



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

CERTIFIED

# Organic

Celebrating 40 Years of Growing Organic Agriculture

## INSIDE LOOK

# *A Force to be Reckoned With*

CCOF's Role in the Organic Movement



**New Year, New Services**  
**More Great CCOF Trainings in 2013!**  
**Five Ways to Reduce Nitrogen Leaching**

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# CERTIFIED Organic



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## A Force to Be Reckoned With

*"To be able to do something that has so much meaning is very fulfilling work. Even as we grow we're thinking about how to do better."*

— Cathy Calfo, CCOF Executive Director

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## ***Celebrating 40 Years: Past, Present, and Future***

Forty years ago the final episode of “Bonanza” aired, Sky Lab was launched, President Nixon signed the Agriculture and Consumer Protection Act of 1973, and CCOF began to certify organic products as California Certified Organic Farmers. CCOF was founded on California’s lush and agriculturally legendary Central Coast. Sparked by new ecological awareness and concern regarding agricultural use of pesticides, early CCOF pioneers were a mix of long-time farmers, whose families had embraced organic practices, and others, including those seeking a return to the land as an alternative to a commercialized mainstream culture.

Putting a positive spin on the “Me” decade, and in the absence of formal regulatory recognition of organic practices, CCOF pioneers forged their own method for distinguishing organically produced agricultural products: they implemented a program of organic certification. CCOF chapters collected (or tried to collect, as I am told) fees, established standards, and inspected farms. Opportunities for direct sales of produce expanded in 1978 when Governor Jerry Brown signed the agricultural Direct Marketing Act, allowing California farmers to sell their own produce directly to consumers at specified locations. The emergence of hundreds of markets in California, and then across the country, has connected organic and local farmers to consumers, restaurants, retailers, and even processors. Farm stands and Community Supported Agriculture (CSAs) were also authorized as outlets for consumers to directly purchase organic products.

During 2011 U.S. organic sales exceeded \$30 billion, yet still represent only a small fraction (less than 5%) of overall agricultural production. Growth of organic has not been

dimmed by consumer demand, which remains strong and is evidenced by expanded direct marketing, available restaurant selections, and items lining the shelves of major retailers, including the farmers’ markets popping up in their parking lots. Regulatory support has been important to supporting organic market growth and the livelihood of organic producers but hasn’t been coupled with a national investment strategy that will grow organic – the kind of strategy that has supported the growth of every other sector of the American economy. The U.S. farm bill currently drives agricultural investment strategy but devotes only a fraction of a percent of its resources to support organic.

When cars began to clunk along dirt roads in the early part of the 20th Century, automakers were central in forging a Federal Highway Act that built roads across this nation and resulted in better transportation and the sale of more than 300 million cars and trucks between 1931 and 1981. And this wasn’t even necessarily good for us!

Consumers and organic producers have the power to design a new food system defined by organic agriculture – maybe the Organic Highway Act. The “act” would aim for growth on par with that of the early auto sector but create broader wealth in the form of good food, healthy people, richer soil, and cleaner water.

As we celebrate how far we have come over forty years, let’s set our sights high for where we want to be in 2023 when we celebrate a half century of organic certification, education, and advocacy.



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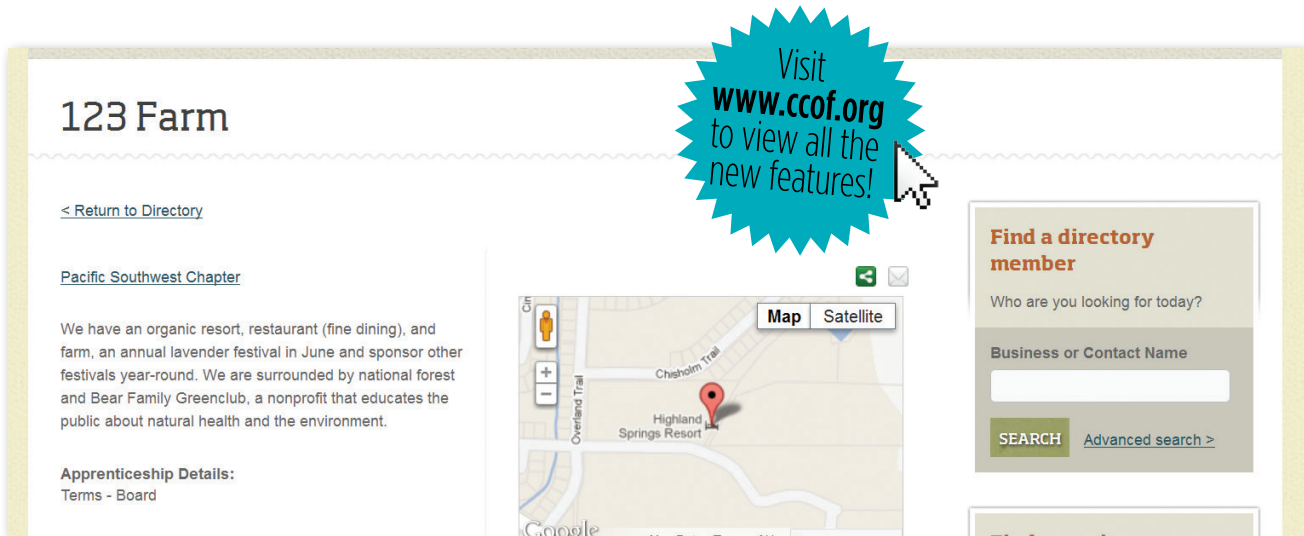
*Cathy*

**Cathy Calfo**  
CCOF Executive Director



# New Year, New Services

## Take Certification into Your Own Hands



The new year is always a time for new resolutions, realizing old goals, and the promise of potential. This year we are rolling out several service enhancements to make the entire certification process simpler for you. These are exciting times around the CCOF office as we are finally able to unveil the new services we've been developing for many months!

Ultimately, this year we want to improve customer service, provide support for your business needs, and find ways to become even greener in our day-to-day organizational duties. As a result we are introducing new programs and innovative technology to help us do so. Each certified client is now assigned to a Certification Service Specialist. This person is available to discuss the certification process and get your materials, labels, and other updates reviewed. Service Specialists are available full-time to answer certification questions. Our membership has asked for more direct access to staff, and we are able to deliver with the creation of this new position! See Certification News on page 36 to read all about our new Certification Service Specialists.

"We heard you and want to improve our service with more online tools and greater access to staff for those who want personal attention," says Jake Lewin, Chief Certification Officer. "We are delivering on a promise we made and constantly moving forward with organic certification."

Along with offering more staff availability, we want to help you stay organized with your organic certification. MyCCOF experienced a dramatic upgrade and new features are available to help you. Together with a new look and more intuitive elements, the full lineup of goodies includes:

- **An editable public profile.** Advertise what you do on the CCOF website, manage your listing in the online Organic Directory through MyCCOF, update your company statement, advertise your preferred sales methods, and even link to your social media sites!
- **Online access to Your OSP.** Print your approved materials list and remove previously approved materials from your account. Download copies of your current OSP, individually or in a single zip file.
- **Ability to search facilities and find associated inspection reports, inspection status, and other important information.** Ideal for multi-facility organizations and supplier management.

As you may know, we also spent the last year developing a new website rich with helpful certification tools, resources to promote your business, and information to help grow the organic movement. We are excited to launch this new site and the enhanced MyCCOF.



## *We want to improve our service with more online tools and greater access to staff for those who want personal attention.*

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The new CCOF.org offers innovative member services, including free online posting of member classifieds and events listings, a CCOF blog, and our revamped, real-time online organic directory. Our new site even gives you the opportunity to post and update a public directory profile for your operation, and chapter pages will help you get involved and stay in-the-know about your region. With this new site, we are putting tools directly in your hands.

Accessing certification help is much easier with our organized and searchable area for certification forms and documents, and slew of Frequently Asked Questions. We've beefed up our support areas to include ingredient and seed sourcing information, educational webinars, and more resources *en Español*. Easy-to-navigate categories will help you quickly find what you need. We see this as less time searching online, more time for your business.

We are excited to launch these new client services but also passionate about the ways we are using new technology to engage and unite the organic community.

- **Field to Forum, our new blog.** With posts from CCOF and other food movement leaders, this will be *the* place to

discuss the big picture of certification and challenges in our industry, as well as exchange ideas to help us all move forward.

- **Action alerts.** This new system helps ensure your voice on organic issues echoes nationwide. By signing up for CCOF Action Alerts, you'll be the first to know about advocacy efforts and how to engage your representatives for the sake of organic.
- **Online calendar.** Our calendar offers community events hosted by CCOF chapters and organic organizations. You can even submit your own event for listing!

We launched these new services at the beginning of January, and welcome your feedback. In the coming months and years, we plan to expand upon these offerings, pushing ourselves closer to becoming a paperless company and easing the process of certification for our clients. We encourage you to take advantage of all the tools we provide to help run your operation. Together we will grow the organic industry!



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## ***Organic Dairy: Good for the Farmers and the Economy***

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We live in a nation where confined animal feeding operations (CAFOs) are the new norm for livestock and dairy production, a sad move away from traditional, pasture-based dairy operations. Changing our ways and promoting a return to sustainable practices is critical in promoting human, environmental, and animal health nationwide. Organic dairy production is an environmentally sound and toxin-free alternative to conventional dairies.

Recent findings from the Union of Concerned Scientists indicate that organic dairy production increases economic opportunities and generates more jobs than conventional dairies. Organic dairies offer cows the opportunity to graze on pasture and eat organic feed while not being treated with hormones or antibiotics. Plus, demand for organic dairy products has risen: organic milk sales pass \$750 million annually and are helping smaller dairies stay in business. *Cream of the Crop: The Economic Benefits of Organic Dairy Farms*, published in November 2012, presents the results and recommendations of analyzed financial data from organic and conventional dairy farms in Vermont and Minnesota, states with prominent dairy industries.

The data looked at the economic benefits of increased dairy sales: output, gross state product, labor income, and increase in employment. In both states, organic dairy sales resulted in larger positive impacts across all metrics when compared with similar conventional dairy sales. *Cream of the Crop* then makes a number of recommendations to address policy barriers that make organic dairy farming challenging and decrease production and consumption. These recommendations include a call to Congress and the USDA to reform minimum-pricing orders, customize risk-management programs, maintain or increase funding for programs that support organic agriculture, and implement programs that support regional food systems development.

