



Organicology 2013 Highlights

February 7 ~ 9, 2013

Thursday Schedule

Intensives

Next Generation of Organic Leaders

The founding generation of organic leaders shared a common set of environmental and social values and a guiding vision to make the world a better place by transforming agriculture. The organic community is beginning to experience a turnover of leadership, as many of the visionaries who created the movement are retiring or exiting their industry, nonprofit and policy careers. This intensive focused on developing the next-generation of organic leaders through a combination of personal skill building and collaborative inquiry that will strengthen the connections among a cohort of participants representing farming, business, policy and government regulation, non-profit advocacy, scientific research, and media communications.

Presenters: Anne Schwartz, Owner, Blue Heron Farm & Executive Committee of Washington Tilth; Bob Scowcroft, Founder & former Executive Director of the Organic Farming Research Foundation*; Bu Nygrens, co-owner, Founder & Director of Purchasing, Veritable Vegetable; David Lively, VP of Sales & Marketing at Organically Grown Company; Lynn Coody, Founder & Principal of Organic Agsystems Consulting; Mark Lipson, Organic & Sustainable Agriculture Policy Advisor, USDA, Office of the Secretary*; Michael Funk, Chair & Co-Founder of United Natural Foods Inc*; Roger Blobaum, Organic Research Coordinator, The Ceres Trust; Theresa Marquez, Mission Executive, Organic Valley/CROPP Cooperative*; Zea Sonnabend, Policy Specialist, CCOF & Organic Farmer, Fruitilicious Farm*

*Recipient of Organic Trade Association's Leadership Award - the highest honor given annually to an individual who has shown leadership and vision in furthering goals of the organic movement.

Challenge and Success in the Organic Produce Department

This was for everyone involved in marketing organic produce. Regardless of experience level or scope of work, everyone walked away with a better understanding of the customer and how to sell to them. The discussion centered on how to successfully operate an organic focused produce department or buying office; how to work with your marketing department, distributors and growers on developing creative merchandising programs, going beyond ads and specials to include farm tours, demos and customer response; and set some produce racks. It explored one of the most significant issues driving the organic produce trade at this time: Like our conventional counterparts, we are responsible for marketing an internationally sourced product line, but serve a more sophisticated customer, with concerns about where and how the product is grown, and often a strong preference for locally sourced, family-farmed products. "The only way we can benefit from our customers is by showing them how they can benefit from us."

Speakers: Todd Linsky, VP of Organic Sales, Cal-Organic/Grimmway Farms; David Lively, VP of Sales & Marketing, Organically Grown Company; Matt Landi, Produce Director, New Leaf Markets; Barry Haynes, Produce Manager, Ashland Food Cooperative; Brendon O'Shea, Produce Buyer, The Port Townsend Food Co-op; Joe Hardiman, Produce Merchandiser, PCC Marketys; Trudy Bialic, Public Affairs Director, PCC Markets

Organic Seed Production 101

Presented were the fundamental skills to produce seed and adapt varieties to your organic farm conditions. It covered the biology of seed production, seed harvest and cleaning, choosing appropriate seed crops for your system and climate, maintaining the genetic integrity of varieties with appropriate population sizes and isolation distances, conducting variety trials, and basic on-farm breeding techniques, such as mass selection and progeny testing.

Speakers: Micaela Colley, Executive Director and Research and Education Director, Organic Seed Alliance; John Navazio, Senior Scientist, Research & Education Organic Seed Alliance/Seed Extension Specialist, Washington State University; Jared Zystro, California Research & Education Specialist, Organic Seed Alliance; Jodi Lew-Smith, Director of Research & Production, High Mowing Organic Seeds



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Policy 2013

This intensive focused on two policy topics—The Farm Bill and the Food Safety Modernization Act (FSMA). The 2008 Bill was a major victory for organic resulting from years' worth of advocacy work. Unfortunately, most of the funds supporting organic programs were wiped out in the 9-month Farm Bill extension included in the Fiscal Cliff Deal. It discussed how to advocate for continued federal investment in organics when the next 5-year farm bill takes shape in Congress this spring. It also reviewed two proposed rules recently released for public comment by the FDA as part of implementing the FSMA, including implications for organic farmers, ranchers, processors and distributors. Real-life examples of scale-appropriate and risk-based approaches to ensuring preventive food safety were shared.

