



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

# Certified Organic

M A G A Z I N E

[www.ccof.org](http://www.ccof.org)

Winter 2009

## *The True Value of Organic*

**IN THIS ISSUE:**  
Healthy Farms, Healthy People  
CCOF Policy Setting Criteria  
Advocacy Updates  
Certification News  
Dates for Valentine's Day

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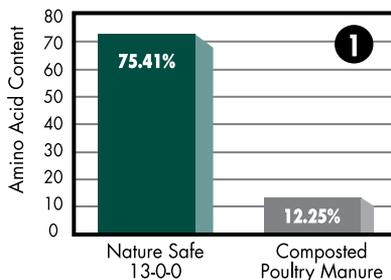
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# How predictable

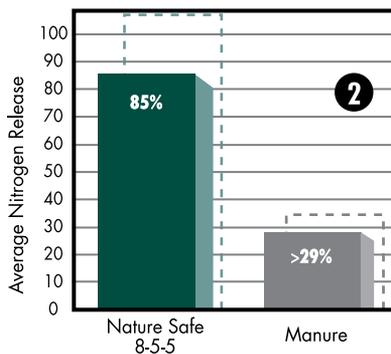
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"Certified Organic" is published quarterly by CCOF and serves CCOF's diverse membership base and others in the organic community including consumers and affiliated businesses. Letters to the editor should be sent to [peggy@ccof.org](mailto:peggy@ccof.org). CCOF reserves the right to edit or omit submissions and letters received.

### About the Writer of our Main Feature Article



Steven Hoffman is the Managing Director of The Organic Center. He is a former Peace Corps volunteer, holds a M.S. in Agriculture from Penn State University, and has been involved in the organic food business since 1985. He also is co-founder of the LOHAS Journal and the annual LOHAS conference. Contact [shoffman@organic-center.org](mailto:shoffman@organic-center.org).

*Interested in writing for "Certified Organic"?  
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# First Words



Welcome to another year of celebrating organic! In this poor economic climate where other sectors are facing bankruptcies and layoffs, the organic market continues to grow, albeit more slowly than the past decade of 15-25% annual growth. Projections range from a conservative 4% to a hopeful 20% annual growth over the next couple of years. Other industries would be very envious of that growth even in good economic times!

I believe that growth is due primarily to consumers' continued belief in the health and environmental benefits of organic. Read about the "true value" of organics beginning on page 8 for proof of those health and environmental benefits. You can also enjoy success stories tied to the growth of organics in our Member News on page 5 and In The News on page 17. And, if you're looking for a date this Valentine's Day, check our Member Profile on page 12.

Understanding Certification on page 19 clarifies what organic producers must do when sourcing seeds and CCOF certified members should read Certification News on page 26 for important updates.

With the addition of Claudia Reid as our Policy Director earlier this year, CCOF has stepped up our advocacy efforts on behalf of our members and the entire organic community. You'll find a brief recap of these efforts in the Advocacy section on page 22 along with guidelines on page 21 on how you can recommend that CCOF take action on a particular issue. In addition to the activities listed, CCOF has also submitted written comments on a number of issues including material reviews by the Organic Materials Review Institute and proposed deregulation of a brand of GE corn.

We're into our busy event and trade show season. Check out our calendar on page 30 to see where we'll be promoting organics. You can also read our online calendar at <http://www.ccof.org/calendar.php> to see where we'll be throughout 2009. CCOF Board of Directors and

committee meetings are also posted there for the benefit of our members.

We just completed year one of CCOF's three-year strategic plan. We've had great success accomplishing a number of strategies and objectives to help us achieve our goals. To briefly summarize our goals – we are focusing on streamlining the certification process while maintaining the highest level of organic integrity, improving capacity, expanding services and benefits to members, being competitive in the marketplace for certification and trade associations, growing revenue and expanding education, advocacy and communication efforts. Contact me at [peggy@ccof.org](mailto:peggy@ccof.org) if you'd like to know more about our programs.

If you're not already a CCOF member, please consider supporting our education, advocacy and promotion efforts to grow the organic marketplace and uphold the integrity of organics. See page 28 for information on supporting CCOF.

*Peggy Mias*

CCOF Executive Director



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# Member News



## New Bottles for Fetzer Vineyards

Certified member Fetzer Vineyards is saving 2,200 tons of glass a year and cutting costs by switching to lightweight bottles for the 23 million bottles they ship each year. Based in Hopland, the Northern California winery stays true to its organic roots through reducing the winery's impact on the environment. The switch to a lighter weight glass has helped the winery continue to achieve a greater level of sustainability.

## Indus Organics Goes Online

Certified member Indus Organics recently launched a new retail product line for sale on Amazon.com.



Amazon now features Indus Organics as a part of their natural and organic grocery department. Their organic culinary herbs, spices and seeds are available in 2 oz retail bags as an alternative to buying them in bulk.

## Lundberg Family Farms Receives Leadership Award

At the end of October, the U.S. Environmental Protection Agency (EPA) awarded certified member Lundberg



Family Farms with a 2008 Green Power Leadership Award for its voluntary efforts to address climate change through the purchase and use of

green power. Lundberg was one of only two organizations in the nation to receive the Leadership award for their

generation of on-site green power. They recently installed a solar array that covers a full acre in addition to two solar photovoltaic arrays on the company warehouses, generating up to 15% of their total power. As a participant in Green Power Partnership, Lundberg offsets its total electricity use through the purchase of Renewable Energy Credits.

## CCOF Members Donate Produce to Military Families

Five CCOF certified members were among the Western Growers Association members that donated produce to military families at the Miramar Marine Corps Air station in San Diego through Hidden Harvest. Driscoll's strawberries, Duda Farm Fresh Foods' celery, Grimmway Farms' carrots, Prime Time International's bell peppers and Sun World International's plums were gladly received by nearly 300 military families of marines and sailors.

## Traditional Medicinals Raises the Sustainability Bar

Certified member Traditional Medicinals has taken their commitment to environmental stewardship one large step further. On the last day of September the Sebastopol, California



based company completed the largest, solar-powered tea factory on the planet. The installation of 1,450 solar panels will generate 430,000 kWh per year of renewable energy, enough to cover 75% of the tea factory's energy requirements. The remaining energy will be offset through the purchase of wind energy credits, which prior to the solar panel installation were purchased to offset all of their electricity usage.

The 70,000 square foot solar-powered tea factory complements the company's recycled and recyclable packaging, extensive on site recycling, hybrid vehicle fleet, self-sustained water source, wastewater disposal system, fish pond for fire suppression and drought-resistant landscaping.

## Dixon Ridge Farms Hosts Sustainability Forum



Russ Lester, owner of CCOF certified Dixon Ridge Farms, recently hosted California's Secretary of Agriculture AG Kawamura and others on an educational tour of his farm to learn about his efforts to achieve full energy self-sufficiency by 2012. Through implementation of innovative practices and technology, including the addition of a 50kW generator used to convert walnut shells into renewable energy, Dixon Ridge aims to move "off the grid" and to create a "whole systems approach towards their farming and business practices". CCOF Policy Director, Claudia Reid attended and heard Russ describe the pitfalls as well as the victories in this ongoing project.

## Fresno State student awarded organic dairy scholarship

Michael Fagundes, 19, son of Ralph and Vicki Fagundes of certified member Fagundes Bros. Dairy, was awarded a 2008 HOPE scholarship towards his degree in organic dairy farming at Fresno State University. Horizon Organic started the Horizon Organic Producer Education (HOPE) program in 2001, but has only awarded national scholarships in the last two years. Fagundes earned the \$2500 scholarship as a

*Continued on page 6*

freshman, and is the first student at FSU to win. The HOPE program encourages more dairy farmers to use their land for organic production and sustainable farming practices.

### Busy Season for Crystal Bay Farm

This fall Jeff and Lori Fiorovich, of certified member Crystal Bay Farm, held a host of activities on their small family farm in Watsonville, California. In addition to interactive farm tours and their famous pumpkin patch,



Crystal Bay Farm hosted a Community Alliance with Family Farmers (CAFF) Farm-to-School Luncheon and Training on the farm for parents and their kids in mid-October. They also held a Vintage

and Arts fair with over 35 local artists. In further efforts to get people on the farm and reconnected with their food, throughout the month of October, Jeff and Lori had Friday movie nights and Sunday morning yoga on the farm. For upcoming events on the farm visit [www.crystalbayfarm.com](http://www.crystalbayfarm.com).

### Denise Carter Appointed as New Colusa District Supervisor

CCOF congratulates Denise Carter, CCOF's North Valley Chapter President and co-owner of certified Benden Farms, on her appointment by Governor Schwarzenegger to the Colusa County Board of Supervisors, representing District V. She has co-owned Benden Farms, a family farm that grows organic rice and beans, since 1993 in addition to serving as the 2<sup>nd</sup> Vice President of the Colusa County Farm Bureau and the Director of the Colusa Glenn Watershed Group.