We're happy to see demonstrated evidence of the benefits of organic dairy production, and encourage you to read the study. Visit [www.ucsusa.org](http://www.ucsusa.org) and search "organic dairy."

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## **Peru Passes 10-year GMO Ban**

Fighting back against ag giants Monsanto, Dow, and Bayer, Peru's Plenary Session of the Congress made the final decision to ban the importation, use, and production of GMO foods anywhere in the country for a full decade before re-review. In response to pressure from a large farming community, Parque de la Papa, who expressed concerns over the preservation of native species, the ban halts the planting and importation of GMOs countrywide. The law was approved by President Ollanta Humala and came into effect in November 2012, protecting Peru's native species and exports of organic crops. The ban will aid in preventing cross-pollination between GMO and non-GMO crops and preserve the country's immense number of native, edible species, including potatoes and over 50 varieties of corn. Yet, while the ban halts GMOs on the land, a local association of consumers claims that 70% of foods on the shelves in Peruvian grocery supermarkets contain GMOs and are poorly labeled or unlabeled.

The U.S. continues to avoid GMO labeling requirements or production bans. California's Proposition 37 sought to require labeling within the state but was defeated due to enormous financial contributions from opposing companies, including Monsanto, Pepsi, Coca Cola, ConAgra, and other conventional food giants.



# Food-Borne Toxins Putting Children at Risk of Cancer

A recent study published by *Environmental Health* from researchers at UC Davis indicates that early exposure to pesticides and other poisonous chemicals may be putting children at risk of developing cancer in their lifetime.

Researchers measured toxin exposure in children by pinpointing foods with high levels of toxic compounds and determining how often children and families consumed them, using data from the 2007 Study of Use of Products and Exposure-Related Behavior (SUPERB). SUPERB surveyed households in California with children between two and five to determine how their diets, and other factors, contribute to toxic exposure. Risk was assessed by comparing toxin consumption by children to established benchmarks for cancer risk and non-cancer health risks.

Results showed that children (especially preschool ages) are particularly at risk of exposure to arsenic, dieldrin, DDE (a DDT metabolite), and dioxins. All 364 children in the study (with ages ranging from two to seven) exceeded cancer benchmarks for these toxins, many of which have been linked to cancer and other health conditions. Pesticide exposure was particularly high in tomatoes, peaches, apples, pears, grapes, lettuce, broccoli, celery, and other fruits and vegetables.

"We focused on children because early exposure can have long-term effects on disease outcomes," said Rainbow Vogt, lead author of the study, in a prepared statement.

Researchers recommend a varied diet, purchasing organic foods to decrease exposure to the food-borne toxins and reduce risk, and reduced consumption of animal meat and fats. "Varying our diet and our children's diet could help reduce exposure," said study principal investigator Irva Hertz-Picciotto. "Because different foods are treated differently at the source, dietary variation can help protect us from accumulating too much of any one toxin."

Access the study at [www.ehjournal.net/content/11/1/83/prepub](http://www.ehjournal.net/content/11/1/83/prepub) or learn more at [www.ucdmc.ucdavis.edu/publish/news/newsroom/7190](http://www.ucdmc.ucdavis.edu/publish/news/newsroom/7190).

## FTC Releases Edited "Green Guides"

The Federal Trade Commission (FTC) made final revisions to and republished its "Green Guides" manuals in late 2012 for marketers to ensure that the claims they are making are true. With guidance on product certifications, seals of approval, renewable energy claims, renewable materials

claims, and carbon offset claims, the Green Guides outline general principles that apply to environmental statements. New guidance also includes "free-of" claims, "non-toxic" claims, and "environmentally friendly" or "eco-friendly" statements. They do not include details on "natural," "sustainable," or "organic" claims because organic labeling standards are already in place and "natural" and "sustainable" claims have no basis in meaning.

First released by FTC in 1992, the guides were previously revised in 1996 and 1998. Public comment for the next set of revisions began in 2010 and the current version reflects hundreds of unique consumer and industry comments from over 5,000 total comments. While the recommendations are not agency rules or regulations, they describe the types of claims that FTC may or may not find deceptive under Section 5 of the FTC Act, which allows for enforcement action against deceptive claims. Make sure your claims are truthful: the updated Green Guides can be downloaded at [www.ftc.gov/os/2012/10/greenguides.pdf](http://www.ftc.gov/os/2012/10/greenguides.pdf).

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## **Happy Boy Farms Named Donor of the Year**

Watsonville, California-based Happy Boy Farms was recently awarded Donor of the Year recognition for providing over 30 tons of organic produce to Second Harvest Food Bank during fiscal year 2011-2012, including broccoli, carrots, cucumbers, radishes, squash, peppers, tomatoes, and salad greens. Their cumulative donations to the nonprofit amount to over 220,000 pounds since 2009 and demonstrate a solid commitment to helping those in need while saving excess produce from becoming food waste. Second Harvest, the first food bank in California, feeds 55,000 people in Santa Cruz alone.

"Giving back to the people in need in the community is important to us," said Danny Lazzarini, farmers' market coordinator for Happy Boy Farms. "We make our produce accessible through donations in the communities where we farm and sell at farmers' markets. We are privileged to be in this place where we have such abundance. It feels good to share that."

Happy Boy was honored in October at the 7<sup>th</sup> Annual Nutrition Summit at Twin Lakes Church in Santa Cruz. CCOF is proud to see our certified members giving back to their communities and congratulates Happy Boy Farms on their honor.

## **Brew Dream Kombucha Wine First of its Kind**

It might be revolutionary that kombucha wine was created about five years ago on Venice Beach while its owners/creators sipped some kombucha and red wine and realized they had a good idea on their hands. Back in Scotts Valley, California, they experimented with kombucha yeast and fermented fruit to create Brew Dream, a delicious and detoxifying organic beverage with 7-10% alcohol levels. Their organic handmade creation is raw, sulfite-free, and made with local, organic ingredients. Brew Dream is available in bottles, growlers, 5-gallon kegs, and cases at local retailers in and around Santa Cruz and Scotts Valley, with plans for expansion. According to Brew Dream, kombucha wine "delivers a nice buzz while making you feel rejuvenated and hydrated." It's full of probiotics and amino acids and makes for a refreshing and one-of-a-kind drink option. Visit [www.brewdream.com](http://www.brewdream.com) to learn more about raw kombucha wine and find out how to order. Visit their Scotts Valley location to fill up a reusable bottle and sample their latest brew.

## **Belcampo Gets Impressive Sunset Feature**

We were pleased to turn the pages of the December 2012 edition of *Sunset* magazine and find a delightful feature on certified member Belcampo Farms. The 10,000-acre organic ranch recently opened their own humane processing plant and a new Larkspur, California-based butcher shop, the first in a chain of Belcampo butcher shops aimed at revolutionizing meat production while remaining deeply connected to the ranch. As they open, each butcher shop will feature nose-to-tail cuts, a helpful and informed staff, and a small meat-focused restaurant. Their new processing plant allows Belcampo and other local ranchers the unique opportunity to process meat locally, humanely, and in a way that is open to public viewing. It's clear through their methodology that Belcampo wants to foster a deep connection between people and their food while backing away from traditional and often-inhumane meat processing techniques.



Their multi-page feature highlights a feast and celebration held at the ranch to celebrate their new endeavors and another year of success on the ranch. Visit [www.belcampomeatco.com](http://www.belcampomeatco.com) to learn more about Belcampo.

## It's Organic! Serves Up Organic Produce with Home Delivery

Newly certified member It's Organic! ([www.itsorganicdelivery.com](http://www.itsorganicdelivery.com)) is a unique service offering home delivery of fresh, organic fruits and vegetables to homes and offices in California around Sacramento and the Bay Area. Modeled like a CSA, online subscribers choose the types of produce they like and select a delivery day. A box of nutritious, farm-fresh items arrives at their doorstep at intervals of their choice: weekly, bi-weekly, or monthly. Standard boxes contain 10-12 types of fruits and veggies and a special surprise item, but subscribers can also add on free-range eggs, organic pastas and coffee, or choose to specify fruit-only/vegetable-only. It's Organic! also provides a seasonal produce guide, recipes, and tips on storing the produce. The online ordering model of getting organic produce at your doorstep is a great solution for city dwellers and busy individuals, and subscribers can pause their deliveries and pay in advance for several deliveries, making it even more convenient. Visit the site and get fresh, seasonal, organic produce at your door next week!

## Need a Post-New Year Cleanse? Members Have You Covered

The holidays are delicious, no doubt about it. But as the new year rolls around and resolutions are made, health-minded people turn to cleanses to renew their body and get a jump-start on eating healthy. Looking for CCOF-certified organic ingredients and juices for your cleanse? Check out SoCal Cleanse ([www.socalcleanse.com](http://www.socalcleanse.com)), Suja's 3-Day Juice Cleanse or juices ([www.sujajuice.com](http://www.sujajuice.com)), Ritual Cleanse ([www.ritualcleanse.com](http://www.ritualcleanse.com)), BluePrint Cleanse ([www.blueprintcleanse.com](http://www.blueprintcleanse.com)), or Urban Remedy ([www.urbanremedy.com](http://www.urbanremedy.com)) to order organic cleanse products and juices or learn more about the cleanse process. You can always make your own juice cleanses by following recipes online, through friends, or in cookbooks; just remember to always choose organic when shopping for ingredients.

## CCOF "Likes"

### Member News Meets Social Networking



**Monterey Mushrooms, Inc.** via Facebook: "We think it is time you check out our low-cal recipes on our website. We also have a '500 Calories & Less' Pinterest board! Check it out!"

*Give your readers a gentle reminder that you have great recipes available online. Have you tried Pinterest yet? It's a great tool for sharing resources related to your products, such as recipes or craft ideas, to millions of users.*



**Ineeka Tea** via Facebook: "Ineeka Teas have been praised by the New York Times, bon appetite, and Food & Wine. Find out what the critics are raving about today, [www.ineeka.com](http://www.ineeka.com)."

