



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

# *Certified Organic*

M A G A Z I N E

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Winter 2010



## *Change from the Ground Up: Organic farming as a solution to global warming*

**IN THIS ISSUE:**  
Member Spotlight  
Tips for Exporting  
Certification Updates  
Organic News

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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.

### Feature Article:



Soil health plays a vital role in mitigating climate change and developing policies that work towards a healthy environment and food system. Researcher and organic spokesman, Tim LaSalle, Executive Director of the Rodale Institute, lays out what needs to be done to protect our planet. Read the full article on page 12.

*Interested in writing for “Certified Organic”?*  
 Please contact [marketing@ccof.org](mailto:marketing@ccof.org)

# First Words



CCOF's board, committees, and staff have been busy working on several certification and policy matters at the state and federal level. New NOP

Deputy Administrator Miles McEvoy has produced a number of draft policies and guidance documents for certifiers. Be sure to read the Certification and Advocacy columns on pages 24 and 29 for an overview of the issues.

CCOF has embarked on its strategic planning process to determine our future direction. CCOF's current strategic plan runs from 2008 through 2010. This new plan will address CCOF's activities in 2011 and beyond. CCOF members will have an opportunity to give input to this plan during our Annual Meeting on February 6th. See page 42 for more details.

As a member of the Executive Committee of the California Climate and Agriculture Network, I have a

keen interest in climate change and its impact on agriculture. We know that organic farmland sequesters more carbon than non-organic land and that healthy organic soil holds water more efficiently than non-organic soil, resulting in less water and nutrient runoff. Read Tim LaSalle's feature article beginning on page 12. Tim's article directly leads in to CCOF's Annual Convention in February, where he will give the keynote speech on "Healthy Soils, Healthy Food" and where CCOF members can continue this important discussion.

If you export organic products, you'll want to read John Taylor's tips on exporting organic on page 21. As more countries develop their own independent organic standards, it's critical for you to stay on top of changing regulations and requirements to ensure that your organic goods get to their destination with minimal challenges.

CCOF's growth slowed during 2009, when poor economic conditions finally caught up with us. Even so, CCOF still experienced growth of 8% in organic

acreage and in number of certified operations. Since implementation of the National Organic Program in 2002, CCOF has seen overall growth of nearly 400% in organic acreage and more than 127% in certified operations! You'll find more interesting statistics like this in CCOF's 2010 Organic Directory and Resource Guide, which was mailed together with this magazine to all CCOF members.

I anticipate that 2010 will continue to be a tight year for CCOF and for the organic marketplace overall. Our strategic plan is designed to guide our work and is flexible enough to allow us to make changes based on internal needs and external forces impacting organic. I'll continue to report on our strategic plan as it's developed. Please feel free to contact me at [peggy@ccof.org](mailto:peggy@ccof.org) with your questions, comments, and suggestions.

CCOF Executive Director

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# Letter to the Editor



This letter was received in response to the First Words and Advocacy columns in the Summer 2009 edition of “Certified Organic” magazine that referenced the work CCOF had been doing to reform and improve the California State Organic Program on behalf of our members.

Nov. 2, 2009

Dear CCOF Magazine:

Your recent update on the State Organic Program gives me the opportunity to respond to your thoughts. No matter how many reforms you make, the point is that this program is a total waste of our time and money. Every year we all dutifully fill out the State’s time-consuming forms, send them money, and get “registered”. In some strange twist of fate, the state then sends back most of this money about 6 months later because they wish to help organic farmers.

And what exactly does the State Registration program do for organic growers? Is it supposed to keep fraudulent farmers from selling their goods to the unsuspecting public? Are they supposed to be some kind of advocate for us? No one really seems to know what they do, EXCEPT that you, as a grower, are obligated to become registered with the State, before you can be certified organic. Actually I once asked Mr. Greene (the recently retired director) HOW MANY people were processed under the State program. That year he told me that at least ONE...

Does anyone think that ONE farmer is worth an entire program??? I don’t. Mr. Greene told me that he did not disagree with me about my analysis of the program.

Did you know that only a handful of (misguided) states have state programs? All the rest rely on the National

Organic Program (NOP). The NOP to my mind is much better equipped to do this job. It was created to police the organic world. And it has money and law behind it to fulfill its mission.

So why I ask you are we duplicating this function? I have repeatedly asked CCOF to help the organic farmers GET RID OF THIS USELESS ADDITIONAL COSTLY BURDEN. I for one am tired of replicating information, and sending money to the state so they can refund it to us.

Our State is in sad shape. I am sure they would be happy to let this program go. After all, it must make very little, what with cutting those checks to send back to us every year... I have no desire to repair this program; that is not the action we need.

I ask the membership to help the Southwest Chapter to encourage CCOF to repeal this taxpayer’s waste of money. And think of the time we would all save, (not to mention money). I further ask CCOF to put this on the agenda for the Annual meeting in winter. It needs a thorough discussion. My idea is NOT to see CCOF submit to some arduous arcane process and to report back to the growers that improvements are slow but sure, but to eliminate it altogether.

Sincerely yours,

Laney Villalobos

## Editor’s Response:

We understand and agree with CCOF member concerns about the California State Organic Program (SOP), which registers 2,736 producers and 63 processors annually. This is why we have been diligently working for over a year to reform the SOP so it’s more effective and relevant and provides more benefits to organic farmers and processors. Last month, the National Organic Program (NOP) initiated its regular review of SOPs, including California’s program, which is

managed by the California Department of Food and Agriculture (CDFA). CCOF has provided significant input to the NOP regarding the problems and challenges of the SOP. Eliminating the SOP would require the California Legislature to change the California Organic Foods Act, using substantial time, money, and political capital, and it is highly unlikely that such a course of action will occur at this time. CCOF feels it’s more important to use our limited resources to uphold the integrity

of organic standards and work on other critical issues that impact members’ organic certification. We welcome CCOF member comments. Contact policy@ccof.org with details about specific issues you’ve experienced with the SOP. We will use that information to further reform and improve the SOP. The funds mentioned in the above letter are in two separate pools. Organic registration fees are paid to CDFA, while organic cost-share funds paid back to organic farmers come from the USDA.

# Member News

## CCOF Members Receive Special Awards for Organic Products and Practices

### Equator Estate Coffees and Teas Wins Roast of the Year Award

In its November/December 2009 issue, *Roast Magazine* named Equator Estate Coffees and Teas the recipient of its Roaster of the Year Award. Equator, a San Rafael, CA organic tea and coffee operation, pursues long-term, direct trading relationships with most of its coffee suppliers, believing that such relationships are the foundation of sustainability in the coffee industry. Not only does the company have an extensive, ongoing employee training and education program, but they are also a certified Bay Area Green Business for their innovations in energy and water use. The innovations include roasting 60% of its coffees on a Loring Kestrel S35, which uses 80% less natural gas than a conventional roaster, installing skylights in its warehouse to cut down on canned lighting, installing a vented cooling system in its offices instead of air conditioning, and adding a vertical louver system that reflects heat away from the front of the building.



### Fresno Whole Foods Wins Recycling and Zero Waste Award

Whole Foods Market, Fresno was presented with an award at the city



Mayor's Business Recycling and Zero Waste Program Awards. Whole Foods Market, along with many other Fresno-area businesses, received this award for having changed or improved their company policies on recycling and reusing waste.

### Canihan Family Cellars' Wine Wins Accolade

Canihan Family Cellars received a score of 90 out of 100 for their 2007 Estate Pinot Noir from *Connoisseurs' Guide*. In addition, their reserve Pinot Noir "Exuberance" was awarded a '93-point' score. Both wines are the result of organic and bio-dynamic farming practices perfected over the past 30 years. The "Exuberance" label represents the winery's reserve line of small production, hand-crafted Pinot Noir and Syrah, brought to market only if founder Bill Canihan believes the vintage to be exceptional. "It takes exceptional fruit to make exceptional wine," commented Bill Canihan. "The '93' score validates our farming practices and minimalist winemaking techniques." Canihan's Pinot Noir, Syrah, and Cabernet Franc are from their certified organic Sonoma and Carneros estate vineyards.

### Sam Earnshaw Awarded Pollinator Advocate Award

CCOF supporting member Sam Earnshaw, the Central Coast Program Coordinator for Community Alliance with Family Farmers (CAFF), received the NAPPC Pollinator Advocate Award from the North American Pollinator Protection Campaign (NAPPC) for restoring native bee habitats. Earnshaw, a supporter of organic and sustainable farming practices, has planted ecologically sustainable projects on 70 farms on the Central Coast, covering over 100 miles of agricultural land. These projects promote water conservation and bring beneficial insects to the farm, including native bees. The award is part of an international effort to promote public awareness about pollinators and their benefits.

### Lundberg Family Farms Wins Prestigious Business Award

At the September 22, New California 100 Conference in Sacramento, the



Golden Capital Network and Hamilton Lane included Lundberg Family Farms in their list of New California 100 Innovative Businesses. New California 100 Innovative Businesses are California businesses that are innovative, entrepreneurial, and a positive influence on California's economy. Jon Gregory, CEO and President of the Golden Capital Network, said "These innovators are powerful job-creating machines. We believe innovation and entrepreneurship are the drivers of economic growth in California and these Innovation All-Stars are models for our state." The third-generation Lundberg Family Farms has farmed rice and produced rice products in the Sacramento Valley since 1937. The family is dedicated to ecologically sensible farming practices for rice production that protect the environment for future generations.

### Soil Born Farms Wins Large Community Food Project Grant



Certified member Soil Born, an urban agriculture and education project located in the Rancho Cordova area of Sacramento, recently won a \$240,000 grant through the USDA's

Community Food Project. In November 2004, after three years of growing and selling produce as a profitable farm, Soil Born received non-profit status and began expanding its community role by combining healthy food production with education and food access projects. Based out of two urban farms and local school sites, their programs focus on health and experiential learning opportunities for youth, improving access to healthy food for all residents, and modeling environmental stewardship. Beyond producing organic produce for their 40-share CSA, local stores, restaurants, and farmers'



markets, Soil Born has also developed and piloted several innovative educational food programs in partnership with local agencies. For more information, visit [www.soilborn.org](http://www.soilborn.org).

### Korbel Releases Their First Organic Sparkling Wine

F. Korbel Brothers, Inc. recently announced the limited distribution (6,500 cases) of its first California Brut Sparkling Wine made entirely with certified organic grapes. Located in Guerneville, CA, Korbel Champagne Cellars produces around 1.2 million cases a year, selling the largest volume of premium traditional Méthode Champenoise sparkling wine in the United States. The company said the new champagne "delivers well integrated aromas and flavors of apple, pear and white peaches. The finish is medium dry, with a slight savory note at the end."

### Organic Internship Program Succeeding at California State University, Fresno

In the spring and summer of 2009, two CCOF growers hosted undergraduate student interns from Fresno State's Department of Plant Science. Ricardo Yerena worked at Black Crowe Vineyard



Ricardo at Black Crowe Vineyards

for Richard Crowe, an organic raisin grower in Fresno, CA. Leslie Mierkey worked at Blossom Bluff Orchards for Ted and Frances Loewen, organic stone fruit growers in Parlier, CA. Impressed with Ricardo Yerena's work, Crowe has already decided to hire another intern. The students completed their 320-hour Ag Internships with the farms, learning about organic methods and best practices in pest management and soil fertility. "I have a great response from students who want to become organic interns. They want to learn hands-on experience and about the organic production system. Nine students have submitted their resumes to me this semester. I connected them to interested organic growers who will interview them and decide who will get the



Leslie at Blossom Bluff Orchards

internship. I hope more CCOF growers want to participate on this program. This is a great partnership," says Dr. Sajeemas "Mint" Pasakdee, an advisor for the Student Operated Organic Farm,

Fresno State. The internship program is supported by the CCOF Fresno-Tulare Chapter. For more information on this and other internship opportunities, visit [www.ccof.org/classifieds.php#intern](http://www.ccof.org/classifieds.php#intern).

### Teenagers Organize a Local Organic Movement

In October, more than 300 high school students converged at the UC Santa Cruz Organic Farm and Garden for the FoodWhat?! Harvest Festival. FoodWhat?!, a LifeLab youth project, is an extracurricular program offered to at-risk high school students. "Some youth started out with a lot of anger," says founder, Doron Comerchero, "but they channel their frustration into hard work." Teenagers from Delta Charter High and Costanoa High, both Santa Cruz schools, organized the Harvest Festival, planning stations like



squash tasting and beet trivia to greeting students at the gate of the farm. Through the program, a few dozen students over the past year have helped plant, tend, and harvest a garden near the UCSC campus entrance as well as cook from scratch and run a profitable agribusiness.

During the program's spring internships, students meet on the UCSC farm for three hours after school. In the summer, students are expected to show up at 9 a.m. sharp, often riding a bus for two hours just to get there. "There's a high level of responsibility," Comerchero said. "They learn entrepreneurial skills." Comerchero sees momentum building for youth programs and believes that to get kids excited about healthy foods, "school lunch is going to be key." For more information on FoodWhat?!, visit [www.foodwhatblog.blogspot.com](http://www.foodwhatblog.blogspot.com).

