

# Welcome!

**"Life is change — how it differs from the rocks."**

— Paul Kantner, Jefferson Airplane

Thank you for joining us for the fifth session of Organicology, "the study of a sustainable food future."

Since Organicology 2015, much has changed, yet much remains the same as one scans the landscape of the organic movement and trade.

*For all the growth, there is dead timber and ground sundered.*

*For all the success, there has been struggle and strife.*

*For all the vibrant Youth ready for their charge up the mountain, there are absent warriors and Elders coming ever closer to the end of their careers.*

As life is cycles and the balance of contradiction, so is our own experience of the unfolding mission to bring agricultural practice into harmony with Gaia.

Organicology was created by four strong and innovative organizations through an effort that reflects the diversity and capacity for collaboration across the organic front. Together, all of us along that front serve as a hand with many fingers, each enhancing the abilities of the whole. And yet the diversity of our perspectives and missions, and the turbulent waters we guide our boats through, can also result in divergence and conflict as we each seek the best passage forward.

In anticipation of the dynamic tension of our community and its evolution, a philosophy and purpose for Organicology was adopted in 2011:

*"Organicology strives to create an inclusive forum for discussion, debate, and development within the organic community. We encourage organic eaters, gardeners and farmers, citizens-at-large, and companies of all sizes and sectors, as well as non-organic entities interested in moving into the organic industry, to participate. Our goal is to inspire individuals, organizations, and businesses to take actions that strengthen the integrity of the philosophy and practices that make up the organic movement and trade."*

The need for such an approach has gained no better evidence than during the summer of 2016 with the passage of the so-called "DARK Act" regulating GMO labeling: The Act was co-sponsored by one recipient of the Organic Trade Association's "Public Servant Award," and opposed on the Senate floor by another recipient of the same award. One vital trade organization (of which 3 Organicology founders are members) felt compelled to negotiate and support passage; one of the movement's organizations (of which 2 Organicology founders are members) unanimously opposed.

In the aftermath, emotions are high and suspicions dark indeed, and many have been faced with "battle lines being drawn." In such moments, let us look to the words of Abraham Lincoln, delivered in his 1861 Inaugural Address:

*"We are not enemies, but friends. We must not be enemies. Though passion may have strained, it must not break our bonds of affection. The mystic chords of memory will swell when again touched, as surely they will be, by the better angels of our nature."*

The agenda and content we strive to bring you will surely address the challenges we face both within and without. As importantly, the conference will provide the opportunities to cross lines between movement and trade, non and for-profit, visionaries and practitioners, planters and harvesters. The organic movement was created in recognition of the critical need to acknowledge and align with whole systems, and Organicology is one effort to find, honor and function in accordance and harmony with that Whole.

## Salud!



Sustainable Food  
Trade Association  
*organic leaders for sustainability*



# Organicology Guide

---

Event Hosts.....	4 & 5
Conference Facilities.....	6
Event at a Glance.....	7
Trade Show & Small Farmer Scholarships.....	9
Educational Tracks.....	12
Thursday Itinerary.....	13–20
Intensives	
The Case for Independence in the Organic Trade.....	13
Business Management for Organic Vegetable, Seed and Grain Producers.....	13
Transition and Growth In the Organic Sector.....	16
Creating a Resilient Business through Sustainable Practices.....	16
Natural Resources and Biodiversity Farm Tour.....	17
Thursday Night	
Research Poster Session & Lexicon of Sustainability.....	18
Seed Swap.....	19
Northwest-Inspired Dinner.....	19
Keynote Address: Mas Masumoto.....	20
Live Music: Septimus.....	20
Friday Itinerary.....	22–34
Keynote Address: Eric Holt-Ginénez, Ph.D. ....	22
Morning Workshops	
Managing Farms and Creating Habitat to Support Conservation and Biological Control.....	23
Organic Regulatory Update and Policy Primer.....	23
Got Seed?.....	24
Challenging the Empire: Forming a Rebel Alliance.....	24
Businesses as Agents for Policy Change.....	25
Successfully Marketing Fair Trade in your Retail Department.....	26
Strategies for Addressing the Farmworker Shortage.....	26
Mid-Afternoon Workshops	
Getting the Most Out of On Farm Variety Trials.....	27
Becoming the Produce Department your Customers Crave and Deserve. It's all about Relationships!.....	27
FDA Down on the Farm.....	28
Viva Organico! Organic Demand and Impacts in Mexico.....	28
Farming like a System: Learning from the Data and Experiences of Experienced Organic Farmers.....	29
Climate Change and Drought on the Organic Farm.....	29
Organic Livestock and Poultry Welfare Practices: A Blessing or a Curse?.....	30
Afternoon Workshops	
In Celebration of Seeds.....	30
You Say You Want A (Food System) Revolution.....	31
Organic Integrity: Managing the Seemingly Impossible.....	31
Farm Succession: Why Planning Now is Critical, and Resources to Begin.....	32
Selling to the Masses.....	32
Botany of Produce: Understanding the Plants We Eat.....	33
Time to Take Action on Climate Change.....	33
Friday Night	
Evening Social: Varietal Tasting.....	34
Slow Hot Feast.....	34
Live Music: Karakoe from Hell.....	34
Photobooth.....	34
Saturday Itinerary.....	35–39
Keynote Address: Nikki Silvestri.....	35
Trade Show.....	35
Listening Sessions	
Looking to the Future: Sustainable and Organic Agriculture Policy in the Next Farm Bill.....	36
Future Organic Research for Farmer Needs.....	37
Digging into the Details: Hands-on Guidance to Assess your Sustainability Progress.....	38
Saturday Night	
Tapas Dinner.....	39
The Great Debates.....	39
Saturday Night DJ.....	39
Speaker Biographies.....	40–60
Event Dining.....	70
Hotel Map.....	71
Thank You to our Sponsors.....	72

# Event Hosts

## OREGON TILTH

Our mission to make our food system biologically sound and socially equitable requires us to find practical ways to tackle big challenges. For more than 30 years, Oregon Tilth has been a part of conversations that have influenced local, regional and national organic practices and policies.

With focus on core areas of organic certification, conservation, health, public policy, and the marketplace, we're committed to sustainable initiatives that support how we produce our food and products with people and planet in mind. Our work looks for opportunities to bring everyone to the table – government agencies, farmers, nonprofits, businesses and citizens – to find sensible solutions. And through our certification program, membership and partnerships, we embrace sharing knowledge and learning from each other to spur discovery and accelerate innovative responses to today's big issues.



2525 SE 3rd Street, Corvallis, OR 97333 | 503-378-0690 | 877-378-0690  
[www.tilth.org](http://www.tilth.org) | [organic@tilth.org](mailto:organic@tilth.org)

## SUSTAINABLE FOOD TRADE ASSOCIATION

Sustainable Food Trade Association (SFTA) is a non-profit organization uniting businesses and aligned partners to define and drive excellence in environmentally sound, socially just business practices using a systems-based approach.

We serve as a hub for businesses to learn, improve performance, communicate results, and share common metrics and best practices. We advocate for the adoption of sustainable business practices within the organic trade and in government policies. Since 2008, SFTA has worked with organic food companies, from farm to retail, to create and implement innovative, sustainable business practices throughout their supply chain. SFTA provides:

- **Education:** Trainings, webinars, workshops, resource guides, other learning opportunities.
- **Consulting Program:** Staff support, resources, and guidance to plan and implement sustainability programs. Customized consulting available.
- **Networking:** In-person and online forums to share questions, challenges, best practices, shared initiatives.
- **Communications/Marketing:** Increased visibility through SFTA communications.
- **Sustainability Metrics:** Industry-specific metrics, and peer-reviewed reports that facilitate learning, benchmarking, and progress.
- **Tool Kits:** Step-by-step guidance for sustainability programs: strategy and goals, implementation, reporting, and communications.



Sustainable Food  
Trade Association  
*organic leaders for sustainability*

[Twitter.com/sustifyfoodtrade](https://twitter.com/sustifyfoodtrade)

[Facebook.com/SustainableFoodTrade](https://Facebook.com/SustainableFoodTrade)

49 Race Street, New Castle, VA 24127 | 413-624-6678  
[www.sustainablefoodtrade.org](http://www.sustainablefoodtrade.org) | [katherine@SustainableFoodTrade.org](mailto:katherine@SustainableFoodTrade.org)

# Event Hosts

---

## ORGANICALLY GROWN COMPANY

Founded in 1978, employee and grower-owned Organically Grown Company (OGC) is the largest organic produce distributor in the Pacific Northwest. From locations in Oregon and Washington, OGC works with more than 300 growers and vendors to market and distribute produce to over 500 retail, wholesale and restaurant customers throughout the greater Pacific Northwest and beyond. OGC's trademarked LADYBUG brand represents more than 30 Northwest, family-owned, organic and Salmon-Safe certified farms and is sold in markets across the United States and Canada. OGC has been recognized as a leader in sustainable business practices including sourcing 100% renewable energy in facilities, operating their own Clean Air certified truck fleet, support for fair trade and charitable giving. Their mission is "Promoting health through organic agriculture as a leading sustainable organization."



1800A Prairie Rd. | Eugene OR 97402 | 541-689-5320    20078 NE Sandy Blvd. | Portland, OR 97230 | 503-907-3600  
www.organicallygrown.com | info@organicallygrown.com

## ORGANIC SEED ALLIANCE

Organic Seed Alliance (OSA) advances ethical seed solutions to meet food and farming needs in a changing world. We believe seed is part of our common cultural heritage – a living, natural resource that demands careful management to meet food needs now and into the future. We envision organic seed systems that are democratic and just, support human and environmental health, and deliver diverse and regionally adapted options to farmers everywhere.

We accomplish our mission through research, education, and advocacy that closely engages farmers and the broader organic community. Our collaborative research emphasizes diversity, ecology, and shared benefits. Our education builds the base of knowledge necessary for stewarding seed and enhancing diversity through on-farm innovation. And our advocacy promotes the benefits of organic seed while simultaneously confronting threats.

Mark your calendars for our 9th Organic Seed Growers Conference from February 14–17, 2018, in Corvallis, Oregon. Our biennial conference is the only event of its kind, bringing together hundreds of farmers, plant breeders, researchers, university extension, certifiers, food companies, seed production and distribution companies, and other organic stakeholders for a full agenda of presentations, panel discussions, and networking events.