*Has your company or product been reviewed by an esteemed publication or blog? Let your fans share in your excitement and check out your reviews!*



**Boulder Granola** via Facebook: "Our task must be to free ourselves ... by widening our circle of compassion to embrace all living creatures and the whole of nature and its beauty." ~ Albert Einstein"

*What a lovely quote from Albert Einstein! Inspire your supporters with the quotes, photos, and information that inspire you. It's a great way to share your values and personality with your fans.*



**Heirloom Organic Gardens** via Facebook: "As I write this, I am looking out at Green and Purple and Brown fields that are damp from yesterday's rain. Summer was very hard for our farm here. Between insect attacks, Mildew, various other issues, and some customers choosing not to follow through on their commitments to purchase crops planted specifically for them, I will admit that I got a bit discouraged. But I still love farming, I still love producing tasty and healthy plants to eat, I still love the continual improvements in our soil, and I thank God for family, friends, and community including the farmers' market, chef, and produce buyer communities that make it possible to continue. Thank you very much."

*Your community supports you and wants you to succeed, so don't be afraid to share your struggles. Whether times are good or challenging, your fans will let you know they support you and understand where you are coming from, especially when you let them know how much you value them.*

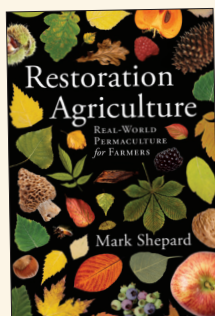


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# Welcome to middle age, CCOF!

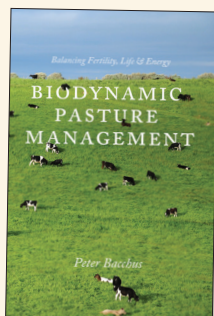
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## CCOF 2013 Annual Meeting and 40<sup>th</sup> Anniversary Celebration

CCOF has planned a series of activities for 2013 to celebrate 40 years of growing organic agriculture. We will kick off the celebration at the 2013 EcoFarm Conference in Pacific Grove, California, with a full day preconference on January 23. Anniversary activities begin with our annual meeting, including a review of the past year's accomplishments and an open microphone for member comment. After the meeting, a commemorative bus tour will depart from the Asilomar Conference Grounds to visit farms and highlight CCOF's innovative role in organic agriculture. Participants will hear the real story behind the creation of CCOF, witness new technologies and research, and celebrate the rich history of organic with peers. The day will conclude with a reception and dinner featuring organic ingredients certified by CCOF.

We have been busy connecting with many of the pioneers of the organic movement to help put this event together. A video will be shown at the reception and throughout the EcoFarm Conference highlighting CCOF's story. From first executive director, Bob Scowcroft, and first employee, Mark Lipson, to early members including Betty Van Dyke and Dale Coke, you won't want to miss the viewing! Visit [www.ccof.org](http://www.ccof.org) for details on this event.

## CCOF 2012 Education Program Highlights

CCOF served over 250 farmers, ranchers, processors, and handlers through eight educational webinars and two field

days in 2012. Topics included marketing 101, organic sales basics, U.S.-EU organic equivalency, postharvest handling, wholesale markets, crop planning, and organic labeling for processors. Participants included representatives from 19 different states and a mix of operations that are certified, non-certified, and in the process of certifying their operations. CCOF strives to serve the certified organic community's educational needs through our education programs, helping existing members maintain certification and vibrant businesses while also encouraging others to adopt organic farming and processing practices to help build a more sustainable food system.

A new feature of CCOF's 2012 education program was the integration of training videos into the *Marketing 101* and *Organic Sales Basics* webinars. A video of 30-year farmer/owner Jeff Larkey of Route One Farms was provided to *Marketing 101* webinar participants demonstrating best practices for setting up a dynamic display to help produce fly at farmers' markets. Our *Organic Sales Basics* webinar featured a special bonus video with New Leaf Community Market Produce Manager and Buyer, Bert Brown, and Dina Izzo of Bludog Organic Produce Services demonstrating a sales pitch to a local retail produce buyer. These practical training videos aid participants in a basic understanding of marketing for farmers' markets and help demystify the sales process to potential buyers of organic products.

## Participant Feedback

*"After visiting Pie Ranch on CCOF's Postharvest Field Day I was motivated to upgrade our fencing. ... We haven't had any deer since! The Wholesale Market Tour was also very informative. It made me more aware of professional aspects and the need to upgrade packaging. At both of these events I was happy to see a lot of education outreach from CCOF. There are a lot of changes to the industry regarding traceability and food safety, and growers need to learn these things. CCOF can help us be on the forefront of these changes."*

**John Dicus, Rivenrock Gardens**

*"I liked that they made the webinars interactive. People could ask questions and do mock interviews."*

**Mary Ann Guttoff, Ouroboros Farms**

*"Dina Izzo was a very knowledgeable and interesting person to hear from. She brought a great amount of value to the webinars and Wholesale Market Tour. These events will help us plan for next year. ... We know how to better position ourselves for the upcoming year."*

**Zack Andrade, Spinaca Farms, Inc.**



# More Great Trainings in 2013!

---

Building off of the successful 2012 program, CCOF is offering another round of marketing and organic compliance trainings in 2013. We have expanded the reach of our most popular *Marketing 101* training by offering both webinar and live workshop events with Spanish translation. We will also offer *Marketing 101* as a workshop on January 25 at EcoFarm, and as part of ALBA's PEPA program on February 20. Additionally, CCOF will be adding a second Wholesale Market Tour of Los Angeles markets and warehouses, and bringing back the sold-out San Francisco Wholesale Market Tour this fall.

Below is a sneak peak at our 2013 line-up.

## **Sales Basics Webinar Recording**

### **Available Online! \*New in 2013**

Did you miss our *Sales Basics* webinar in 2012? Now you can download and listen to the training on your own time! This webinar reviews the key elements for establishing continued marketplace presence, including tips and tricks on how to determine a fair price for an organic product and create an attractive availability list that will grab your buyers' attention.

## **Marketing 101 Webinar**

**March 21, 9:30-11:00 a.m. (PDT)**

This webinar is designed to help organic producers bring their organic product to market and identify the market channels right for them. *Marketing 101* reviews key criteria and competencies that need consideration for marketing through wholesale, retail, farmers' markets, CSAs, brokerage, and online sales. Participants fill out a pre-webinar self-assessment questionnaire evaluating key aspects of their business and current marketing plan, and preparing them to choose the right market mix. This webinar also includes a special bonus video on how to set up your booth at farmers' markets.

## **Los Angeles Wholesale Market Tour**

**April 19, 7:00 a.m.-2:00 p.m. \*New in 2013**

Walk the docks of the Los Angeles Wholesale Produce Market and tour the warehouses of Heath & Lejeune and Better Life Organic Produce. Learn the importance of pack standards, box quality, and cold chain management in preserving the integrity of your organic product. See a variety of NOP-compliant labels firsthand. This is your opportunity to get behind the scenes of wholesale operations, learn about the varieties of fruit and vegetables currently in the marketplace, and see what your competition is doing!

## **Organic Labeling Webinar**

**May 15, 9:30-11:00 a.m. (PDT)**

This webinar provides processors and handlers new insight into the most common mistakes companies make with their organic labels, and defines a step-by-step process for developing labels that comply with the USDA National Organic Program. After this webinar, participants understand the relevance of product composition and percentage calculations in product claims, the correct use of ingredient lists, the CCOF and USDA seals, and the steps in the CCOF label approval process.

## **Postharvest Field Day**

**June 26, 9:00 a.m.-4:00 p.m.**

This field day will focus on low-tech, low-cost postharvest handling techniques for small- to mid-scale organic farmers. This full-day field day links the importance of postharvest handling and food safety to effective marketing and consumer satisfaction. We will visit farms nestled in lovely Pescadero, California, where we will observe innovative postharvest handling facilities in action.

## **San Francisco Wholesale Market Tour**

**October 18, 7:00 a.m.-2:00 p.m.**

This event sold out in 2012 so be sure to get your tickets early! Walk the docks at the San Francisco Wholesale Produce Market and tour the warehouses of Earl's Organics and Veritable Vegetable where you will learn the importance of pack standards, box quality, and cold chain management in preserving the integrity of your organic product. See first-hand a variety of NOP-compliant labels. This is your opportunity to get behind the scenes of wholesale operations, learn about the varieties of fruit and vegetables currently in the marketplace, and see what your competition is doing!

## **Crop Planning Webinar**

**November 6, 9:30-11:00 a.m. (PST)**

Crop planning is the infrastructure for a farmer's progress and profitability. Knowing expected yields and harvest dates plays a major role in marketing and sales. This webinar reviews the basics of how to develop a crop plan, setting farmers up for a successful season of growing and meeting market demand.

Please visit our new Events, Trainings & Resources webpage for a full calendar and registration for these events:

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

## Central Coast Beginning Farmer Training Program Launching This Year!

California's Central Coast farmers will benefit from our new partnership with the UCSC Center for Agroecology and Sustainable Food Systems (CASFS). A newly awarded USDA Beginning Farmer and Rancher Grant for "Building a Foundation for New Farmers: Training, Resources, and Networks" will fund upgrades of CASFS apprenticeship training manuals, while launching a new partnership between CASFS and partner groups CCOF, Community Alliance with Family Farmers (CAFF), and the Ecological Farming Association (EFA). Over the next three years, CCOF will play a coordinating role with CASFS, CAFF, and EFA to develop a beginning farmer training program on California's Central Coast. The program will include one-on-one technical assistance by former CASFS Farm Manager Jim Leap, and workshops, field days, and webinars focused on marketing, business planning, and production agriculture. Check out the CASFS "Grow a Farmer" website at [www.growafarmer.org](http://www.growafarmer.org) for a complete listing of trainings offered on the central coast.

## Balancing the Soil Fertility Equation: Five Ways to Reduce Nitrogen Leaching

Widespread leakage of nitrogen from agricultural production has become a huge problem worldwide. Recent news articles have reported that numerous small towns in California's central valley, the country's most productive agricultural region, must use bottled water because their municipal water supplies are contaminated with dangerous levels of nitrates. A report issued by UC Davis in early 2012 documented that in California's Tulare Lake Basin and Salinas Valley, "roughly 254,000 people are currently at risk for nitrate contamination of their drinking water." The "dead zone" in the Gulf of Mexico grows larger each year, depleted of oxygen by uncontrolled algal growth.