Continued on page 38

# Member Spotlight

## Long Meadow Ranch: Merging Beliefs and Business

**T**ed Hall, owner of Long Meadow Ranch in the Napa Valley, farmed organically long before the term became a staple in our food lexicon. Growing up on a small farm in western Pennsylvania, he experienced firsthand the abilities that organic farming methods have for producing quality food, while also strengthening and improving the land it is grown on. His mother was a pioneer in organic farming and his father was a chemical engineer who invented artificial rubber in World War II. While in graduate school at Stanford University, Ted began experimenting with wine making. Ted's dynamic background gives him a unique perspective as a farmer, scientist, and, foremost, a businessman. Ted spoke with CCOF and shared some of the innovative practices and technologies he has adopted at Long Meadow Ranch and how these practices have led to a cost-effective business model for organic farming.



Ted on the Ranch

Ted says they are constantly looking for new ways to improve their operation. "We continue to learn and experiment with different cover crops, we time mowing to maximize the number of beneficial insects, and we use raptor perches and owl boxes to keep rodents under control. We also use the bi-products of both the olive oil and wine productions for compost. We produce around 300 to 400 tons of compost each year. By making it ourselves, we save in two ways: we don't have to pay to remove the vegetable waste and there is no need to buy additional fertilizer. For us, organic farming is about business problem solving while looking across the system in a holistic way. We have seen longevity in the quality of our organically farmed soil that just isn't possible in conventional

production. It's about looking at the total system's performance over a lifetime versus the immediate goal or a narrow measurement of production quantity."

Most recently, Long Meadow has begun to use draft horses, named Bill and Bob, to cultivate the 6-acre vegetable garden located on the property. "We are also experimenting with using them on the hillside Cabernet vineyard. It has been a great experience working with the horses. Using draft horses requires one to learn a lot of skills that have been lost over time. I drive the horses myself, but I sometimes feel as if they are training me!"

Long Meadow Ranch also incorporates alternative energy sources, using solar panels to power all of their facilities. "We are on our fourth major solar project; the ranch, the residential buildings, the vegetable production, and the cold beef storage are all run on solar energy. For us, it just makes good business sense," says Ted. "We are committed to sustainability and this is one more way to do that. In the interests of transparency, we have even included a section on our website where you can check on the current status of our solar array."

In addition to practices developed on the ranch, Long Meadow has developed a working relationship with neighboring winemakers, Frog's Leap



Winery. "We are firm believers in sharing our knowledge and experience. We have a close working relationship with Frog's Leap. We were introduced early on and recognized that we share similar interests and objectives. We share best practices and we also share

a labor force between us. We even have the same vineyard manager, Frank Leeds." Through their close relationship, both operations have



collaborated on a number of innovative farming methods that have fostered a sense of community in the region.

In addition to their existing projects, Long Meadow Ranch will soon open a Winery and Farmstead in St. Helena. The new destination spot sits on 2.5 acres and will include a tasting room, restaurant, demonstration gardens, and a farmer's market. "Our goal is to provide a space for people to come and learn about organic while experiencing it all firsthand," says Ted. The ranch's Rutherford Gardens, a farm stand and demonstration gardens, was featured on the latest season of Bravo's "Top Chef." The four remaining contestants were challenged with cooking only with locally grown meats and produce, all sourced from the gardens. This challenge highlighted the importance of sourcing locally and seasonally.

When asked what advice he would give to new farmers, Ted replied: "There are great incentives for new farmers starting out to go organic, but it is important to understand the science. Be thoughtful about your approach and don't think 'the spirits' are going to take care of you. To farm organically takes a high level of education and training and a more complete understanding of what is going on in your entire farming system."

For more information on Long Meadow Ranch, visit [www.longmeadowranch.com](http://www.longmeadowranch.com).

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# In The News

## California Specialty Crops Receive \$16.3 Million in Grants

On October 16, the California Department of Food and Agriculture was awarded \$16.3 million in Specialty Crop Block Grants from the USDA. California grows more than 350 different specialty crops and



accounts for more than 40 percent of the United States' total specialty crop production. The block grant program intends to increase the competitiveness of crops, such as tree nuts, dried fruits, horticulture and nursery crops, by funding programs that encourage agriculture education and outreach, trade, market enhancement, nutrition, food safety, environmental concerns, and food security. For more information, contact the Federal Funds Management Office at (916) 657-3231 or [grants@cdfa.ca.gov](mailto:grants@cdfa.ca.gov).

## USDA Deputy Secretary Kathleen Merrigan Hosts Farm-to-School Facebook Chat

On November 5, Agriculture Deputy Secretary Kathleen Merrigan hosted her second Facebook chat about the "Know Your Farmer, Know Your Food"



initiative. The topic of this chat was the farm-to-school movement, which involves getting fresh produce and other farm products from local and regional

farmers for use in local schools. This social media effort not only supports increasing economic opportunities for local farmers but also helps school children make healthy food choices. The "Know Your Farmer, Know Your Food" program that was launched in September 2009, is a USDA-wide effort to create new economic opportunities by better connecting consumers with local producers and is part of a national conversation about the importance of understanding where your food comes from and how it gets to your plate. The initiative emphasizes the need for a fundamental and critical reconnection between producers and consumers. For more information, visit [www.usda.gov/knowyourfarmer](http://www.usda.gov/knowyourfarmer).

## Large Scale Trial Benefits Organic Almond Growers

A trial of organic almond production, located on eight acres of the Nickels Soil Laboratory orchard in Arbutle, CA, is already producing promising information for growers hoping to transition to organic. A team of researchers from the University of California is closely monitoring the results of different strategies for solving the major issues of weed control, fertility, and disease control within the constraints of organic certification. "Our biggest challenge so far has been weed control," said Bill Krueger, UC Cooperative Extension farm advisor in Glenn and Tehama counties. Organic weed control systems that look promising include buried double drip lines, which allow growers to flame for weeds, and covering the ground in the rows with woven cloth. "We expect to get to the point that leaf and bloom diseases are our main problems, not weeds," Krueger said.

## Asian Citrus Psyllid Threatens San Diego Organic Farmers

San Diego County has restricted movement of fruit and host plants in an attempt to stop the spread of the Asian citrus psyllid, an aphid-like

creature that can carry a bacterial disease fatal to citrus trees. San Diego County is home to 343 organic farms, more than in any other county in the United States, according to the county agriculture department. The insect has also been found in Imperial, San Diego, Riverside, and Los Angeles counties and agricultural shipments from these quarantine zones are restricted by regulations designed to minimize the spread of the pest. Organic farmers would be first in the line of fire in the event of an infestation. Growers claim



that there is currently no economically feasible way to protect the trees with nets, and the one organic compound that has a limited effect on the psyllids isn't cost-effective. The first psyllids in California were detected a year ago.

## Agricultural Emissions on the Copenhagen Radar

At the December U.N. Climate Change Conference, farming was brought to the attention of worldwide climate



regulations for the first time. The conference looked at the impact that agriculture has on greenhouse gas emissions as both a source, through the production of fertilizers and cattle, and solution, through organic soil management. The conference focused on these and other farm management practices, which can have a significant positive or negative impact on manmade carbon emissions. The climate meeting may begin a research

# In The News

program to test low-carbon incentives and will limit or at least monitor farm emissions from as early as 2012 in the United States and Europe. On February 6-7, the CCOF Education Conference titled "Healthy Soils, Healthy Food" convenes to provide an exciting opportunity to learn about the role that soil health plays in climate change impact and policies. For additional information on this event, visit [www.ccof.org/educationconference.php](http://www.ccof.org/educationconference.php).

## The White House Farmers' Market Opens to an Excited Crowd

In September, Michelle Obama attended the official opening of the White House Farmers' Market. The market, which was held weekly on Thursdays until the end of October, is the latest from an organization called FreshFarm.

Focused on getting goods from producers operating around the Chesapeake Bay into communities that have a need for fresh, local foods, the organization manages eight other markets in the



D.C. and Baltimore area. As Michelle Obama explained in her speech, "this market is not just about food, it's about our community." For more information visit [www.freshfarmmarkets.org](http://www.freshfarmmarkets.org).

## New Survey Indicates Consumers Intend to Buy More Organics in 2010

According to a new survey by Mambo Sprouts Marketing, consumers are going "back to basics" to bolster their health, with 84 percent taking vitamins, 73 percent eating the recommended amount of fruits and veggies, and 68 percent choosing organic foods. The Collingswood, N.J.-based research firm said 88 percent of the 1,000 consumers surveyed took additional steps recently to promote their family's health and wellness. Of the consumers surveyed, 59 percent expect to buy more organics in the coming year, albeit cost conscious consumers are seeking ways to make organics more affordable by shopping sales (53 percent) and using coupons (51 percent).

*Continued on page 32*

## HOW DOES YOUR *fertilizer* STACK UP?



### COLD CREEK COMPOST'S AGROW-BLEND:

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- 👉 Biological component + organic content = soil health
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- 👉 Reduces need for pesticides
- 👉 Allows crop to be marketed as "organic"
- 👉 Environmentally friendly and safe to use
- 👉 Slow release source of nutrients, in tune with crop needs

### TRADITIONAL CHEMICAL FERTILIZERS:

- 👉 Costs significantly more to fertilize a crop
- 👉 No biological component or organic matter
- 👉 Short-lived benefits, long-term degradation of soil
- 👉 Unbalanced – can increase need for pesticides
- 👉 Limits market for crop, no "organic" premiums
- 👉 Proven source of pollution
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# Change from the Ground Up:

## *Organic farming as a solution to global warming*

By Tim J. LaSalle, Ph.D.,  
CEO, Rodale Institute

In the fight against global warming, agriculture has historically been an underestimated and undervalued tool, known primarily for the negative impact of its inputs. Yet Rodale Institute research positions organic farming that favors soil health as one of the most powerfully effective strategies we have for mitigating and adapting to global warming.

By decreasing agriculture's fossil-fuel based inputs and greatly expanding the amount of CO<sub>2</sub> stored as soil carbon, organic farmers can have a positive role in saving our planet.

We've learned this from analyzing soil samples before and after our nine-year Compost Utilization Trial (CUT), which showed the fields gained about 1 ton carbon per acre per year from additions of compost and cover crops. If all the globe's 3.5 billion tillable acres accrued atmospheric CO<sub>2</sub> at that rate, about 40 percent of 2003's 27 billion metric tons of CO<sub>2</sub> emissions would be mitigated.

The CUT research documented significant soil improvements under productive use, just as our 30-year Farming Systems Trial® (FST) verifies strong organic ecological benefits plus competitive corn and soybean yields - the crops covering the most acres in the U.S.

FST is the longest-running, side-by-side field trial in the U.S. comparing conventional (synthetics-based) farming systems with organic farming systems which include cover crops, reduced tillage, composted manure and crop rotation. Multiple similar university and U.S. Department of Agriculture field experiments have found similar organic matter increases in organic systems. What's more, this capture and storage, also known as "carbon sequestration," can protect our atmosphere while maintaining productivity and farmer viability when organic best practices are applied.



Soil samples taken from FST trials.



*Field trial of corn planted in field of rolled brown vetch.*

Rodale Institute advocates a rapid, nationwide, science- and incentive-based transition from today's petroleum-based farming methods to organic farming focused on building long-term soil health. This strategy for agricultural productivity focuses on renewing natural resources and systems which feed and improve the soil. It avoids synthetic fertilizers, biosolids and pesticides that harm the land and our health. It carefully works with natural systems and seeks to nourish biological health through innovative practices.

Robert Rodale championed the term "regenerative farming" to focus on its potential to actually improve the natural resources being used in careful, very observant ways.

## Regaining lost carbon

Farming practices using synthetic inputs tend to break down soil carbon (humus and related compounds) into carbon dioxide that is released into the atmosphere, a major contributor to global warming. Additionally, the U.S. agri-food industry produces nearly 20 percent of the nation's carbon dioxide emissions, in part due to the fossil-fuels combusted to produce synthetic fertility. On a global scale, agricultural land use contributes 12 percent of global greenhouse gas emissions, according to the Intergovernmental Panel on Climate Change (IPCC).

Today, some Midwestern soils that were once up to 20-percent carbon rich in the 1950s are now between 1- and 2-percent carbon. This carbon now lives in the atmosphere as CO<sub>2</sub>. Such a precipitous loss of soil organic matter (SOM) contributes to vulnerability to drought (because carbon helps hold water in soil), and

plummeting soil nutrient value—all of which make current chemical farming practices unsustainable.

Scientific research shows regenerative organic farming methods are the best way to increase agricultural soil carbon. No other method comes close. Building up carbon-rich soil with plant and animal materials can play a dramatic role in mitigating global warming by increasing the carbon storage of arable lands. SOM once represented a healthy percentage of all soil volume in U.S. temperate regions, but farming practices that rely on synthetic fertilizers and herbicides have depleted it. Organic farming practices can begin returning this carbon to the soil by extracting it from the atmosphere.