PO Box 772 | Port Townsend, WA 98368 | 360-385-7192  
www.seedalliance.org | info@seedalliance.org



# Conference Facilities

## HILTON PORTLAND & EXECUTIVE TOWER

921 SW Sixth Avenue Portland, OR 97204

P 503-226-1611 | F 503-220-2565 | [www.portland.hilton.com](http://www.portland.hilton.com)

### During your stay at Organicology:

#### HILTON PORTLAND VALET ONLY PARKING

Hotel front door, on SW 6th Avenue between Salmon and Taylor

- \$18.00 first 3 hours, \$5.00 per additional hour / \$43.00 daily; maximum \$43.00 for registered overnight guests

#### HILTON EXECUTIVE TOWER VALET

Executive Tower front door, on SW Taylor between 5th and 6th Avenues

- \$18.00 first 3 hours, \$5.00 per additional hour / \$43.00 daily; maximum \$43.00 for registered overnight guests

#### HILTON EXECUTIVE TOWER GARAGE

On 5th and Taylor Street

- \$3.00 first hour, \$5.00 each additional hour, \$17.00 daily maximum (6:00 am – 6:00 pm); \$5.00 evenings (after 6:00 pm – 3:00 am); \$33.00 for registered overnight guests; WEEKENDS: \$5.00 daily maximum, \$33.00 overnight
- WiFi is available in all meeting spaces; the network and password is available at the Organicology registration desk on the ballroom level.
- Guest Room Internet – access code will be given to attendees at check in – guest room Internet access code does not work in meeting space.
- Some of the meeting rooms and exhibit areas are located 2-3 floors below ground; cell service/Internet from local carriers may be hard to access due to this.

### The Hilton Portland & Executive Tower works to decrease its impact on the environment and improve sustainability, putting in these initiatives to improve efficiency and reduce resources:

- State-of-the-art HVAC cooling tower
- 2012 high-efficiency natural gas boilers installed, reducing usage 30% per month over previous years
- Linen and towel reuse program for multiple-night guests
- Used shampoo & conditioner bottles donated to a local shelter
- Of the 20 tons of waste produced monthly, 18 tons are recycled
- Older furnishings, linens, curtains, dishware and bedding donated to a local shelter
- Composts all food waste
- Recycling bins throughout all meeting spaces
- Eco-friendly materials & cleaning products



## GREEN COMMITMENT

We at Organicology believe in keeping this conference as sustainable as possible. That's why for every conference we make a Zero waste pledge to reduce our environmental impact. In cooperation with the hotel, staff decorators and attendees we can continue to make this event sustainable.

### Examples of our commitment:

- Hilton Portland & Executive Tower is Green Sealed Certified and the first to receive a Green Key designation in Oregon
- Access to the MAX line
- All printed material uses recycled paper and non-toxic inks
- Use (and reuse) real silverware, glasses, mugs, cloth linens and napkins
- Food leftovers are composted, donated, or gleaned by B-Line Sustainable Urban Delivery
- Decoration items are refurbished or upcycled
- Recycling stations



# Event at a Glance



## THURSDAY, FEBRUARY 2nd

7:00am-8:00pm	Registration	Grand Ballroom Foyer
7:30am-9:00am	Breakfast	Grand Ballroom
9:30am-5:00pm	Intensives	
11:00pm-11:15pm	Coffee Break	
12:30pm-2:00pm	Lunch	Grand Ballroom
2:00pm-5:00pm	Intensives resume	
2:00pm-5:00pm	Farm Bus Tour	
3:30pm-3:45pm	Coffee Break	
5:00pm-6:30pm	Seed Swap	Pavilion Ballroom
5:00pm-Ongoing	Poster Session opens	Plaza Foyer
5:00pm-Ongoing	Lexicon of Sustainability opens	Lobby
6:30pm-8:30pm	Inspired Dinner	Grand Ballroom
7:30pm-8:30pm	Keynote Address: Mas Masumoto	Grand Ballroom
8:30pm-11:00pm	Septimus	Grand Ballroom

THURSDAY ALL DAY INTENSIVES	
Business Management	Broadway III/IV
Transition & Growth	Broadway I/II
Organic Trade Independence	Galleria North
Resilient Business	Galleria South
Farm Tour	Pavilion

## FRIDAY, FEBRUARY 3rd

7:00am-5:00pm	Registration	Grand Ballroom Foyer
7:00am-9:30am	Breakfast	Grand Ballroom
8:30am-9:30am	Keynote Address: Eric Holt-Gimenez	Grand Ballroom
10:00am-12:00pm	Morning Workshops	
12:00pm-1:30pm	Lunch	Grand Ballroom
1:30pm-3:00pm	Mid-Afternoon Workshops	
3:30pm-3:45pm	Coffee Break	
3:30pm-5:00pm	Afternoon Workshops	
5:00pm-7:00pm	Social	Atrium Ballroom
7:00pm-8:30pm	Dinner	Grand Ballroom
8:30pm-12:00am	Live Music: Karaoke from Hell	Grand Ballroom

FRIDAY MORNING WORKSHOPS	
Support Conservation	Parlor A
Regulatory Update	Galleria South
Got Seed?	Forum
Challenging the Empire	Skyline II
Policy Change	Broadway III/IV
Fair Trade Products	Broadway I/II
Farmworker Shortage	Galleria North

FRIDAY MID-AFTERNOON WORKSHOPS	
On-Farm Variety Trials	Forum
Produce Departments	Galleria South
FDA Down on the Farm	Parlor A
Viva Organico!	Skyline II
Farming Like a System	Galleria North
Climate Change	Broadway I/II
Livestock & Poultry Practices	Broadway III/IV

## SATURDAY, FEBRUARY 4th

6:30am-10:00am	Trade Show set-up	Exhibit Hall
7:00am-5:00pm	Registration	Grand Ballroom Foyer
7:30am-10:00am	Breakfast	Grand Ballroom
9:00am-10:00am	Keynote Address: Nikki Silvestri	Grand Ballroom
10:00am-12:00pm	Trade Show opens	Exhibit Hall
10:00am-12:00pm	Farm Bill Session	Galleria North
12:00pm-1:30pm	Lunch	Grand Ballroom
2:00pm-5:00pm	Trade Show resumes	Exhibit Hall
2:00pm-4:00pm	Organic Research Session	Galleria South
2:00pm-4:00pm	Sustainability Progress Session	Galleria North
5:30pm-8:00pm	Tapas Dinner	Main Ballroom I/II
6:30pm-8:00pm	The Great Debates	Main Ballroom I/II
8:30pm-12:00am	DJ Entertainment	Main Ballroom I/II

FRIDAY AFTERNOON WORKSHOPS	
In Celebration of Seeds	Forum
Food System Revolution	Skyline II
Organic Integrity	Galleria South
Farm Succession	Parlor A
Selling to the Masses	Galleria North
Botany of Produce	Broadway III/IV
Action on Climate Change	Broadway I/II

## Saturday Trade Show Exhibition

The Organicology Trade Show Exhibition is swiftly becoming the largest gathering of organic producers, farmers, businesses and organizations. There's no better opportunity to meet new people and build stronger partnerships. Like a well-orchestrated honeycomb, this exhibition is the best networking opportunity during the conference where exhibitors and attendees can discover new products and develop new connections.

### It's a cross-pollination of the organic trade!

Farmers	Chefs
Seed Breeders	Advocates & Educators
Farm Input Suppliers	Policy Makers & Activists
Processors	Non-profits
Certifiers	Producers
Retailers	
Merchandisers	
Produce Managers & Staff	
Wholesalers & Distributors	
Organic Eaters	



## B-Line

B-Line Sustainable Urban Delivery (b-linepdx.com) is a Portland-based, tricycle delivery system. They use electric-assisted "freight bikes" that can deliver 700lbs of goods in a 45-square foot-trailer to local businesses. In 2015, we collected 800 lbs. of food to go to the Portland Rescue Mission, so watch for their trikes and give their riders a high five! Visit b-linepdx.com



Utilizing B-Line and implementing other sustainable practices are part of our Zero Waste philosophy! Zero Waste supports sustainability by reducing extraction from, and eliminating waste to, nature, improving economic efficiency and making more resources available to all. [www.zerowaste.org](http://www.zerowaste.org)

*Thank you* to Mountain Rose Herbs for donating the herbs and spices!



## Café Mam

Café Mam will be returning once again to freshen up our mornings and energize our days! Each day they will provide organic coffee, tea and water and will serve espresso drinks during meals. Café Mam (say 'mom') is grown by fair-trade cooperatives of native Mayan farmers living in the highlands of Chiapas, Mexico. It is 100% organic, fair trade certified, shade-grown, high altitude arabica coffee.

Our partnership with Café Mam honors many of our mutual goals:

- Honoring and healing the earth
- Self-sufficiency and political independence
- Sustainable development of rural communities
- Child welfare, including education & nutrition
- Defense of indigenous cultural identity
- Education in organic agriculture
- Promotion of progressive groups

## Organicology Small Farmer Scholarship

Scholarships and Spanish translations for beginning farmers and Latino farmers to attend Organicology were provided by a grant from the USDA Beginning Farmer Rancher Grant Program.

# New Educational Tracks!

The Organicology conference seeks to cultivate sustainability from seed to table through forums that share, educate, inspire, and celebrate the philosophy and practices of the organic movement — what we call *The Study of a Sustainable Food Future*. This year, we've organized and categorized our curriculum into educational tracks — you'll see these symbols next to the intensives, workshops and session descriptions that focus on the following themes:



## BUSINESS MANAGEMENT

- (W) Businesses as Agents for Policy Change
- (W) Becoming the Produce Department your Customers Crave and Deserve. It's all about Relationships!
- (W) Botany of Produce: Understanding the Plants We Eat



## FARM MANAGEMENT TECHNIQUES

- (I) Business Management for Organic Vegetable, Seed and Grain Producers
- (W) Challenging the Empire: Forming a Rebel Alliance
- (W) Climate Change and Drought on the Organic Farm
- (I) Creating a Resilient Business through Sustainable Practices
- (LS) Digging into the Details: Hands-on Guidance to Assess your Sustainability Progress



## GROWING THE ORGANIC MARKET

- (W) Farm Succession: Why Planning Now is Critical, and Resources to Begin
- (W) Farming Like a System: Learning from the Data and Experiences of Experienced Organic Farmers
- (W) FDA Down on the Farm
- (LS) Future Organic Research for Farmer Needs
- (W) Getting the Most Out of On-Farm Variety Trials
- (W) Got Seed?