### Obituaries

After a long battle with breast cancer, **Marilyn Miller**, co-owner of Hard Row to Hoe Organic Farm, passed

away on October 30<sup>th</sup> at the age of 60. Miller's 25 year involvement with the Redding Certified Farmers Market was remembered by fellow farmers and market growers alike. The Shasta Growers Association will honor Miller by renaming its Tuesday market the Marilyn Miller Market. Her dedication to organic and commitment to supplying quality produce was invaluable and her presence will be missed greatly.

**Diane Joy Goodman**, CCOF recommended organic consultant, two-time chair of the California Organic Foods Advisory Board (now the California Organic Products Advisory Committee) and former member of the National Organic Standards Board, passed away from acute liver failure at the age of 61. From farm to farmers' market stand, her longstanding commitment to the organic movement has been felt at all levels. Goodman's leadership and support has influenced producers and consumers alike. Her role in upholding organic integrity as well as maintaining a close relationship to farmers at the Ferry Plaza, Berkeley and Marin Farmer's Markets will be remembered.

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# The True Value of Organic: *Healthy People, Healthy Planet*

To kick off the New Year, we decided to take on the subject of the true value of organics. As health and diet are on the top of everyone's lists, the benefits of organic food as well as the potential health risks associated with conventional production and pesticide use are important factors weighing in on our food choices.

With a growing number of prescription drugs used among children to treat diabetes, it has never been a more important time to evaluate how what we eat has and will affect our health as well as the health of the environment. Recent studies have linked obesity, along with numerous other health issues, with the presence of pesticide residue in conventional food products. Organic food production has been shown to improve the health and nutrition of our children and families by reducing the risks and exposure to these toxic chemicals as well as maintaining the nutritional integrity of the food that we eat.



## Organic Provides Superior Nutrition

Not only do organic foods help minimize the risk of pesticide exposure, but they also pack more nutrition for the money. Organic fruits and vegetables are on average 25% higher in 11 key nutrients than their conventional, chemically produced counterparts<sup>1</sup>. Organic fruits and vegetables are also 30% higher in antioxidants when compared to their conventional counterparts. The higher levels of antioxidants in organic food may also contribute to better taste<sup>2</sup>.

Organic dairy and meat products also benefit children by providing higher levels of essential fatty acids, particularly CLA (conjugated linoleic acid), and other nutrients, and in helping to lower the incidence of eczema and allergies<sup>3</sup>. The higher essential fatty acid levels are due to a greater reliance on pasture and forage grasses in organic dairy and meat production.

In studies published in the *British Journal of Nutrition* in April 2007 and August 2007, scientists found children consuming a predominantly organic diet (> 90% organic) had a 30% lower risk of eczema, and mothers eating organic milk and meat (> 90% organic) had significantly higher levels of CLA in their breast milk<sup>4</sup>. "The study shows that breastfeeding mothers can influence the supply and quality of fatty acids for their infants by consuming a diet with organic dairy," wrote lead author Lukas Rist from Paracelsus Hospital Richterswil in Switzerland.

Additionally, the quest for maximum yield in conventional agriculture has often resulted in declining nutritional quality, says Dr. Donald Davis of the

University of Texas, Austin. He and his team analyzed 50 years of USDA nutrition data, according to a study published in 2004 in the *Journal of the American College of Nutrition*. They found that of 13 major nutrients in fruits and vegetables tracked by USDA from 1950 to 1999, six showed significant declines—protein, calcium, phosphorus, iron, riboflavin and vitamin C<sup>5</sup>. The declines ranged from 6% for protein, 15% for iron, 20% for vitamin C and 38% for riboflavin.

The effects of pesticide residue in conventional food production methods are not only limited to a decrease in nutritional value of food and increased risk of eczema. Other research results have linked pesticide exposure from food during critical developmental periods to a significant rise in children suffering from asthma, allergies, autism, attention deficit disorder (ADD), reproductive disorders, childhood cancer and, most recently, obesity.

### Information Resources Available

As an independent, nonprofit organization established in 2002, the mission of The Organic Center, based in Boulder, CO, is to advance credible, peer-reviewed scientific research behind the health and environmental benefits of organic foods—and to communicate those benefits to the public. The Organic Center published the *Organic Essentials* pocket guide in 2008. The pocket guide provides recommendations, based on extensive analysis of USDA and Environmental Protection Agency (EPA) data, on which conventionally grown fruits and vegetables carry the highest pesticide residue loads—and therefore the highest risk of dietary pesticide exposure. All of The Organic Center's scientific reports and the pocket guide are available for free download at [www.organic-center.org](http://www.organic-center.org).



## Keeping Our Children Healthy

Parents can often feel inundated with opinions from either side of the debate over the risks of pesticides and the impact that they have on children, yet the research shows that eating organic food can drastically reduce the health risks associated with exposure to pesticide residues.

“It’s time to change the old notion that there’s nothing wrong with a little



pesticide for breakfast,” says Chuck Benbrook, chief scientist of The Organic Center, an independent nonprofit research and education organization dedicated to advancing verifiable science behind the health and environmental benefits of organic food and farming.

According to Dr. Benbrook and his team of researchers, eating organic fruits, vegetables, dairy products and other organic foods can significantly minimize the risk of dietary pesticide exposure, especially among young children, who can be much more affected than adults by the impacts of pesticides on their health—even at low levels. This is critically important, as research shows that the average child in America is exposed to five pesticides daily in their food and drinking water. According to Dr. Benbrook’s research, switching to an organic diet for just five days virtually eliminates any sign of exposure to organophosphate insecticides among school-age children<sup>6</sup>.

The growth rate in child obesity has been an ongoing concern in the United States. According the United States Department of Health and Human Services Center for Disease Control and Prevention, the prevalence of obesity in children and adolescence has continued to increase over the years. Between

2003 and 2006, over 12% of children under the age of five were considered to be obese<sup>7</sup>. “There is a growing consensus that eating more and exercising less isn’t enough to account for the rapid rise of obesity. So we’ve begun looking at environmental causes,” says Alan Greene, M.D., a leading pediatrician with Stanford University’s children’s hospital. Dr. Greene is also the author of *Raising Baby Green* and a board member of The Organic Center<sup>8</sup>.

The growing rise in obesity and heart problems are exacerbated by the exposure to agricultural pesticides used in conventional food production. According to a recent study conducted by scientists in Spain, children born to mothers with higher levels of the pesticide hexachlorobenzene (HCB) in umbilical cord blood were significantly more likely to be overweight and obese by the age of six<sup>9</sup>. “The study [...] looked at pesticide levels at the moment of birth, and then followed these kids for 6½ years, controlling for other factors,” says Dr. Greene. “The kids with higher pesticide levels—and these are pesticides from residues in food—were 2½ times more likely to be overweight and *three times more likely to be truly obese*. This is the first study of its kind in people, but it suggests that pesticides may be having an impact on obesity in kids, and maybe even in adults.”

The presence of pesticide residue can also be measured in the short-term time frame. In a separate, one-year study comparing conventional and organic food diets among school-aged children living near Seattle, researchers tested the urine and saliva of 23 school-aged kids who were eating a conventional diet and found residues of organophosphate insecticides, including malathion and chlorpyrifos<sup>10</sup>. Within eight to 36 hours of switching to an organic diet, no residues were detected.

“The transformation is extremely rapid,” lead author Dr. Alex Lu, formerly of Emory University and now with the Harvard University School of Public Health, told the *Seattle Post Intelligencer*. “Once you switch from conventional food to organic, the pesticides [...] in the urine disappear. The levels return

immediately when you go back to the conventional diets,” says Dr. Lu.

## From the Ground Up—Healthy Soil

Up until now, we have had a glimpse at how organic food production can benefit the health of people; however, this is just one aspect of the importance of organic farming and food production. What the average family does not often see are the hidden environmental costs associated with conventional agricultural production. Organic agriculture minimizes the stresses that food production puts on natural resources by favoring composting, traditional livestock breeding practices, preservation of surrounding natural ecosystems and use of renewable resources to achieve a more sustainable agricultural environment.

Healthy soil is the foundation of all organic farming systems. Organic production methods reduce the risks of run off from agricultural fields with



the use of cover crops and tillage practices, which in turn keeps nutrients in the soil and reduces the presence of weeds. Additionally, organic growing methods increase water retention in the soil, which helps prevent flooding and run off. High levels of organic matter enrich the crops that are grown and increase the carbon content in the soil. According to a nine-year study conducted for the USDA Agricultural Research Service, “organic farming can build soil organic matter better than conventional no-till farming can”<sup>11</sup>. By actively improving organic matter, organic producers invest in long-term health and productivity of their soil.

*Continued on page 11*

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## Feeding the World

In nations struggling with disease, poverty and resource scarcity, organic farming can be a solution that not only uplifts communities and fosters good soil management, but also provides opportunities for education and building long-term livelihood strategies. When talking about the larger notion of global community health, the concern over pesticides exposure and the potential of organic production has often been placed on the back burner for countries laden with poverty, environmental crises and political turmoil. The United States has numerous regulations regarding pesticide usage and food safety; however, as the Rodale Institute report entitled *The Organic Green Revolution* highlights, “in countries with little or no regulatory enforcement, the situation of people eating food contaminated with pesticide residue can be much worse<sup>12</sup>.”