The benefits of regenerative organic farming methods go beyond atmospheric carbon mitigation. Soils that are rich in carbon conserve water and support healthier plants that are more resistant to drought stress and pests. Because organic soils absorb water more freely and reduce run-off, waterways stay cleaner, reducing the need for costly environmental clean-up. Where soils are severely depleted, careful biological remediation with cover crops can begin a virtuous cycle of added organic matter enabling greater moisture retention and subsequently greater and more resilient vegetative growth.

## A proven solution

Wide-scale implementation of organic farming methods has the potential to transform agriculture from a contributor of global warming to a powerful and practical solution.

The CUT trials in our soils trapped the soil carbon equivalent of more than 7,000 pounds of carbon dioxide in soil, thanks in part to the composted carbon content of leaves that might otherwise have been released as CO<sub>2</sub>. If 7,000 pounds of carbon dioxide per acre could be withdrawn from the atmosphere and stored on all 434 million acres of American cropland, nearly 1.6 billion tons of carbon dioxide would be sequestered per year, mitigating close to one quarter of this country's total fossil fuel emissions. This is the equivalent of taking one car off the road for every two acres.

Climate experts say we have a narrow window of time to act to lessen the worst effects of global warming, and delay predicted cascading negative consequences once trigger levels of CO<sub>2</sub> are reached. Meanwhile, the unsustainable practices of today's petroleum-dependent agricultural industry, combined with soaring food and fuel prices, are testing global food security, particularly in developing nations where scarcity is dire.

Today's climate crisis calls for a major paradigm shift that ramps up organic best practices into truly regenerative organic systems. We know that starting this shift means aggressively putting soil biology to work. Non-organic food and agricultural practices have left lots of damage to our resource base that cannot be quickly overcome. But we must start with systems that build soil health.

Organic agricultural practices have been successfully commercialized and applied worldwide in farms of different scale, from family market farms to operations of many thousands of acres. The Rodale Institute has trained many

*Continued on page 14*

farmers to go organic, focusing on local adaptation of universal biological principles. But the urgency of the climate challenge facing us requires an exponential leap in progress, with organic, healthy-soil farming practices adopted on a national level.

## A time for change and call to action

While more research and development is needed, one thing is abundantly clear: The obstacles to implementing organic farming on a national scale are neither technical nor economic. Rather, overcoming the hurdles involves changing attitudes, valuing ecological health and creating the political will to ignite change.

### Success will depend on two factors:

#### 1) A top-down shift in state and national policy to support farmers in this transition

The U.S. climate legislation 2012 Farm Bill should incentivize and reward farmers for adopting wide-scale soil-building farming practices. Farmers would be paid or credited on the basis of how much carbon they can sequester and keep in their soil, not on how many bushels of grain they produce.

This would eliminate the current, antiquated method of paying for a single year's crop. It can also help do away with controversial U.S. subsidies that result in artificially low prices for exported U.S. crops in foreign markets and run afoul of World Trade Organization (WTO) free-trade provisions.

The timing is ripe for change. American demand for organic, pesticide- and hormone-free products has increased 20 percent or more annually for the past 13 years through 2008. Yet there has only been a 3-percent increase in acres dedicated to organic practices during that time, as organic imports have risen. Forward-thinking policy can help close this gap.

#### 2) A strong bottom-up demand for change

Concerned citizens, farmers, environmental advocates and others must come together to pressure elected officials to transform U.S. farm policy so it is more sustainable environmentally, meets the nutritional needs of all Americans, and is aligned with market demands for value, food quality, freshness, trustworthiness, choice, farmer connection and convenience.

## Carbon vs. Commodity: A tale of two farm bills

The following chart compares the differences between the current Farm Bill—which rewards high-volume production of “commodity crops,” such as wheat, soybeans, corn and oilseeds regardless of climate impact—and the proposed carbon-reward system of incentives that has multiple ecological benefits.

### COMMODITY FOCUSED

**Limits biodiversity** – Same crop-same field pattern. Favors same crop (or a single variation) in same fields, which depletes soil nutrients, invites pests. No incentive to expand biodiversity above or below soil line.

**Environmentally harmful** – Rewards petroleum-based inputs which release greenhouse gases, leach nitrogen and phosphorus into the water, and deplete soil biological activity, making it more dependent on chemical fertilizer.

**Petroleum-industry dependent** – Ties farm productivity to use of fertilizer and pesticides, creating a cycle of dependency regardless of market place.

**Short-term field focus** – Single-season focus on annual crops.

**Erosion-prone** – Leaves fields fallow for large portions of the year, making them more vulnerable to soil loss.

**High energy use** – Continues and increases use of petroleum-dependent chemical fertilizer and pesticide inputs that take a great deal of energy to produce and transport.

**Generates dependence on monopolistic seed and input companies** – Continues concentration of seed production focused on high-input varieties that trap farmers into cycle of dependency with a few large companies producing a small variety of crops.

**Discourages new farmers and innovative crop production** – Payments for commodity crops – corn, soybeans, wheat, rice, cotton – are a disincentive to raise other crops with a better environmental profile. High-acreage, low-margin farming makes it hard to break in.

### CARBON FOCUSED

**Improves crop biodiversity** – Reward any farmer for storing carbon, which will stimulate crop diversification. Crop rotations allow soil to regenerate.

**Rewards “green” practices** – Use regenerative methods to reduce greenhouse gas emissions, reduce waterway pollution, limit erosion, and improve soil health.

**Economically independent** – Create an integrated system that doesn't depend on artificial inputs tied to historically increasing petroleum prices.

**Long-term strategic land use** – Focus on land stewardship through more perennial crops, including pasture and trees, to create a holistic farm plan.

**Reduces erosion** – Cover more acres with growing crops for more months of the year to reduce the risk of soil erosion.

**Energy saving** – Reduce or eliminate petroleum-based chemical fertilizer and pesticide inputs. Integrated systems reduce need for artificial inputs with high energy costs.

**Spurs independent, entrepreneurial seed production** – Increase demand for a broader range of crop seeds with carbon benefits, spurring new growth in regional and entrepreneurial seed companies that are often independent of input producers.

**Opens marketplace** – Create non-traditional opportunities to enter commercial markets, meeting surging demand for local and regional production in the Midwest and East. Allows more diverse farmers into the market.

## Local benefit, global good

The Institute's involvement with the United Nation's COP15 Copenhagen climate conference involved intensive work with international partners including IFOAM (International Federation of Organic Agriculture Movements), FIBL (Research Institute of Organic Agriculture), The Soil Association, and the Organic Federation of Australia. We learned that recent international climate negotiations make organically oriented solutions even more important. The scientific insights of the Institute and other agro-ecologically research centers is important to the international community as it strives to understand how biologically sustainable organic agriculture focused on soil health can be part of global climate solutions.

In the international arena, organic and low-input agriculture is particularly prized for its capacity to both mitigate and adapt to climate change, while increasing global food security. Localized food economies based on natural systems and on-farm biological resources, rather than on purchased technological fixes and petro-chemical products, increase the food sovereignty of each nation while sharing climate-saving benefits with the world.

Unlike some other practices meant to mitigate climate change, such as physically storing CO<sub>2</sub> in deep mines or ocean valleys, regenerative agriculture is also a strategy for adapting a vital human survival process to climate change. Field trial results from the Rodale Institute show that organic systems perform better in drier years than ones depending on synthetic chemical inputs.

## Building resiliency

As global weather patterns become increasingly variable, and more extreme weather events become more frequent, the resiliency of organic systems is becoming increasingly prized by the international community. Organic systems' capacity to both mitigate and adapt to climate change simultaneously gives them a unique position in a world looking for climate-friendly practices with multiple public benefits. Policy makers and citizens can find more common ground when there are more common benefits that touch so many lives.

Adaptation options flow from the use of diverse crop rotations, which expand enterprise options and the managerial capacity of farmers acquainted with the complexities of integrating the needs and benefits of many crops. Experimenting with new cover crops to meet emerging weather challenges takes time, but not as much time as waiting on agrochemical companies to develop chemical fixes and genetically manipulated crop lines. Soils rich in sequestered carbon promote root growth, biological life and soil physical structure that combine to expand the range of crops that can be grown in response to changing conditions.

Political, economic, environmental and agricultural leaders are searching for a more expansive and compelling understanding of climate-friendly agriculture. In addition to existing organic certifications, proven systems with successful climate-oriented practices are being demanded. This moment in history sees world hunger, water supplies,

climate instability and food sovereignty all coming to the fore. These pressing needs provide an important opportunity to link organic agricultural more tightly with sustainability practices and renewable energy. Paying farmers for carbon should not stop at their soil—it should include all the ways that farmers can reduce and avoid carbon emissions.

## Virtuous carbon

Rewarding farmers for adopting low-carbon emission practices is deeply in line with the fundamental notion of organic agriculture, and helps to reach the regenerative level that the Rodale Institute envisions. Biologically based systems that have low emissions will be rewarded internationally for their capacity to support climate restoration. For example, greenhouse growers who find ways to avoid fossil-fuel emissions should be rewarded through market and policy incentives.



Livestock farmers who design their systems around locally produced organic feeds, rather than shipping commodity stocks across oceans, should also be compensated economically for providing this ecological benefit. Moving grain across states is one level of inefficiency, but the even more stunning example is the practice of destroying biodiverse rainforest to grow feed-grade soybeans for export. This extreme disconnect between ecological soundness and economic reward is the ultimate example of agricultural practices that further degrade climate stability while also reducing agriculture's ability to respond to shifts in climate.

Animal organic systems demand pasture feeding. This approach promotes more biodiverse agricultural systems and, in well-managed pastures, sequesters a considerable amount more carbon than the monocultured grain crops grown to feed animals today. Managing stored manure, tweaking animal diets and expanding grass-based, soil-building systems may be steps toward adding to the relative benefit of organic livestock systems in decreasing their emissions of methane and nitrous oxide.

Organic consumers, farm groups, researchers and businesses must work with national and international policymakers to highlight the positive impact of organic agriculture on climate change. Organic farmers dedicated to building their soil and fitting their agriculture to fit ever more sustainably into their landscape are uniquely positioned to lead the way to climate friendly agriculture that can benefit us all.

## Change is possible

Organic farming with regenerative priorities can be adapted all over the world because it is scalable without the need for expensive new technology or investment.

*Continued on page 17*

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Farmers trained in organic farming and supported during their transition periods will be able to meet consumer demand and their own bottom line. They can do this while using ecologically sound agricultural practices that reduce the effects of global warming and that are most appropriate for their situations. The basic principles of organic farming are universal, while their application is endlessly varied to meet the needs and capacity of the land.

The path to responsible stewardship —of our planet and of our agricultural future—begins from the ground up.

*Thanks to Paul Hepperly, Ph.D., former Rodale Institute director of research and Fulbright Scholar, and Amadou Diop, Ph.D., former director of international programs, for their contributions to the original version of this paper, and to Eliav Bitan, policy manager and partnerships associate, and Greg Bowman, communications manager, for their additions for this update.*

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### Timothy J. LaSalle, CEO, Rodale Institute

Timothy J. LaSalle is CEO of the Rodale Institute, an internationally recognized leader in regenerative organic agricultural research, advocacy and education. LaSalle is the first CEO of the non-profit organization, located in Kutztown, Pennsylvania, which was founded in 1947 by J.I. Rodale to explore the scientific foundation of organic agriculture.

Since he began work at the Institute in July 2007, he has engaged national and international policy planners on how organic farming can address the global challenges of famine prevention, global warming and human nutrition.

LaSalle was executive director of the Northwest Earth Institute in Portland, Oregon, 2006-2007; served as interim executive director of the Environmental Center of San Luis Obispo County; and from 2003 to 2005 was executive director of the Allan Savory Center for Holistic Management.

As president and CEO of the California Agricultural Leadership Program from 1986 to 2003, LaSalle directed a two-year fellowship program that developed leaders in the agricultural industry.

LaSalle has a Ph.D. in depth psychology from Pacifica Graduate Institute. He holds a Master's in Science in Populations Genetics from Virginia Polytechnic Institute and State University and a Bachelor's in Science from Cal Poly.

Tim is an international speaker on the environment and agriculture and, in addition to running the Rodale Institute, currently serves on the Coalition on Agricultural Greenhouse Gasses committee, and posts blogs on HuffingtonPost.com and Treehugger.com.

### About The Rodale Institute

Rodale Institute is a 501(c)(3) nonprofit engaged in research and advocacy for "Healthy Soil, Healthy Food, Healthy People, Healthy Planet."

Its soil scientists and a cooperating network of researchers have documented that organic farming techniques offer the best solution to global warming and famine. The Institute was founded in Kutztown, Pennsylvania, in 1947 by organic pioneer J.I. Rodale. Its Farming Systems Trial®, the longest-running U.S. study comparing organic and chemical farming techniques, has been the basis for our practical training for farmers in Africa, Asia and the Americas.