## LEADERSHIP

- (W) In Celebration of Seeds



## POLITICS AND POLICY

- (LS) Looking to the Future: Sustainable and Organic Agriculture Policy in the next Farm Bill
- (W) Managing Farms and Creating Habitat to Support Conservation Biological Control
- (I) Natural Resources and Biodiversity Farm Tour



## PRODUCE

- (W) Organic Integrity: Managing the Seemingly Impossible
- (W) Organic Livestock and Poultry Welfare Practices: A Blessing or a Curse?
- (W) Organic Regulatory Update and Policy Primer



## RESEARCH

- (W) Selling to the Masses



## SEEDS

- (W) Organic Regulatory Update and Policy Primer
- (W) Strategies for Addressing the Farmworker Shortage
- (W) Successfully Marketing Fair Trade Products in Your Retail Department



## SOCIAL JUSTICE

- (I) The Case for Independence in the Organic Trade: Creating and Sustaining Business Enterprises that Provide Vision, Leadership and a Path to Succession



## SUSTAINABILITY

- (W) Time to Take Action on Climate Change
- (I) Transition and Growth in the Organic Sector
- (W) Viva Organico! Organic and Demand Impacts in Mexico
- (W) You Say You Want A (Food System) Revolution

~ KEY: (I) Thursday Intensive Session (W) Friday Workshop (LS) Saturday Listening Session ~



7:00am-8:00pm

Registration

Grand Ballroom Foyer

7:30am-9:00am

Breakfast

Grand Ballroom I/II

9:30am-5:00pm

Intensives

Various locations

11:00pm-11:15pm

Coffee Break

12:30pm-2:00pm

Lunch

Grand Ballroom I/II

2:00pm-5:00pm

Intensives Resume

Various locations

(Farm Tour group meets  
outside Pavilion)

3:30pm-3:45pm

Coffee Break

5:00pm-Ongoing

Lexicon of Sustainability

Lobby

5:00pm-Ongoing

Research Poster Session

Plaza Foyer

5:00pm-6:30pm

Seed Swap

Pavilion Room

6:30pm-8:30pm

Northwest-Inspired Dinner

Grand Ballroom

7:00pm-7:15pm

Welcome Address: David Lively

Grand Ballroom I/II

7:30pm-8:30pm

Keynote Address: Mas Masumoto

Grand Ballroom I/II

8:30pm-11:00pm

Live Music: Septimus

Grand Ballroom I/II

## INTENSIVES

9:30am – 5:00pm



### The Case for Independence in the Organic Trade: Creating and Sustaining Business Enterprises that Provide Vision, Leadership and a Path to Succession *Galleria North*

As the organic foods trade has experienced consolidation, publicly traded companies accountable to the markets, and enterprises funded with venture capital, we witness the disappearance of the visionaries who played critical roles in the creation of the trade from payrolls, and a silencing of progressive voices that are now required to adhere to parent-companies concerned primarily for their conventional holdings.

The continued evolution of the organic foods trade can best be accomplished with a strong presence of privately held businesses in the mix, capable of participating unfettered in dialogue about how to maintain and express the values of embraced complexity, wholeness, transparency, and ethical behavior that brought us this far.

This day long intensive will focus on the experiences of organic trading companies that have both held onto and surrendered their private ownership, with guidance on how to walk the path of independence, from creating your business to sustaining it and passing the torch to those who follow.

**Moderator:** Denise Trepanier, President, Denise Trepanier Consulting, Inc.

**Speakers:** David Bronner, Cosmic Engagement Officer, Dr. Bronner's; David Lively, VP of Sales & Marketing, Organically Grown Company; George Siemon, CEO, Organic Valley; Keely Wachs, Communications Director, Clif Bar; Stacy Kraker, Director of Communications & Marketing, Organically Grown Company; Tony Bedard, CEO, Frontier Natural Products Co-op; Arjan Stephens, Executive VP of Sales and Marketing, Nature's Path Foods; Bena Burda, Founder/CEO, Maggie's Organics / Clean Clothes Inc.



### Business Management for Organic Vegetable, Seed and Grain Producers *Broadway III / IV*

Good business management skills are essential to the success of your organic farm. Come crack the financial books at this hands-on intensive! You'll learn how to use financial information to make smarter business management decisions. We'll go over what basic financial statements can tell you about your farm business and how to evaluate the economics of a specific crop/enterprise on your farm. We'll also look at analyzing an investment in a piece of farm equipment or infrastructure to determine what it will contribute to

---

(*Business Management for Organic Vegetable, Seed and Grain Producers, cont.*) your bottom-line. These concepts will be explored using examples from real farms. Come prepared to crunch your own numbers and share and discuss your results with other farmers. Participants will be provided with instructions on what farm financial records to bring in advance of the workshop. While the principles that will be presented are applicable to all farming operations, the workshop will be geared towards organic vegetable, grain and seed farmers.

**Moderator:** Micaela Colley, Program Director, Organic Seed Alliance

**Speakers:** Tanya Murray, Organic Education Specialist, Oregon Tilth (in partnership with OSU's Center for Small Farms & Community Food Systems); Tyson Davies, Business Opportunity Analyst, Organically Grown Company



## Transition and Growth In the Organic Sector      *Broadway I / II*

It has never been more important that we find and implement effective solutions that lead to the transition of more acreage from conventional to organic. While consumer demand for organic foods continues to grow in the US and worldwide, transition remains an insurmountable challenge for many growers and less than 5% of all agricultural acreage in the US is in organic production. For the sake of farmer livelihoods, consumer preference, and the health of the environment, stakeholders across the supply chain must do more to support growers and enable them to more profitably convert to organic.

This full day solution-shop will bring together leaders from across the supply chain to (1) confirm where and what the biggest challenges to organic are and (2) agree on new strategies, partnerships and action steps that taken together will strengthen the US organic supply chain. This will be a highly participatory working-day focused on what we can do, both individually and collectively, to support transitioning producers and all participants will be encouraged to share their questions, experiences, and ideas with the rest of the group.

**Co-Organizers:** Oregon Tilth and the Organic Trade Association

**Facilitator:** Joseph McIntyre, President, AgInnovations

**Confirmed participants and speakers:** Nathaniel Lewis, Senior Crops and Livestock Specialist, Organic Trade Association; Miles McEvoy, National Organic Program, USDA; Peter Golbitz, President and CEO, Agromeris; Kellee James, Founder and CEO, Mercaris; Wells Neal, Director, Equal Exchange West, Equal Exchange; Shrene White, Director, Specialty Grains, Ardent Mills; Dag Falck, Organic Program Manager, Nature's Path; Albert Straus, Founder and CEO, Straus Dairy; Drew Katz, Transition Services Coordinator, Oregon Tilth; Garry Stephenson, Director, Center for Small Farms & Community Food Systems Coordinator, Small Farms Program, Oregon State University Extension; Erin Silva, Professor, University of Wisconsin (Madison); Robert King, PHD, University of Minnesota



## Creating a Resilient Business through Sustainable Practices

*Galleria South*

With increased competition and consolidation in the organic food industry as well as evolving consumer taste, it can be difficult to keep “sustainability” as a priority in your business. Your company's focus may just be on impeccable execution of business practices, and evolving quickly enough to stay in the game. Both research and business case studies show, however, that incorporating sustainability into your business helps create a resilient business model that can endure many of the hard knocks typical in a competitive business environment. In fact, it can boost employee and consumer loyalty, increase supply chain collaboration, and frequently does create a Return on Investment for your company.

This sustainability intensive opens the day with a review of the factors and best practices that define



## New this Year – Network & Meet While You Eat!

Get ready to mingle with your Organicology table mates! NEW to our conference this year, we have created a fun and engaging networking exercise to encourage you to meet and discuss some of the hottest topics in the organic trade today, all while enjoying your delicious meals.

Complete the cards located at your table to be entered into a drawing to win fabulous PRIZES!

.....

“sustainability” in the organic food industry. You will also learn about some of the many studies that show how these factors translate into increased financial benefits via employee and consumer impacts. The intensive then brings this information to life with speakers who present sustainability case studies from their own companies. These case studies illustrate the triple bottom line (people, planet, and profit) impacts of their practices, address topics such as:

- Fair Trade: Assessing the opportunity, implementing a pilot program, and analyzing results
- Supply Chains: Creativity in shared risk and reward structures land and company structure
- Waste: Waste reduction programs that reduce costs, create jobs, and increase income
- Water and Energy: Efficiency measures and assessment tools to create a robust water management program

Throughout the training, presenters will present the tools they used to analyze opportunities and how they assessed success. Attendees will have time to practice using those tools, using fictional or their own real-life examples. These tools include, but are not limited to, return on investment analysis, energy audits, and market assessments.

Finally, attendees will have opportunities later in the day to meet in small groups with the presenters. This unique opportunity allows attendees to work through any questions they may have about executing similar projects in their own companies.

**Speakers:** Bri Saseen, Sustainability and Facilities Manager, Chico Natural Foods; James Louerman, Sustainability Project Manager, Pacific Foods; Katherine DiMatteo, Executive Director, Sustainable Food Trade Association (SFTA); Ricardo Crisantes, Vice President, Wholesum Family Farms; Wade Miller, Farm Development Manager, Organic Valley



## Natural Resources and Biodiversity Farm Tour Pavilion

9:30 am – 12:30 pm (Offsite Farm Tour afterwards)

2:00 pm – 5:30 pm (Meet outside Grand Ballroom)

Farmers can implement a range of activities on their farm to support natural resources and biodiversity. Hedgerows can provide habitat to birds that eat insect pests. Flowering plants in fields can provide food for pollinators. Healthy soil can support more productive crops and reduce runoff. USDA organic regulations broadly require operations to “maintain or improve the natural resources of

the operation, including soil and water quality” (\$205.200). Given the wide scope of this language, the USDA National Organic Program (NOP) released new guidance concerning Natural Resources and Biodiversity Conservation (NOP 5020). The guidance provides examples of practices that support these conservation principles and demonstrate compliance with USDA organic regulations. But what does this look like on the farm?

This workshop and farm tour will explore how producers, inspectors and others can identify concerns related to natural resource conservation and opportunities to improve it.

The first half of this intensive will be spent in a classroom setting. Following lunch, a half-day farm tour will be hosted so you can see these principles in action.