Many developing nations struggle to break free from the cycle of dependence on expensive pesticides and fossil fuels for their food production. Organic agriculture has the potential to lift the burden of reliance on harmful chemicals by increasing yields and focusing on alternative agricultural practices that build soil fertility. According to the Rodale Institute report, organic production can provide 1.6 to 4.0 times greater yields than conventional agricultural. According to a 2008 United Nations Environmental Programme

(UNEP) publication on organic farming and food security in Africa, “when sustainable agricultural practices covering a variety of systems and crops were adopted, average crop yields increased



by 79 percent<sup>13</sup>. Such increases in yields provide greater stability for farmers who depend on agriculture as their source of income. In regions where food scarcity leaves thousands of children hungry or malnourished, organic food can provide necessary nutritional needs while also strengthening the livelihoods of small farmers.

## Questioning and Accessing the Real Costs

Though shopping for organic at the grocery store can sometimes place a slightly heavier burden on consumers' pocketbooks, the long-term effects of an organic diet, including the greater nutritional content and reduced risk of

health problems, are important factors that cannot be ignored and should weigh in on food choices. Organic farmers often pay higher costs for environmentally-friendly farming practices that are both labor-intensive and expensive. The price of conventional food, compared to organic, does not include the impact of toxic chemicals to human health nor the cost of environmental clean-up.

So, here is an example of the food choices faced by consumers today: The average conventional, chemically produced apple tested by USDA in 2004 contained 3.5 pesticide residues. This is after washing. When moms peel conventional apples before giving them to their kids to help reduce dietary pesticide exposure, 40% of the flavonols, about 30% of the vitamin C and 20% of total phenolics are thrown away with the peel<sup>14</sup>. Alternatively, organic apples are produced without the use of toxic, synthetic pesticides, helping to minimize exposure to these toxic chemicals, and organic apples are 25% higher in 11 key nutrients and 30% higher in antioxidants.

It's time to change the old folk saying to...

“It's the organic apple a day that keeps the doctor away!”

The choice to buy organic has a positive impact on your health, the health of your family and the health of the planet. That's the true value of buying organic!

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# Member Profile

## A Passion for Dates

United With Earth founder, Daryoush J. Davidi, Ph.D., has a passion for organic dates. From the age of sixteen, he has been involved in the organic fruit and nut market. Davidi talked with CCOF about this exotic fruit and explained why so many people have added organic dates to their daily diets.

**Q:** You have a Ph.D. in psychology. What made you start selling organic dates?

**A:** I came here in 1987 from Iran. My mother began selling dates in our neighborhood as a way of supplementing her income. Her small business, Edna's Dates (now EdnaCo), paid our way through school. After I graduated, I moved to the Bay Area where I began noticing that many people were interested in eating dates, yet there was not a good supply in the produce section of the grocery store. I wanted to bring dates out of the shadows and share a fruit that has been such a large part of my own family and life experience.

**Q:** What sets Medjool dates apart from the many other varieties? Why did you choose this variety?

**A:** The name "Medjool" means royalty and wealth. They are the Cadillac of dates. Although there are many kinds of dates, Medjool has the juicy taste that people are looking for and they also have a longer shelf life. Medjool dates can be grown year round, so seasonality is not an issue. They stay fresh for a long time because their natural sugar content acts as a preservative.

**Q:** Who do you source your dates from?

**A:** I have a very close relationship with my growers here in California. I have known many of these men and women since I was fifteen; I have grown up with them. They are out there in hundred degree temperatures trimming and



maintaining the trees, doing hard work on a daily basis. They could be growing

anything else, yet they have a strong connection to the dates they grow. It is important to pay respect to my growers because the work that they do is invaluable to my business. They really have been a key factor in my success.

**Q:** How are Medjool dates grown?

**A:** Medjool trees are either male or female. In the old days they used to wrap a male tree around the female tree to reproduce, very romantic. When they begin to develop, the tree grows offshoots that can be cut off and replanted. It takes six years for the Medjool tree to develop fruit. The date palm can produce fruit for many years, but over time the trees stop producing fruit. Once the palms are "retired" the tree can be used for landscaping. Many of the ornamental palm trees seen in Las Vegas are retired date palms!

**Q:** You have recently changed the packaging of your organic dates. What prompted this and how have customers responded?

**A:** When selling them in bulk, the dates begin to crystallize and lose their freshness. We now offer a level one recyclable container, sealed to lock in the juicy taste as well as to prevent sugar crystallization. Packaging also allows us to market them to retailers that wouldn't normally carry the fruit. I have seen dates in specialty wine shops and even hardware stores!

**Q:** How have you strengthened your connection with your retail customers and consumers?

**A:** I am also very involved in the packing and shipping, but most importantly developing communication with people at local grocery stores. I like to stay in touch with the customers, to ask them what they like about dates and answer any questions they may have. This is very important to me. I have a "Dates 101" page on our website, which gives people information about our company as well as the fruit that they are buying.

I want people eating dates to know where they come from. Our grandmother's generation and those who eat organic embrace dates, but I am trying to reach out to the younger generation, who are looking to eat healthy foods and experience new flavors.

**Q:** What is the cultural significance of dates?

**A:** Dates are a cross-cultural fruit. They are one of the oldest cultivated fruits in the world. Dates are also embraced by Judaism, Christianity and Islam. We sell a lot to the Muslim community during Ramadan as Mohammed opened his fast with dates. For those fasting, they are a great source of protein and energy. Arab Christians have substituted dates for meat during the Lenten season and date palms are believed to be those of Palm Sunday. During Sukkot in Judaism, date palms are used to construct a canopy with other fall fruits.

**Q:** What's your favorite way to prepare dates?

**A:** I like to stuff the date with a really stinky cheese, perhaps Gorgonzola or an organic goat or cream cheese. Dates also go well with a good wine, such as a Cabernet. In Iran, my mother used to make eggs with dates. She put oil



or butter into the pan, then the dates. When they are heated, dates develop a honey-like consistency. She would then crack an egg over the pan. It's delicious!

**Q:** What special promotions do you have coming up? What can we expect to see from United With Earth in the future?

**A:** We are making "Wanna Date?" shirts for Valentine's Day. Dates are a perfect Valentine's gift because they are such a romantic food. They are a great change from the usual box of chocolates. I also have a lot of ideas for spreading my love of dates to as many people as I can. I want to tour the country in a date-mobile and maybe even take it to Burning Man where I can hand out dates in the desert. I want to share this fruit with anyone and everyone!