The Institute's findings are clear: A global organic transformation will mitigate greenhouse gas emissions in our atmosphere and restore soil fertility. The Institute publishes organic news, research and feature stories at [www.rodaleinstitute.org](http://www.rodaleinstitute.org).

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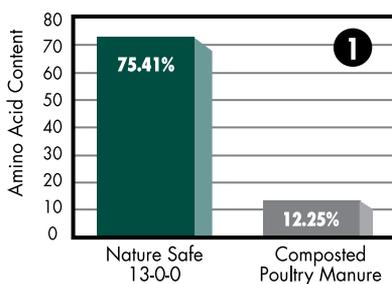
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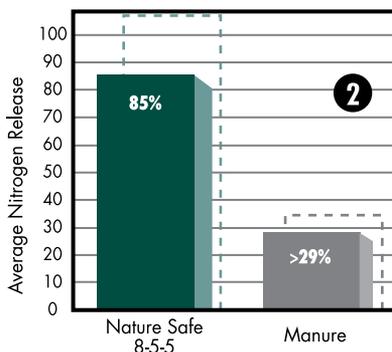
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# Exporting Organic

For those interested in exporting their organic products, taking the leap into the international marketplace can seem a bit overwhelming. Some of the top challenges that organic producers face when looking to expand their exporting operations are barriers related to international

regulations; the costs of developing markets; difficulty in finding distributors, buyers, or importers; and lack of knowledge of foreign markets.



Many countries have developed their own standards for organic food and, over time, there has been an increased uniformity in organic regulations and equivalency agreements. The CCOF Global Market Access (GMA) program offers certification to these various international standards for CCOF certified members who export their crops and/or products, or sell to buyers who may ultimately export their product. Full details of differing international standards can be found in CCOF's Manual Three ([www.ccof.org/pdf/CCOFman3.pdf](http://www.ccof.org/pdf/CCOFman3.pdf)).

CCOF certified member Taylor Brothers Farms, is a leading producer and global distributor of organic prunes and prune products. As a member of the GMA Program, they have successfully distributed their organic products throughout North America, Europe, and Asia. John Taylor shares his own insights into the best ways to successfully export organic products:

## Getting Started

There is a lot to consider when planning to export products to foreign markets. Before you begin the process, here are some things to think about:

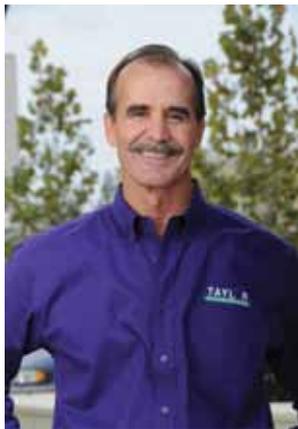
### 1. Handling of product.

There are a lot of logistics involved in trucking, shipping, and storage. Will you need cold or common storage? High humidity or low?

**2. The environment.** What is the environment that you are shipping into? How will the climate affect your product?

**3. Shelf life or perishable.** What do you need to do to maintain the quality of your product? Will there be added packaging and handling costs?

**4. Distance of travel, length of time.** How does your product handle transportation?



- 5. Culture of the country that you want to ship to.** How are they going to use the product? Is it something that is new to the culture of the country you plan to export to? Will it take a lot of education for them to understand your product and how it is used? How much time and money do you want to invest in consumer education and advertising?
- 6. Where is your product going to fit?** Is it for retail, food service, or industrial purposes? Who is the end user? How will it be used, consumed, cooked, etc? How is it presented? Does it have nutrition highlights, organic focus, or health benefits, or is it just a common, every day food?
- 7. The demand.** What is the demand, or can the demand be created? Is the main focus to present something that is new and different to the market place or to present a better product of what already exists in this area? The big question to ask is "I like it, but will everyone else?"

Consider all of these questions as stepping stones towards developing your exporting business strategy. Taking the time to think about all of the problems that may happen. Anticipating your needs for export will help you avoid common pitfalls and mistakes.

The CCOF Global Market Access program helped us gain access to foreign markets that we would have struggled to be certified for on our own.

– John Taylor

## Build Your Knowledge: The Must-Dos for Exporting

It is always the first container that is the hardest to ship and with that comes a lot of anxiety. The worry can be greater than the work at times. However, if you lay out your plan for exporting, familiarize yourself with the laws and regulations of the foreign market, and read over these key points, exporting can be straightforward and successful.

### 1. Establish a Solid Relationship With Buyers

Import buyers are great customers. Few, if any, foreign buyers will be late in paying. Be sure to find someone who is willing to spend the time and effort to promote your product. Be sure to detail your shipping procedures and communicate them with your customers. They may have arrival problems, but these, if you're willing to work, can be overcome.

### 2. Anticipate Timing

It can take up to 2 months for a shipment to reach your country of choice. From there, it has to be distributed to the wholesalers and, then, to the retailers. This all takes a rather lengthy period of time. If you want payment soon or up front, you may have to discount your product until a firm relationship is established. Don't expect anything to happen real fast, especially if it is a new product intended for a new market.

### 3. Check Foreign Labeling Laws

Be aware of foreign packaging and label laws. These can be very strict, and your product needs to be approved by the importing country. In addition, it must meet the organic labeling requirements of the importing country and in some cases, NOP labeling requirements as well. Plan to have label approval done very early in the importing process in order to assure that you won't have to back track and make corrections after the processing of your product has begun. This can be a costly mistake and is easily avoided with proper planning.



### 4. Product Standards

Make sure that ALL products meet the buyer's standards. With the long distance it takes to send out your product, the last thing you want is to see the product shipped back to you. This can take up to a year, and the loss in sales, the correction of packaging or product, and the time lost is too expensive to let a returned shipment happen. Remember, re-working processed goods eats up your hard-earned profit.

### 5. Certification Documentation

Recordkeeping is very involved for exporting. It will take twice the amount of paper work to get products into a foreign country than it does to get it into a domestic market. It is important to keep track of all export certificates and importer approvals. A good freight forwarder can save a lot of time and effort. They are able to keep you from getting shipments hung up in storage

or delayed at the ports of entry, and they can also help in fixing problems at the shipping and receiving ports.

### 6. General Requirements for Export

In addition to the above export details, organic fruit and vegetables must also meet the usual requirements concerning all exported fresh fruit and vegetables, whether organic or conventional. Some of these requirements include: grade and quality standards, phytosanitary certification, customs import clearance, and adherence to country-specific Maximum Residue Levels (MRLs)

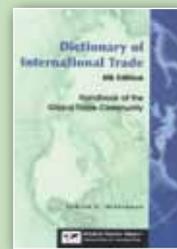


standards for tolerances for pesticides, herbicides, and fungicides. Note: Since organic production prohibits the use of most synthetic pesticides, organic producers are unlikely to exceed these MRLs; however, those who use some of the few synthetic inputs permitted by organic standards should be aware of these requirements.

To summarize, help your company and your product by educating yourself on the process of exporting. Understand your target for marketing and the foreign country you plan to export into, including their laws and regulations, and make sure to double check your steps. Proper planning and strategizing is the key to making sure exporting your product runs smoothly and successfully.

For more information on CCOF's GMA Program, see opposite page, visit [www.ccof.org/international.php](http://www.ccof.org/international.php), or contact [export@ccof.org](mailto:export@ccof.org).

**R**ecommended Reading: A great and resourceful book to have for the export market is the *Dictionary of International Trade* by Edward G. Hinkelman. This book lists the requirements of shipping and handling all sorts of products, and it includes the rules and regulations.



**T**he Organic Trade Association (OTA) offers market specific export reports, promotional opportunities, export education programs, and a directory of US organic exporters through OTA's Organic Export Program. OTA's Organic Export Program is funded by a USDA Market Access Program grant. To learn more about these opportunities visit [www.ota.com/export.html](http://www.ota.com/export.html)



# CCOF Global Market Access Program

**CCOF's Global Market Access (GMA) program offers a variety of services to ensure your products are recognized as organic in the global marketplace. CCOF is accredited by the following international organic standards organizations:**

- U.S. Department of Agriculture (USDA)/National Organic Program (NOP)
- CARTV recognized (Quebec)
- Canadian Organic Regime (COR)
- International Organization for Standardization (ISO-65) through the USDA Agricultural Marketing Service (AMS)
- International Organic Accreditation Service (IOAS) for equivalency with the European Economic Community (EEC 834/2007)

CCOF's GMA program offers certification to international standards for CCOF clients who export their products or whose products are sourced for export by another operation. The program provides:

- European Union Organic Standard EEC 834/2007 certification and certificates. This is expected to greatly help CCOF clients achieve streamlined access to European Union markets either as direct exporters or as ingredient suppliers. CCOF clients will be able to demonstrate EEC 834/2007 compliance quickly to current and prospective buyers during marketing and sales efforts.
- CCOF's Global Market Access program will review operations to EEC, CARTV and COR standards and issue certificates for all standards met by the operations.
- Additional verification services for organic standards and trade agreements as needed by CCOF clients. These include the Ministry of Agriculture Food and Fisheries (MAFF) and USDA Export Arrangement with Japan and other requirements related to Quebec.
- CCOF will only review those international requirements that differ from USDA NOP, effectively simplifying the process for you, the client.

#### **Additional CCOF International Program Information:**

CCOF continually monitors changing international regulations and institutes programs, procedures and documents to ensure your continued access to the global market. CCOF has a long history of international market recognition and client access. We routinely work with foreign certifiers and governments to clarify requirements and address their concerns.

Global Market Access allows CCOF clients to demonstrate that they meet the highest organic standards recognized both domestically and internationally.

**For more information visit [www.ccof.org/international.php](http://www.ccof.org/international.php). International organic marketplace questions? Email us at [ccof@ccof.org](mailto:ccof@ccof.org) or call us at (831) 423-2263.**

# Certification News

## CCOF Withdraws from IFOAM Accreditation Program

CCOF has formally withdrawn from the IFOAM Accreditation and Certification Program. This change is effective January 1, 2010, and we do not expect it to affect CCOF clients significantly. As discussed in the Spring issue of CCOF's magazine and subsequent Fall Certification E-Newsletter, CCOF has decided that it is in the best long-term interests of our certified clients to remove IFOAM certification from our larger Global Market Access (GMA) Program. This change allows CCOF to shift resources to other pressing international trade issues, while reducing inspection and compliance costs and time for certified operations.

**Certification to IFOAM standards is not required for access to any foreign market.** Through our GMA program, CCOF will continue to offer EU Equivalency verification for European market access and will continue to provide verification to other international standards, including those needed to enter Japan, Taiwan, and Canada. If your products are shipped to the EU, you should only be required to maintain EU equivalency certification with CCOF. The majority of CCOF clients with IFOAM certification also maintain EU equivalency certification, which should meet the needs of foreign buyers. If your certified operation has attained this, you will see "EEC No. 2092/91 Equivalent" or "EEC No. 834/2007 Equivalent" on your current GMA certificate or CCOF Client Profile.

If you have buyers or foreign certifiers who have expressed a preference for IFOAM certification, please notify us so that we can help you communicate with them. Buyers that are CCOF clients will no longer be required by CCOF to verify their suppliers' IFOAM compliance. More information about CCOF's GMA program can be found at [www.ccof.org/international.php](http://www.ccof.org/international.php). For more information about EU certification, visit [www.ccof.org/eu.php](http://www.ccof.org/eu.php).

If you have questions or concerns, please email us at [export@ccof.org](mailto:export@ccof.org).

## Improving Certification: New Natural Resources OSP Section Launched

As a leader in organic certification, CCOF continually strives to improve our approach to certification and farming issues. Natural resource and biodiversity management on organic farms has been identified as an area that deserves additional attention in Organic System Plans (OSPs) and on-farm inspections. After reviewing the issues, monitoring National Organic Standards Board recommendations, touring operations, and consulting with farmers and farming organizations, we concluded it is incumbent on CCOF to develop a new Natural Resources OSP section.



Many areas of CCOF's existing OSP and inspection process address broad natural resources concerns, such as land and water management and protection of resources. The new one-page OSP section will allow CCOF to improve our monitoring of natural resource management issues by focusing on these issues more specifically.

All CCOF farming operations are required to complete this form for each region in which they farm. Copies will be mailed directly to CCOF operations

and should be returned to CCOF as soon as possible. Operations that do not supply them will be asked to provide them during inspections. Farmers are encouraged to send them to CCOF directly to avoid the added time and expense of completing them during inspections. These efforts are intended to ensure that CCOF certification remains relevant and adjusts to changes in food and agricultural policies in California and nationwide.

The Wild Farm Alliance ([www.wild-farmalliance.org](http://www.wild-farmalliance.org)) publishes a variety of flyers and guides to help farmers find practical methods for maintaining and improving the natural resources of their operations. CCOF recognizes that no two farms are the same and the applications of these concepts vary widely. The Wild Farm Alliance's resources provide farmers with many options to meet the fundamental tenets of Natural Resource Management included in the National Organic Program Standards. The relevant sections of the standards are:



### **Organic Production and Handling 205.200:**

Production practices implemented in accordance with this subpart must maintain or improve the natural resources of the operation, including soil and water quality.

