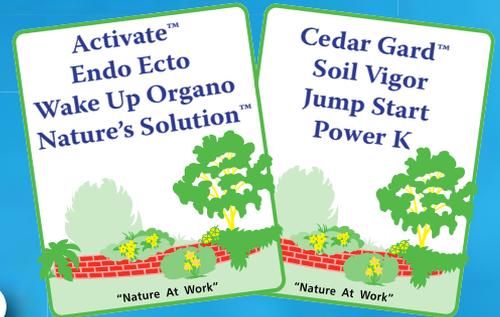
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mneal@jacknealandson.com
Grapes (Wine), Olives

Jacobsen Ranches, Inc.

Craig Jacobsen
Petaluma, CA
707-753-1553
cloudybend@sbcglobal.net
Silage

JND Farms Inc

Jacob and David Mendrin
Fresno, CA
559-675-3100
jndfarmsinc@gmail.com
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Cedar Rapids, IA
319-398-3833
eschanbacher@penx.com
Dextrose, Manufacturing

Juarez Farms

Frenando Juarez
Traver, CA
559-790-5154
juarezfarms@yahoo.com
Nectarines, Plums, Stonefruit

Kelly O'Neill Farm

Kelly N. & Anastasia C. O'Neill
Madera, CA
559-674-8232
kelly@kellyoneillappraisals.com
Grapes (Raisin)

Klentner Ranch

Justin Klentner
Los Angeles, CA
323-874-3323
jklentner@yahoo.com
Avocados

La Cofradia

David Ravandi
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310-666-0008
David@casanoble.com
Agave, Tequila

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Steven Van Solkema
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steven@leafspa.com
www.leafspa.com
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Arcenio Mello & Kevin Sherrod
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Seed

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Richard Mittry
Sultana, CA
559-528-4699
mittryfarmsinc1@yahoo.com
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Monterey Wine Company, LLC

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King City, CA
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shannonv@montereywinecompany.com
montereywinecompany.com
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Wine, Wine Making

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dominionorganics@hotmail.com
Vegetables

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ljconfal@yahoo.com
Blueberries, Herbs, Raspberries, Transplants, Vegetables

Nancy Pinoli

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Peaches, Plums

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mikeandlaurainla@yahoo.com
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Tomatoes (Fresh Market)

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vn0zboy@yahoo.com
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kateschafer@yahoo.com
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gvau@pacific.net
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Testa-Grieve Vineyards

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Grapes (Wine)

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Tony's Fine Foods DBA California Cold Logistics

David Apling, Javier Ruiz, & Allen Holder
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douglas@tozerseeds.com
Lettuce Seed

Triangle S Farms

Robert Aparicio and Deborah Oxford
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Avocados, Cherimoya, Persimmons

Upton Vineyards

John & Jan Upton
Redwood Valley, CA
707-485-5972
jgu@willitsonline.com
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FUNDING OPPORTUNITIES

Search CSREES website for new funding opportunities

The Cooperative State Research, Education, and Extension Service (CSREES) has introduced a new web page that will post recently opened funding opportunities. The page links to a list of grants opened in the last 30 days. View new CREES grant listings at www.csrees.usda.gov/recentReleasedGrants.html.

Classified Ad Submission

CCOF certified members and supporting members may run classified ads for free online and in Certified Organic, the CCOF Magazine, as space permits. To submit your ad please email ccof@ccof.org or fax your ad to CCOF at (831) 423-4528 with a subject line of "CCOF member classified ad".

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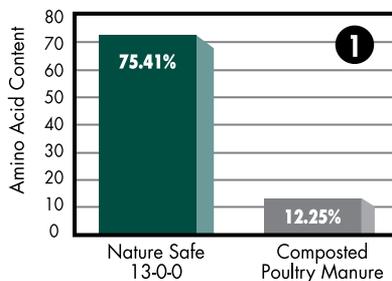
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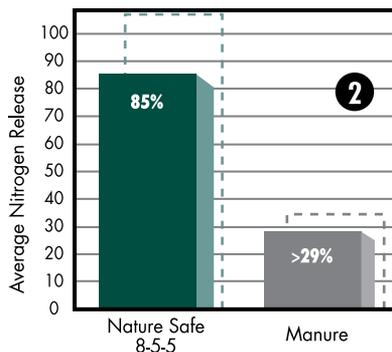
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