Speakers: Ariane Lotti, Assistant Policy Director, National Sustainable Agriculture Coalition; Gwendolyn Wyard, Regulatory Director-Organic Standards and Food Safety, OTA; Brise Tencer, Directory of Policy and Programs, CCOF; John Foster, Director of Compliance - Quality, Food Safety and Organic Integrity, Earthbound Farms; Michael McMillan, Sourcing Manager, Organically Grown Company; Marni Karlin, Associate Director of Legislative and Legal Affairs, OTA; Lindsay Benson Eng, Certification Development and Programs Manager, ODA; Tricia Kovacs, Outreach and Education Coordinator, WSDA

Sustainable Business 101

This hands-on intensive was designed for professionals who are newly developing a formal sustainability program as well as those who wanted to deepen their skills in sustainability and report writing. It was a blend of class room style education and hands on experiential learning. The day started with an overview of what sustainability is using The Natural Step framework as a guide for defining and articulating sustainability. It looked at the business case for sustainability and how to build buy-in and capacity for sustainability within your company. There is an increasing need for tools for companies to measure their level of integration and improvement to see the benefits of their sustainability program efforts. SFTA has a public set of metrics that were co-developed by members, and are utilized by members to write annual sustainability reports. It reviewed the steps leading up to writing an annual sustainability report, how to write a first report, and the next steps to analyze and prioritize future projects and strategy. It included case studies from SFTA members on how they addressed collect data and how they used that data to drive improvements for sustainability into their operations. The case studies tied into exercises developed specifically around sustainability skills strengthening for the reporting process.

Speakers: Nate Schlachter, Executive Director, Sustainable Food Trade Association; Nicole Bassett, Director of Education and Communications, Sustainable Food Trade Association; Jason Boyce, Sustainability Manager, Nature's Path Foods; Rory Schmick, Director of Sustainability and Environmental Affairs, Pacific Natural Foods; Elysa Hammond, Director of Environmental Stewardship, Clif Bar & Company

Sustainable Procurement for Institutional Food Service

This session engaged institutional buyers (hospitals, schools, universities, business campuses, municipal facilities) and food suppliers to learn about and share best practices for shifting the institutional food supply chain to support sustainably and regionally produced foods. Topics covered were third party certifications and label claims for identifying sustainably produced food; food safety considerations; strategies and case studies for increasing availability of sustainably and regionally produced foods in food service contract; and labeling and tracking of these foods.

Institutional buyers have a significant opportunity to impact the health and well-being of the environment, community members, and farmers/farm workers through the food that they purchase and serve. This half day intensive session helped attendees learn about the impact their purchasing decisions have on a variety of food system components; gave stories from producers and environmental and health experts explaining the impact sustainable food procurement can have from the institutional level; offered model examples of institutional purchasers and distributors; and provided tools and resources .

Speakers: Nicolas Amaro, N&N Amaro Produce; Norma Escalante, N&N Amaro Produce; Dr. Betty Izumi, Portland State University; Cory Carman, Owner, Carman Ranch; Allison Hensey, Oregon Environmental Council; Alejandro Tecum, Adelante Agricultura; Karin Pfeiffer-Hoyt, Marketing and Outreach Coordinator, Adelante Agricultura; Gretchen Miller, Oregon Healthy Food in Health Care Project Coordinator, OPSR; Emma Sirois, Program Director, Oregon Health Care Without Harm Program, OPSR

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Seed Swap

For centuries seeds have represented the core of our survival as a civilization. The sacred bonds of provision and potential are rooted deep in the reproductive power of these natural gems that reap from the earth the essential ingredients necessary for growth and health. The Organicology Seed Swap is where you can experience the bounty of biodiversity and learn the fundamental principles of seed saving. Spirits are enjoyed while the community shares the vital resources of life.

How it Works

Some bring seeds to share, but neither seeds nor experience are required to join the swap! All you need is an eagerness to learn and something to store. It's a great opportunity to mingle with and field your seed questions to experts on seed saving.

Lexicon of Sustainability

A unique installation from the contributors of the Lexicon of Sustainability project was on display throughout Organicology. Hundreds of voices converge to bring awareness to sustainability issues regarding food, agriculture and consumer choice. The installation is comprised of art pieces, photography stills, short films, books and guides along with interactive social media. This phenomenal outreach provides education about the effects of conventional diets on the health and safety of the environment. The message of the lexicon evolves as new concepts are accepted into the language of sustainability.