**Speakers:** *Dean Moberg, Resource Conservationist, USDA Natural Resources Conservation Service (NRCS); Jo Ann Baumgartner, Executive Director, Wild Farm Alliance; Mace Vaughan, Pollinator Program Co-Director, The Xerces Society for Invertebrate Conservation; Trish Dougherty, Certification Officer, Oregon Tilth; Ben Howell, Organic Education Specialist, Oregon Tilth*

## Thursday Special Events

### RESEARCH POSTER SESSION

5:00pm – ongoing

**Plaza Foyer**

The Organology Research Poster Session features projects related to organic agriculture, organic seed systems, or organic food systems as a whole. Research posters will be on display throughout the event. Come meet poster presenters to discuss their research during the seed swap on Thursday night. Friday registrants are invited to come early and join us for this very special event.

### LEXICON OF SUSTAINABILITY

#### OPENING RECEPTION

**Lobby**

5:00pm – ongoing

Experience a unique installation from the contributors of the Lexicon of Sustainability project where awareness of sustainability, food, agriculture and consumer choice are illuminated within photography stills. The message of the Lexicon evolves as new concepts are accepted into the language of sustainability. The opening reception will take place Thursday evening, but the exhibition will be on display throughout the event.







## SEED SWAP

***Pavilion***

5:00pm – 6:30pm

The tradition and art of saving seed lives on during our Seed Swap. The magic and genetic diversity of organic seed is waiting for you to discover and take home!

Learn the fundamental principles of seed saving while communing with others. This year, folk musician, Alice DiMichele, and farmer, Don Tipping, will perform live music during the swap. Delicious appetizers and beverages will be served during the event.

### ***How it Works***

Bring seeds to share, but neither seeds nor experience are required to join! Come mingle and have seed experts, breeders and cultivators within the organic seed community field your questions. Friday registrants are invited to come early and join us for this very special event!

## WELCOME ADDRESS & KEYNOTE INTRO:

David Lively

***Grand Ballroom***

7:00pm – 7:15pm

David is one of the founders of the Organicology conference – you may recognize him as one of the “Lively” characters in our Great Debates skits! He serves the organic food trade as Vice President of Sales & Marketing at Organically Grown Company (OGC). He farmed professionally from 1979-1985, during which time he participated in the creation of OGC as an organic produce distributor. Over his career, his work has focused on production, purchasing, promotion and sales, as well as policy and trade infrastructure issues and efforts. He is a co-founder of the Organic Produce Wholesalers Coalition and Sustainable Food Trade Association and is currently serving on the Organic Trade Association Board.

## NORTHWEST-INSPIRED DINNER

***Grand Ballroom***

6:30pm – 8:30pm

A truly encompassing selection of plates and dishes from the Northwest and beyond come together for Thursday night’s dinner. Local treasures and nearby flavors scatter the menu to help you taste what this diverse landscape offers.

---

## EVENING KEYNOTE ADDRESS:

Mas Masumoto

**Grand Ballroom**

7:30pm – 8:30pm

### ***Changing Season and the Ties That Bind: Generations, Disruption and Farming***

Mas Masumoto is an organic peach and grape farmer on the Masutmoto Family Farm and the author of ten books including: *Epitaph for a Peach*, *Wisdom of the Last Farmer*, *Heirlooms*, *Letters to the Valley*, *Four Seasons in Five Senses*, *Harvest Son*, *Country Voices*, and *Silent Strength*. His latest book, *Changing Season, A Father, A Daughter, A Family Farm* was published in 2016 and written with his daughter, Nikiko Masumoto. He, along with his wife, Marcy, and daughter, Nikiko, published a family farm cookbook, *The Perfect Peach* in 2013. A feature documentary, *Changing Season on the Masumoto Family Farm*, about the theme of succession on a family farm, has been featured at film festivals and nationally broadcast on PBS in May, 2016.

A third generation farmer, Mas grows organic peaches, nectarines, and raisins on an 80 acre farm south of Fresno, Calif. He is currently a columnist for *The Fresno Bee* and the *Sacramento Bee*. He was a Kellogg Foundation Food and Society Policy Fellow from 2006-2008. His writing awards include Commonwealth Club Silver medal, Julia Child Cookbook Award, the James Clavell Literacy Award and a finalist in the James Beard Foundation Awards. *Wisdom of the Last Farmer* was honored as “Best Environmental Writing in 2009” by National Resources Defense Council. *The Perfect Peach* was named by *USA Today* as one of best summer cookbooks in 2013. He received the “Award of Distinction” from UC Davis in 2003 and the California Central Valley “Excellence in Business” Award in 2007. He is currently a board member of the Central Valley Community Foundation and the Public Policy Institute of California. He has served on the James Irvine Foundation from 2002-2014 and is the former chair of the California Council for the Humanities board. In 2013, President Obama appointed him to the National Council on the Arts, the board for the National Endowment for the Arts. Masumoto (62) is married to Marcy Masumoto, EdD, and they have a daughter, Nikiko, 30, and a son, Korio, 23.

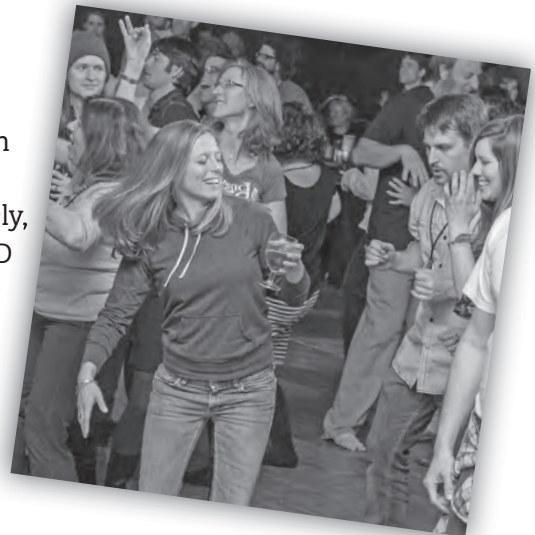


## LIVE MUSIC: Septimus

**Grand Ballroom**

8:30pm – 11:00pm

We're taking the CELEBRATION of Organics to a new dimension with live music by Septimus—an absolutely fun, funky, band whose passion for Organic Good Foods is delivered in their lively, colorful music. Change Your Food - Change Your Life!™, a GOOD HEALTH Edutainment Company, helped us secure THE only band that can lay down absolute kickin' covers of Hendrix, Waters, Marley, The Stones, Womack, Tupac, Gap Band, Bill Withers, along with their original stuff and a portfolio of ORGANIC GOOD FOOD Songs that bring to life the power, the thrill and the soul of organic.  
R&B, Funk, Soul, Blues, Rock, ORGANICS!



**7:00am-5:00pm**  
Registration  
**Grand Ballroom Foyer**

**7:30am-9:30am**  
Breakfast  
**Grand Ballroom**

**8:30am-9:30pm**  
Keynote Address:  
Eric Holt-Giménez  
**Grand Ballroom**

**9:30am**  
Trade Show Set Up Begins  
**Exhibit Hall**

**10:00am-12:00pm**  
Morning Workshops  
**Various locations**

**12:00pm-1:30pm**  
Lunch  
**Grand Ballroom**

**1:30pm-3:00pm**  
Mid-Afternoon Workshops  
**Various locations**

**3:00pm-3:30pm**  
Coffee Break

**3:30pm-5:00pm**  
Afternoon Workshops  
**Various locations**

**5:00pm-7:00pm**  
Social: Varietal Tasting  
**Atrium Ballroom**

**7:00pm-8:30pm**  
Special Slow / HOT Dinner  
**Grand Ballroom**

**8:30pm-12:00am**  
Live Music:  
Karaoke from Hell  
**Grand Ballroom**

**9:00pm**  
Trade Show Set Up Closes  
**Exhibit Hall**



## MORNING KEYNOTE ADDRESS

Eric Holt-Giménez

**Grand Ballroom I / II**

8:30am – 9:30am

### ***Food Sovereignty: Transforming the Food System***

Eric Holt-Giménez, Ph.D. is the executive director of Food First/Institute for Food and Development Policy (July 2006 – Present). Called one of the country's "most established food think tanks" by the New York Times, Food First's mission is to end the injustices that cause hunger, poverty and environmental degradation throughout the world. Food First believes that a world free of hunger is possible if farmers and communities take back control of the food systems presently dominated by transnational agri-foods industries.

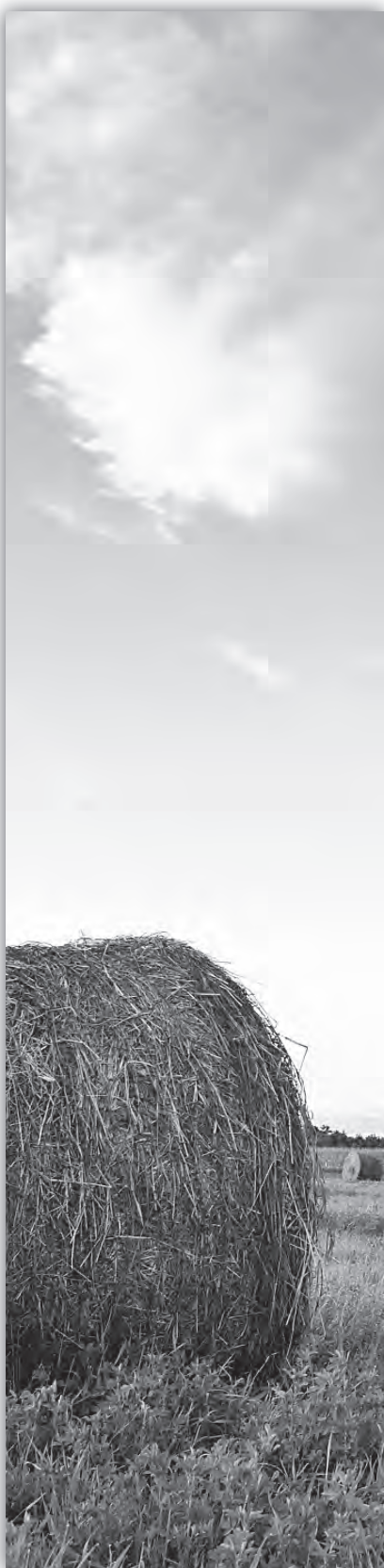
Eric has published many magazine and academic articles on agroecology, development, food justice and food sovereignty and is author/editor of several Food First books, including: *Food Movements Unite! Strategies to transform our food system* (2011), *Food Rebellions: Crisis and the Hunger for Justice* (2009)



and *Campesino a Campesino: Voices from Latin America's Farmer to Farmer Movement for Sustainable Agriculture* (2006) in which he chronicles his involvement with this movement in Mexico and Central America over two and a half decades. Eric lectures internationally and teaches undergraduate and graduate classes and courses at the University of California, Boston University, Antioch University in Colombia and The National Gastronomic University of Italy. He has a Ph.D. in Environmental Studies from the University of California – Santa Cruz and a M.Sc. in International Agricultural Development from University of California – Davis.