Conventional agriculture's reckless use of chemical fertilizers is the main culprit, followed closely by large-scale concentrated livestock production. Globally, human activity has disturbed natural nutrient cycling in a variety of ways. Since discovery of the Haber-Bosch process to produce nitrogen industrially in the 1940s, scientists estimate that the Earth is saturated with twice the amount of nitrogen than can be processed through natural

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ecosystems. In nature, nitrogen, phosphorus, and carbon cycling are linked, and scant availability of nitrogen puts the brakes on over-production. Humans have released the brakes, resulting in a broad array of negative consequences ranging from an altered atmosphere to degraded soil and water quality, and reduced plant and animal biodiversity.

The good news is that the practices organic farmers use to deliver nutrients to their crops are precisely the practices that help to “re-couple” the nitrogen, phosphorus, and carbon cycles that have been disrupted by industrial agriculture. Long-term studies in Midwestern field crop rotations show that organic systems have about 50% less nitrate leaching than conventionally managed systems. Why is this? Using practices like cover cropping, which builds soil organic matter, helps to slow the release of nutrients so that they may be utilized by plants or soil organisms before being leached out of the root zone by irrigation or rain water. Still, nitrates can leach from organic or conventional farms if nutrients are not managed carefully.

Planting a winter cover crop is the number one most effective practice any farmer can use to reduce nitrate leaching. In intensive vegetable and field crop production, high levels of nitrogen remain in residues and the soil after harvest. If the land is kept fallow, winter rains will wash that nitrogen directly into groundwater. A study conducted on California coastal vegetable production showed that a winter cover crop of Merced rye reduced nitrate leaching by 70%. One experienced organic farmer uses an oat scavenger crop to absorb excess nitrogen in the winter. In Iowa, winter rye is commonly used. Mustards, grasses, legumes, or mixtures of these are typical winter covers, but the species of the cover crop isn't as important as the crop's ability to grow well in that location.

One of the largest challenges in organic production is matching nutrient availability to crop need. A basic tool to help growers make their fertility management decisions is soil testing. While most soil tests are aimed at informing conventional growers about levels of soluble nutrients in their soils, an organic farmer can gain valuable information from knowing the soil organic matter content, pH, and micronutrient availability. “Thinking of organic matter as fertilizer” can be a useful approach: University of California research shows that soils containing between 1-2% organic matter can, through microbial activity, release 30-60 lb. N/acre to a 60-day summer crop.

Using soil tests to develop a fertility strategy for each crop can help growers stay on top of the nutrient status of their soils, make more efficient use of applied fertilizers, and reduce the chance of over-applying nutrients.

Consistent use of cover crops and compost can build organic matter that provides background levels of soil nutrients including nitrogen. Short season crops such as lettuce, beets, and radishes may have all their nutrient needs met by residual nitrogen from a legume cover crop or a pre-plant fertilizer application. For other crops, these levels are not adequate to support full-season crop growth and

nutrients must be supplemented throughout the growing season. The total amount and timing of fertilizer application will depend on the crop, soil test results, soil temperature, and other factors. Longer season, high nitrogen-requiring crops, such as peppers or tomatoes, require split applications of fertilizer divided between pre-plant application and a mid-season sidedress or foliar feed.

Planting early season crops into cool soils before soil microbes become active can pose a challenge. Because microbial activity is responsible for liberating soil nutrients, such crops might have a hard time acquiring adequate nitrogen and phosphorus from the soil alone and may need supplemental pre-plant applications of nutrients.

Managing irrigation is also an important factor in preventing nutrient loss. The perfect amount of nitrate can be present at planting but one big irrigation can wash it all away. Another factor to keep in mind is the nitrate level of the irrigation water used on the crop, which can be a significant part of the nutrient equation.

Nitrogen management is a moving target on an organic farm because it is difficult to know precisely how much nitrogen will be released or “mineralized” from the organic matter over a given cropping cycle. Richard Smith, vegetable crop advisor for Monterey County Extension, recommends that growers “Experiment. The situation is constantly changing so you have to constantly tweak what you do. Try one-half your fertilizer rate on a strip and see how it goes. Or increase the rate on a strip and see what happens. Don't get too comfortable with 400 pounds of feathermeal per acre.”

On California's Central Coast, policies are being implemented that require growers to conduct groundwater monitoring and reporting for nitrates. As more public attention is paid to the problem, farmers nationwide are likely to see increased regulation of ground and surface discharges of nitrate in the future. Because of the higher organic matter in their soils, their use of slow-release fertility inputs, and their willingness to grow cover crops, organic farmers are in a good position to meet these regulations.

## 5 ways to reduce nitrate leaching from the farm:

1. Plant winter cover or scavenger crop.
2. Build soil organic matter using practices such as cover cropping and compost applications.
3. Conduct annual soil tests and use organic matter, pH, and micronutrient levels to plan your fertilization strategy.
4. Use split applications of nitrogen fertilizers on long-season crops; rely on mineralized nitrogen for short-season crops.
5. Manage irrigation carefully.

*Thank you to Jane Scooby for contributing this article.  
To view the full list of article resources, visit <http://goo.gl/t8CHi>.*

*This fall CCOF chapters were busy with processing the 2012 election and hosting elections of their own. Welcome new CCOF chapter leaders!*

### **Kern (KE)**

The Kern chapter held its November 8 meeting at Hodel's Country Dining in Bakersfield, led by Kern chapter board representative Malcolm Ricci of Bolthouse Farms. Attendees unanimously appointed Kim Dixon and Gisela Wittenborn as the Kern chapter website committee to help write a description for CCOF's new website that has pages for each chapter ([www.ccof.org/ccof/chapters](http://www.ccof.org/ccof/chapters)). After lunch, nominations were presented for president and vice president. Gisela Wittenborn of Sunview Vineyards and Ricci Gretona of Pacific Almond were unanimously appointed to president and vice president. With Gisela becoming president, the secretary position was left vacant, so Kim Dixon of Bolthouse Farms volunteered and was unanimously appointed.

After the election the meeting opened up for discussion. Attendees discussed CCOF's upcoming 40<sup>th</sup> Anniversary Celebration as well as the use of Chilean nitrate fertilizer and the restrictions that currently apply and may apply in the future. All attendees agreed to hold biannual chapter meetings in the fall and spring with the hopes that CCOF representatives will be able to attend. Mike Valpredo of Val-Mar Farms Organics suggested that Kern try to host CCOF's Annual Meeting in an upcoming year, a suggestion that was graciously received by everyone. As the new president, Gisela closed the meeting.

### **North Valley (NV)**

The North Valley chapter's November 9 meeting was held at the Lundberg Family Farms headquarters. Grant Lundberg expressed his disappointment of the loss of Proposition 37 but acknowledged that it started a dialog on this important issue that will not go away any time soon. Homer Lundberg spoke of CCOF's trail-blazing legacy of spreading the word of organic farming, and discussed some of the many characteristics of a successful company.

The chapter also elected a new slate of chapter leaders (see list below). Phil LaRocca then updated everyone on the results of the CCOF Tilth merger, which was suspended due to a failure to achieve a necessary two-thirds vote at the Oregon Tilth membership meeting. Finally everyone enjoyed a delicious lunch catered by Bacio Catering. The chapter held a raffle for useful prizes and ended their meeting with a lively guessing game about products and certifiers.

### **Fresno-Tulare (FT)**

The Fresno-Tulare chapter held its November 13 meeting at Organic Fresno, a restaurant that serves foods made from organic and local produce. Chapter President Dwayne Cardoza led the meeting. CCOF Chief Certification Officer Jake Lewin gave a presentation on certification updates and the results of the CCOF Tilth merger vote. He also spoke about the many benefits of CCOF's new website, which will have an extended online member directory and new public member profiles (create yours at [www.ccof.org/myccof](http://www.ccof.org/myccof)). Lastly, Lewin addressed certification improvements, including OSPs online and approved materials lists available for download through MyCCOF.

Brian Coltrin, the new Certification Service Specialist for this region, was introduced. Chapter members continued their active discussion from their previous meeting on the current farm bill. At the end, the chapter continued its tradition of an elaborate raffle with donated seasonal organic products, including excellent dried fruit from Blossom Bluff Orchards and grapes from Joe Soghomonian, Inc. There were so many prizes that almost everyone left with something, including Jake and Brian who enjoyed Soghomonian's grapes the entire way home.

### ***Congratulations to Our New Chapter Leaders!***

#### **Kern (KE) Chapter Leaders**

Gisela Wittenborn, Sunview Vineyards, President  
Ricci Gretona, Pacific Almond, Vice President  
Kim Dixon, Bolthouse Farms, Secretary  
Pete Belluomini, Bel Lehr, Treasurer  
Malcolm Ricci, Bolthouse Farms, Board Representative  
Kent Stenderup, Pure Organics, Board Alternate

#### **North Valley (NV) Chapter Leaders**

Carl Rosato, Woodleaf Farm, President  
Nancy Schleiger, Secretary  
Bryce Lundberg, Lundberg Family Farms, Treasurer  
Herman Chen, Certification Chair  
Phil LaRocca, LaRocca Vineyards, Chapter Board Representative  
Emily Reichman, Juniper Ranch LLC, Alternate Board Representative

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***Let the CCOF community know what your chapter is doing!***

Write to [programs@ccof.org](mailto:programs@ccof.org) and we will publish your chapter update in the next edition.  
*Thank you to this issue's contributors: Kim Dixon (KE), Nancy Schleiger (NV), and Dr. Sajeemas Mint (FT)*



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# A FORCE TO BE RECKONED WITH

## CCOF's Role in the Organic Movement



*Since 1948 over 25 million people [in the U.S.] have been relocated to urban centers by high technology and agribusiness economy. In less than two generations there has been a revolutionary change in the means of food production and in the patterns of human settlement and food distribution in this country.*

**Rich Merrill, *Radical Agriculture* (1976)**

## Organic Origins

Rich Merrill's prescient collection of essays was understood by only a handful of people in 1976. Something is lost, they realized, when everything is mass-produced by machine, including factory-farmed food products. For those drawn to these issues in the days before CCOF, the wisdom of old-time farmers seemed to be slipping away.