### **"Natural Resources of the Operation" Definition:**

The physical, hydrological, and biological features of a production operation, including soil, water, wetlands, woodlands, and wildlife.

### **"Organic Production" Definition:**

A production system that is managed in accordance with the the NOP regulations to respond to

# Certification News

site-specific conditions by integrating cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity.

## Liquid Fertilizer Approval Update

To protect organic farmers and consumers, CCOF established specific inspection and approval requirements in January 2009 for liquid fertilizers with greater than 3% nitrogen. The National Organic Program (NOP) enacted similar requirements in February. CCOF worked with manufacturers and the Organic Materials Review Institute (OMRI) to ensure fertilizer suppliers were inspected by October 1, 2009. Numerous facilities worldwide have been inspected and a variety of products have shown to be in compliance with the NOP directives.

A list of high nitrogen liquid fertilizer inputs acceptable for use by CCOF certified operations can be found at [www.ccof.org/liquidfertilizer.php](http://www.ccof.org/liquidfertilizer.php). **Liquid fertilizers above 3% nitrogen must appear on this list in order to be used by CCOF-certified operations.** Liquid fertilizers with nitrogen levels higher than 3% that are not on this list have either chosen not to participate or are still

in the process of demonstrating compliance with the NOP requirements.

Read more about these policies and specific inspection and approval requirements by visiting [www.ccof.org](http://www.ccof.org) and clicking on "Updates and Resources" under "Certification." All of us at CCOF understand that changing material approvals are complicated and can be costly for CCOF producers. These policies and requirements are not taken lightly and are implemented with the best interests of CCOF producers, organic consumers, and the organic market as a whole in mind.

## NOP Announces "New Age of Enforcement": Areas of concerns and priorities identified

During the November National Organic Standards Board (NOSB) meeting, Miles McEvoy, the new Deputy Administrator of the National Organic Program (NOP), identified key priorities, enforcement areas, and concerns for the NOP. Among these goals and concerns were the following:

- Clarify and uniformly enforce Access to Pasture and Labeling issues.
- Require certifiers to conduct more unannounced inspections.

- Improve and expand training to certifiers, producers, handlers, and others.
- Address concerns regarding pesticide residues in compost. CCOF is working closely with NOP to understand this issue. We will be conducting residue sampling as well as proposing policies that reflect good precedence and concentrate enforcement resources where they are most needed.
- Examine the potential misuse of "Organic" in the names of companies that are not certified or whose products only meet the "Made With Organic" labeling category requirements.
- Address Corn Steep Liquor (CSL) as a farm input in liquid fertilizers. It is unclear whether this input, a product of the corn wet milling process, should be recognized as approved for use in organic. The NOP has allowed this material to be used until the Spring 2010 NOSB meeting where the NOSB will be asked to comment on it. Farmers are advised to communicate with their suppliers to find out if CSL is a component in their inputs.

## Support CCOF

**Become part of the nation's leading organic community by joining CCOF as a Supporting Member.**



Being part of the CCOF community keeps you informed about cutting-edge organic practices and changing legislation and connects you to other people who share your interest in organic agriculture.

CCOF relies on the financial assistance of our supporting members to provide education and advocacy programs as well as to promote and grow the organic marketplace.

**Join CCOF and help us educate, advocate and promote organic.**

Visit: [www.ccof.org/support.php](http://www.ccof.org/support.php)

Or call (831) 423.2263

# Education & Promotion

## PMA

CCOF exhibited at the October 2009 Produce Marketing Association (PMA) Fresh Summit in Anaheim, CA. More than 19,000 attendees, the largest attendance to date, gathered at the trade show to look at fresh produce displays, sample new products and



Certified member Maywood Farms sampled organic figs at PMA

discover the latest in eco-friendly packaging. There was a strong interest in organic certification by a number of growers, especially from Mexico, and many attendees shared their plans to go organic. In addition, many CCOF certified members hosted their own booths at the event.

## CCOF Attends SARC Conference and Michael Pollan Panel

CCOF Executive Director, Peggy Miars



visited Cal Poly San Luis Obispo last October for the Sustainable Ag Resource Consortium (SARC) 5th Annual Dinner. The

event included a panel discussion in which Michael Pollan, acclaimed food journalist; Myra Goodman, co-founder of CCOF certified Earthbound Organic Farm; and Gary Smith, Colorado State University Professor and Monfort Endowed Chair in Meat Science, discussed the biggest challenges

facing farmers today. CCOF was a sponsor of the event, which took place on SARC's 10th anniversary and provided an opportunity for the public to learn about the activities of dozens of organizations involved in sustainability and agriculture.

## CCOF Leader Appointed to OMRI Board of Directors

CCOF Chief Certification Officer, Jake Lewin, was appointed to the Board of Directors of the Organic Materials Review Institute (OMRI). OMRI, which was co-founded by CCOF in 1997, is a national nonprofit organization that reviews and lists input products allowed for use in organic production and processing. As a member of the Board, Jake will work with the other Board members to determine OMRI policy and standards, as well as to



guide OMRI in its public service role and the carrying out of its mission. This is one example of the many boards and committees that CCOF staff members are involved with within the organic and agriculture sector.

## New Intern Team Joins CCOF

CCOF recently brought on a new team of interns after waving goodbye to our recent graduates: Sharol Raifaisen, Jill Spevacek, Paloma Ortiz, and Jon Howard. Matt Auerbach, Megan Heskett, Rosemary Quinn, and Sarah Watters have joined the team and have brought endless enthusiasm and dedication to their work to fulfill our mission to certify, educate, advocate and promote organic. We are so thankful for all of the time and dedication our interns put into their time at CCOF! For more information about CCOF's intern program, visit: [www.ccof.org/intern.php](http://www.ccof.org/intern.php).

## CCOF Organic Beer, Wine & Spirits Tasting Event

CCOF hosted its 4th annual Organic Beer, Wine & Spirits Tasting last October at San Francisco's Ferry Building. The event was a huge success, drawing over 800 tasters and featuring 27



Photos provided by Laura Arnold.

certified members. Attendees chatted with winemakers and brewers and visited the silent auction, which boasted a brewery tour by Uncommon Brewers, and a tour and tasting for six from Medlock Ames Winery among many other tempting auction items. In addition, attendees sampled pairings from the Ferry Building's acclaimed restaurants and specialty food vendors. CCOF thanks our members who participated and donated silent auction items. We look forward to seeing you at our 2nd Annual Summer Organic Beer and Wine Tasting Event at the Pruneyard in Campbell on June 11, 2010. For more information about this and future CCOF wine tasting events, visit: [www.ccof.org/ccoftasting.php](http://www.ccof.org/ccoftasting.php).



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# Advocacy

## CCOF 2009 Policy and Advocacy Recap

CCOF's policy efforts in 2009 brought about some significant victories, a few losses, and a continued focus on investing our capacity in high priority issues that benefit and support our members. Last year, we saw increasing involvement and interest in organic from elected officials, who looked to CCOF for leadership within the organic community.

### California Legislative Update

In 2009, CCOF sponsored AB 557 (Caballero, D-Salinas), which would have added an accredited certifier to the California Organic Products Advisory Committee (COPAC). Although Governor Schwarzenegger ultimately vetoed this bill, despite unanimous support in the Legislature, the ability of CCOF to find an author in the Legislature and to garner that unanimous support was a big accomplishment in itself. At the current time, we have yet to determine if CCOF will pursue this legislation again in 2010 or 2011.

CCOF actively supported AB 856 (Caballero) which was signed into law and will require the California Department of Food and Agriculture (CDFA) to implement additional inspections and enforcement activities around liquid fertilizer manufacturing. Our collaboration with other advocacy organizations on this bill reinforced our ability to work on highly technical legislation that impacts industries CCOF and our members work with on a daily basis.

### Being "The Face of the Farmer"

CCOF's recently hired Program Specialist, Tina Cosentino, hit the ground running last fall, planning and implementing a number of tours of CCOF Central Coast operations, at the request of elected officials and their staff.

Claudia Reid, Policy and Program Director, met with Senator Barbara Boxer's staff (D-CA) in September, who encouraged CCOF to "put the face of the farmer" on meetings with elected officials. Subsequently, two representatives from Senator Boxer's field staff accompanied Claudia and Tina on a fact-filled tour of four CCOF certified operations. Ameen Khan, Director for Central and Eastern California, and Jennifer Tang, Senior

information-packed day included a stop at the Watsonville Berry Coop and Swanton Berry Farm. Discussion topics included labor issues, the Light Brown Apple Moth (LBAM), and the potential registration of Methyl Iodide.

The last tour of 2009 was arranged for Central Valley Water Board staff. CCOF's policy team took Joe Karkoski, Chief of the Central Valley Regional Water Quality Control



Top Left: Assemblymember Bill Monning (right) talks with Rod Koda and Mark Murai (center). Top Right: Senator Barbara Boxer's staff and Tina Cosentino (right) at The Homeless Garden Project. Senator Boxer's staff at Sea Level Ranch.

Field Representative for Senator Boxer, met with CCOF certified farmers, asked questions, and learned about organic farming in the Central Coast. The tour began at Swanton Berry Farm, followed by the Santa Cruz Homeless Garden Project and Sea Level Farm, and ended at High Ground Organics in Watsonville. Subjects ranged from creating a farm banking system to conservation and habitat restoration.

Also putting the "face of the farmer" out there, CCOF Executive Director, Peggy Miars, and Tina Cosentino hosted Assemblymember Bill Monning (D-Santa Cruz) and his staff on a tour of organic farms in Santa Cruz. The

Board (CWRWQB), and two of his staff -- Adam Laputz, Lead Engineer, and Dana Kulesza, Environmental Scientist for the Long Term Irrigated Lands Regulatory Program, on a tour of two CCOF certified operations. Paul Underhill of Terra Firma Farms and Russ Lester of Dixon Ridge Farms, demonstrated for the participants how they manage water run off, teaching them how organic farming practices can lead to improved water quality in irrigated lands. As the CWRWQB works on proposed regulations to meet state water quality laws, CCOF will continue to provide these hands-on opportunities for regulators wishing to learn about organic best practices.

Continued on page 30

## CCOF Teams Up With Other Ag Organizations

CCOF is a founding member of the California Climate and Agriculture Network (Cal CAN), a coalition that advances policy solutions at the nexus of climate change and sustainable agriculture. Cal CAN held a summit at UC Davis to discuss this issue and to explore future collaborative work on climate change that will benefit organic and sustainable farmers and processors. The event was attended by more than 150 farmers, academics, regulators, and non-profits. CCOF plans to continue interacting with Cal CAN as the organization connects with the California's Air Resources Board on its implementation of AB 32, as well as interacting with US Congress on climate change policies.

CCOF is also active in the California Policy Action Network for Sustainable Agriculture (C-PANSA), a network of 18 California organizations that first convened in 2008 to serve as a roundtable on sustainable agriculture policy, facilitate communication about projects of mutual interest, and explore innovative approaches to policy change. One goal of C-PANSA is to expand the scope of organic agriculture in California as a means of supporting the financial stability of family farmers, safeguarding the environment, protecting human health, and promoting a more socially and environmentally just food and farming system. Six C-PANSA members, including CCOF, initiated a working group that drives a project called the California Organic Action Project (COAP). Along with the California Institute for Rural Studies, Californians for Pesticide Reform, Environmental Working Group, Organic Farming Research Foundation, and Pesticide Action Network of North America, we are pursuing funding for this research project, which will explore and develop a clear idea of specific, feasible policy measures aimed to increase organic production in California.

## National Organic Standards Board and NOP Changes

At the fall 2009 meeting of the National Organic Standards Board (NOSB), held in Washington, DC, November 3-5, Miles McEvoy, the newly appointed Deputy Administrator of the National Organic Program (NOP), gave a lively presentation that reinforced the priorities of the agency as well as highlighted some of the key areas in need of guidance, clarification and improvement. McEvoy specifically spoke of the need to address inconsistencies in approved materials among certifying bodies, crack down on national organic standards violations, and improve on the efficiency of the NOP in addressing complaints. He made it clear that, with an increase in budget and a hiring of additional staff members, the NOP will be able to uphold its founding principles and values and better collaborate with affiliate Agricultural Marketing Service (AMS) programs. To the delight of CCOF, McEvoy announced that the NOSB's spring 2010 meeting will be held in California. We hope many CCOF members will be able to participate in this democratic process.