Keynote ~ Paul Stamets

Researcher, hiker, explorer, author and dedicated mycologist for over 30 years, Paul has discovered and coauthored four new species of mushrooms, and pioneered countless techniques in the field of edible and medicinal mushrooms. His groundbreaking research in bioremediation and ecological restoration for mushroom cultivation has not only earned him numerous achievement awards, but also an honorary Doctorate of Science (D.Sc.) from the National College for Natural Medicine in Portland, Oregon. His books *Growing Gourmet* and *Medicinal Mushrooms* and *The Mushroom Cultivator* (coauthor) have long been hailed as the definitive texts of mushroom cultivation. Much of the financial resources generated from sales of goods from [Fungi Perfecti](#) are returned to further research in the field of mycology.



Movie Night ~ Harvest of Pride

It is unsettling that the stories of those who have shifted from being a laborer to a farm or food business owner go largely untold, often leaving an incomplete public perception of immigrant families. Documented in a three part film series by Huerto de la Familia are firsthand accounts from participants in the Huerto's programs to see how gardens, farming and food-based microenterprises can support and stabilize immigrant and Latino families. Combining the personal stories of Latinos in the Eugene, Oregon community and interviews with food justice leaders throughout the United States, these documentary film essays contemplate our nation's preparedness in facing a challenging but potentially rich future for its food system(s) and growing immigrant population.



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Friday Schedule

Workshops

Garnering Attention: Working with the Media for Successful Media Campaigns

Media professionals learned the best ways to get the word out about what marketing was relevant, and how to craft stories that have legs in a diverse media landscape. It focused on what makes up a successful messaging campaign; when to do it yourself, and when to seek assistance; working with established media outlets to effectively package your message; how to be an effective spokesperson; and how to chart multiple deadlines and effectively follow up—a review of what is effective and what to avoid.

Speakers: Andrew Rodman, Editor of In Good Tilth Magazine, Oregon Tilth; Eric Mortensen, veteran reporter, The Oregonian and former reporter for the Register Guard; Carrie Welch, President Little Green Pickle

Curb Appeal: Organic Landscaping as a Marketing Tool

Often, the landscape around your office or public site is one of the most visible aspects of your business. Oregon Tilth Accredited Organic Land Care offers you an opportunity to show your customers that you are committed to organics. With our accreditation program, you can advertise your publicly visible landscapes as organically managed. The OLC program offers the knowledge and marketing tools to make this happen. This workshop showed how organic businesses have maximized their public image through landscaping and the tools needed to do the job.

Speakers: Dave Alba, Organic Land Care Program Manager, Oregon Tilth, OLCP; Annie Bamberger, Owner, Principal Landscape Designer, ANNIEBAM Landscape Solution; Angela Crow, Owner, As the Crow Flies Garden and Design, OLCP; Walker Leiser, Sustainable Landscapes Consultant, DeSantis Landscapes; Corey Peterson, Sustainability Coordinator & Site Supervisor, Pacific Landscape Management OLCP; Karen Wolfgang, Independence Gardens, OLCPOrganics

Beyond Organic

Through the hard work of our industry's early pioneers, the achievement of organic over the last decades has led to greater awareness, market share, and influence within the food and agriculture industry. As organic continues to grow in the marketplace we must ask ourselves what do the next 30 years look like? What are our greatest challenges and opportunities? This workshop presented how businesses are starting to look beyond organic. We explored consumers' confusion on organic versus natural and the rise of other eco-labels. We discussed the recent research on the benefits of organic, as well as the opportunity for the trade to utilize sustainability as a core value for differentiation and advancement of organics. We learned about opportunities to continue to build the case for organic as a needed and significant part of everyday life that enhances people's lives, preserves the environment, and is economically viable.

Speakers: Bob Scowcroft, Founder and former Executive Director of the Organic Farming Research Foundation; Nate Schlachter, Executive Director, SFTA; Marty Mesh, Executive Director, Florida Organic Growers & Quality Certification Services; Cathy Calfo, Executive Director, CCOF

Understanding Organic Seed Availability

How do organic seed varieties become available and where can you find them? This workshop gave certifiers, extension agents, and farmers the tools they need to source more organic seed. Topics included the current state of organic seed systems, how to find existing online resources on organic seed through extension, the Organic Seed Finder database, methods for moving forward to increase the quantity and quality of organic seed, and more.