At Food First, Eric's research and writing has concentrated on the global food crisis, the U.S. Farm Bill, the expansion of agrofuels, land grabs, neighborhood food systems, the agrarian question and food movements. In his words, "Successful social movements are formed by integrating activism with livelihoods. These integrated movements create the deep sustained social pressure that produces political will — the key to changing the financial, governmental and market structures that presently work against sustainability."





## MORNING WORKSHOPS

10:00am – 12:00pm



### **Managing Farms and Creating Habitat to Support Conservation and Biological Control**

Type of Workshop: How-to & Tools **Parlor A**

Native beneficial insects contribute to natural suppression of crop pests and potentially save the US \$4.5 billion annually in pesticide costs. With the advent of chemical pesticides, the contributions of beneficial insects (those that prey upon or parasitize crop pests) were largely forgotten. However, pesticides alone have not solved the problem of crop pests. Conservation biological control is a strategy that seeks to integrate beneficial insects back into crop systems for natural pest control. This strategy is based upon a growing body of research that demonstrates a link between the conservation of habitat and the reduction of pest problems in farms, orchards, and gardens. By providing on-farm habitat and resources, organic farming is particularly suited to benefit from this biological approach to pest management. Furthermore, in January of 2016, the National Organic Program issued guidance on how certified farmers need to meet biodiversity conservation requirements. Habitat for beneficial insects provides a useful framework for meeting both NOP and pest management goals.

Because farms are often subject to pesticide use, tillage, and mowing of field borders, they often do not provide enough alternative food sources and shelter to support large numbers of beneficial insects. In this workshop, we will provide a brief overview of beneficial insect ecology, general concepts for balancing the needs of beneficial insects with farm practices, and specific best management practices that minimize land-use and crop-management impacts on beneficial insects. We also will give detailed information on organic-approved techniques for creating habitat features that support the insects that attack crop pests.

**Speakers:** *Eric Mader, Pollinator Program Co-Director, Xerces Society; Thelma Heidel-Baker, Conservation Biological Control Specialist, Xerces Society*



### **Organic Regulatory Update and Policy Primer**

Type of Workshop: Round Table **Galleria South**

Organic is the most highly regulated food system in the world. Join us for activity updates from the agencies and individuals at the center of regulatory and legislative affairs for this \$39 billion sector. Our panelists will also discuss the most effective means of engaging with the regulatory structures that shape organic policy. From the USDA and



the National Organic Program, to the National Organic Standards Board and the Food and Drug Administration and beyond, you'll learn about the key issues that are currently up for consideration and the most effective ways to engage.

**Moderator:** Chris Schreiner, Executive Director, Oregon Tilth

**Speakers:** Gwendolyn Wyard, Vice President of Regulatory & Technical Affairs, Organic Trade Association (OTA); Miles McEvoy, Deputy Administrator, National Organic Program (NOP); Scott Rice, Accreditation and Quality Manager, Washington State Dept. of Agriculture (WSDA)/ National Organic Standards Board (NOSB) Member



## Got Seed?

Type of Workshop: Round Table **Forum**

Organic seed is essential to the integrity and quality of organic food, but many organic produce handlers and food processors have limited knowledge about seed and currently play no role in the development of superior market-ready varieties. This workshop will demonstrate the importance of organic seed to the success of the broader organic food trade, emphasizing the role that organic processing and retail businesses can play in ensuring farmers have the organic seed they need to meet market demand. Organic seed growers, plant breeders, farmers, produce retailers, and food processors will talk about collaborations that ensure organic integrity along the entire production chain – beginning with organic seed.

**Speakers:** Barry Haynes, Produce Manager, Ashland Food Cooperative; David Lively, VP of Sales & Marketing, Organically Grown Company (OGC); Micaela Colley, Program Director, Organic Seed Alliance (OSA); Kiki Hubbard, Advocacy and Communications Director, Organic Seed Alliance (OSA); Laura Lewellyn, Produce Manager, Port Townsend Food Coop; Adam Wagner, Account Representative, OGC



## Challenging the Empire: Forming a Rebel Alliance

Type of Workshop: Think Tank **Skyline II**

The organic sector is faced with enormous opportunities and daunting challenges and of galactic proportions. We see a situation where demand continues to outstrip supply, yet a continued resistance to growing the organic market. Monopoly power in the food and farm supply sector creates barriers to transition and the adoption of organic practices.

The session will be a think tank to brainstorm different ways to enable the organic sector to be more competitive with conventional agriculture and the industrial giants that dominate the food and farm market, and stifle the adoption of organic methods. What has happened in





**We look forward  
to seeing you at  
the next  
Organicology!**

**February 14-16, 2019**

the organic sector is reflective of the concentration of corporate power in the food sector and in the economy in general — the 'Empire' if you will. The workshop will approach the subject of how to reclaim the organic sector and maintain its integrity, while at the same time being economically robust, providing the consumer access to organic food at a fair price, and maintaining a decent standard of living for all who work in the organic sector.

Based on questions presented by the facilitator, panelists will briefly discuss strategies, business models, and tactics for organic to maintain its integrity, remain competitive and provide a decent living to those who work in it. From these different perspectives, we will look at how organic farming went from a movement to an industry, how as an industry it became a takeover target by the very entities the movement sought to displace, and, most importantly, how we can get back at least some of what we lost, while maintaining the gains we've made by becoming mainstream.

Cooperative, public benefit, and community supported business models offer a way to compete with corporate giants that exist solely for the purpose of maximizing returns for their owners, without regard to the values, ethics, and norms of the organic community.

Most of the time will be reserved for audience participation, with innovative ideas encouraged to be brought forward. Audience members are encouraged to participate and continue the dialog beyond the conference. The workshop is intended to lead to action in the form of strategic alliances and networks that will be able to play a significant economic role in the organic community.

**Moderator:** *Brian Baker, Founder, Belcain Concerns*

**Speakers:** *Annie Moss, Owner, Seastar Bakery; David Weinstein, Head Buyer, Heath & Lejeune; Steve Pavich, President, North American Sales BioFlora; Steve Peters, Founder, Seed Revolution Now!/Seed Expert, Organic Seed Alliance (OSA); Theresa Marquez, Chief Marketing Executive, Organic Valley*



## **Businesses as Agents for Policy Change**

Type of Workshop: Case Study

***Broadway III / IV***

Business is playing a vital role in changing the face of our food system. More and more, small and medium-sized food businesses are making policy a central part of the work they do. This session will look at how three organic food businesses have identified policy priorities for their companies, framed their work, and used it to push for policy change. After hearing their stories, the session will focus on identifying what the most important policy issues currently facing our industry, and how to apply the lessons learned to create policy change.

**Moderator:** Annie Hoy, Outreach/Communications Manager, Ashland Food Cooperative

**Speakers:** Bu Nygrens, Co-Owner, Director of Purchasing, Veritable Vegetable; Matthew Dillon, Director of Agricultural Policy and Programs, Clif Bar



## Successfully Marketing Fair Trade in your Retail Department

Type of Workshop: Think Tank **Broadway I / II**

In this workshop we will get real about what the Fair Trade label means, sharing knowledge and insights about Fair Trade program structures, how farmers and workers benefit, and how to more effectively market Fair Trade products in your department. The goal of this workshop is for you to walk away with the confidence to share the positive impacts of Fair Trade with your customers, with valuable “tools” to support growing your sales. Hear about success stories and challenges from real, on-the-ground, retail professionals. It’s more than a label; it’s an alternative movement in agriculture!

**Speakers:** Matt Landi, Director of Account Management, Organically Grown Company; Nicole Vitello, President, OKE USA/Equal Exchange Produce; Shelby Jors, Produce Manager, Central Co-Op



## Strategies for Addressing the Farmworker Shortage

Type of Workshop: Think Tank **Galleria North**

Shortages of farmworkers continues to be a challenge for many growers at all scales of agricultural production. This forum will provide a collaborative discussion on how to address the labor shortage challenges. Examples from farmers, for-profit, non-profit, and government agencies will be presented with considerable time for questions and collective brainstorming.

**Speakers:** Dan Fazio, CEO/Executive Director, Wafla; Elise Higley, Farmer/Activist, Oshala Farm; Eric Pond, COO, Agricare; Kimberlee Chambers, PhD, Sustainability Manager, Organically Grown Company (OGC); Mike McCarthy, Owner, Trout Creek Orchards; Scott Krahmer, Managing Member, Precision Bloom Services; Timothy Bernasek, Chair, Dunn Carney's Agriculture, Food and Natural Resources Team/Government Relations Team

## LUNCH


12:00pm – 1:30pm

**Grand Ballroom**







  
**Sip in style!**  
**Organicology**  
**water bottles are**  
**available once again!**  
**Find them at the**  
**registration table**  
**for \$15.**



## MID-AFTERNOON WORKSHOPS

1:30pm – 3:00pm



### Getting the Most Out of On Farm Variety Trials

Type of Workshop: How-to & Tools

**Forum**

Knowing how to conduct variety trials can help farmers find the best varieties to grow for the farm and for the customer. Variety trials are also essential for farmer-breeders and seed growers dedicated to the continual improvement of seed. While properly conducted variety trials can be valuable, those not well planned do not provide meaningful results or are difficult to evaluate. Sometimes the plot layout is flawed, often the data collection is lacking, and very likely the farmer may become overwhelmed with other farm chores and the trial is neglected. This workshop will help farmers gather useful information through the fundamentals of field trial design and data collection without increasing labor and resource inputs. Presenters will share real life examples of variety trial layouts, results, and challenges.