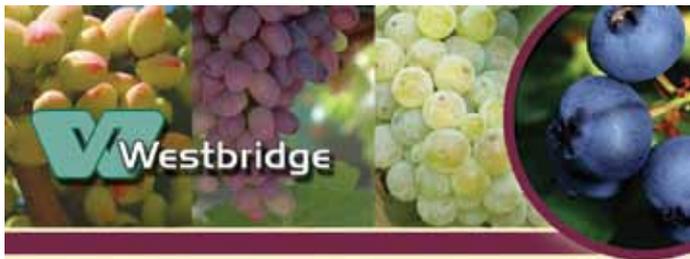
"We've known Miles for a long time, and he's absolutely the right person for the job," says CCOF's Executive Director Peggy Miars, who, along with CCOF Grower & Livestock Certification Director Robin Allan and Policy Specialist Zea Sonnabend, participated in the NOSB meeting. "Since his appointment, Miles has warmly opened his office and email to comments, questions, and suggestions from the organic community." After the meeting, Miars and Allan met personally with McEvoy to present CCOF's concerns related to maintaining the integrity of organic and found that many of CCOF's concerns are also top priorities for the NOP. Miars, Allan, and Sonnabend also met with new AMS Administrator Rayne Pegg to address critical issues that CCOF is monitoring and working on.

During the three day meeting, NOSB committees presented a variety of topics and recommendations to the board including:

- the use or prohibition of petitioned substances and the continued use of substances due to expire in September 2011
- guidance for accredited certifying agents, the National Organic Program (NOP), and retail stores regarding voluntary retail certification
- standards for the management of bivalves and for terrestrial plants in containers or enclosures
- clarification of the definitions in the National List
- discussion about the labeling and enforcement of organic personal care products in the marketplace
- recommendations for animal welfare standards, which will continue to be discussed at the NOSB's spring 2010 meeting
- progress on the reclassification of inerts used in pest management materials in crops
- discussion about whether nanotechnology should be allowed in organic production; tabled for further discussion at the spring 2010 meeting

Change is afoot on the NOSB level as well. Five Board members will leave the NOSB and five new individuals will be taking their place. CCOF certified members John Foster of Earthbound Farm and Joe Dickson of Whole Foods Market are among the new Board members and CCOF congratulates them on their appointments.

For more information on CCOF policy and advocacy work, contact [policy@ccof.org](mailto:policy@ccof.org).



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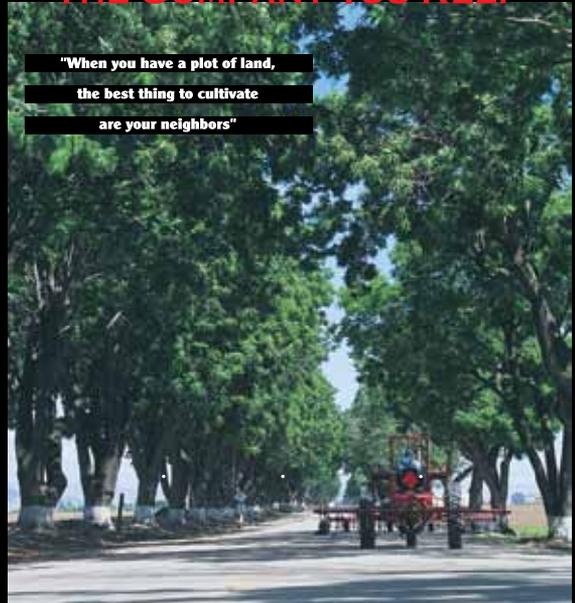


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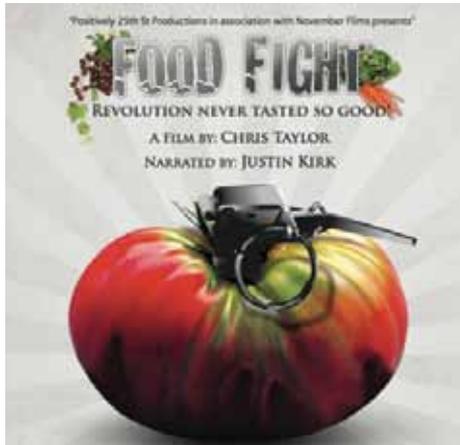
# Film Review

## Food Fight: A Story of Culinary Revolt

Although many recent documentaries have shed light on the realities of the American food system, Chris Taylor's *Food Fight* tackles the truth behind the industrialization of food and agriculture with a fresh and humorous perspective.

*Food Fight* follows the food revolution from its birth in the 1960s to today. In the beginning of the 20th century, the biggest food problems were under-supply and malnourishment, but in only two generations, the problem has switched to excess supply and obesity. Taylor explains, "the great mass of American citizens don't think twice about what they get out of the supermarket or where it comes from, what it's made of and whether or not it's healthy. The goal of the film is to get to those people and show them what's going on and what they can do to improve it."

In addition to looking at food supply, *Food Fight* exposes the rise of sickness in Americans due to the increase in conventional processed foods. In



the 1970s, the average American's income was spent largely on food and minimally on healthcare. Now, while the amount of money spent on food has gone down, the increased amount spent on healthcare has shown a drastic increase. This film makes the consumer consider the costs and benefits of food, health, and happiness.

The way Taylor presents the historical facts using entertaining food commercials from the 1950s makes

the documentary easy to swallow, especially for those who are not yet convinced of the benefits of organic, local, and more sustainable food. In the film, David Goins makes a point that changing a person's beliefs about the food system is like introducing them to a food. "The subversive aspect is to introduce people to new things that they like, not to beat them over the head with rhetoric. That has never converted anyone to anything."

The film, co-narrated by several famous names in the "food fight" against industrial agriculture, including Alice Waters, founder of famed restaurant Chez Panisse; author David Goins; famed chef, Wolfgang Puck; CEO of Growing Power, Will Allen; and author Michael Pollan, is the perfect documentary to watch with someone who has not yet joined the movement.

For more information on the film, how to hosts screenings in your area, or where to purchase *Food Fight*, visit [www.foodfightthedoc.com](http://www.foodfightthedoc.com).

## In The News

*Continued from page 11*

### College Students' Interest in Sustainability Fosters Instruction in Organic Farming Practices

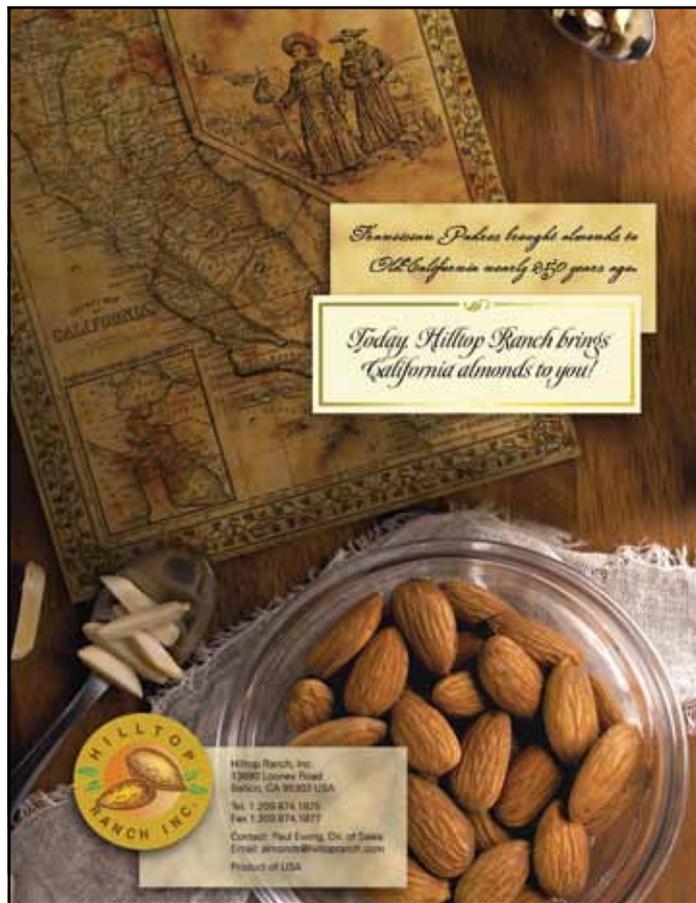
More than 80 universities now have hands-on and classroom-based farm programs, many of which are organic vegetable farms. While economic opportunities from organic farming are increasing, the reason for doing it is more than economic, said Michael Spinola, a 34-year-old student from Redwood City. "It's not just about money when you go into organics," he said. "It's a holistic approach."

### Farm-to-School and Slow Food USA Push for Better School Food

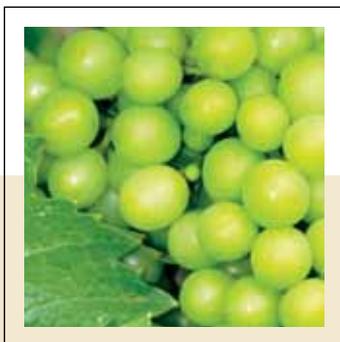
Providing healthy meals at public schools is a tough endeavor. As school budgets continue to be cut, many districts are going with vendors offering the best prices, rather than the most nutritious food. Large food service companies prepare food off-site, usually in other states, then freeze it and ship it to school districts. In



response, a national effort is under way to improve students' lunch choices by providing fresh organic and local produce. Farm to School programs connecting schools with local farms are starting up nationwide. Additionally, Slow Food USA is organizing "Time for Lunch," a campaign designed to "get real food in schools." "Schools don't have kitchens anymore," Gordon Jenkins of Slow Food USA said. "If we really want healthy food, the food needs to be prepared at the schools." For more information on Slow Food USA, visit [www.slowfoodusa.org](http://www.slowfoodusa.org).



## PLANTING THE SEEDS FOR A GROWING FUTURE



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# Member Listings

## NEW CERTIFIED MEMBERS

### Archi's Acres, Inc.

Colin Archipley  
Escondido, CA  
760-751-4380  
colin@archisacres.com  
www.archisacres.com  
Avocados, Basil, Chard, Kale,  
Lettuces, Mint

### Bella Forenzio

Tony Ford  
Redwood Valley, CA  
707-391-5950  
tony@noralvineyards.com  
Grapes (Wine)

### Bellavo Growers

William and Ellen Sardella  
Fallbrook, CA  
760-723-2241  
ellenbill2000@gmail.com  
Avocados

### Bellemonte Farms, Corp.

Mike & Michelle Sandy  
Churchville, VA  
540-290-4409  
bellemontefarms@yahoo.com  
www.bellemontefarms.com  
Cattle (Dairy- Transitioned- Not for  
Meat), Forage, Milk

### Berglund Marketing, Inc. dba

**Berglund Natural Foods**  
Sherri Berglund  
Willows, CA  
530-934-5295  
sherriswo@aol.com  
Rice, Rice (Akitakomachi), Rice  
(Basmati), Rice (Calhikari), Rice  
(Calmati-California Basmati or  
Aromatic), Rice (Calmochi -Sweet  
or Mochi), Rice (Calrose), Rice  
(Jasmine), Rice (Koshihikari), Rice  
(Long Grain), Rice (Parboiled), Rice  
(Short Grain), Rice (Texmati), Rice  
(Wild), Rice Blends, Rice Flour, Rice  
Pilaf, Risotto (Arborio)

### Blue Heron Farms, Inc.

Scot Monckton & Bruce Dennis  
Knights Landing, CA  
916-207-6580  
smonckton@aol.com  
Rice, Safflower, Wheat

### Caldak International LLC

Dörthe Desvernine  
Pleasanton, CA  
925-734-8900 ext105  
dd@caldakintl.com  
Raisins, Walnuts

### Charmar Vineyards

Linda Welch and William Welch  
Sonoma, CA  
707-996-1910  
williamwelch101@hotmail.com  
Grapes (Merlot)

### Clever Ranch LLC

Adam Savin  
Hopland, CA  
707-290-6939  
savinadam@gmail.com  
Olives

### Coal Creek Coffee Co.

Jesse Bladyka and John Guerin  
Laramie, WY  
307-460-1847  
ccroastery1@gmail.com  
www.coalcreekcoffee.com  
Coffee (Roasted)

### Cobble Hill Farm

James D. Pile  
Staunton, VA  
540-480-0917  
cowsongrass@gmail.com  
Hay and Pasture

### Coleman-Marshall Inc

Earl Coleman  
Temecula, CA  
951-587-8375  
Avocados, Fallow, Grapefruit,  
Limes, Oranges

### D.E. Farming/ La Cima

**Produce SPR de RL**  
Elvia & Don Devine  
Coalinga, CA  
559-380-7547  
elviadevine@yahoo.com  
Asparagus, Seed Crops

### D.E. Farming/Esparrago de Los Planes S.A de C.V.

Elvia & Don Devine  
Bonita, CA  
619-397-6892  
elviadevine@yahoo.com  
Asparagus, Blueberries, Cover  
Crop, Packing, Strawberries

### Debuschere Family LLC dba

**Join The Farm**  
Paul Debuschere  
Oxnard, CA  
805-797-4747  
paul\_deb@yahoo.com  
www.jointhefarm.com  
Mixed Fruits & Vegetables

### Ecology Action Of The Midpeninsula Inc. dba

**Bountiful Gardens**  
Betsy Bruneau  
Willits, CA  
707-459-6410  
bountiful@sonic.net  
www.bountifulgardens.org  
Seeds