Speakers: Micaela Colley, Executive Director and Research and Education Director, OSA; Jared Zystro, California Research and Education Specialist, OSA; Kristina Hubbard, Advocacy and Communications Director, OSA; Zea Sonnabend, Policy Specialist, CCOF & Organic Farmer, Fruitilicious Farm; Jodi Lew-Smith, Director of Research and Production, High Mowing Organic Seeds

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Starting a New Organic Farm

Whether you are converting a conventionally managed farm to organic methods or starting an organic farm on previously unfarmed land, looking ahead is important. This workshop explored some important questions to consider before taking the leap: Why do you want to farm? What do you want to produce? How will you sell your products? What can you produce on the farm? How do you get the land ready for organic production? What is involved in organic certification? What sort of structures and equipment will you need?

Speakers: Gary Stephenson, Extension Small Farms Specialist and Coordinator, OSU; Nick Andrews, Metro Area Small Farms Extension Agent, OSU; Andrew Black, Latin American Specialist, Oregon Tilth; Rowan Steele, Farm Incubator Manager, East Multnomah Soil & Water Conservation District, Owner and Farmer, Fiddlehead Farm; Sarahlee Lawrence, owner/operator, Rainshadow Organics



Growing Organic Grains in the Northwest

This session provided an overview of organic grain production. OSU Professor and barley breeder, Patrick Hayes, and WSU's, Steven Jones, covered the basics: varietal selection, fertility requirements, rotations and pest management. They addressed issues of scale, equipment needs and integrating grains into a whole farm system.

Speakers: Stephen Jones; Pat Hayes, Professor, OSU; Maud Powell, Area Extension Agent, OSU; Stephen Machado

Funding Innovation in Food and Farms

As leaders in the food movement, where do you turn when you are ready to launch a new business, begin a farming venture, or fund an innovative sustainability project? In today's market economy financing can be one of the greatest barriers to entry for food and agriculture entrepreneurs. However, there has been a rise in creative solutions, from changes in federal crowd financing regulations to mission-aligned banking institutions, and other creative options for securing the capital needed to be a leader of change in the organic food trade. This workshop was designed for anyone who has questions about financing opportunities from small farm start-ups to large companies looking for like-minded institutional lenders.

Speakers: Matt Mylet, VP One PacificCoast Bank; Rebecca Thistlethwaite, Principal, Sustain Consulting Services; Carrie Ferrence, CEO & co-founder of Stockbox Neighborhood Grocery; Ethan Schaefer, Executive director of Grow Food, Home of Vivia Farms, Slow Money NW & Growfood.org

Building brand loyalty

Customers become advocates of brands because they develop an emotional connection with their core purpose. It turns out that customers want to be part of something bigger than themselves, to help achieve something that they can't necessarily achieve on their own. When this relationship is found, consumers move beyond being casual customers and become advocates. Advocates show a high propensity to repurchase, a reluctance to switch brands, and they demonstrate a high likelihood to recommend. In the end, advocates contribute to profitability at rates up to 10 times greater than casual customers. Constructing such a brand environment is a matter of establishing a clear set of values and making them actionable at every touch point in the brand/customer experience. This workshop helped brands walk through what they believe in, why their business is unique and how to tell their story so that the customer has a deeper connection and becomes an advocate.

Speakers: Craig Wilson, entrepreneur, marketer and author, Blux

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Protecting Organic Integrity in the Face of GE Crops

The debate around genetically engineered (GE) crops and their impact on the integrity and success of organic production systems has risen to a new level. This session focused on the interface of GE and organic, including overviews of the science, regulatory system, economic impacts, environmental concerns, and policy initiatives underway to address these challenges and protect the integrity of organic.

Speakers: Kristina Hubbard, Advocacy & Communications Director, OSA; Laura Batcha, Executive Vice President, OTA; Michael Sligh, Director of Just Foods, Rural Advancement Foundation International, USA

Organic Materials and Inputs Regulations: The Future

Organic materials and inputs are becoming increasingly regulated and complicated to review. With the growth of organic production both nationally and internationally the opportunity for growth in production inputs is also increasing. With this increase in production comes increase in regulation and potential for risk. This workshop provided an overview of current and future material review organizations, and discussed the risks involved with this growth both from a producer and risk perspective. What can we expect in the future for regulation and use of these materials? Organic producers need access to these tools, but if the regulation of these materials becomes increasingly complicated, will material manufacturers continue to develop these tools or will they stop?