"In 1942, most Americans felt the only way to feed the world was by using chemicals," says Maria Rodale, who grew up on the first modern organic farm in America.

Her grandfather, J.I. Rodale, popularized the term "organic" when he founded *Organic Farming and Gardening* magazine in 1942. According to the Rodale Institute, J.I. and early contemporaries – such as Rudolf Steiner, Sir Albert Howard, and Lady Eve Balfour – believed that healthy soil was the key to proper nutrition and human health.

Her grandfather's magazine inspired people like organic veggie start entrepreneur Barney Bricmont, whose family once called the lush Bordeaux region of France home. His aunt had an apple orchard in San Jose long before it was Silicon Valley and he learned the value of sustainable orchard maintenance at her side. Other California farmers like Betty Van Dyke, Homer

Lundberg, and Russ Wolter were aware of the Rodales and gathered in 1971 when they organized a conference in San Francisco for 90 organic farmers. The Rodales instigated this gathering but couldn't support a certification organization from Pennsylvania, so California organic farmers had to figure it out.

Bricmont was political. When he found out that farmers' markets were virtually illegal in California due to industry-driven legislation, he worked with Sacramento democrats to get the law changed. In addition, when it was time for organic farmers to form a committee for certification, he offered his dining room table, and the future of CCOF was born.

## Pioneers in the Field

Like a carefully balanced soil mixture, CCOF has been crafted over the years by a diverse group of idealists, iconoclasts, hard-working farmers, produce distributors, fraud detectives, media darlings, policy wonks, strict certification standard-bearers, community organizers, researchers, and educators.

"Back in the day, CCOF functioned as a think tank for the entire organic agricultural movement," says Bu Nygrens, purchasing

*Like a carefully balanced soil mixture, CCOF has been crafted over the years by a diverse group of people.*

manager for Veritable Vegetable, a certified organic handling and distribution company. "Many of the early chapter members and original staff have continued to be thought leaders for our burgeoning organic industry."

Long-time CCOF volunteer and inspector Zea Sonnabend dropped out of her urban college after one too many street protests and hitched a ride "back to the land." She eventually explored soil and plant science at UC Santa Barbara with mentor Rich Merrill, who wrote *Radical Agriculture* and went on to found the Horticulture Department at Cabrillo College in Aptos, California. Jim Cochran, today a world-renowned organic strawberry pioneer, worked with the United Farmworkers (UFW) right out of college, searching for justice.

Taking stands like these, young people set their lives on the trajectory of practical activism through organic farming. They found many diverse companions along the way, including traditional farmers who just wanted to make a decent living.

Today Sonnabend is known for working with legions of others to grow the EcoFarm Conference into the West Coast's networking mecca for organic and sustainable farmers. Among others, she was instrumental in putting together the first list of approved materials for organic farming. "The list was just a mish-mash of all kinds of things, and now it's turned into the federal rules, essentially. It's come a long way," she notes. Sonnabend also helped establish OMRI, which is now the gold standard for organic materials worldwide. She remains a CCOF policy advisor and inspector, and currently sits on the National Organic Standards Board.

To national acclaim, Jim Cochran went on to create the first Employee Stock Ownership Plan for his workers and signed a contract with the UFW. He continues to work with researchers to develop better organic methods.

Dale Coke became aware of the chemicals in his environment in the late 1970s when he had a cancerous tumor removed at the age of 28 and was given an unclear prognosis.

"I had been poked, prodded, and x-rayed, and the surgeon was prone to want to do more surgery. I made a conscious decision to follow the life path I wanted rather than do what was expedient. It was a turning point in my life."

He began eating macrobiotically and researched such cancer cures as juice diets. He had purchased a farm where he was building a house, and, after running a diesel fuel injection business, decided to try his hand at farming. When he eventually produced a small but successful strawberry and lettuce crop without the aid of conventional chemicals, he went to Bud Capurro, a vegetable distributor who encouraged organic farmers by expanding their markets, for distribution of his excess. Bud said: "You gotta get certified."

Coke turned to (CCOF founding member) Russ Wolter to find out what that meant and began reading Rodale's magazine, hungry for information. Ever the entrepreneur, Coke developed the first organic baby greens spring salad mix, which eventually became a hugely profitable crop for many organic farmers, large and small, sold at both mega-stores and farmers' markets.

"The farmers' market is a critical place where the consumer can meet the organic farmer and get their questions about organic farming answered," says Jim Zeek, CCOF Foundation trustee, still farming at age 78. While farmers' markets were becoming increasingly popular, this type of grassroots education wasn't enough on its own. A more broad understanding and definition was needed for organic. Rather than quibble over the meaning of organic, farmers like Zeek wanted solidly defined standards.

Paul Hawken, another macrobiotic aficionado and entrepreneur, was helping build a company on the East Coast and went in a search of pure, organic brown rice. The Lundberg family answered the call, having used sustainable methods since they founded their Richvale, California, farm in 1937. Urban marketers from Boston to L.A. made organic brown rice a staple in the hippie diet. This morphed into demand from innovative restaurateurs like Alice Waters and elite eaters who sought flavor and freshness.





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## Veritable Vegetable

### Bringing Organic to the Masses

Veritable Vegetable (VV) is the oldest organic produce distribution company in the country. Founded as an alternative to the conventional food system, we began distributing fresh, organic fruits and vegetables to neighborhood co-ops and community storefronts in 1974. Since then, VV has created community alliances and promoted sustainable agriculture while earning a reputation for quality, integrity, and leadership in the organic industry.



Veritable Vegetable provides full service distribution of the highest quality organic fresh fruits and vegetables to retailers, restaurants, schools, corporate campuses, and wholesalers. Located in San Francisco, our distribution area covers California and parts of Colorado, New Mexico, Arizona, and Nevada. Transparency in our interactions with growers and customers alike helps cultivate and nourish long-term, successful relationships. We strive to maximize profit for small- and mid-sized farmers by ensuring every farmer we work with receives the highest return possible for their product. Maintaining each farm's label throughout the supply chain lets our customers know where their produce originated. In order to support all of our partners, we act as a clearinghouse for information; sharing market trends helps growers effectively respond to consumer demand.

Through the years, VV has been an integral part of change in the sustainable food systems movement by increasing demand for fresh, organic fruits and vegetables, developing certification standards, working to pass food and agriculture legislation, helping to unify the produce community, and distributing healthy, fresh foods to communities all over California and beyond.

In addition to providing leadership in establishing and expanding the organic agriculture industry, Veritable Vegetable focuses on utilizing green technologies to reduce energy consumption and waste at every level of the company. "Sustainability" is not just a buzz word, but a deeply ingrained value at VV. We consider the environmental, social, and economic impact of every decision we make. Our vigorous waste management program diverts 99% of our waste from landfill and we generate 70% of our electricity needs through our solar array installed in 2009. We also operate a green fleet of hybrid trucks and tractor trailers.

Veritable Vegetable is a woman-owned business, founded on principles of cooperation, participatory management, and ethical business practices. Veritable Vegetable views itself as both a business and an instrument for social, economic, and environmental change.

**OWNERS:** Mary Jane Evans, Bu Nygrens, Karen Salinger

B

## Heirloom Organic Gardens

### Preserving Organic Varieties for the Future

Grant Brians has been farming since age 14 and began farming organically in 1975 on Brians Ranch in California's Santa Clara Valley, the first farm in the valley to be certified organic in 1976. He is one of CCOF's original members, with experience in small-scale and corporate agriculture. Grant acquired Heirloom Organic Gardens in 2006, now farming 175 acres in the Hollister area, which includes Brians Ranch, and 50 acres in Panoche Valley.

Grant believes strongly in having a wide range of interesting and good tasting crops that evangelize the benefits of a diverse diet and promote interesting things to eat. His family prides itself on growing organic vegetables, fruits, and other crops that they like the taste of, primarily choosing heirloom varieties and ensuring that they all meet specific taste requirements. The gardens offer over 200 varieties throughout the year, most of which are open-pollinated. The gardens' oldest variety, Golden Custard, is a yellow, scallop squash that dates back to the middle ages!



Heirloom Organic Gardens' crop rotation decreases the likelihood of pest buildup in the fields and the need for control, while field edges offer windbreaks, serve as beneficial insectaries and wildlife promotion areas, and provide habitat for birds and grogs. Grant is also dedicated to promoting the wellbeing of others, including workers and their families, and offers permanent employment to 15 through year-round crop production.

Heirloom Organic Gardens can be found at the Downtown Palo Alto Farmers Market, California Avenue Palo Alto Farmers' Market, and San Francisco Ferry Plaza Farmers' Market offering a bevy of delicious and unique organic crops directly to consumers. They also sell wholesale to restaurants and food distributors. You can read Grant's eloquent thoughts on organic farming and life at the farm on Facebook.

**OWNER:** Grant Brians

# 40 Years of Pioneers

From CCOF's humble beginnings in California to national recognition, we are proud of the growth of our membership. The list below includes our 40 longest certified clients. Our inspirational pioneer profiles (above and below) share stories of innovation in organic production.