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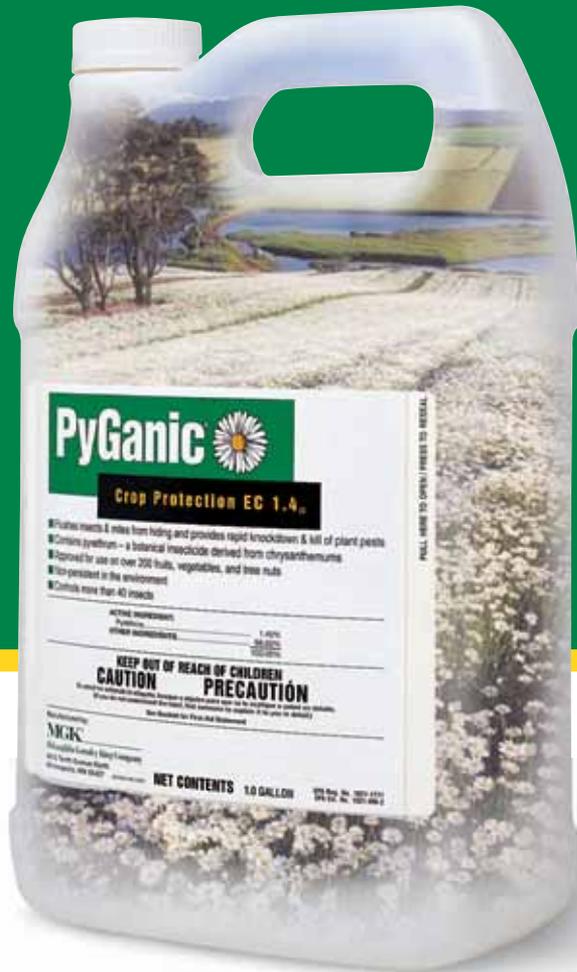
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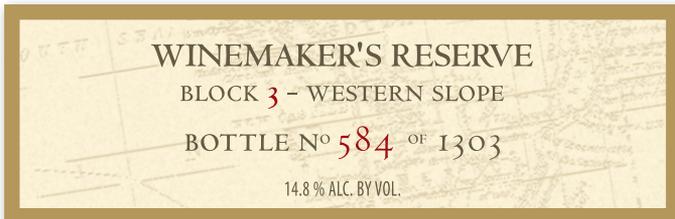
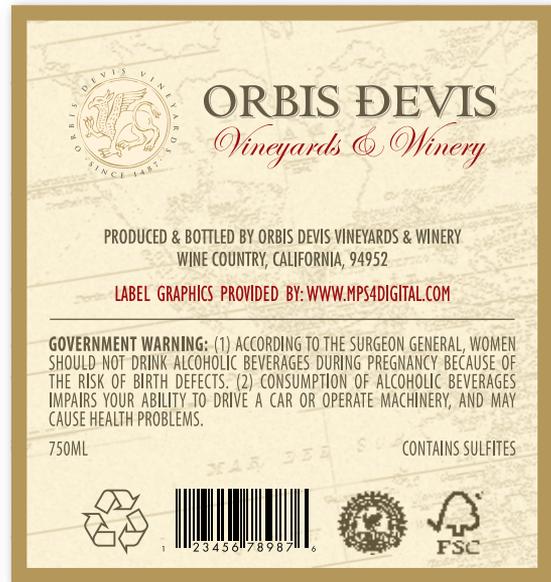
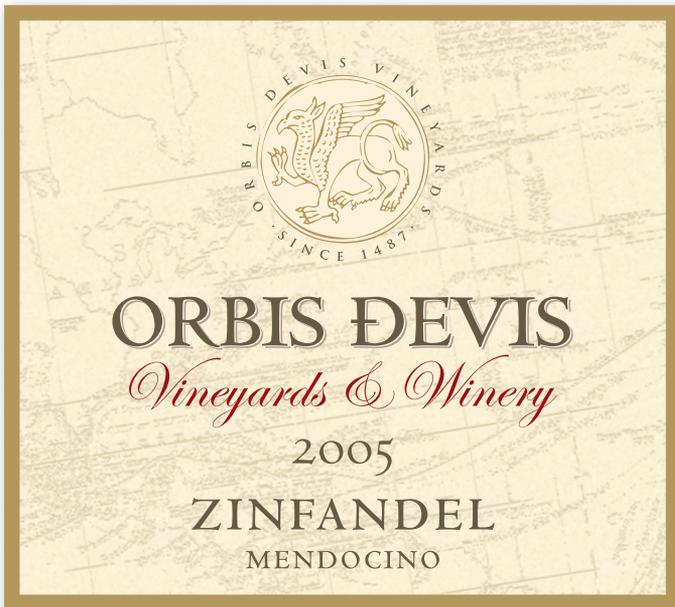
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# In The News

## Jacobs Farm wins battle against pesticide contamination

After a long legal battle, Jacobs Farm/Del Cabo was awarded \$1 million in damages after a Santa Cruz County jury found that the company's organic crops were contaminated with pesticide residue from a nearby spraying. The jury's decision is an important milestone for the protection of organic growers against pesticide exposure as well as an eye opener for state regulation.

## U.N. says organic farming could end hunger in Africa

The United Nations Environment Programme (UNEP) released a major study on October 22, 2008 that suggests organic farming could break the cycle of malnourishment and poverty in Africa. UNEP conducted an analysis of 114 organic growing projects in 24 African countries, finding yields more than doubled with the use of organic processes. East Africa alone experienced a 128% increase in



yield. UNEP's research concluded that organic farming improved soil fertility, water retention and resistance to drought. Among environmental benefits, the study points out the potential for improving local education by learning organic growing methods. For the full report visit: <http://www.peopleandplanet.net/doc.php?id=3419>.

## New York City's First Certified Organic Restaurant

GustOrganics, the first certified organic restaurant and bar in New York, is open to the public in Greenwich Village. It is the first restaurant in the United States to offer 100% USDA-certified organic ingredients and supplies,



right down to their organic uniforms. Alberto Gonzales, Founder & CEO, shares his vision "to bring organics and sustainability into the mainstream" by offering a full menu for dine-in, delivery or catering. Gourmet baby meals are also available. GustOrganics also uses energy-efficient appliances and biodegradable packaging and is certified by the Green Restaurant Association. Gonzales seeks to lead by example, by offering consultations for other restaurant owners or investment opportunities for potential shareholders. Plans to expand in other locations are already in the works. More information at [www.gustorganics.com](http://www.gustorganics.com).

## U.S. Grocery chain sells only organic apples and pears, at conventional fruit prices

Marsh Supermarkets announced in October, 2008 that they have switched their entire apple and pear inventory to certified organic varieties. The organic apples and pears, produced by Dovex Fruit Company in Wenatchee, Washington, are offered at conventional variety prices in select stores across Indiana and Ohio. The Indianapolis-based chain offers a produce guide on their website dedicated to answering frequently asked questions about organics. The company lists nutrition, sustainability and better taste as primary factors behind their decision to sell organic apples and pears.

## OTA Hires New Executive Director

Christine Bushway joins the Organic Trade Association (OTA) as their new Executive Director. Bushway, former CEO of the Agricultural Trade Association and Chief Lobbyist representing the egg industry, has served as media spokesperson on food contamination and production issues. She is the association's third Executive Director in its 23-year history.

## OFRF Announces New Communications Director

On October 1, 2008, Ted Quaday became the Communications Director at the Organic Farming Research Foundation (OFRF). Quaday spent ten years as the program director for Willie Nelson's Farm Aid; his experience unites strongly with OFRF's mission to research and improve organic farming systems.

## Seed fund provides employment training in low-income communities

Yes To Carrots announced their non-profit organization, Yes To Carrots Seed Fund in November, 2008. The natural personal-care products company says



that the fund was created to impact under-served communities by providing resources to develop and sustain an organic food source. The Seed Fund will donate a portion of its proceeds to help local communities purchase organic seeds and equipment as well as provide opportunities to learn how to manage organic crops. The project has been in development for over a year, already transforming urban and suburban land for farming and gardening purposes and providing employment training programs for the disabled or homeless in Columbus, Ohio and Chicago, Illinois.

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# Understanding Certification

## Sourcing Seeds

The NOP rules stipulate that organic seeds MUST be used in organic production when commercially available. This includes annual, perennial and cover crops. Commercial availability is defined by the NOP as *“the ability to obtain a production input in an appropriate form, quality, and quantity to fulfill an essential function in a system of organic production or handling, as determined by the certifying agent in the course of reviewing the organic plan”*. Organic producers are required to provide evidence of active attempts to source organic seeds such as logs showing calls made, product/supplier catalogues, letters received or other demonstrations of good faith efforts. Such evidence must also be provided in the event that organic seed stock does not provide the necessary level of quality or provide the desired function.

In the event that organic seed stock is not commercially available and/or is not of the quality needed,



non-organic seeds may be used with the following exceptions:

- Organic sprouts MUST use organic seeds.
- Annual transplants MUST come from a certified organic source.

Any non-organic seeds used must be non-GMO and untreated or non-GMO and treated only with substances listed



as allowed on the National List. Seeds treated with prohibited materials are NOT allowed in organic production.

Planting stock must also come from organic sources when commercially available. Annual transplant stock MUST be certified organic. Non-organic planting stock may be used for perennial crops; however, products may not be sold as organic until one year after organic production begins.

CCOF certified members are required to demonstrate active attempts at searching for organic seeds prior to use of a non-organic seed. CCOF strictly reviews this process to maintain the integrity of organic food production and to encourage our members to actively search for organic seeds.

### Organic Seed Lists

CCOF Organic Seed Links:  
[www.ccof.org/link\\_organic\\_seed.php](http://www.ccof.org/link_organic_seed.php)

Organic Material Review Institute (OMRI) Organic Seed Directory:  
<http://seeds.omri.org/>

The Organic Seed Sourcing Service:  
[www.organicseedssourcing.com/Pages/Dealerlist.htm](http://www.organicseedssourcing.com/Pages/Dealerlist.htm)

Washington State University Certified Organic Seed Producers List:  
<http://csanr.wsu.edu/Organic/OrganicSeedList2006.htm>

University of California Organic Farming Compliance Handbook-Seed Sources:  
[www.sarep.ucdavis.edu/Organic/complianceguide/organizations2.pdf](http://www.sarep.ucdavis.edu/Organic/complianceguide/organizations2.pdf)

Montana Department of Agriculture Organic Seed Resources:  
<http://agr.mt.gov.organic/orgseedres.asp>