Speakers: Lindsay Fernandez-Salvador, Program Director, OMRI; Nathaniel Lewis, Organic Material Review Coordinator, WSDA; Zea Sonnabend, Policy Specialist, CCOF & Organic Farmer, Fruitilicious Farm

Establishing Habitat for Beneficial Insects: Techniques & Tools for Success

From pollination to pest management, on-farm habitat for beneficial insects is an essential component to any farm. This workshop covered techniques for successfully installing habitats in organic systems, including design and plant selection, site preparation and maintenance, and field trials being conducted across the U.S. We discussed NRCS financing & programs to support these efforts: where to access, who is eligible, and what you actually receive.

Speakers: Sarah Brown, Organic Conservation Specialist, Oregon Tilth & NRCS; Mace Vaughan, Pollinator Conservation Program Director, The Xerces Society for Invertebrate Conservation; Rowan Steele, Farm Incubator Manager, East Multnomah Soil & Water Conservation District, Owner and Farmer, Fiddlehead Farm; Carrie Sendak, Organic Conservation Coordinator, Oregon Tilth and NRCS - Facilitating

Organic Berry Crop Production Systems – What have we learned through research so far?

This workshop covered: soil preparation for new planting, the best production systems for sustainability in organic blueberries, tips for fertigating with fish, and summaries of on-going research on the impact of fertilizer source and cultivar on yield and fruit quality. We addressed the question of whether or not production systems impact healthful properties in blackberries. This workshop focused on blueberry and blackberry production, but questions and input from growers on all berry crops will be encouraged and appreciated.

Speakers: Dr. Bernadine Strik, Professor of Horticulture, Extension Berry Crops, OSU; Dr. David Bryla, Research Scientist, USDA-ARS Horticultural Crops Research Unit; Javier Fernandez-Salvador, Graduate Research Assistant, Dept. Horticulture, OSU; Renee Harkins, MS Graduate Student, Dept. Horticulture, OSU; George Cavender, Research Associate, Department of Food Science & Technology, OSU; Eric Pond, NW Operations Manager, AgriCare, INC





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Responsible Packaging

As businesses focus on sustainability implementation throughout the supply chain, it's becoming essential to develop and use responsible packaging alternatives. With the proliferation of "green, sustainable, degradable, and bio-based" packaging claims and the emergence of packaging scorecards and metrics schemes, the organic industry must define a vision for packaging responsibility.

The [Responsible Packaging Project](#), a non-profit collaboration between the Independent Natural Food Retailers Association, National Cooperative Grocers Association, Organic Trade Association, Sustainable Food Trade Association, UNFI, Inc. and Whole Foods Green Mission, has developed guidelines for the organic industry that focus on three primary areas: transparency of content, extended producer responsibility, and ecological principles.

This workshop helped define "responsible packaging" through Zero Waste, Cradle to Cradle, and the Natural Step Framework. We covered the FTC Green Guides, and discussed the importance of packaging claims and third party verification. Presenters shared successes and struggles in packaging alternatives implementation, as well as thoughts on lifting the industry towards more responsible packaging choices. This workshop also included a 15 minute award ceremony for the 2013 Responsible Packaging Award Winners.

Speakers: Nate Schlachter, Executive Director, Sustainable Food Trade Association; Tom Wright, Founder of Responsible Packaging Project & CEO Sustainable Bizness Practices; David Allaway, Senior Policy Analyst, Oregon Department of Environmental Quality; Brionee Saseen, Environmental Coordinator, Lundberg Family Farms; Julie Tilt, President, Hummingbird Wholesale

A Collaborative Approach to Strengthening Organic Seed Systems

Strong organic seed systems are crucial to the success of the broader organic community. This workshop addressed the need for buy-in from the entire organic food chain to increase the quantity and quality of organic seed. Panelists shared positive efforts within the organic community, including food companies that are pro-actively requiring organic seed contracts with farmers and organic plant breeders within the private and public sector. Participants joined a larger strategy discussion on how to replicate the positive examples shared by panelists.