**1) Happy Valley Farm** - Santa Cruz, CA; Cathy M. Reyes **2) Sweetwater Farm/Oldies & Goodies** - Sebastopol, CA; Herschel and Lena Hahn-Schuman **3) Paradise Valley Produce** - Bolinas, CA; Dennis and Sandra Dierks **4) Occidental Arts and Ecology Center** - Occidental, CA; Douglas Gosling **5) Coke Farm/Jardines, Inc.** - San Juan Bautista, CA; Dale Coke **6) Ferrari Farms** - Linden, CA; Wayne, Irene, Greg, and Jeff Ferrari **7) Heath Ranch** - Orland, CA; Melanie and Ronald Heath **8) Wooley Farms, Inc.** - Gridley, CA; Judy and Brad Johnson **9) Woodleaf Farm** - Oroville, CA; Carl Rosato **10) Pomoterra** - Yorkville, CA; Lindsey Brown **11) Reverie Orchards** - Sebastopol, CA; Branka and Charles Harris **12) Short Night Farm** - Dunnigan, CA; Jeff McAray **13) Blue Heron Farm** - Rumsey, CA; Gretchen Ceteras **14) Sahatdjian Farms** - Madera, CA; Victor Sahatdjian **15) Molino Creek Farm Collective** - Davenport, CA; Judy Low **16) Wild Hog Farm** - Cazadero, CA; Daniel and Marion Schoenfeld **17) Capay, Inc.** - Capay, CA; Thaddeus Barsotti **18) Wolf Pack** - Kernan, CA; Pete Wolf **19) Joe Soghomonian, Inc.** - Fresno, CA; Joe Soghomonian **20) Garden Grove Organic Produce Co.** - Redding, CA; Lee Churulich **21) Full Belly Farm** - Guinda, CA; Andrew Bratt, Judith Redmond, Paul Muller, and Dru Rivers **22) Green Gulch Farm** - Sausalito, CA; Sara Tashker **23) Cold Creek Ranch** - Ukiah, CA; Charles Guntly **24) Simone Fruit Co., Inc.** - Fresno, CA; Mauro Simone **25) G & J Farms** - Fresno, CA; Greg Gaffney **26) Be Wise Ranch, Inc.** - Escondido, CA; William Brammer **27) UCSF Farm & Garden** - Santa Cruz, CA; Christof Bernau (current manager) **28) Van Dyke Ranch** - Gilroy, CA; Betty, Peter, Kurt, and Eric Van Dyke **29) Pleasant Grove Farms** - Pleasant Grove, CA; Ed and Wynette Sills **30) Guru Ram Das Orchards** - Esparto, CA; Bidar S. Khalsa **31) Green Knoll Farm** - Gridley, CA; Cindy and Mark Nielson **32) Yorkville Vineyards** - Yorkville, CA; Ed Wallo **33) Starwalker Farms** - Fort Jones, CA; Bruce and Lisa Walker **34) Black Ranch** - Etna, CA; Eric, Gary, and Shannon Black **35) Dynamic Neutraceuticals** - Sebastopol, CA; Scott Smith **36) Good Farms** - Carmel, CA; Drew and Myra Goodman **37) Earthbound Farm** - San Juan Bautista, CA; Drew and Myra Goodman (founders) **38) Carrillo Organic Farms** - Fresno, CA; Oscar Carrillo **39) Willey (T&D) Farms** - Madera, CA; Tom Willey **40) Somerset Gourmet** - Somerset, CA; David Harde



C

## Cherry Hill Orchard

### CCOF's First Certified Member



Cathy Moore Reyes' mother, Dorothy Moore, started her orchard's organic certification back in 1973 after trying several different ways to market her crop. She was happy to find a community of like-minded farmers and learned management skills from them that she employed until passing away in 1990. Cathy worked with her mom before her passing and has continued farming ever since. Cherry Hill Orchard is located in Sebastopol, California, where the heirloom Gravenstein apple once reigned supreme. In 2005, this tasty tart apple variety was declared a heritage food by Slow Food USA and is included in their "Ark of Taste." Wine grapes and rural estates have replaced much of the historic apple production in the west Sonoma County region, yet Cherry Hill Orchard has remained dedicated to maintaining their second generation (going on third) apple farm as a viable organic enterprise. Despite offers to sell their land for development, they have continued to support the production of apples against many odds including the loss of regional processors, low prices for fruit, and difficulty obtaining seasonal harvest help. In addition to their west Sonoma county orchard, Cathy recently expanded organic operations by adding their mixed orchard trees, pasture, and forage land in Dunningan, California, to the CCOF certification program. Cathy hopes to find an organic market for her sheep and an organically certified processor in her region in anticipation of a future organic transition of their sheep herd. Cherry Hill Orchard is CCOF's farm with the longest-running certification, certified since March 1973.

**OWNER:** *Cathy M. Reyes*

D

## Lundberg Family Farms

### Three Generations of Sustainability



Albert and Frances Lundberg moved west from Nebraska and settled in California's Sacramento Valley in 1937 with a keen understanding of the disastrous effects of the Dust Bowl. As pioneers of organic rice growing, they began producing crops that respect and sustain the earth. The 1960s brought demand for sustainable foods (and brown rice), and Albert's sons Eldon, Wendell, Harlan, and Homer Lundberg began milling their organic brown rice and offering it directly to the public under the Lundberg Family Farms® brand. In 1973, like CCOF, Lundberg Family Farms was founded; it is now carried on by the family's third generation in Richvale, California.

The second generation Lundberg brothers have each played critical roles in the growth and success of Lundberg Family Farms. Oldest brother Eldon served as the company's president for 25 years as the brothers developed new varieties, introduced new products, and innovated the concept of organic rice farming. He passed away in June 2010. Wendell returned in 1955 to farm with his father and brothers, and went on to be an outspoken advocate of sustainable agriculture. Harlan was instrumental in pioneering the use of organic and eco-friendly farming practices. His interests and efforts led to the development of new rice varieties in the Lundberg nursery and the production of rice cakes and other rice-based products. He passed away in August 2011. Homer, the youngest of the four brothers, joined the family business in 1959. He served as the company's treasurer until assuming the title of chairman, with a strong focus on developing systems to give rice a competitive advantage over weeds and extending sustainable practices throughout the industry. Homer stepped down in 2006.

Current CEO Grant Lundberg, grandson of Albert and Frances, was appointed to his post in 1998, and the company is overseen by an 8-member board of directors, all of who are Lundberg family or extended family. With more than 210 employees and 16,000 acres of rice production, Lundberg also owns and operates a dryer, mill, rice cake production, packaged entrée production, storage, and other facilities. 75 years after coming to California, Lundberg produces over 15 varieties of rice and dozens of unique products.

Lundberg Family Farms is committed to sustainability. Since 2006 they have installed three solar projects with a goal of generating 30% of their energy needs on-site. The company has made significant strides in reducing electricity and natural gas consumption in their facilities. Lundberg has reduced energy consumption by over 12% in the last two years.

**OWNERS:** *The Lundberg Family*

# 40 Years of CCOF

1973

CCOF is founded. Activist growers seeking to promote and define organic production practices form a chapter system that later becomes CCOF as it is known today.

1974

Oregon passes state law defining organic.

1979

California passes the California Organic Food Act.

1985

Organic Food Production Association of North America (OFPANA) incorporates, and later changes its name to the Organic Trade Association (OTA).

1987

CCOF publishes the first *Handbook and Materials List*.

1988

CCOF holds the first inspector training and recognizes that inspectors need to be qualified, trained, and paid.

1990

U.S. Senator Patrick Leahy submits a bill to define and regulate organic production practices as part of the farm bill. It is not approved by the Senate Agricultural Committee. The Organic Foods Production Act, as originally proposed by Senator Leahy, passes as a separate piece of legislation not attached to the farm bill. This is considered an incredible success in light of the Senate Ag Committee's earlier refusal of the bill.

The revised California Organic Foods Act also passes.

1989

Natural Resources Defense Council (NRDC) releases "Intolerable Risk: Pesticides in our Children's Food." Aired on "60 Minutes," it becomes known as the "Alar scare." This media event propels organic production into the mainstream market and begins a growth trend that has averaged 20% each year to date.

Center for Science in the Public Interest (CSPI) hosts the first conference of its kind to bring organic groups together with consumer groups from throughout the country. Coming right after the Alar scare, this conference enables CCOF to join with other groups to make organics known on a national level. The Organic Food Alliance and Organic Farmer's Association Council form. Together with OFPANA, they begin to lobby for federal regulation that defines and protects organic production practices. CCOF starts pioneering review of brand name products. Oregon Tilth joins in this project two years later.

1992

National Organic Standards Board (NOSB) members are announced at the year's EcoFarm Conference. Most are not from the slate of candidates proposed by the organic community.

1993

NOSB begins the work of writing standards and compiling the National List. CCOF participates heavily by educating new NOSB members on the issues, using CCOF standards as a starting point, and sending the initial list of materials to be reviewed through OTA to the NOSB.

1995

NOSB submits recommendations to the USDA for national regulations.

1997

The first proposed National Organic Program regulation appears in the Federal Register. The organic community is shocked to find genetic engineering, irradiation, and sewage sludge (the "big three") written into the standards. The public rejects the proposed regulations with 280,000 comments, setting a record (at the time) for the most comments received to any USDA proposed regulation. The USDA is "awestruck at the size and fury of the protest," and announces the withdrawal of the "big three" from the standards.

2001

Organic Materials Review Institute (OMRI) is created out of CCOF/Oregon Tilth.

2003

The California Organic Products Act is signed into law. Starting in 2003, all products sold in California containing less than 70 percent organic ingredients are no longer allowed to use the word "organic" on the front panel.

2002

On October 21, the USDA organic seal is released for use. The implementation period ends. All organic businesses in the United States earning over \$5,000 in annual organic sales (excluding retailers) must now by law be certified.

2001

NOP rule becomes law on March 20, starting an 18-month implementation period.

CCOF applies for accreditation with the USDA on October 17. CCOF is accredited in the first round of accredited organic certifiers on April 29, 2002.

2000

The third and final version of the federal rule is published in the Federal Register.

2008

CCOF submits an official complaint to the National Organic Program (NOP) outlining several problems with the California State Organic Program (SOP), and the NOP recommends that the SOP halt spot inspection programs immediately and the California Department of Food and Agriculture (CDFA) develop a committee aimed to review and improve the SOP.

CCOF and partners in the Genetic Engineering Policy Project lobbying coalition celebrate the passing of the Food and Farm Protection Act (AB 541) in California. This bill is the first to offer protection for farmers against lawsuits linked to genetically engineered crops.

2009

On June 18, the USDA and Canadian Food Inspection Agency (CFIA) sign an agreement that recognizes each country's organic standards as equivalent. This agreement, the first of its kind for the United States, promises to benefit U.S. and Canadian producers, processors, and consumers.

2010

After years in the making, input from interested parties, and over 26,000 public comments, the NOP finally publishes the "Pasture Rule" and receives an overall positive response from the organic community. CCOF analyzes, interprets, and makes comments on the new rule to help producers get a better understanding of the changes.

2013

CCOF remains committed to our mission to certify, educate, advocate, and promote organic.

2012

The USDA and the European Commission announce a U.S.-EU Organic Equivalency Agreement, effective on June 1, 2012. This agreement harmonizes organic standards between the two largest markets for organic products in the world.