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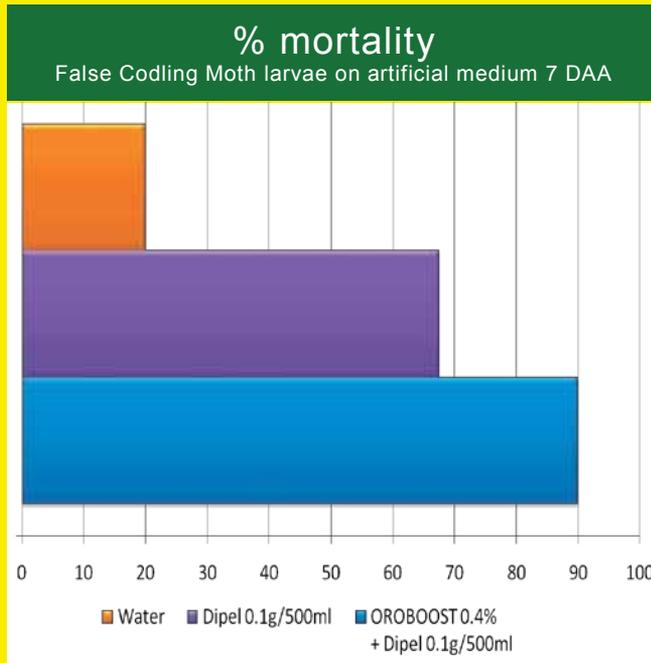
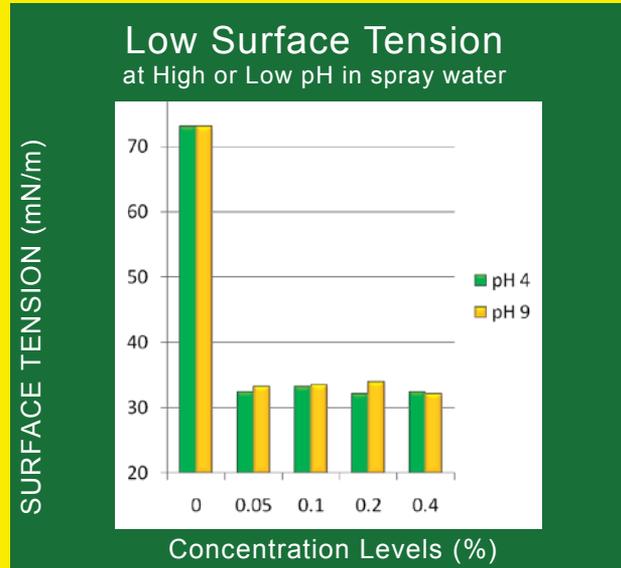
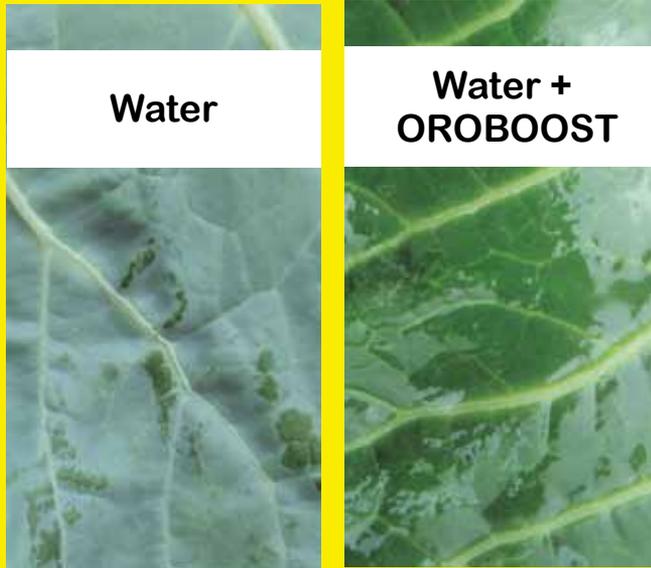


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# Policy Setting Criteria

## Understanding CCOF Policy Positions

Have you ever wondered how CCOF develops policy positions and determines what issues to engage in?

## Developing CCOF Policy Objectives

Each year, CCOF sets policy priorities to assist the Policy Director in managing time and resources, thus enabling the organization to stay focused on issues that are truly important to CCOF and our members.

Any policy position taken by CCOF must relate directly to CCOF's primary program, which is certifying producers and processors to the National Organic Program as well as providing members access to international standards. At our core, CCOF strives to uphold the integrity of the organic system we certify, ensuring consumers that they can trust the labels on their organic purchases. This includes advocating policies that directly support the ability of a producer or processor to meet the standard and, alternatively, opposing policies which harm or damage this ability.

CCOF also takes action on policies that are connected to organic agriculture, such as supporting efforts by like-minded organizations to create an agriculture system that is environmentally sound, economically viable and socially just and fair.

## Establishing Policy Priorities

As a democratic organization, CCOF is happy to receive requests from members, staff and partner organizations to elevate an issue, including a local policy issue, to a level high enough to become a priority. In order to create an effective opportunity for such requests, CCOF has developed a process for making specific issues a top priority. This requires sending the Policy Director information about the issue including what it is, why it's important,

who else is working on the same issue, who supports and opposes it, what resources the initiating organization can bring to bear on it, where the issue fits within the larger CCOF picture, etc. The initiator, be it an individual, group or affiliated organization, may be asked to make a presentation to the staff and/or Government Affairs Committee. If CCOF decides to take up the issue, the initiator will be asked to become actively involved and organize a portion of the process.

The Policy Director's role is to work closely with the CCOF Executive Director to juggle competing priorities, determine capacity, manage workload and solicit help and guidance from others. The Policy Director also works closely with the Government Affairs Committee which is designed to represent CCOF's diverse membership, to determine:

- Is this a priority that's important to CCOF and our members?
- What are the advantages and disadvantages of mounting an advocacy campaign?
- Will the action taken have a significant impact?
- How urgent is the need and does CCOF have adequate resources to carry out the campaign effectively?

Once these questions are answered, the Policy Director defines the issue and makes a recommendation to both the Executive Director and the Committee. If the campaign requires Board approval, the Committee votes to recommend that the Board implement the plan.

Generally, CCOF works in the following three policy areas:

### Regulations

The Policy Director will draft CCOF comments on proposed regulations posted by USDA National Organic Program (NOP) or other departments dealing with agriculture, such as the California State Organic Program (SOP) and other State agencies and international standards that impact

our members. These comments will be reviewed by the Policy Advisor and/or certification staff, if appropriate, with final approval by the Executive Director.

### Sponsored Legislation

CCOF will sponsor legislation to support and uphold organic production. The Policy Director will work with the Executive Director, Board and Government Affairs Committee to draft the proposed language, find a legislative author and work with legislative staff and the California Legislative Counsel to write the legislation. The Policy Director will find other supporters, provide members to testify during hearings and coordinate other necessary activities surrounding the passage of legislation. Thus far, CCOF has sponsored very few bills, primarily due to limited capacity.

### Supporting or Opposing Legislation

CCOF will sign on to letters circulated by other organizations, as appropriate. For routine issues circulated by organizations with which CCOF has a close working relationship, the Policy Director will simply add our organization to the letter. For issues that require a more thoughtful approach, the Policy Director will use his/her discretion and expertise to determine how much input is needed from the Government Affairs Committee. The Policy Director will routinely provide information on this type of activity to the Government Affairs Committee, Executive Director and Board of Directors.

Some policy issues have, at times, put some of our members at odds with each other or with CCOF. Although this may be inevitable in any organization that has such a diverse membership, it is also evidence of how broadly defined our membership is and how dynamic we must be as an organization.

Contact CCOF Policy Director Claudia Reid at [claudia@ccof.org](mailto:claudia@ccof.org) for more information.

CCOF's Policy Director has been busy drafting comments on proposed regulations brought forth by numerous federal and state agencies. On behalf of our members, CCOF remains active in the regulatory processes affecting organic production and processing. Below is a summary of CCOF's recent feedback and commentary on some of the most pressing current issues.

## Defending Organic Dairy Producers' Right to Label

CCOF provided comments to the Kansas Agriculture Department regarding a proposal to dictate labels for dairy contents. By making it illegal to have a label that said "contains no rBST" or "contains no Rbgh", the Kansas proposal will:

- Prohibit labels that communicate production practices required by law under the Organic Food Production Act of 1990;
- Prohibit labels that are either expressly permitted in a number of states or not prohibited in other states;
- Dictate not only the words but also the form, size, location and even color of language that must be used on dairy product labels.



The regulation stifles free speech by unduly regulating the language processors may use on their packages, restricts the flow of products in interstate commerce and interferes with and is preempted by longstanding federal organic law. This recent proposal is a continuation of the legal battle that began in Pennsylvania and Ohio and has the potential to go beyond dairy

labeling to all organic products. Other states such as Indiana, Missouri and Utah may follow and CCOF will continue to remain active in the fight to prevent these potential restrictions across the country on organic labeling.

## New Amendment to Pasture Ruling

On October 24, 2008, the USDA proposed a revised standard to the livestock and related provisions of the National Organic Program's (NOP) organic regulations. The new amendment includes changes that will affect all organic livestock producers, including dairy producers and organic beef operations, especially regarding access to pasture. CCOF has analyzed the new ruling and has provided comments to the NOP. CCOF clients helped us in crafting our response to these proposed changes. CCOF's comments as well as the full text of the proposed regulations, including background and discussion, can be found at [www.ccof.org/nop.php](http://www.ccof.org/nop.php).