Speakers: Micaela Colley, Executive Director & Research and Education Director, OSA; Tom Lively, Senior Account Representative, OGC; John Foster, Director of Compliance - Quality, Food Safety & Organic Integrity, Earthbound Farm; Matthew Dillon, Cultivator for Seed Matters, Clif Bar Family Foundation; Jim Myers, OSU; Elysa Hammond, Director of Environmental Stewardship, Clif Bar & Company; Laurie McKenzie, graduate student, OSU

OTA Organic Research and Promotion Program Town Hall Meeting

A proposal is moving forward to explore a research and promotion program for organic. The Organic Trade Association (OTA) is holding Town Hall-style forums across the country to evaluate this opportunity and facilitate an industry wide decision. Input from the entire organic community is needed. All organic industry members are encouraged to participate in the Town Hall meeting. Visit the OTA website: www.ota.com/ORPP.html to learn more about the initiative.

Speakers: Laura Batcha, Executive Vice President, Organic Trade Association; Marty Mesh, Executive Director, Florida Organic Growers & Quality Certification Services; Gwendolyn Wyard, Regulatory Director - Organic Standards and Food Safety, OTA



Get Informed



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Keynote Address ~ Curt Ellis

King Corn co-creator and [FoodCorps](#) co-founder and Executive Director. In a multimedia presentation that mixes humor, film clips and fresh thinking, Curt took us on a personal journey through the movement to reconnect Americans to the meals they eat. Traveling from college campuses to cornfields, from rooftop farms to locally sourced school lunchrooms, we saw how food—that most fundamental thing—could be the key to spreading sustainability, justice, equity and opportunity across our country.



After growing up in Oregon and finding his passion for food and agriculture at The Mountain School and Yale, he moved to Iowa to investigate the role of subsidized commodities in the American obesity epidemic. The film he co-created there, King Corn, received a national theatrical release and PBS broadcast, helped drive policy discussion around the Farm Bill, and earned a George Foster Peabody Award. Under his Food and Community Fellowship with the Institute for Agriculture and Trade Policy, he helped launch the mobile garden project Truck Farm and directed Big River, a sequel to King Corn, for Discovery's Planet Green. Ellis is a Draper Richards Kaplan Social Entrepreneur and a recipient of the Heinz Award.

Special Events

Spirits and Winter Veggie Tasting

Back by popular demand, Vegetable Taste Testing is on the Organicology agenda! Participants had the opportunity to investigate flavor nuances among a myriad of carrot varieties, including favorites from the NOVIC plant breeding project and carrot aficionado Nash Huber (Nash's Organic Produce, Sequim, WA). Winter root vegetables teased our taste buds with potential crops for season extension (including Gilfeather turnips, rutabagas, black radish, lutz beets, and more). Overwintered chicory varieties from the NOVIC project were on display for visual comparison.



Speed Networking

Just as the name suggests, Organicology speed dating is the quickest way to make instant connections. Grab business cards, shake hands and exchange contacts with people in the organic food trade. True “cross-pollination!”



Live Music

Classes are over, school is out, now it's time to let loose and rock it out! Organicology welcomes once again, The Pheromones! Jam to a mix of jump blues, rockabilly, and eclectic fusion, featuring a great group of farmers and plant breeders: John Navazio, Martin Diffley, Billy Black and Jason Mealhow.

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Celebrate



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Saturday Schedule

Trade Show

Keynote ~ Tom Philpott

Food and Ag Blogger and co-founder of Maverick Farms. Tom is well-known for his role as a writer and editor in many media outlets covering topics in food news. Currently a food blogger for Mother Jones, his work on food politics has also appeared in Grist, Newsweek, Gastronomica, and the Guardian. In September 2008, Food & Wine named him one of "ten innovators" who "will continue to shape the culinary consciousness of our country for the next 30 years."

He is also the co-founder of [Maverick Farms](#) in Valle Crucis, North Carolina. Maverick Farms is an educational non-profit dedicated to promoting family farming as a community resource and reconnecting local food networks in High Country of North Carolina. Maverick Farms' Farmer Incubator and Grower (FIG) program represents the next step in their mission to bolster the local-food economy and educational tools designed to train and equip a new generation of farmers.



Trade Show

The Organic Exhibition is the hub of our networking community. Over 100 companies hosted booths at our unique trade show. It's an opportunity to meet an array of agencies that support, supply and grow the organic industry—from seed and farm supply companies to organic growers and manufacturers, as well as retail, activist and agricultural organizations—the true magic of cross-pollination all happens here.

Participants at the Organic Exhibition have no better opportunity to network and share their ideas about the organic trade and improvements in sustainable living. It's all here—the perfect combination of resources, communication and partnership! This movement isn't possible without the combined efforts of so many dedicated organizations and growers. It's a chance to engage, grow and give thanks to the people who are steering the food movement in the right direction.