**Speakers:** Jared Zystro, Research & Education Assistant Director, Organic Seed Alliance (OSA); Steve Peters, California Outreach Assistant, Organic Seed Alliance (OSA); Sebastian Aguilar, Seed Grower, Chickadee Farms



### Becoming the Produce Department your Customers Crave and Deserve. It's all about Relationships!

**Galleria South**

Type of Workshop: How-to & Tools

Differentiating yourself from the crowd isn't easy in this changing market. Where once you were the only one offering organic/local/farmer-direct produce, you may now be challenged to compete, often relying on margin loss to draw in customers. While this is one approach, there are other options! People are looking for connection and experience, everyone wants to belong to something — you can create an experience in your produce department that draws people in and brings them back again and again. Join us for an engaging conversation about how to make this happen!

**Speakers:** Matt Landi, Director of Sales and Account Management, Organically Grown Company (OGC); Mark Mulcahy, Consultant, CDS Consulting Co-op





## FDA Down on the Farm

Type of Workshop: How-to & Tools

### Parlor A

The Food and Drug Administration and state agencies have new powers to regulate food safety on farms, thanks to the Food Safety Modernization Act (FSMA). Regulations under FSMA start taking effect as soon as January 2018, and farms are facing increased costs and paperwork as a result. This interactive session will help farmers understand which portions of the law apply to them, whether their value-added processing activities are covered by the law, how they can structure their operations to limit the financial impact of the rules, and how to leverage their organic management practices to minimize costs and compliance burdens. Organic producers may actually have advantages in meeting the regulations! The presenters have worked with small-, medium- and large-scale diversified and organic farms to develop innovative solutions for implementing food safety programs at minimal costs, and bring extensive legal and food safety management expertise.

Nate analyzes policy issues facing organic crop and livestock producers. Roland McReynolds is an attorney and leads the Carolina Farm Stewardship Association's food safety advocacy, training and research programs.

**Speakers:** Matt Gotshalk, Fry Family Farm; Nate Lewis, Sr. Crops and Livestock Specialist, Organic Trade Association (OTA); Roland McReynolds, Executive Director, Carolina Farm Stewardship Association



## Viva Organico! Organic Demand and Impacts in Mexico

Type of Workshop: Think Tank

### Skyline II

As the demand for organic production continues to grow year over year U.S. buyers are increasingly sourcing organic products from other countries. Mexico is the largest exporter of organic products into the U.S. with over \$100 million dollars in annual exports to supply the U.S. increased demand. Since 2011 the amount of organic product that the U.S. imports from Mexico has rapidly grown. This number has grown by over 90% since 2011. With this volume and types of production comes many considerations. Beyond organic certification, producers and buyers are having to address concerns and challenges around cultural practices, hydroponics, food prices in Mexico, food safety, and farmworker's rights. The US markets increasingly makes demands on Mexico for more production as well as multiple certification marks and verifications. This session will explore these pressures that the U.S. market places on Mexico producers as well as the basic challenges





they face of shipping product to the US. We will also address the needs of Mexico producers and explore some of the opportunities to engage in support and technical assistance for operations in growing the organic market.

**Moderator:** Carrie-Anne Palmeri, Latin America Specialist, Oregon Tilth

**Speakers:** Alejandro Madrigal, General Manager, Covilli Brand Organics; Ernesto de la Rosa, Mexico Representative, Oregon Tilth; Skye Ogden, Director of International Farming, Jacobs Farm Del Cabo; Josh Spoden, Produce Buyer, Organically Grown Company; Matt Rogers, Global Produce Coordinator, Whole Foods



## **Farming like a System: Learning from the Data and Experiences of Experienced Organic Farmers**

Type of Workshop: Case Study

**Galleria North**

Long-term organic farms are successful because they have developed effective whole-farm systems over time. Learn what's worked and what hasn't from successful organic farmers with over thirty years in operation experience. This workshop will highlight farm successes and problems related to 1) conservation biological control of insect and disease pests, 2) rotational system design including livestock integration and reduced tillage, and 3) soil and nutrient management goals and strategies.

**Speakers:** Alexendra Stone, Vegetable Cropping Systems Specialist, Oregon State University (OSU); Doug O'Brien, Owner/Operator, Doug O'Brien, Agricultural Consulting/Pinnacle Farm



## **Climate Change and Drought on the Organic Farm**

Type of Workshop: Case Study

**Broadway I / II**

Agriculture also holds the potential to either worsen or help address climate change. The negative impacts of climate change, including temperature extremes, irregular timing of rainfall, and drought are forcing farmers to adopt new management practices. Learn how organic agriculture on the whole is performing and what steps you can take on your farm to cope with climate change. This workshop will present current research on the potential of organic agriculture to go beyond coping and help reverse these negative environmental trends.

**Moderator:** Micaela Colley, Program Director, Organic Seed Alliance.

**Speakers:** Amy Garrett, Assistant Professor Organic and Sustainable Cropping Systems Specialist, OSU Small Farms Program Dept. of Horticulture; Erin Silva, Assistant Professor, Organic and Sustainable Cropping Systems Specialist, Dept. of Plant Pathology UW Madison



## Organic Livestock and Poultry Welfare Practices: A Blessing or a Curse?

Type of Workshop: Case Study / How-to **Broadway III / IV**

The organic community has discussed which best practices for livestock and poultry production should be built into the National Organic Program (NOP) regulations for many years. Canada and the European Union already have very specific requirements in their regulations for outdoor access, space, and housing. Finally, in 2016 the NOP released a proposed rule that will require major changes for some organic livestock and poultry producers both large and small. This session will explore the benefits and challenges of the requirements for producers as well as the impact on retail and consumer purchasing. The panel will address the question of whether these additional requirements will grow the organic market or will cost and competition drive producers and consumers to other production claims, such as local, grass-fed, free-range and animal welfare certified.

**Moderator:** Katherine DiMatteo, Executive Director, SFTA

**Speakers:** Andy Wilcox, Director of Operations, Wilcox Farms; Barbara Dorhofer, Meat and Seafood Merchandiser, PCC Natural Markets; Alan Lewis, Natural Grocers, Director of Government Affairs, and Food and Agriculture Policy Dave Carter, Executive Director, National Bison Association

## AFTERNOON WORKSHOPS

3:30pm – 5:00pm



## In Celebration of Seeds

## Forum

Type of Workshop: Case Study

Seed is the foundation of our food system and one of the true wonders of the world. It holds the potential to address some of our most pressing human and agricultural issues from climate change to nutrition, but it is also bridled in political and economic struggles. Today, in the midst of the media frenzy of biotech solutions, genetically engineered food, and transparency in labeling, the positive and heart-warming stories that inspire and empower us are often lost or overlooked. Join a handful of passionate seed stewards who have dedicated their lives to expanding biodiversity, protecting human rights to save seed, and preserving, as well as creating new, cultural traditions around seed. Their stories and images will leave you inspired by the power and hope held in the humble seed.

**Speakers:** Don Tipping, Farmer/Seed Breeder, Seven Seeds Farm/Siskiyou Seeds; Ken Greene, Managing and Creative Director, Hudson Valley Seed Library; Laurie McKenzie, NW Research and Education Associate, Organic Seed Alliance







## You Say You Want A (Food System) Revolution

Type of Workshop: Think Tank

**Skyline II**

Join us as we challenge the assumptions we make about our food system, how it works, and where it needs to go. We talk about consumers voting with their dollars, but does that message disempower low-income communities who don't have 'a vote' because they lack the money? How do we balance efforts to make organic food accessible to more people by lowering the cost, while ensuring such cost savings don't come at the expense of farmers and farm workers? Why hasn't the expansion of the organic food industry translated into higher wages and farm gate prices? Are the working conditions in organic agriculture better for farm workers? And finally, how can we ensure that organic production practices realize their full ecosystem service benefits, such as healthy soil, clean water and biodiversity? This workshop will embrace courageous conversations by introducing the voice of debate and thoughtful inquiry amongst some of our most spirited revolutionary thought leaders.

**Moderator:** *Chris Schreiner, Executive Director, Oregon Tilth*

**Speakers:** *Eric Holt-Giménez\*, Executive Director, Food First; Nikki Silvestri\*, Co-Founder and CEO, Silvestri Strategies (\*keynotes); David Lively, Sales and Marketing Director, Organically Grown Company (OGC)*



## Organic Integrity: Managing the Seemingly Impossible

Type of Workshop: Think Tank

**Galleria South**

While the current organic certification system has proven to function well over the last several decades, the current growth and demand of organic products is beginning to stress the system. Buyers and consumers are demanding that the highest levels of confidence in the certification system be maintained. Despite the many measures in place to maintain this confidence and full integrity in the organic supply chain, the marketplace still experiences significant fraud. The problems are often: non-organic items sold as organic, manipulated certificates, and contamination issues related to production and processing.

Within the U.S. alone, the USDA has enacted several investigations on fraudulent behavior that has resulted in millions of dollars in fines and even jail time for participants of this behavior. Globally there have been some even more serious events demonstrating fraudulent behavior that have forced government officials to develop systems to protect the market. This fraudulent activity significantly threatens the investments that the organic community has made up to this point,



---

and therefore has created movement from various authorities and private initiatives to address the issue to grow the sector.

This session will give an overview and insight into various approaches that have been implemented to protect organic integrity around the globe. Through examples, stories, and reports on contamination, and systems implemented to increase integrity, we will discuss what the US can do to further ensure that confidence in the organic certification system remains strong and unbreakable.

**Moderator:** *Connie Karr, Certification Director, Oregon Tilth*

**Speakers:** *Gerald Herrmann, Director, Organic Services; Nate Lewis, Senior Crops and Livestock Specialist, Organic Trade Association (OTA); Robert Yang, Acting Assistant Director, Accreditation and International Activities Division, USDA National Organic Program (NOP); Scott Rice, Accreditation and Quality Manager, Washington State Dept. of Agriculture (WSDA)/National Organic Standards Board (NOSB) Member*



## Farm Succession: Why Planning Now is Critical, and Resources to Get Started

Type of Workshop: Roundtable

### **Parlor A**

Although the average age of US farmers is almost 60 years, fewer than 20 percent have succession plans. This workshop will focus on succession planning tools and strategies, including how land trusts can help with succession while permanently protecting the land. We will also provide an overview of recent research on how farmland is changing hands and the impacts this might have on the next generation of farmers and farmland use. Facilitated focus groups will follow the initial panel introduction.