## Commenting at the NOSB Meeting

CCOF Executive Director Peggy Miars, Policy Director Claudia Reid and Grower/Livestock Certification Supervisor Robin Allan represented CCOF members at the November meeting of the National Organic Standards Board (NOSB). During the meeting, CCOF commented on a majority of the agenda items including the 100% organic labeling rule, inert ingredients, organic pet food regulations and petitioned materials. View a full report on the NOSB meeting on the CCOF website (<http://www.ccof.org/nop.php>).

## Petitioning for Protection-Field Trials and the Risk of GE Contamination

The USDA Animal Plant Health Inspection Service (APHIS) accepted comments on a proposal to drastically change its sanctions on the interstate

movement and release of genetically engineered crops and animals through experimental field trials. Since these organisms are prohibited in an organic system, CCOF took an active role in petitioning APHIS to ensure and maintain a level of confidence that the permitted field trials will not harm neighboring cropping systems or put organic farmers or consumers at risk of contamination. CCOF opposed provisions such as "conditional exemptions," "non regulated status" and Low-Level Presence (LLP) which would decrease existing constraints limiting the release and movement of genetically engineered products during field trials.

## Genetically Engineered (GE) Livestock—Opposing New Regulations

The Food and Drug Administration (FDA) sought comments about a new genetically engineered animal regulation, which classifies GE animals into four categories:

- animals that produce human or animal pharmaceuticals, often referred to as biopharm animals
- animals that serve as models for human diseases
- animals that produce high-value industrial or consumer products, such as fibers
- food use animals with new traits such as improved nutrition, faster growth or lower emission levels of environmentally harmful substances, such as phosphate in manure.

CCOF's comments focused on the third and fourth categories and are outlined below:

CCOF opposes the use of genetic engineering in animals to either produce higher value consumer products than are produced conventionally, or to create food animals with new traits such as improved nutrition, faster growth or lower emission levels of environmentally harmful substances.

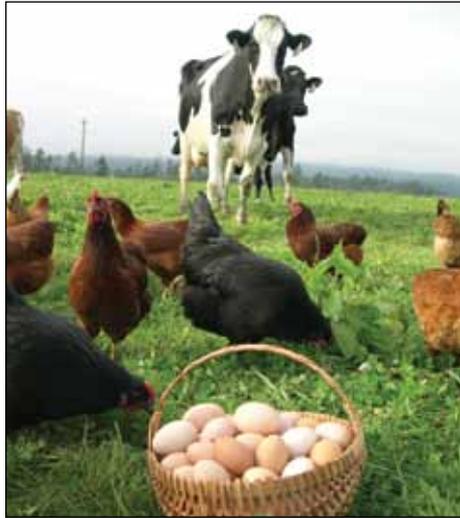
# Advocacy

The use of genetic engineering is prohibited in organic production. CCOF is concerned that the lack of objective research and the proven inability of the government to protect field crops from contamination by genetically engineered crops will also fail to protect livestock from contamination from genetically engineered animals.

In addition, CCOF shared apprehension about human health impacts from genetically engineered animals.

## Labeling of Meat and Poultry Products

On another labeling front, CCOF commented on the USDA Agricultural Marketing Service (AMS) proposed regulation regarding the use of animal raising claims such as “free-range,” “vegetarian fed diet” and “raised without added hormones or



antibiotics” in the labeling of meat and poultry products. Currently, the criterion used by the USDA Food Safety Inspection Service (FSIS) and many private certifiers varies from certifier to certifier. CCOF encouraged AMS to:

- Develop an official standard, using a single set of performance criteria, for its processed-verified program.
- Prohibit the use of any establishment or animal producer using another standard other than the one developed by AMS.
- Develop and implement an automatic review process whereby any label proposals or descriptions established by a certifier or individual producer would undergo an immediate review as well as be subject to public notice and comment.

CCOF continues to advocate for our members and uphold a high level of integrity for all organic standards and regulatory processes.

*For more information on any of these issues, please contact Claudia Reid, CCOF Policy Director, at [Claudia@ccof.org](mailto:Claudia@ccof.org).*



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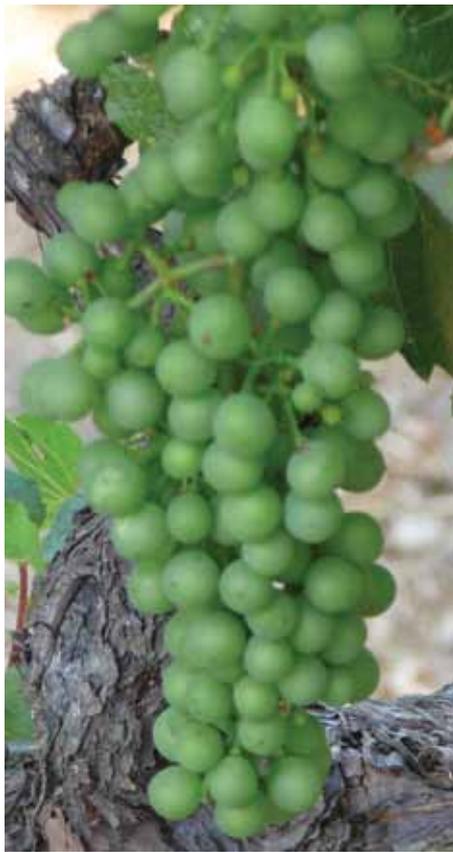
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# Certification News

## “Made with Organic” Wine Formulation Policy Change: Varietals no longer recognized as different ingredients

The National Organic Program (NOP) regulations attempt to outline organic production standards for all food sectors in three different labeling categories: “100% Organic”, “Organic” and “Made with Organic (specified ingredients or food groups).” When the USDA finalized the regulations six



years ago, they could not foresee every application of the standards that we have today – pet food, alcohols and supplements, for example. In addition to providing certification services, CCOF interprets the standards and helps clarify the practical applications of the USDA regulations in today’s market. CCOF has a reputation for conservatively balancing our clients’ interests and consumer expectations, while maintaining the most rigorous

application of the organic standards in the industry.

In order to uphold the integrity of the organic label, CCOF is alerting clients and the organic community of a change in the way we will be regulating the use of the “Made with Organic” claim on wines.

Previously, it was not uncommon for wines to be labeled as “Made with Organic (*varietal*)” if the wine was made with at least 70% organic grapes of one *varietal* and up to 30% nonorganic grapes of another *varietal*. CCOF had determined that different varietals constituted different “ingredients” and were not subject to the restriction in the regulations that states no single ingredient can be both organic and nonorganic in a certified product (NOP §205.301 (f)7). This meant that a wine labeled “Made with Organic Merlot” could contain up to 30% nonorganic Cabernet.

Over the last year, CCOF has reassessed this policy and decided that it does not support consumer disclosure, assist our clients in making better products or uphold the spirit or letter of the NOP standards. Therefore, effective January 1, 2009, CCOF has discontinued the allowance of non-organic wine and grapes in wines labeled “Made with Organic.” This includes wines labeled “Made with Organic Grapes” and “Made with Organic (*varietal*).” We firmly believe that this more closely reflects the intent and expectations inherent in the organic standards when applied to the situation of wines sold with a “Made with Organic” claim.

Wines made from grapes harvested prior to January 1, 2009 are exempt from this change in policy. Their production, even if it takes place in 2009, does not fall under this policy update. However, all wine made from the 2009 crop will be subject to this clarified interpretation of the NOP standards. Any wines produced from 2008 crop year grapes seeking allowances to utilize non-organic varietals must be submitted for review prior to the end of 2009.

While CCOF recognizes that this

is a significant change in policy, we believe that it is in the clear best interest of the organic marketplace, organic consumers and organic wine producers. Please contact us if you have any questions or comments.

Applicable standard(s)  
(emphasis Added):

205.301 (f) “All products labeled as “100 percent organic” or “organic” and all ingredients identified as “organic” in the ingredient statement of any product must **not**:... (4) Be processed using processing aids not approved on the National List of Allowed and Prohibited Substances in subpart G of this part: Except, that, products labeled as “100 percent organic” if processed, must be processed using organically produced processing aids; (5) Contain sulfites, nitrates, or nitrites added during the production or handling process: Except, that, wine containing added sulfites may be labeled “made with organic grapes”; (6) Be processed using nonorganic ingredients when organic ingredients are available; **or** (7) **Include organic and nonorganic forms of the same ingredient.**”

## Certification Expanding Staff and Resources

In response to ongoing growth trends and needs of our clients, CCOF is actively reorganizing some certification positions and bringing on new personnel into our Handler Certification department. These new positions will give greater attention to export and international issues, while also expanding the overall capacity of the certification department. On the inspector front, CCOF is expanding our inspector pool and hosted a private CCOF processing and retail inspector training in December. These efforts, in addition to significant database investments, are intended to ensure that CCOF clients receive timely and cost effective service throughout certification. Please contact us with suggestions, concerns, and comments regarding how CCOF certification can continue to improve.