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Saturday Sessions

Bridging the Gap Between Breeders and Eaters

Organic vegetable and seed production is on the rise in the Pacific Northwest, but what regional needs are still not being met? This listening session brought together produce purchasers, retailers, eaters, plant breeders, seed companies, and other stakeholders in identifying variety and seasonal organic production gaps in the Pacific Northwest to inform organic plant breeding needs.

Speakers: This roundtable session will include a dynamic panel of farmers, plant breeders, produce buyers, and others.

USDA National Organic Program/National Organic Standards Board Listening Session

Leaders of the USDA National Organic Program shared priorities and projects for the upcoming years. NOP leaders answered questions, received feedback on program. In addition, representatives from the National Organic Standards Board (NOSB) were present to discuss priorities and current hot topics.

Speakers: Zea Sonnabend, Policy Specialist, CCOF & Organic Farmer, Fruitilicious Farm; John Foster, Director of Compliance - Quality, Food Safety and Organic Integrity, Earthbound Farms; Mark Lipson, Organic & Sustainable Agriculture Policy Advisor, USDA, Office of the Secretary

Changing Behaviors: The Act of Gardening & Garden Education as a Transformational Tool

This session gave an in-depth look at how Community Gardens, local businesses and Oregon Tilth's Organic Education Center are changing behaviors in your community. A diverse panel provided successful models of how they make positive differences in their local communities and what works for their organization and why. Topics discussed included issues of food insecurity, understanding organics, sustainable and responsible choices on your land, and provide real examples of how working collectively in your own community can and does make a difference.

Speakers: Laura Niemi, City of Portland Community Gardens; Naomi Montacre, Owner, Naomi's Organic Farm Supply; Colleen Lockovitch, Oregon Tilth

Saturday Dinner ~ Featuring Slow Food's Ark of Taste

SLOW FOOD's Ark of Taste is an international catalog of foods that are threatened by industrial standardization, the regulations of large-scale distribution and environmental damage. The Ark serves as a resource to those interested in reviving rare breeds and learning about endangered foods with the goal of encouraging the continued production and consumption of these delicious foods. Since 1996, more than 800 products from over 50 countries have been added to the international Ark of Taste. To qualify for the program food products must be:

- Outstanding in terms of taste-as defined in the context of local traditions and uses
- At risk biologically or as culinary traditions
- Sustainably produced
- Culturally or historically linked to a specific region, locality, ethnicity or traditional production practice
- Produced in limited quantities by farms or by small-scale processing companies

At Organicology 2013, we featured several foods from the US Ark of Taste during the Saturday Pacific Northwest Dinner, including:

- Inchelium Red and Lorz Italian garlics from Cloudview Eco Farm in Royal City, WA
- Makah Ozette potatoes from Lazy J Tree Farm in Port Angeles, WA
- Line-caught Marbled Chinook Salmon is sourced from tributaries in the Pacific Northwest

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Special Events

Festival of Debate

Organicology's Knock-down, drag-out Debate - take THREE! The Organicology debate has become the stuff of legend. Welcome to a Thunderdome of lively characters, pitting their organic knowledge against each other for the ultimate showdown! This year's arguments up for debate were...

First Topic: That all retailers who operate with the words Whole, Foods, New, Seasons, Earth, Terra or any other such reference to the ground or soil; the name of any flower, tree or native plant; or the word Sun as the first part of any compound word such as Sunbow, Sunshine, Sunflower or Sundance, shall only carry certified organic, GMO-free, fair trade, salmon safe products.

Second Topic: That all organic products companies that are owned by corporations engaged in the conventional agri-business model of food production and marketing, must list their parent company above their own logo in letters twice as high as their own logo, whether on buildings, delivery vehicles, consumer products or face tattoos.

Third Topic: That, in anticipation of the inevitability of legalization, the organic trade should immediately, like right after this debate is over, perhaps in some room upstairs, begin the process of developing an organic marijuana program that includes certification standards, materials reviews and the development of organic seed varieties that function in all locales and under any conditions no matter what in God's name happens with climate weirding, as well as a tasting event at Organicology 2015.



Live Music ~ Karaoke From Hell

Ever wonder what it would be like to sing your favorite songs on stage, with a real band? Leave the instrumental discs behind and get in front of Karaoke From Hell, a real backup band that will make your star-filled dreams come true! This is your moment of stardom.