### Edaltpour Ranch

Mary Jane & N. Edaltpour  
Buellton, CA  
805-688-1017  
mjmcrtre@aol.com  
Grape Vines, Olives, Walnuts

### Empaque Rio Colorado SPR de RL de CV

Jose Enrique Carrasco Gutierrez  
Valle de San Luis Rio Colorado  
011-52-653-515-4226  
enrique@empaqueriocolorado.  
com

Asparagus, Blueberries, Broccoli,  
Cabbage, Celery, Celery Hearts,  
Corn (Fresh), Onions

### Estines Vineyards

Gilles Estines  
Santa Rosa, CA  
707-526-5959  
estines@sonic.net  
Grapes

### Farmhouse Culture

Kathryn Lukas  
Santa Cruz, CA  
831-325-6202  
kd@farmhouseculture.com  
www.farmhouseculture.com  
Sauerkraut

### Four H Organics

Ryan and Jennifer Hartman  
Malin, OR  
541-591-0863  
hartmrj@aol.com  
Barley

### Gasto Farms

Chris Ellen & Phil Christensen  
Kingsburg, CA  
559-281-0379  
ellenvineyards@comcast.net  
Grapes (Colombard)

### Gnosis Chocolate, Inc.

Vanessa Barg  
Astoria, NY  
646-688-5549  
vanessa.barg@gmail.com  
www.gnosischocolate.com  
Chocolate

### Harvey Ranch

Robert I and Margaret Harvey  
Weiser, ID  
208-642-3410  
rih@fmtblue.com  
Alfalfa, Barley, Wheat

### HCR Ranch Management

John K. Adams and Juan Melendez  
Woodland, CA  
530-668-7525  
jmelendez@gvi.com  
Walnuts

### Hillcrest Ranch Sunol

Kathleen D. Elliott  
Sunol, CA  
925-862-2509  
kdell@sonic.net  
Olives

### Immaculate Heart Community dba La Casa de Maria

David Bear and Carol Nierman  
Montecito, CA  
805-969-5031 ext 412  
rutabega11@yahoo.com  
www.lacasademaria.org  
Fruit, Vegetables

### J & M Vineyards

John and Maria Holliday  
Salinas, CA  
831-424-6152  
mariaholliday@carlons.com  
Grapes (Wine)

### Jan & Rinske de Jong dba

**Working Cows Dairy**  
Rinske and Jan de Jong  
Slocomb, AL  
334-886-3839  
workingcowsdairy@hotmail.com  
www.workingcowsdairy.com  
Cattle (Dairy- Transitioned- Not  
for Meat), Fallow, Hay, Hay and  
Pasture, Milk

### JW Produce Inc.

James Stanton  
Watsonville, CA  
831-761-9222  
jstanton@jwfarms.com  
www.jwfarms.com  
Beans, Beets, Cabbage, Celery,  
Chard, Chilies, Collards, Corn,  
Cucumbers, Jicama, Kale, Leeks,  
Lettuces, Melons, Parsley, Peas,  
Peppers, Potatoes, Pumpkins,  
Spinach, Squash, Strawberries,  
Tomatillos, Tomatoes, Watermelon,  
Zucchini

### Kosher Gourmet Dog Bakery

Julien Bohbot, Janice Jacobson, &  
Lola Costello  
Los Angeles, CA  
310-600-2823  
delice8583@yahoo.com  
Dog Treats

### L - Arrow Ranch

Rick and Debbie Lobaugh  
Mariposa, CA  
209-374-3305  
lobaugh@tds.net  
Mandarins, Pomegranates

### Lorenzi Vineyards

Ken & Harry Lorenzi  
Ukiah, CA  
707-485-1961  
nickelcreeknursery@msn.com  
Grapes (Cabernet Sauvignon),  
Grapes (Merlot), Grapes  
(Zinfandel)

### Medoil, LLC

Dayan K. Peck, Tony Fultz, & Ron  
Sheetz  
Franklin, OH  
937-401-0821  
dpeck@valdolivausa.com  
www.valdolivausa.com  
Olive Oil

### Moody Blues Farm, LLC (DSA)

Lee West  
Lithia, FL  
lwnole@earthlink.net  
Blueberries

### Neal Family Vineyards

Mark Neal  
Angwin, CA  
707-965-2800  
www.nealvineyards.com  
Wine

### Negocio Agricola San Enrique, S.A de C.V (DSA)

Ivan Salazar  
Vizcaino, Mulege, BCS  
615-156-4100  
chotojr@hotmail.com  
Blueberries, Fallow, Strawberries

### Neworganics, Inc

Miki Takada  
Graton, CA  
707-324-4083  
mtakada@neworganics.com  
www.neworganics.com  
Almond Oil, Animal Feeds

### Neyers Ranch

Barbara and Bruce Neyers  
St. Helena, CA  
707-963-8840  
babara@neyersvineyards.com  
Grapes (Wine)

### Nichols Pistachio

April McDaniel, Chuck Nichols,  
Randy Raber, & Tom Firkins  
Hanford, CA  
559-584-6811  
april@nicholsfarms.com  
www.nicholsfarms.com  
Pistachios

### Nord Ridge LLC

Jon Kanagy, Julie Nord, Don Clark  
Napa, CA  
707-226-8774  
jon@nordvineyards.com  
nordvineyards.com  
Grapes (Wine)

### North Coast Organics dba North Coast Coffee Roasting Co.

Vincent Legari  
Orangevale, CA  
831-476-2233  
organicroaster@yahoo.com  
Coffee (Green)

### Oakville Ranch Vineyards LLC

Mary Miner  
Napa, CA  
707-994-9665  
paula@oakvillerranch.com  
www.oakvillerranch.com  
Fallow, Grapes, Grapes (Cabernet  
Sauvignon), Grapes (Chardonnay),  
Grapes (Petit Syrah), Grapes  
(Zinfandel)

Continued on page 37

# Crop Production Services



**Crop Production Services** West Region continues to provide sustainable solutions to the organic grower community.



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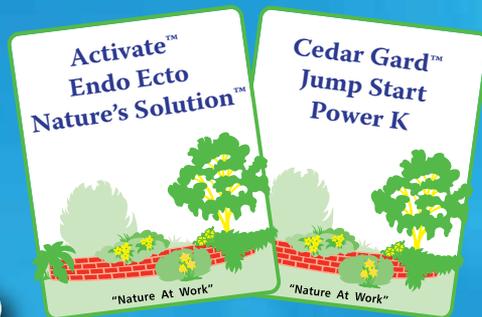
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www.fpalliance.com/800.903.9002



# Member Listings

Continued from page 34

## Olive To Bottle Mobile Services

Mark Robinson and David Garcia-Aguirre  
Davis, CA  
530-902-5508  
olive2bottle@gmail.com  
www.olivetobottle.com  
Olive Oil Processing

## Organic Alliance, Inc

Walt Armijo and Victor Lephant  
Salinas, CA  
831-235-9243  
victor@lighthousefsq.com  
Cucumbers

## Ota Family Trust

Tom T Ota  
Carpinteria, CA  
805-684-2850  
Avocados

## OTT Organics LLC

Larry Ott and Richard Poels  
Yuma, AZ  
928-344-5270  
larryfarmer@aol.com  
Spinach, Spring Mix

## Perini Ranch

Daniel, Greg, Mike & Brian  
Desmond  
Lower Lake, CA  
707-696-8626  
djdz@sbcglobal.net  
www.periniranch.net  
Walnuts

## Rancho Bernat

Sam Marmorstein  
Los Olivos, CA  
805-794-5217  
sam@buysantabarbarawine.com  
Grapes (Nebbiolo), Grapes (Sangiovese), Grapes (Syrah), Wine

## Reed Wolthausen-Walnut Orchard

Reed Wolthausen  
Saratoga, CA  
707-815-1230  
jrwolth@earthlink.net  
Walnuts

## Renee's Healthy Living

Renee Faur  
Glen Ellyn, IL  
630-456-1229  
kcbode@aol.com  
Chocolate

## Rideau Packaging, Inc

Don Reed  
Batavia, IL  
630-761-8544  
dreed@rideaupackaging.com  
Packaging

## Rooster Ridge Farm

Nancy Abramson  
Aptos, CA  
831-662-8513  
roosterridge@cruzio.com  
Apricots, Herbs, Squash

## Rosenthal Ranch

Stan and Michiko Rosenthal  
Fresno, CA  
559-276-5564  
stanthepilot@sbcglobal.net  
Grapes (Raisin)

## S & S Avocados

Stuart and Susan Lynch  
Valley Center, CA  
760-749-0863  
sue.lynch@netzero.net  
Avocados

## Schratz Ranch

Al Stehly  
Valley Center, CA  
760-749-4552  
Astehly@aol.com  
Avocados

## Shasta Farm LLC dba Shasta Valley Farm

Ted Oxborrow  
Gazelle, CA  
530-435-0244  
ted.oxborrow@outpost-international.com  
Alfalfa, Fallow, Pasture, Rangeland

## Silver State Meats LLC

Josh McKown, Joe Lafleur, & Sandy Fuentes  
Denver, CO  
303-291-5555  
josh@silverstatemeats.com  
Beef, Pet Food, Processing

## SL Agricola S.A. de C.V.

Alex Corona  
Los Mochis, Sinaloa  
011-52-668-812-9209  
ajcorona@alm.com.mx  
Celery, Green Beans, Transplants

## Sonoma Mission Farms

Garrett Mertle  
Sonoma, CA  
707-996-6009  
garrett@sonomamissionfarms.com  
Grapes (Cabernet Sauvignon), Grapes (Pinot Noir), Olives

## Success Valley Farms, LLC

Backus & James S. Nahas, Hank Laubacher, Jr. and Ed Higashi  
Oxnard, CA  
805-240-2333  
www.successvalleyproduce.com  
Strawberries

## Sun-Maid Growers, Inc.

Mike Moriyama, Blake Cuadros, & Rick Stark  
Kingsburg, CA  
559-897-6355  
mmoriyam@sunmaid.com  
Grapes (Raisin)

## Sunrise Ranch

Al Stehly  
Valley Center, CA  
760-749-4552  
Astehly@aol.com  
Avocados, Mandarins

## The Lucas Winery & Vineyard

Heather Pyle Lucas  
Lodi, CA  
209-368-2006  
heather@tangleswine.com  
www.lucaswinery.com  
Grapes

## The Perfect Circle Corp.

Mark Hommez  
Clear Lake, IA  
641-357-0706  
mark@perfectcirclecorp.com  
Tomatoes (Greenhouse)

## Thomas Hill Farm

Joe & Debbie Thomas  
Templeton, CA  
310-804-5091  
thomashillfarms@earthlink.net  
Grapes (Wine), Mixed Fruits & Vegetables

## True Beans Coffee Roasters LLC

Drew Rosen & Ben Patterson  
Long Beach, CA  
562-435-2100  
www.truebeans.com  
Coffee (Roasted)

## Valley Farm Management

Dale McFall  
Corning, CA  
530-200-0575  
Prunes

## VC Cattle

David and Danette Carter  
Woody, CA  
661-978-4608  
vccattle@hughes.net  
Cattle (Slaughter), Native Grass Pasture

## Wally Macomber

Wally Macomber  
Kelseyville, CA  
707-263-7623  
ageqiupserv@yahoo.com  
Walnuts

## Windbridge Orchards

Lee K. Winder & Susan W.  
Bainbridge  
Ramona, CA  
760-787-0158  
lee.winder@sv-mail.com  
Avocados

## Yocha Dehe Organic

Jim Etters  
Brooks, CA  
530-681-2482  
jettters@rumseywintun-nsn.gov  
Fallow, Grain

## NO LONGER SEEKING CERTIFICATION

A.L. Steinauer Organic dba  
Claudia S. Steinauer  
Aureus Farms

## Bertola Family Farms

Burke (Chris & Susan) Farms

Cabral Farms

Cal Beef Inc.

Cindy's Organic

Clearview Orchards

Fedora Farms, Inc.

George Vineyard

Huntsinger Ranch, Inc.

Kelly O'Neill Farm

Live Oak Farm

Lucas McCanless Dairy

Olsen Organic

On Site Consulting, Inc. dba

Conscious Living Systems

Pegasus-Biochemistry LLC

People's Grocery

Premier Organics

Rancho Vista Linda

Robert Metzler Ranches

Shepherd's Salad, Inc.

Spring Lake Dairy

Turcotte Farms

Turtle Post Ranch

Valley Fresh Produce, Inc.