**Moderator:** *Kimberlee Chambers, PhD, Sustainability Manager, Organically Grown Company (OGC)*

**Speakers:** *Mark Gregory, State Director, Oregon Small Business Development Center Network; Nellie McAdams, Farm Preservation Program Director, Rogue Farm Corps; Robin Fay, Conservation Manager, PCC Farmland Trust; Wade Miller, Farm Development Manager, Organic Valley; Katie and Mark Green, Owner/Operator, Wild Hare Organic Farm*



## Selling to the Masses

Type of Workshop: How-to & Tools

### **Galleria North**

With double-digit growth year after year it feels like organic is booming, yet somehow, we've peaked at a just 5% of the total food market in the US. While there are still some major systemic hurdles, like converting more farmland to organic, we can take actions right now to make those hurdles easier to jump by increasing the demand for organic outside the core. But how?

Join us for an enlightening workshop that will reframe the way you think about selling organic. During this session we'll look at market research to better understand consumers' purchase intent and desires, we'll look at examples of successful campaigns that reached outside the organic core, and we'll dive into psychology theories to understand how we can influence people who don't necessarily think like us. During the workshop portion, you'll put these ideas into action through collaborative design-thinking exercises to generate ideas that you can take back to your organization.

Are you ready to help grow organic?

**Speakers:** *Gage Mitchell, CEO, Modern Species; Josh Peters, Creative Director, Organic Valley; Laura Batcha, CEO/Executive Director, Organic Trade Association*



## Botany of Produce: Understanding the Plants We Eat

Type of Workshop: Think Tank

**Broadway III / IV**

Food is necessary for life to exist. Much of our time on this planet is devoted to thinking about food, hunting and gathering it (now called shopping), or preparing and consuming it. Trade routes, agriculture, and spices have occasioned war and conquest, and many fortunes have been made and lost because of food. The time is ripe to celebrate food for the central role it plays in our lives. It is a magical, precious gift from nature, one not to be taken lightly. This module provides a starting point for an exploration into the fascinating world of the plants we eat. You will learn about vegetable and fruit plant families and their members, as well as experience the produce, by using your five senses to explore.

**Speakers:** Jeannette Hoss, Organic Produce Apprentice, Organically Grown Company (OGC); Tom Lively, Organic Produce Sales Planner, OGC



## Time to Take Action on Climate Change

Type of Workshop: Round Table

**Broadway I / II**

Climate change is here now. We already feel its effects. Yet, climate can feel like a distant threat when you're working to meet quarterly revenue targets, resolve production capacity constraints or deal with another human resource crisis. What can we do to have meaningful impact? How can we make significantly more progress to get below the critical 2-degrees Celsius threshold that scientists agree will trigger dire consequences? What can we do together to make a low carbon economy a reality? Come join sustainability experts and advocates who will discuss the challenges and opportunities for businesses to take action. In this round table format, there will be short presentations and time for exchange between the speakers and with the audience.

**Moderator:** Katherine DiMatteo, Executive Director, Sustainable Food Trade Association (SFTA)

**Speakers:** Anne Kelly, Senior Program Director, Ceres/BICEP; Elizabeth Reaves, Program Director, Agriculture & Environment, Sustainable Food Lab; Jane Franch, Director of Quality, Sourcing and Sustainability, Numi Organic Tea; Mark Trexler, Climate Risk Advisory, The Climatographers

# Friday Special Events

## EVENING SOCIAL: VARIETAL TASTING

5:00pm – 7:00pm

### **Atrium Ballroom**

One of the most popular events at Organicology, the Friday Evening Social event offers attendees an opportunity to indulge in organic spirits and enjoy delicious varieties of fair-weather winter produce. This year you will enjoy multiple winter squash varieties in raw and roasted/pureed preparations, and explore pumpkin like you never have before -- including hull-less roasted seeds, pressed oils, and... ice cream! Relish samplings of wines, beers and spirits from vendors like Brooks Wine, Oakshire Brewery, Finnriver Cider, and more while you enjoy these delectable items, mingle with other attendees, and discuss all things organic!

## SLOW HOT FEAST

7:00pm – 8:30pm

### **Grand Ballroom**

Food traditions celebrate diversity, honor our farming heritage, and build community. Join us to savor the flavor of special ingredients from the Slow Food Ark of Taste and new varieties from regional farmer breeders –the Heirlooms of Tomorrow.

## LIVE MUSIC — KARAOKE FROM HELL

8:30pm – 12:00pm

### **Grand Ballroom**

We're excited to welcome Karaoke from Hell back to the Organicology stage! You can rock, you can roll, you can jump in front of this live band and SING to that song you know by heart! Join this live karaoke band for tried and true hits, a high energy performance, and make those star-filled dreams come true...at least for one song.

## PHOTO BOOTH

8:00pm – 10:00pm

### **Grand Ballroom**

"Come on down to the Organicology photo booth Friday evening and say cheese with some winter squash! Hosted by our friends at Bay Baby Produce, this returning activity is a goofy treat for all. Create new conference memories with your fellow Organicologists – see you at the booth!"



## •SLOW HOT FEAST•

*Celebrating our food heritage of the past and future with ingredients from the Slow Food Ark of Taste and new farmer-bred varieties – the Heirlooms of Tomorrow*

### **Magenta Chard Salad**

*Magenta baby chard and spinach salad topped with birch syrup vinaigrette and roasted hazelnuts*

### **Northwest Ozette Potato & Olympic Pork Stew**

*A Northwest stew featuring the Ozette potatoes and farm-raised pork (vegetarian option available)*

### **Marbled King (Chinook) Salmon**

*Northwest Chinook served over Rainier Polenta, drizzled with a birch syrup reduction, served with farmer-bred kales (vegetarian option available)*

### **Sweet Fall Harvest Preserve**

*Chef's choice desert featuring fall harvested persimmons with quince or carrots*





**6:30am-10:00am**  
Trade Show Set Up Begins  
**Exhibit Hall**

**7:00am-5:00pm**  
Registration  
**Grand Ballroom Foyer**

**7:30am-10:00am**  
Breakfast  
**Grand Ballroom**

**9:00am-10:00am**  
Keynote Address:  
Nikki Silvestri  
**Grand Ballroom**

**10:00am-12:00pm**  
Trade Show Opens  
**Exhibit Hall**

**10:00am-12:00pm**  
Morning Listening Sessions  
*Looking to the Future:  
Sustainable and Organic  
Agriculture Policy in the  
Next Farm Bill*  
**Gallaria North**

**12:00pm-1:30pm**  
Lunch  
**Grand Ballroom**

**2:00pm-5:00pm**  
Trade Show Resumes  
**Exhibit Hall**

**2:00pm-4:00pm**  
Afternoon Listening Sessions  
*Future Organic Research  
for Farmer Needs*  
**Gallaria North**  
*Guidance to Assess  
your Sustainability Progress*  
**Gallaria South**

**5:30pm-8:00pm**  
Tapas Dinner  
**Main Ballroom I/II**

**6:30pm-8:00pm**  
The Great Debates  
**Main Ballroom I/II**

**8:30pm-12:00am**  
Saturday Night DJ  
**Main Ballroom I/II**

## MORNING KEYNOTE ADDRESS

**Nikki Silvestri**

**Grand Ballroom**

9:00am – 10:00am

### ***Development and Climate-Beneficial Agriculture: How to Make it Work for All People***

Nikki Silvestri is the co-founder and CEO of Silvestri Strategies, a project design and management firm working to support thriving communities, economies, and natural environments.

As the Co-Founder of Live Real and former executive director of People's Grocery and Green for All, Nikki has built and strengthened social equity for under-represented populations in food systems, social services, public health, climate solutions, and economic development. A nationally recognized thought leader, her many honors include being named one of *The Root's* 100 Most Influential African Americans in 2014.



An accomplished communicator, Nikki is well known for her combination of vulnerability and razor-sharp analysis. In addition to her speaking appearances at conferences and private events, Nikki regularly forwards the message of equitable economies through numerous media channels. *BET.com*, the *Huffington Post*, and the *San Francisco Chronicle* have featured her writing, and her recent television appearances include *All In with Chris Hayes* and the *Melissa Harris Perry Show* on MSNBC.

Nikki began her work in social change through the foster care system in Southern California, where she directed Foster Youth Empowerment Workshops. She has a master's degree in African American Studies from UCLA, and is originally from Los Angeles. She currently lives in Oakland, with her husband.

## TRADE SHOW

**Exhibit Hall**

10:00am – 5:00pm

***Closed from 12:00pm-2:00pm during lunch***



## New this year! TRADE SHOW PHOTO CONTEST!



Walk Saturday's trade show to meet new people and discover the latest and

greatest organic products on the market. Snap a shot of your favorite booth or item and post to social media using #organicology or @organicologists. One lucky winner will receive a 3-day conference pass to Organicology 2019 — valued at over \$500!



## SATURDAY LISTENING SESSIONS

### Morning Listening Session

10:00am – 12:00pm



### Looking to the Future: Sustainable and Organic Agriculture Policy in the Next Farm Bill

**Galleria North**

Federal policy plays a critical role in supporting organic production systems, and with one year to go until the next farm bill, now is the time to focus on how to defend and strengthen key programs and policies that benefit organic producers. Additionally, transitioning to organic production remains a key barrier to meet the expanded organic demand, and now is the time to identify policy opportunities to address this gap.

This roundtable discussion will provide an update from Washington, DC and dig into policies ranging from working lands conservation and crop insurance to research and certification cost share. Policy experts from the National Organic Coalition (NOC), the Organic Farming Research Foundation (OFRF), and the National Sustainable Agriculture Coalition (NSAC) and the Organic Trade Association (OTA) will provide an overview of the political challenges and opportunities that we expect to encounter moving into the next farm bill. NOC, OFRF, OTA and NSAC will also share key strategies and opportunities for grassroots outreach to engage and mobilize around critical organic wins in the next farm bill.

In addition to digging into the specific programs that matter for organic producers, we will also preview the “marker bills” to be introduced in 2017. These marker bills will set the stage for the upcoming farm bill campaign, containing the major changes and improvements that we hope to see included in the farm bill. Finally, the 115th Congress be in place in early 2017, so this roundtable will also focus on the new and returning members of the House and Senate Agriculture Committees, with an eye to members of the Organic Caucus who we will need to champion our wins within the next farm bill. This workshop will also involve feedback from the audience regarding policy needs and options.