U.S. Congressman Sam Farr (D-Carmel), chair of the Congressional Organic Caucus, began his career in organics coaching CCOF members to make their grassroots case to the California legislature, eventually introducing the California Organic Food Act (COFA) in 1990. COFA added enforcement to the existing Organic Foods Act, passed in 1979. Mark Lipson became CCOF’s first official employee when he was hired in 1985 by board president Warren Weber, who wanted to professionalize the organization. He recalls making this happen despite the Loma Prieta earthquake that destroyed CCOF’s downtown Santa Cruz office. Lipson spent many nights on the couch in Farr’s Sacramento office so he could testify.

Asked about the significance of CCOF, Farr says: “They are the pioneers of the modern agricultural movement. CCOF fought to legitimize organic standards. I loved the way they reached out and petitioned their government without having to hire lobbyists.”

As Farr moved to Washington D.C., Lipson bent the ear of a new USDA staffer, Kathleen Merrigan, about California’s progress towards organic certification. At the end of 2000, after ten years of negotiating and debate, the National Organic Standards rule was published in the *Federal Register*. Due to the inclusion of irradiation, sewage sludge, and GMOs (the “big three”) in the first 1997 draft, the published rule met major public outcry. Though the Internet was relatively new at the time, the USDA was overwhelmed into action by more than 280,000 emails, letters, and faxes generated through online networking – one of the first examples of a social media campaign. Because of this grassroots effort, the “big three” cannot be included in certified organic products.

## Media & Food Scares

If it hadn’t been for certain key public events where the media spin was handled well by alert CCOF staffers Lipson and first executive director Bob Scowcroft, the organic movement might never have become what it is today. In 1985 watermelons with traces of insecticide sickened consumers, and by 1987 the *New York Times* had published an article noting that CCOF’s strict rules might offer food safety remedies. In the 1988 “carrot caper” incident, covered extensively by the *San Jose Mercury News* at Scowcroft’s urging, conventionally grown carrots were passed off as organic, proving that existing California laws had no teeth and providing tangible cause for federal standards.

A most prominent turning point, however, was the 1989 “Alar scare” that culminated in Meryl Streep’s appearance on a daytime talk show where she told a national audience that she feeds her family organic so she doesn’t have to worry about harmful chemicals. According to Scowcroft, CCOF’s offices happened to be open that afternoon and the phone rang off the hook for so many days thereafter that it eventually broke down. CCOF membership rose from 300 to 800 farmers, all wanting the credibility of organic certification, and the organization became financially stable at last.

## “Certified Organic” Today

Who could have ever guessed that today, after years without cell phones, answering machines, or the Internet, you can go to the USDA website, put “Lipson” in the search field, and get the latest on the taxpayer-supported organic certification cost share program. Lipson, CCOF’s first official employee hired in 1985, now serves as USDA Organic & Sustainable Agriculture Policy Advisor, while his first USDA contact, Kathleen Merrigan, is President Obama’s Deputy Secretary of Agriculture.

The tangible efforts of previous employees, members, and regulators contributed to making CCOF what it is today: a nearly 2,700-member mission-driven organization whose main projects are to certify, advocate, and educate.

“What is unique about CCOF is that we are a member-governed organization. Certified members serve on the board and make strategic decisions that impact how we grow and shape the future of organic,” says Cathy Calfo, former deputy treasurer of the State of California (1999-2004), and executive director of CCOF since April 2011.

“The groundwork that we’ve been doing for fifteen, twenty years is paying off. The careful nurturing of credibility and respect is paying off, and we’re doing the best we can, approaching geezerhood, to be nimble enough to take advantage of it,” says Lipson with a laugh.

Geezerhood does not describe the experience of 20-something Sonoma County CSA farmer Max Bryer-Bass, nursing his first-year calluses and facing the complexities of successful farm planning on Let’s Go Farm, which he operates with Joey Smith.

“We’re one of the only certified organic farms at the Sunday Windsor farmers’ market and our CCOF sign causes customers to pick us over other vendors,” he says. “We really appreciate CCOF’s vigorous recordkeeping standards because we’re just starting out and they help us keep better records.”

New organic foods continue to line grocers’ shelves and even the retailers are getting on board with certification. New Leaf Markets in Boulder Creek and Felton, California, were the first retailers to be CCOF certified. Whole Foods Market has been CCOF-certified as a retailer for the past three years, which means that customers can trust all organic claims made within the store.

## CCOF Looking Forward

In a situation where organic is 4-5% of the overall food market but only receives a small fraction of farm bill investment, “we need to address equity in funding,” says Calfo.

Farr couldn’t agree more. “We are still working for parity in USDA funding. The organic sector’s funding ought to at least reflect their percentage of market share.”

Calfo is enthusiastic about the challenges ahead. “To be able to do something that has so much meaning, where you can make such an impact on a national scale, is very fulfilling work. Even as we grow we’re thinking about how to do better. In certification we’re working to serve people more quickly and personally through a system of customer service representatives, and embracing new technology to reduce paperwork. We’re also organizing our members to advocate for continuation of organic certification cost share, expansion of crop insurance, and funding for conservation programs – all of which impact their economic bottom lines.”

Using the new features of the Internet, CCOF, Inc. can provide members scattered throughout the United States, Canada, and Mexico with webinars offering marketing skills they can apply immediately for growth and success. Over the last two years more than 350 participants have taken part. Postharvest and post-production field days are also popular, and CCOF members are again experiencing the camaraderie of benefiting from one another’s knowledge.

“We’re proud of what we do and are deeply committed to the legacy of CCOF’s founders,” says Chief Certification Officer Jake Lewin. “We feel accountable to what they started and honored to have the opportunity to carry it forward.” As the largest organic certifier in the United States, by far, with 13 percent of certification business, CCOF takes a leadership role in suggesting improvements to the NOP. Currently these include ensuring that unannounced inspections happen across the board and that the periodic residue testing rule is well-written and affects all operations equally. This raises organic standards for everyone fairly.

“The more CCOF members are involved and saying what they need, the more we can do. It’s limited what we can do without their involvement. We need them,” Lewin adds.

Setting the example of promoting strict rules in a well-run organization that’s cost-effective for clients with a full-time service model, CCOF hopes to make organic certification accessible for more producers.

“CCOF is a force to be reckoned with,” says Calfo. “The tenacious work of the founders created something people couldn’t ignore. Now we need to engage our members with a laser focus to advocate on their own behalf.”

**Want more CCOF history? Visit [www.ccof.org/ccof/history](http://www.ccof.org/ccof/history). Also, many significant players were interviewed for *Cultivating a Movement*, the extensive oral history project conducted by the UCSC Regional History Project. Find it online at <http://library.ucsc.edu/reg-hist/cultiv/home>.**



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# A PATHWAY TO CHOICE

## Organic Research and Promotion Program Process

Two technical legislative fixes are required in order for the industry to have the option to pursue an Organic Research and Promotion Program.

### ISSUE

### PROBLEM

### SOLUTION

#### FIX THE 100% REQUIREMENT

Most organic producers and handlers do not qualify for the narrow 100% organic exemption. Unfortunately, their \$ has historically not been used by the existing programs to promote organic.

Many farmers and handlers produce or market both organic and conventional agricultural products.

USDA's "Organic" label only requires 95 percent organic content.

Broaden the exemption to allow those who produce at least 95% organic, and/or produce both organic and conventional products to qualify for the exemption.

#### ORGANIC AS A COMMODITY CLASS

Organic is not recognized as a distinct commodity class because it includes everything from apples to grains to dairy products to fiber.

The organic sector does not qualify for a promotion program like other sectors of agriculture because we are multi-commodity.

Amend legislation to recognize organic as a commodity class.

Pursuing these solutions does **NOT** authorize a program.  
With these two technical fixes, the organic sector has a **CHOICE**!

To establish an Organic Research and Promotion Program, the industry **MUST**:

1

#### ESTABLISH A FRAMEWORK

YOU HELP DETERMINE:

Who pays? How are decisions made? What exemptions are there? How would funds be spent?



USDA will **NOT** consider a proposal for which there is not substantial industry support.

2

#### SURVEY INDUSTRY FOR SUPPORT

YOU VOTE:

A straw poll would need to show super majority support for initiative

4

#### PETITION USDA

YOU HELP DETERMINE:

The unique parameters of a program to pool resources to expand organic agriculture.

3

#### DRAFT A PROGRAM

YOU HELPED GET US THIS FAR,

but at the end of the day, USDA decides whether or not to authorize the program.



USDA issues proposal and draft referendum procedures for public comment and:

5

Issues final proposed program and referendum procedures.

6

Conducts referendum, tabulates, and announces results.

7

Issues final order.

8

Appoints board.

## GET INVOLVED!

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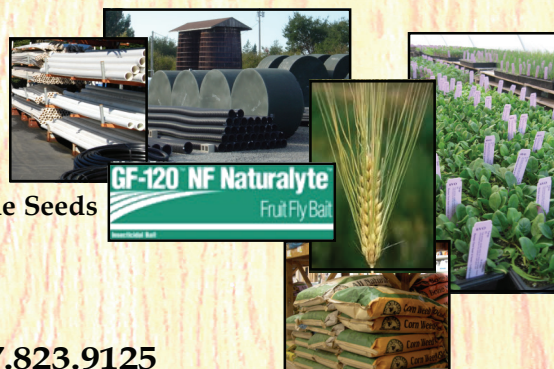
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## ***Arsenic in Foods is an Issue that Cannot Be Ignored***

Recent reports of arsenic levels in food have brought this issue to the forefront for government regulators, food producers, manufacturers, and the public.

Early in 2012, a study published by researchers at Dartmouth College found arsenic in some certified organic products. In response, the Organic Trade Association (OTA) organized an arsenic task force to determine what is known and what areas still need to be addressed concerning arsenic in foods. The result: a comprehensive *White Paper on Arsenic in Food and Agriculture* ([www.ota.com/pics/documents/OTAArsenicWhitePaper.pdf](http://www.ota.com/pics/documents/OTAArsenicWhitePaper.pdf)), completed in September. This was followed by the release of findings on arsenic levels in rice-containing products, both organic and non-organic, by *Consumer Reports*.