Ward R. Stringham

Warmerdam Farms

## NEW SUPPORTING MEMBERS

### Promoting Business

#### AgroThrive Inc./ Progressive Digestion

Dennis Macura  
305 Vineyard Town Center #356  
Morgan Hill, CA  
(831) 675-2853  
www.agrothrive.net  
dmacura@agrothrive.net

#### Mountain Rose Herbs

P.O. Box 50220  
Eugene, OR  
(800) 879-3337  
www.mountainroseherbs.com  
info@mountainroseherbs.com

#### Jadience Herbal Formulas

Craig Nandoo  
4901 Morena Blvd., Ste 1104  
San Diego, CA  
(858) 373-1830  
craig@jadience.com

#### Natural Systems

James Smallwood  
220 E. Sola Street, #9  
Santa Barbara, CA  
(805) 962-9953  
www.n-systems.net  
mail@n-systems.net

## Ribus, Inc.

Steve Peirce  
8000 Maryland Ave. #460  
St. Louis, MO  
(314) 727-4287  
www.ribus.com  
info@ribus.com

## IFC

Sean Glover  
2862 16th Ave.  
Kingsburg, CA  
(559) 836-8928  
www.indfumco.com  
sglover@indfumco.com

## Azomite

Thetis Sammons  
324 State Street, Suite E  
Santa Barbara, CA  
(805) 886-6308  
www.azomite.com  
thetis@azomite.com

## Green Penguin Communications

Annie Gardiner  
6114 La Salle Ave., PMB 421  
Oakland, CA  
(510) 339-1363  
annie@greenpenguincomm.com

## Purgatory Ventures

Christine Flannigan  
50806 Bramble Lane  
Squaw Valley, CA  
(559) 338-3138  
www.purgatoryventures.com  
christine@purgatoryventures.com

## Individual

### North Coast Opportunities

Patty Bruder  
Willits, CA

### Karolyn Minaya

Jamaica, NY

### Angela Paige Miller

Santa Cruz, CA

### Napa Valley Grapegrowers

Jennifer K. Putnam  
Napa, CA

## Student

### Jerry Shaffer

Paso Robles, CA

### Don May

Malibu, CA

## Family

### Deborah Flower

El Dorado Hills, CA

### Rodney & Sherril Wells

Fresno, CA

Continued on page 38

## Bokisch Vineyards Striving to Conserve Farmlands

Markus Bokisch of Bokisch Vineyards is a founding member of the Central Valley Farmland Trust (CVFT), a non-profit organization that works with landowners and conservation partners to preserve prime agricultural land for future generations in Sacramento, San Joaquin, Stanislaus and Merced Counties in the Central Valley of California. In October 2008, CVFT was awarded national accreditation by the Land Trust Accreditation Commission. CVFT is one of only five accredited land trusts in California and the only accredited land trust in California's Central Valley. As Bokisch says, "We do this because preserving these 'edible landscapes' is an essential part of protecting our nation's food security and to maintaining our high quality of life." Find out more at [www.valleyfarmland.org](http://www.valleyfarmland.org).

## Celebrate the Harvest with an Organic Food Calendar!

If you haven't picked up your 2010 calendar yet, consider the Celebrating Our Local Harvest 2010 Calendar. Created by Kassenhoff Growers Organic Plant Nursery in Oakland, CA, this calendar features information about organic food and comes with delicious, easily recipes for healthy seasonal eating. In addition, the calendar also includes beautiful photography and translations of all recipes into Spanish and Chinese. The calendar can also be used for school or charity fundraising campaigns for which special pricing is available. Bring healthy eating and food preparation into your community with this delightful calendar. For more information, email Helen Krayenhoff at [kassenhoff@lmi.net](mailto:kassenhoff@lmi.net) or call (510) 482-1314.

## Marrone Bio Innovations Has New Organic Fungicide

Supporting member Marrone Bio Innovations recently announced that its new fungicide, Regalia, is now listed by the Organic Materials Review Institute (OMRI). Regalia is made from an extract of *Reynoutria sachalinensis* and induces resistance to several fungal and bacterial diseases in treated foliage. It can be used in tank mixes, program rotations and or as a stand-alone. Regalia controls several fungal and bacterial diseases such as powdery mildew, downy mildew, Botrytis grey mold, early blight, late blight, citrus canker, and bacterial leaf spot.

When registered by the EPA in May, the product received status for use in organic production under the National Organic Program, allowing organic growers to legally use the new product.

**The Catalyst Product Group (TCPG) is a manufacturer of Humates (Humic and Fulvic Acid extracts), mined minerals, organic fertilizers, and organic based fertilizers.**

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

**2270 S. Boulder St. Gilbert, AZ . 85296  
Tel: 480-814-8318 Fax: 480-855-3081**

**[humateman@earthlink.net](mailto:humateman@earthlink.net)  
[www.catalystproductgroup.com](http://www.catalystproductgroup.com)**

**Organic Fertilizer Programs  
Soil - Biology & Crop Consulting**

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# Classified Ads

## CROPS FOR SALE

### **Forage Hay, Oats, Beardless Barley & Wheat**

Organic certified forage hay, oats and beardless barley & wheat. Located in Yolo County. 3,000 bales, tarped. Please call (530) 908-4689 for more information.

### **Organic White Sapote and Cherimoya**

Trees have been certified CCOF for over two decades. Looking to sell organic white sapote and organic cherimoya when in season. The white sapote is currently in season. Farmer is also looking to work with an existing CSA program. Call (805) 684-5996 or email sals3@cox.net for more information.

### **Organic Grapes in Mendocino County**

Certified organic grapes for sale in Mendocino County. Offering 2 tons Petite Syrah, 5 tons Mouvedre, or 6-8 tons Carrignane. Please call (707) 485-0874 or (707) 391-3469.

### **Alfalfa Cuttings, Wheat Hay**

CCOF certified organic alfalfa 2nd and 3rd cuttings, wheat hay. Located in inter-mountain area of Northern CA. Crops are dairy quality and delivery is available. Call (530) 398-4083 or (530) 598-2055.

## LAND FOR SALE/LEASE

### **Organic Nursery for Lease in West Sacramento**

Organic Nursery for Lease, West Sacramento, Yolo County, CA. Nursery includes 3.4 acres on the Sacramento River in an ag-preserve/native habitat conservation area, with river access. Shop, office & yard, 2 wells & septic included. Please call (916) 207-6580 for details.

### **Southern Oregon Certified Organic Farm for Sale**

20+ acres certified organic farm and certified organic processing facility with over 20,000 sq. ft. of greenhouse space and 7,000 sq. ft. multifamily home setting. Southern Oregon area, lots of potential for research and education programs. All equipment and customer base included. Contact Ken Brown at (451) 292-7696.

### **20+ Acres of Organic Farm and Processing Facility in Oregon**

Organic Farm For Sale - Owner Carry: 20+ acres certified organic farm and certified organic processing facility with over 20,000 sq ft of greenhouse space and 7,000 sq ft multifamily home setting. Land is located in southern Oregon area, with lots of potential for research and education programs. All equipment and customer base included. Contact Ken Brown at (451) 292-7696 or visit [www.angelshealthfoodinstitute.com](http://www.angelshealthfoodinstitute.com).

### **Boulder Creek Property for Rent**

20 acres. 2 bedroom, 2 bath house on sunny south facing meadow for rent. 3 acres fenced for organic farming, city water. 10+ acres usable. Land has been used as a vineyard as well as for vegetables, herbs and goats. Private road with gate. \$2500/month. Email [lesliexleland@gmail.com](mailto:lesliexleland@gmail.com) or call (408) 218-3496 for details.

### **Certified Land For Sale**

40 Acres in Madera County. CCOF Certified Organic. Well water. Call (408) 683-2707.

## EMPLOYMENT

### **Farm Manager Wanted**

Heaven and Earth farm, is seeking a farm manager. The farm is has established and diversified organic veggies, fruits, berries, flowers, chickens, bees, nursery, and greenhouses nestled on 11 acres at 2500' in the beautiful Sierra foothills. Heaven and Earth offers direct marketing, an apprentice program, and value added products. Housing, salary, and profit sharing are included. Position is a long term commitment with a potential partnership. Contact Amigo Bob Cantisano at (530) 292-3619 or email [orgamigo@gmail.com](mailto:orgamigo@gmail.com).

### **Machine Shop/Field Manager on Minnesota Farm**

Year-round Machine Shop / Field Manager wanted on a 100 acre organic farm in Minnesota. Experience in organic vegetable production, fertility and cover cropping, machinery operation and maintenance desired. To find out more about the position, email [linda@gardensofeagen.com](mailto:linda@gardensofeagen.com).

## APPRENTICESHIPS/ INTERNSHIPS

### **Soil Born Farms Apprenticeship**

The apprenticeship program at Soil Born Farms provides a training ground for aspiring farmers interested in learning basic concepts and practical applications of organic food production. Apprentices are exposed to all aspects of food production, through a combination of hands on learning and structured classes. Apprentices will work on the farm as well as with the surrounding community, participating in education and food access projects. 50 hours a week over 5 days from March 15 - November 1. Housing is a large tent with a common kitchen and living space in the house. Produce and staple dry goods are provided. Stipend is \$300/month. More information and application forms are available at <http://www.soilborn.org> or by emailing [shagan@soilborn.org](mailto:shagan@soilborn.org).

## FUNDING OPPORTUNITIES

### **USDA Program Helps Farmers**

Agriculture Undersecretary Kathleen Merigan has announced the first farmer sign up period for the new Conservation Stewardship Program (CSP). The CSP will make payments to farmers for maintaining existing conservation practices and for adopting additional practices on cropland, grassland, improved pasture, rangeland, non-industrial private forestland and tribal lands. Payment will also be made for adopting resource conserving crop rotations.

Farmers can submit applications at their local Natural Resource Conservation District offices at <http://www.nrcs.usda.gov/about/organization/regions.html> to be considered for this 12.8 million acre sign up. Enrollment for the new CSP is nationwide and the program is not limited to certain watersheds. For more information about the CSP, contact Dwayne Howard at (202) 720-3524.

### **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".

# Events Calendar

## CCOF Education Conference



**February 6-7, 2010,  
Chico, CA**

"Healthy Soils, Healthy Food" is the theme of this year's CCOF education conference.

Keynote speaker Tim LaSalle, Executive Director of The Rodale Institute, will discuss new research that shows the positive effects healthy soil can have on our environment. The conference will also include presentations and break-out sessions aimed at helping participants understand the complex relationship between soil, inputs, resources, outputs and the food system. Day Two will include farm tours, including a tour of CSU Chico's Vegetable Farm and Dairy, La Rocca Vineyards, and Lundberg Family Farms. For more information and to register, visit [www.ccof.org/educationconference.php](http://www.ccof.org/educationconference.php).

## CCOF Annual Meeting



**February 6, 2010, Chico, CA**

Please join us for CCOF's Annual Meeting where we will share highlights about our 2009 accomplish-

ments and receive member input to our Strategic Plan. The Annual Meeting will be preceded by day one of CCOF's Educational Conference at the CSU Chico, University Farm, Pavilion. The meeting will be followed by a reception featuring organic food and beverages and opportunities for networking with fellow CCOF members, board members and staff. RSVP by contacting [patrice@ccof.org](mailto:patrice@ccof.org). For additional information, visit [www.ccof.org/annualmeeting.php](http://www.ccof.org/annualmeeting.php).

## World Ag Expo



**February 9-11, 2010,  
Tulare, CA**

CCOF will again promote organic and our members at this international event,

which boasts 2.6 million square feet of exhibit space, over 1,600 exhibitors, and more than 10,000 attendees. Find CCOF at Pavilion C, booth #3424. More information at [www.worldagexpo.com](http://www.worldagexpo.com).

## BioFach Trade Show

**February 17-20, 2010,  
Nuremberg, Germany**

CCOF staff will participate as the international organic marketplace gathers to discuss trends in organic products, organic textiles and socially fair corporate concepts. For more information, visit [www.biofach.de](http://www.biofach.de).

## A Call for Papers for the 4th Annual Meeting of the American Association of Wine Economists

**February 28, 2010, Davis, CA**

The American Association of Wine Economists (AAWE) is calling for all economics and statistics papers related to wine and food for their 4th annual conference. Submit a 1,000-word abstract by February 28, 2010 to [jwe@whitman.edu](mailto:jwe@whitman.edu). Details about the meeting can be found at [www.wine-economics.org](http://www.wine-economics.org).

## Natural Products Expo-West



**March 11-14, 2010,  
Anaheim, CA**

Visit the CCOF booth #2513 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. For more information, visit [www.expowest.com](http://www.expowest.com).

## Defining Organic Session at the Food Safety Summit

**April 14, 2010, Washington, DC**

Learn about the ways different foods can be certified. In this session, the positive and negative aspects of organic products will be discussed. Assess what you should look for in organic ingredients and products. Discuss organic certifying agents and consumer labeling issues. Speakers include Will Daniels of Earthbound Farm and Jake Lewin, CCOF Chief Certification Officer. Other invited speakers include Steve DeMuri, CCOF certified Campbell's Soup and Miles McEvoy, Deputy Administrator, National Organic Program. For more information about the Food Safety Summit, visit [www.foodsafetysummit.com](http://www.foodsafetysummit.com)

To submit an event for the CCOF calendar, contact [marketing@ccof.org](mailto:marketing@ccof.org).

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