## NOP Publishes Proposed Pasture Standards

In October, 2008, the National Organic Program (NOP) published a proposal to change the rules regarding access to pasture for organic livestock. CCOF worked diligently over the last 60 days with many other groups, including clients, certifiers, processors, trade associations and farmer collectives, to craft a thorough, focused and clearly written response. CCOF's



comments aim to ensure a level playing field that does not unduly burden the small farmer with complex record keeping while also providing certifiers with effective mechanisms for identifying and addressing shortcomings among so called "bad actors". We believe that any likely final rule should result in standards that support the larger goals of the organic community. The full text of the proposed regulations, including background and discussion, and CCOF's response to the proposed regulations can be found at [www.ccof.org/nop.php](http://www.ccof.org/nop.php).

## Certification Cost-Share Funds Available for Organic Operations

The United States Department of Agriculture (USDA) announced in September, 2008 that it has budgeted \$22 million in federal funds for organic certification cost assistance. Organic producers and handlers will be eligible for up to 75% of organic certification costs, capped at \$750. Certification costs must incur between October 1, 2007 and September 30, 2008 and/or between October 1, 2008 and September 30, 2009. This program has been greatly expanded from the one launched in 2002, with funds being available for producers and handlers of organic agricultural products in any state of the United States of America, its territories, the District of Columbia and the Commonwealth of Puerto Rico. For additional information on how to apply for the Organic Certification Cost-Share Program, visit the updates and resources section of [www.ccof.org](http://www.ccof.org) under certification.

## Organic S.A. de C.V Crop Production Materials Prohibited

Recent analytical tests found that Biolyd, produced by Organic S.A. de C.V., appears to contain prohibited pyrethroids, which is contrary to previous ingredient disclosures from this supplier. This brings into question the entire suite of materials produced and sold by this entity. Therefore, **effective immediately, CCOF is prohibiting the use of Biolyd, Super Biagron, Hormefin, Terraforte, Kuramil, Bioxer 1000 and Bioarcadian under the CCOF certification program. Any remaining stocks may not be used and continued application will be considered a non-compliance.** Operations farming in Mexico and elsewhere should immediately review their materials and ensure that use of these materials is ceased immediately.

## Certification Successfully Implements New Database

After tremendous effort during all of 2008, CCOF successfully implemented the e-CERT database in early November, 2008. This new system is designed to ensure CCOF certification is increasingly efficient and organized while opening the door to a variety of new and improved services. While challenges undoubtedly remain, CCOF staff have already found that a variety of ongoing processes, such as add acreages, parcel transfers and new product additions have dramatically improved. We look forward to continued developments in the short and long term future that will bring new online options and improved services. We welcome your suggestions and comments as we move forward with our ongoing development.

## CCOF Achieves Canadian Accreditation

A new set of organic standards regulating product sold as "organic" in Canada is set to go into effect June 30, 2009. In response, CCOF has proactively introduced certification to the Canadian Organic Standards as part of our existing Global Market Access (GMA) program. CCOF has been informed that we have successfully passed our Canadian accreditation audit and will continue to proactively offer organic certification to the current version of the Canadian standards. New GMA and Canada review request information documents have been mailed to all CCOF clients. These forms allow businesses exporting products to Canada to immediately request review and/or inspection to the proposed new Canadian standards by CCOF in advance of next year's implementation date. CCOF has developed this voluntary program to guarantee the needs of CCOF clients are met. Between now and June, 2009 it is likely standards for the Canadian program will be under continual revision. CCOF will work hard to provide you with the most current and accurate information available regarding any revised Canadian standards. We encourage all of our clients whose products are directly or indirectly exported to Canada to stay informed by checking for updates at <http://www.ccof.org/canada.php>.



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# Events Calendar

To list your event email [ccof@ccof.org](mailto: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.

## 34th Winter Fancy Food Show

January 18–20, 2009

San Francisco, California



CCOF will exhibit at this premier specialty foods show featuring the latest new products in the specialty market. Find

CCOF at booth #1552. More information at [www.specialtyfood.com](http://www.specialtyfood.com).

## CCOF Educational Conference: Healthy Farms, Healthy People: Organics in Action

January 20–21, 2009

Asilomar Conference Center, Pacific Grove, CA



CCOF invites growers, product managers, organic inspectors, certification staff, consultants and other industry professionals to

this day-and-a-half full of information you can use in your operation, presented by experts who know how to put ideas into practice. The conference will present an intriguing look at the connectivity of organics – from the first inputs on the farm to connecting with the consumer. This full agenda includes plenary sessions and panel discussions focused on funding opportunities linked to the 2008 Farm Bill, food safety, balancing minerals in your soil for optimal vegetable production and pasture management for healthy livestock. More information at [www.ccof.org/educationconference.php](http://www.ccof.org/educationconference.php).

## 29th Annual Eco-Farm Conference

January 21–24, 2009

Asilomar Conference Center, Pacific Grove, CA



The theme for the 2009 Eco-Farm Conference is "United We Grow". The jam-packed schedule includes discussions and

seminars on marketing organic, cooking with organic foods, innovation in tillage practices, farm-based renewable energy, organic farming for transitional and conventional farmers, and much more. Attendees can find the CCOF booth in the Exhibitor Marketplace, where you can purchase CCOF merchandise and talk to staff members. For more information visit [www.eco-farm.org](http://www.eco-farm.org).

## CCOF Annual Meeting

February 7, 2009

Sacramento, CA



CCOF encourages our members to join the 2009 Annual Meeting followed by a reception. This year's theme is "Food Labels:

Organic & Beyond." Members are also welcome to attend the winter Board of Directors meeting prior to the Annual Meeting. For more details on this event visit [www.ccof.org/annualmeeting.php](http://www.ccof.org/annualmeeting.php).

## CCOF Foundation Going Organic Meetings

February 9, 2008, Woodland, CA

February 10, 2008, Chico, CA

February 18, 2008, Placerville, CA

February 25, 2008, Modesto, CA

February 26, 2008, Tulare, CA

March TBA, 2008, Lakeport, CA



The CCOF Foundation will host a number of grower Organic System Plan (OSP) trainings this year throughout California. These

sessions are for operations interested in becoming certified organic. Detailed information can be found at <http://ccof.org/goingorganic.php>.

## World Ag Expo

February 10–12, 2009

Tulare, California



The World Ag Expo is the world's largest agricultural exposition, with 2.6 million square feet of exhibit space, over 1,600 exhibitors, and

more than 100,000 attendees. CCOF will represent the organic community at this important expo event and provide information on organic certification to prospective growers, livestock operators and processors. More information at [www.worldagexpo.com/](http://www.worldagexpo.com/).

## BioFach Trade Show

February 19–22, 2009

Nuremberg, Germany

CCOF staff will represent our members at the IFOAM (International Federation of Organic Agriculture Movements) international trade show where the very best organic products and services from around the world are exhibited. For more information [www.biofach.de/en/](http://www.biofach.de/en/)

## Natural Products Expo-West

March 5–8, 2009

Anaheim, CA

Visit CCOF at the Natural



Products Expo-West show where we will be promoting our members' products to over 50,000 attendees and educating

the public on the benefits of organic. And, don't miss us at the Fresh Ideas tent the day before the show floor opens where we will be exploring new ideas and networking opportunities for our members. For more information [www.expowest.com/ew09/public/enter.aspx](http://www.expowest.com/ew09/public/enter.aspx).

Read about additional CCOF events as well as CCOF Board of Directors and committee meetings at [www.ccof.org/calendar.php](http://www.ccof.org/calendar.php)

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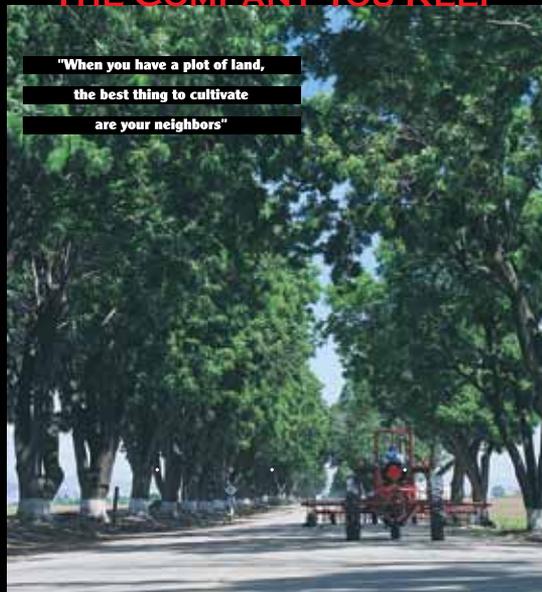
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# Education & Promotion

To view a complete list of CCOF's education and promotion efforts visit [www.ccof.org/atwork.php](http://www.ccof.org/atwork.php).

## Produce Marketing Association (PMA) Fresh Summit

In October, CCOF hosted a booth at the Produce Marketing Association (PMA) Fresh Summit. With companies from all over the United States and Central America, CCOF was pleased to see



CCOF booth at PMA.

many of our members at the exhibition and to be able to respond to numerous inquiries from conventional producers on how to become certified organic.