The issue of arsenic in foods is complex and requires further study and research. Naturally occurring, arsenic exists in two basic forms – organic and inorganic – found in food, water, the soil, and air. Manmade arsenic compounds have also contributed to its presence in our environment. These compounds are used in conventional agriculture, such as in cotton fields, and as food additives in conventional animal nutrition to promote the growth of farm animals like poultry.

Inorganic arsenic is the form most consistently raised as a health concern in the scientific community. The majority of inorganic arsenic exposure in the American diet comes through food, including vegetables, fruits and fruit juices, beer, wine, rice, other grains, meat, and eggs. To eliminate all inorganic arsenic intakes from food, one would need to eliminate all of these foods from one's diet, which is not practical.

Organic agriculture has always prohibited the use of arsenic-based pesticides and animal feed additives. Although chemical agriculture over time has begun to move away from using manmade arsenic, OTA recommends that all of agriculture and industry should join organic food and farming in outright banning the remaining uses.

Methods currently being evaluated for addressing arsenic in food include agronomic conditions for growing the food, breeding for reduced arsenic uptake by plants, processing methods that filter arsenic, and food preparation by consumers. OTA supports continuing research to reduce the levels of inorganic arsenic in all foods, and ongoing development of organic system plans to eliminate potential manmade contributions to arsenic levels in the soil.

Although it is still unknown what level of inorganic arsenic should be considered "safe," it is important to evaluate all potential methods to reduce whatever levels of inorganic arsenic are in the food supply. There currently are no standards by which to judge what levels of inorganic arsenic in food are excessive, although the U.S. Food and Drug Administration is developing risk assessments that may lead to standards in the future.

OTA supports the development of these standards and believes they will be most helpful to consumers in understanding the effects of inorganic arsenic in their diet, and food producers.

OTA is committed to a safe, healthy supply of organic food for consumers. The association continues to be actively engaged not only with regulators but also with farmers, food producers, academia, and technical experts to advocate best practices that will provide the highest quality and safest products possible to consumers.

It is clear that the presence of arsenic in foods is an issue that must be researched and addressed. The good news is that organic practices can be an important part of the solution to help reduce dietary arsenic exposure.



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## *Certification Help Now Available for Processor/Handlers*

CCOF has produced an **Organic Handler Certification Support Packet** to help processors and handlers understand certification issues, recordkeeping, and other requirements. These forms are adaptable for your specific situation and can be copied and included as part of your Organic System Plan or used throughout the year.

The Handler Certification Support Packet contains:

- Certification Tips
- Labeling Guides
- Frequently Asked Questions
- Lists of Organic Food and Agriculture Organizations
- Organic Consultant Listings
- Sample forms, including Equipment Cleaning Log, Agricultural Ingredient Commercial Availability Search Record, Pest Control Material Usage Justification Letter, Audit Trail examples (Invoice, Batch Record, Bill of Lading, Monthly Inventory)

For these and other helpful resources for all clients, visit [www.ccof.org/certification/help/support-resources](http://www.ccof.org/certification/help/support-resources).

## **The Full-Time Service Model and Certification Service Specialists**

Have a question about certification? Want to know who to call? Want a dedicated contact at CCOF? We have good news for you.

CCOF has recently moved to a new service model that designates a full-time certification staff member as a primary service contact to all CCOF clients. Your Certification Service Specialist (CSS) was introduced to you via a letter in November and is identified in all certification letters from CCOF and in MyCCOF online. Your new CSS is a fully trained, full-time certification staff member with the tools and access necessary to support your needs, such as label and materials updates in addition to answering day-to-day questions.

This change will provide increased service efficiency and get your questions and needs addressed quickly. As always, all certification staff are available to help you and you are welcome

to contact any staff member you have developed an ongoing working relationship with. In the coming months CSS staff will be traveling to chapter meetings and other events to meet as many CCOF clients as possible.

The list of CSS staff members can be found at [www.ccof.org/css](http://www.ccof.org/css). Visit MyCCOF online or call **(831) 423-2263** and we can direct you to your CSS.

## **CCOF Program Manual Revisions**

In an effort to improve our materials we have revised all CCOF program and standards manuals. In particular, all clients are strongly encouraged to review the CCOF Certification Services Program Manual. This is your best resource regarding your rights and expectations, and CCOF policies. This revision is intended to provide a clearer description of the certification process and costs, including one-time fees and other policies. Our goal is to help you understand the process, so we have also revised the NOP Standards manual to be easier to read. We are exploring other tools to help you understand the applicable standards and requirements for certification.

## **NOP Improves Organic Integrity**

The National Organic Program (NOP) recently issued final rules and instructions to certifiers that provide important improvements to certification and require certifiers to raise the bar for both unannounced inspections and testing. These efforts help guarantee that organic certification is rigorous and meaningful in the marketplace while ensuring that all NOP-certified operations and certifiers are required to meet similar requirements. CCOF has performed both unannounced inspections and residue testing for some time and is therefore pleased to see these requirements effectively instituted by the NOP. We salute the NOP's commitment to improving the implementation of organic certification.

## **Periodic Residue Testing Rule Finalized by NOP**

On January 1, 2013, the National Organic Program's (NOP) final rule regarding pesticide residue testing went into effect. This final standard mandates that certifiers perform residue testing on a minimum of 5% of their certified operations. CCOF has been preparing for this requirement by performing residue testing for several years, providing feedback to the NOP and working with other groups to ensure the final rule did not pose an undue burden on CCOF operations or farms exclusively.



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The NOP implemented the vast majority of CCOF and partner organization comments on the proposed rule. We are extremely pleased that the NOP has provided certifiers with significant discretion regarding the type of testing, reasons, and materials tested within the rule.

The new rule allows certifiers to test for a wide variety of residues including:

- Prohibited pesticides
- Arsenic or other contaminant metals
- Genetic engineering
- Synthetic hormones
- Antibiotics, except in organic apple and pear production per USDA organic regulations

Tests may be based on random selection, complaints, investigations, or risk analysis, and all tests performed count towards the 5% minimum. In addition, the rule allows tests of plant parts, soil, water, and finished products instead of only farm-gate products as was initially proposed. This establishes the rule as an effective compliance monitoring tool. CCOF worked hard to secure this degree of flexibility, which will help ensure the efficacy of residue testing, while persisting that the entire organic community be subject to similar requirements. Certifiers may not charge operations for testing. We are glad that the improved final rule will benefit CCOF operations and increase consumer confidence in organic products.

## NOP Policy Mandates Unannounced Inspections

After recommendations from the National Organic Standards Board (NOSB), the NOP has released NOP Handbook Instruction Policy 2609 regarding Unannounced Inspections (NOP 2609: Unannounced Inspections). This policy is intended to provide consistent application of NOP standards by recommending certifiers perform unannounced inspections of at least 5% of their operation annually. CCOF has actively lobbied for this clarification that requires all certifiers to meet the same percentage of unannounced inspections CCOF already performs annually.

The NOP instruction document describes certifier best practices and reflects many CCOF comments to the NOSB and NOP. We are well positioned to meet the requirements and do not foresee an additional burden for CCOF clients. CCOF operations are generally not charged for unannounced inspections unless they are mandated as a part of ongoing monitoring of their operation.

## International Update

As the market for organic products expands globally and organic production grows we are seeing developments or modification to organic standards in both producer and importer countries worldwide. These include China, Brazil, Switzerland, Korea, Mexico, and others. CCOF remains engaged with the Organic Trade Association (OTA), the USDA Foreign Agricultural Service, and others to address market barriers and solve import and export issues for CCOF clients. We continue to try to eliminate paperwork and verification barriers wherever possible.

Visit the new OTA global trade resource guide ([www.globalorganictrade.com](http://www.globalorganictrade.com)) for up-to-date information on standards worldwide and a wealth of helpful market and trade information.

### Korea

The Korean government has recently extended the deadline for Korean national certification of processed organic products imported to Korea until January 1, 2014. However, beginning January 1, 2013, all fresh products exported to Korea must be certified to the Korean standard. CCOF is exploring solutions and options for clients. Please contact us if Korea is an important market for you.

### Switzerland

Switzerland is actively revising their organic standards and system to follow more closely the standards of the rest of the European Union. In the interim, CCOF has applied for direct equivalency with the Swiss government. We are awaiting approval of our application for operations in the U.S. and working with the FAS and others to explore long-term solutions. Our goal is to simplify the process and reduce costs for all clients.

## Get the Scoop: Subscribe to the NOP Insider

To get the latest news, policy, and standards updates we recommend subscribing directly to the NOP Insider email list. Visit [www.ams.usda.gov/nop](http://www.ams.usda.gov/nop) or [bit.ly/NOPOrganicInsider](http://bit.ly/NOPOrganicInsider) to sign up today.





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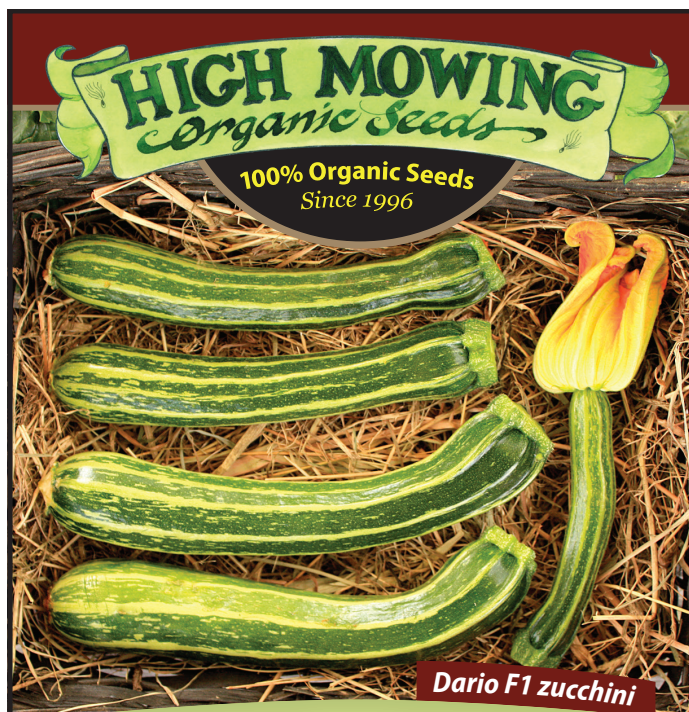


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