## Sustainable Ag Expo

CCOF, for the first time, exhibited at the Central Coast Vineyard Team's fourth annual Sustainable Ag Expo in Monterey, CA. The expo hosted a variety of speakers and breakout sessions related to sustainability issues in viticulture, invasive pest management, farm worker health, food and water safety in agricultural systems and certification developments. CCOF fielded questions about organic certification and its role in the wider sustainable movement.

## Cal Poly Organic Industry Summit

CCOF Executive Director Peggy Miars participated in a panel presentation along with Will Daniels, Earthbound Farm; Albert Straus, Straus Family Creamery; and Errol Sober, Amy's Kitchen. Tim LaSalle, CEO of the Rodale Institute, gave the keynote presentation. Topics included the growth of organic acreage in the United States and California, water usage and global warming, the growth of farmers' markets and consumer perceptions about organic.

## Organic Food and Farming Conference at CSU, Chico

CCOF Foundation co-hosted an all-day conference focused on the major organic commodities in Northern California. Peggy Miars discussed organic farming opportunities in Northern California as the event's keynote speaker. Other featured speakers gave their perspectives on tree crops, nuts, row crops and forage, rice, dairy and livestock. An afternoon field tour of the CSU, Chico Farm organic projects completed the Conference and gave attendees a great insight into the university's innovation and research.

## Community Outreach

CCOF staffed a table at a "Harvest the Holidays" tasting event celebration at Whole Foods Market in Berkeley, CA. Harvest the Holidays showcased local vendors and a large selection of holiday foods to sample. CCOF certified member Capay Fruits and Vegetables also attended the event and shared their fresh produce with eager shoppers.

CCOF interns, Alana Zimmer and Alexandra Fox, provided "All About Organic" information pamphlets as well as answered questions from shoppers at the prAna Valley Fair store in Santa Clara, CA. prAna has a wide range of outdoor and lifestyle clothing and works to increase the use of organic cotton, as well as sourcing other natural fibers and innovative recycled materials. CCOF's interns help us fulfill our mission to certify, educate, advocate and promote organic to consumers by organizing our community outreach activities.



CCOF interns on a tour of Earthbound Farm.

To find out more about becoming a CCOF intern visit [www.ccof.org/intern.php](http://www.ccof.org/intern.php).



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# Know Your CCOF

## Amy Kearsley, Certification Coordinator



Amy Kearsley worked part-time for CCOF as a student, and then joined us full-time in April of 2008 after graduating from UCSC

with a B.A. in Environmental Studies. Amy focused her studies on agroecology, and her senior project involved mapping out the crop history of the past 20 years of the UCSC farm using Geographical Information System (GIS). Amy's experience with organic farming and agroecology led her to CCOF, where she works preparing and processing inspection reports and processing renewals. Outside of work, she enjoys making crafts, especially jewelry, including colorful friendship bracelets that she is often seen wearing around the office. Amy may also be found in the great outdoors of Santa Cruz, playing volleyball and soccer, swimming, or at the beach.

## Cindy Slade, Pacific Southwest Regional Service Representative (RSR), Certification Associate



Cindy joined CCOF in June of 2008 after 20 years working in quality assurance in the medical device and aerospace industries.

She began studying organic agriculture and horticulture and bought a 105-year-old organic farm in Aromas, California. After renovating her own farm, she joined CCOF. As a Regional Service Representative (RSR) and Certification Associate, Cindy reviews new applications and assigns inspections for the Pacific Southwest Chapter. Outside of her job, Cindy spends much of her time on her farm, cultivating an abundance of vegetables and hosting monthly "eco-gatherings," and seasonally-appropriate farming and gardening workshops covering topics such as food preservation and canning.

## Armando Bonifacio, Accounting Director



Armando is CCOF's longest-time, full-time, office-based employee having worked for the organization for eleven years. At the

age of twenty-one, Armando graduated from the University of the East in the Philippines and moved to the United States. He has been working in accounting for about 40 years. As CCOF's Accounting Director, Armando handles billing issues and accounting reports. He enjoys his job, as he believes CCOF is the only company that he has worked for that is "good to the core." In his spare time, Armando enjoys going to the movies and reading, primarily works of fiction by authors such as Stephen King and Larry McMurtry. His favorite book is *Lonesome Dove* by McMurtry, a classic story of two cowboys in the American West.



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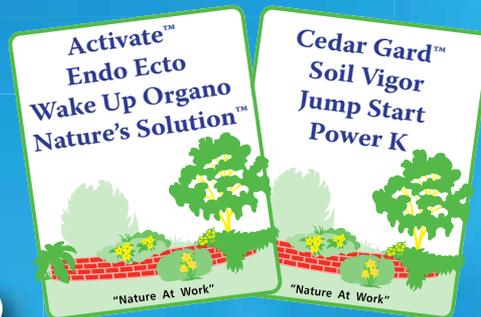
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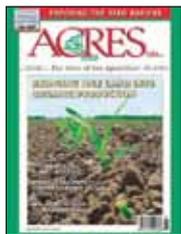
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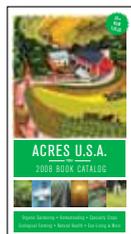


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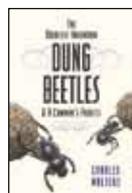
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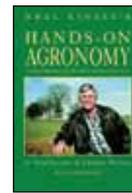
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People's Grocery is seeking a new Farm Manager to be trained under the existing Farm Manager to take over all food production on our two acre farm located in Sunol, CA. The qualified candidate would have some agricultural experience and a willingness to learn all aspects of an organic farming system. Please email or fax cover letter and resumé to: Hubert McCabe, Farm Manager, [Hubert@peoplesgrocery.org](mailto:Hubert@peoplesgrocery.org) or fax to (510) 652-7602. Visit [www.peoplesgrocery.org](http://www.peoplesgrocery.org).

### **The Presidio Trust: Waste Reduction Assistant**

Requires a bachelor's degree and at least one year of waste management experience, or 4 years experience with recycling, compost and/or other waste reduction programs, and the ability to read and interpret professional journals, technical procedures and government regulations; write reports and correspondence; and ability to lift up to 50 pounds. California driver's license required. Forklift certification or prior training with heavy operating equipment a plus. For more information visit [www.presidio.gov/trust](http://www.presidio.gov/trust).

## APPRENTICESHIPS/ INTERNSHIPS

### **California State University, Fresno Organic Internship**

Cal State University, Fresno organic agriculture program seeks new internship applicants for organic internships in the Fresno/Tulare regions. For more information, contact Sajeemas (Mint) Pasakdee, Ph.D., Soil Scientist/Agronomist. Office: California Agricultural Technology Institute (CATI), California State University Fresno, 2910 East Barstow Ave. M/S OF 115, Fresno, CA 93740. Tel: (559) 278-2828, Fax: (559) 278-4849.

### **Soil Born Farms Urban Agriculture Education Project (SBFUAP) Apprenticeship, Sacramento, CA**

The 2009 apprenticeship program at SBFUAP provides a training ground for aspiring urban farmers and gardeners

by teaching practical applications of organic food production. Find more info about the farm at [www.soilborn.org](http://www.soilborn.org). The apprenticeship runs from March 15 to October 31. Compensation: \$300/mo, housing (large tents), staple food goods and food from the farm. Apply in winter for upcoming season. Visit [www.soilborn.org/apprenticeship.html](http://www.soilborn.org/apprenticeship.html) for more information or call (916) 366-9687.

## FUNDING OPPORTUNITIES

### Organic Certification Cost Share Funds Available

The United States Department of Agriculture

(USDA) has provided funds to several state organic programs to be distributed to operations that have been certified organic by a USDA accredited certifier. As a service to CCOF members, CCOF has developed a guide and some resources to help you secure these funds. Detailed instructions and application forms can be found at [www.ccof.org/costshare.php](http://www.ccof.org/costshare.php).

### Mantis Awards Educational Garden Programs Grants

Deadline: March 1, 2009

Mantis Awards supports charitable and educational garden programs that enhance the quality of life in their host

communities. NGA will select 25 gardens to receive a Mantis Tiller/Cultivator. We welcome applications from all nonprofits; past winners include community gardens, schools, [www.kidsgardening.com/grants/mantis-criteria.asp](http://www.kidsgardening.com/grants/mantis-criteria.asp).

### 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](mailto: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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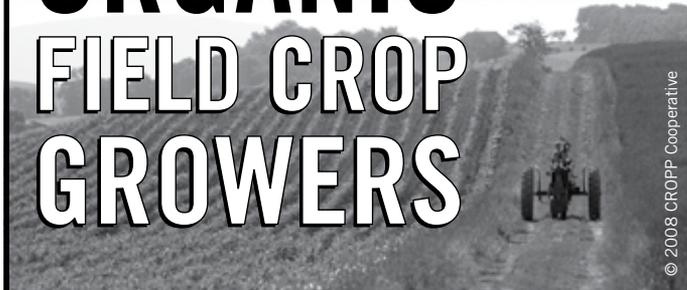


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