**Moderator:** Mark Lipson, Research Associate, Center for Agroecology & Sustainable Food Systems, UC Santa Cruz;

**Speakers:** Alyssa Charney, Policy Specialist, National Sustainable Agriculture Coalition (NSAC); Brise Tencer, Executive Director, Organic Farming Research Foundation (OFRF); Steve Etkin, Policy Director, National Organic Coalition (NOC); Megan Debates, Director of Legislative Affairs and Coalitions, Organic Trade Association (OTA)



## Afternoon Listening Sessions

2:00pm – 4:00pm



### Future Organic Research for Farmer Needs

**Galleria North**

With the passage of the 1990 Organic Food and Production Act and corresponding organic regulations created in 2002, the organic sector has seen tremendous growth of certified organic farms growing by 11% in 2012 to \$28 Billion (ERS, 2013).

The Organic Farming Research Foundation (OFRF) has taken on the challenge of providing government and other funding organizations, farmers and ranchers, and the general public the information necessary to determine future research needs and direction. This information has been collected through three mechanisms.

1. During 2015 and 2016, OFRF has reviewed the major USDA National Institute of Food and Agriculture (NIFA) OREI and ORG organic program funding, analyzing the production, economic, and social topics that have been funded between 2002 and 2014. Approximately \$82 million has been allocated through the 124 OREI and 64 ORG research grant awards.
2. OFRF conducted the 2nd National Organic Research Agenda (NORA) survey, a national survey directly asking organic farmers and ranchers what they perceive as their most relevant research needs. The survey was sent electronically to all NOP certified producers and announced through OFRF website and other affiliated organic organizations. Results have been compiled to reflect the top research needs by organic farmers and ranchers.
3. OFRF has reviewed its portfolio of funded projects between 2006 – 2014 to determine trends and gaps in topics supported for organic research and education. Results will help OFRF and other funding organizations in selecting future research support.

Results from these three activities will be presented at the meeting to show where funds have been spent and identify future research needs and hold an interactive stakeholder session to identify research needs.

**Speakers:** Diana Jerkins, Research Program Director, Organic Farming Research Foundation (OFRF); Joanna Ory, Research Program Associate, Organic Farming Research Foundation (OFRF)





## Digging into the Details: Hands-on Guidance to Assess your Sustainability Progress *Galleria South*

In order to understand our companies' strengths and opportunities around environmental and social impacts, having the right assessment tools and knowing how to use them is critical. Join us in the two-hour, hands-on workshop that is designed to give you access to experts who can help you

1. Identify and/or reassess your sustainability priorities;
2. Calculate carbon emissions, and
3. Measure social and environmental impacts via the BLab/SFTA Quick Impact Assessment (QIA).

Experts will introduce participants to the universal techniques and key tools used in each of these three focus areas. Then attendees will have time to apply these techniques and tools to their own data (if brought), or through story problems. At the end of these two hours, attendees will walk away with new sustainability skills and a roadmap of improvements they can make to improve their impacts on society and the environment!

Logistics: In order to provide attendees the ability to work on more than one of these topics, the workshop will be divided into two segments of one-hour. Attendees can stay for both hours or just attend one. At the top of each hour, participants will divide up by area of interest and work with experts from SFTA, B Lab, Good Company, and Net Impact to help guide you!

***This workshop is flexible, and if you're not able to join at the top of the hour, you are welcome to join at any time.***

**Please Note:** If you are interested in taking the BLab/SFTA Quick Impact Assessment during this workshop, you must bring your laptop. It is also recommended that you make an account prior to the session by signing up at <http://bimpactassessment.net/sfta>. You may also consider taking it beforehand and bringing questions to the workshop.

Questions? Contact SFTA Associate Director Lisa Spicka at [lisa@sustainablefoodtrade.org](mailto:lisa@sustainablefoodtrade.org)

**Moderator:** Lisa Spicka, Associate Director, SFTA

**Speakers:** Bri Saseen, Sustainability and Facilities Manager, Chico Natural Foods; Justin Overdest, Associate, Good Company; Rich Schwartz, MBA Sustainability/Net Impact, Portland State University (PSU); Stephanie Ryan, Community Development, B Lab





## Crater Lake Cocktails

The Saturday night featured cocktail is brought to you by Crater Lake Vodka. Berries were sourced with the help of Organically Grown Company for this signature drink. We hope you all enjoy responsibly!



# Saturday Special Events

## TAPAS DINNER

**Main Ballroom**

5:30pm – 8:00pm

Share tapas with your network while enjoying the Great Debates on the main stage!

## THE GREAT DEBATES

**Main Ballroom**

6:30pm – 8:00pm

It can be raunchy, chockful of inappropriate and often politically incorrect absurdity, but you'll be in fits of laughter once you experience this lively group of characters pit their organic knowledge against each other. Keep children and those without a sense of humor out of this auditorium, because this arena of wild rumpus shenanigans will have you aching with side-splitting, off color jokes and performances!

What will the crazy, fun characters dream up this year?

Stay with us Saturday evening to find out.

## SATURDAY NIGHT DJ

8:30pm – 12:00am

**Main Ballroom**

Haven't had enough fun yet? Dance Saturday night away with electronic dance music in the Ballroom!





# Speaker Biographies

## **Brian Baker, Founder, Belcain Concerns**

Brian is a researcher and independent consultant who specializes in organic and sustainable agriculture. Dr. Baker has conducted organic agriculture research since 1983. He was one of the founders of the Organic Materials Review Institute (OMRI), and worked for California Certified Organic Farmers and the Research Institute of Organic Agriculture (FiBL) in Switzerland. Dr. Baker is vice-chair of the Technology Innovation Platform of IFOAM. His Ph.D. is in agricultural economics from Cornell University.

## **Laura Batcha, CEO/Executive Director, Organic Trade Association**

Laura Batcha, CEO/Executive Director of the Organic Trade Association, has done all things organic—from raising organic crops, selling at farmers' markets and through Community Supported Agriculture (CSA) programs, having her own small organic business, working for a multinational organization, and now serving as the head of the leading organic association in the United States. Under Batcha's tenure as head of OTA, the association has increased its presence and advocacy for organic in the nation's capital, the Farmers Advisory Council has enlarged and strengthened, consumer education efforts about organic have been boosted, new resources to help U.S. organic producers connect to the global marketplace have been developed, and OTA membership has increased.

## **Jo Ann Baumgartner, Executive Director, Wild Farm Alliance**

Jo Ann Baumgartner, the Execu-

tive Director of Wild Farm Alliance, works in the intersection between agriculture and wild nature. She is the lead author of Biodiversity Conservation: An Organic Farmer's and Certifier's Guide and How to Conserve Biodiversity on the Farm: Actions to Take on a Continuum from Simple to Complex. Before joining WFA in 2001, she worked for other sustainable agricultural nonprofits and was an organic farmer for over a decade.

## **Tony Bedard, Chief Executive Officer, Frontier Co-Op**

Tony Bedard joined Frontier Co-op in 1991 as Head of Operations and was named Chief Executive Officer (CEO) in 2013. Tony has been a member of the Organic Trade Association Board of Directors since 2008 and currently serves as Treasurer. He holds a B.A. from the University of Northern Iowa and an M.S. in Manufacturing Management from the GMI Engineering & Management Institute. Tony is a strong advocate of corporate social responsibility. He has traveled throughout the world to visit small-scale organic growers in conjunction with Frontier Co-op's Well Earth program, and he has supported dozens of community building projects in our grower communities. Outside of work, Tony has personally led medical and humanitarian delegations to El Salvador and Haiti for more than ten years.

## **Timothy Bernasek, Chair, Dunn Carney's Agriculture, Food and Natural Resources Team and Government Relations Team**

Attorney Tim Bernasek is a partner at Dunn Carney Allen Higgins & Tongue and chairs the firm's Agriculture, Food and Natural Resources





# Speaker Biographies

---

Team. His practice is focused on administrative law, real estate, agriculture, natural resources, employment, and business law. Tim developed the Farm Employers Education and Legal Defense Service (FEELDS) with the Oregon Farm Bureau, serves as the provider attorney representing members on farm labor cases, and previously was General Counsel for the Oregon Farm Bureau Federation. As a registered lobbyist, Tim has advocated on behalf of farmers and other natural resource clients at the Oregon State Legislature since 1997.

## **Ben Howell, Organic Education Specialist, Oregon Tilth**

Ben Howell is an Organic Education Specialist for Oregon Tilth. Through his joint position with USDA Natural Resource Conservation Service/NRCS, he provides technical assistance, delivers trainings, and develops technical resources for use by NRCS staff, agricultural professionals, and producers in order to better support conservation work on organic farms. Ben has a B.A. from Wake Forest University and a M.S. from Tufts University's Agriculture, Food, and Environment Program.

## **Michael Brady, Assistant Professor / Extension Economist, Washington State University**

Dr. Brady is an Assistant Professor in the School of Economic Sciences at Washington State University. His role as an extension economist is to focus on specialty crops including organic. He has published multiple reports and peer reviewed academic publications analyzing various aspects of the economics of organic

agriculture. He also has does research on water management issues and land use change.

## **Bená Burda, Founder/CEO, Maggie's Organics / Clean Clothes Inc.**

Bená grew up in the natural foods industry, cutting her teeth at Eden Foods and Little Bear. She co-founded Maggie's Organics, the country's oldest existing organic apparel brand, way back in 1992 to "save acres of cotton from chemical cultivation." By 1999, after realizing that environmental sustainability cannot exist without social responsibility, Bená began creating worker-owned cooperatives and developing transparent supply chains in the USA and other part of the Americas to fulfill Maggie's needs. Maggie's now sells a line of clothing to fair trade and boutiques across North America.

## **Dave Carter, Executive Director, National Bison Association**

Dave Carter is the principal of Crystal Springs Consulting, Inc., where he works with producers and rural businesses to penetrate opportunities in natural, organic, and alternative markets. As Executive Director of the National Bison Association since 2001, he has been instrumental in expanding consumer demand for bison, and in encouraging ranchers to increase the herds of buffalo. He completed a five-year term on the U.S. Department of Agriculture's National Organic Standards Board (NOSB) in January 2006. He served as the chair of the NOSB from October 2001-October 2003. Carter and his wife, Sue, in partnership with two other ranchers, operate a bison herd east of Denver, CO.

## **Kimberlee Chambers, Supply Chain and Sustainability Program Manager, Organically Grown Company**

Kimberlee works with coworkers throughout OGC, as well as growers, customers and industry partners on projects that advance progress towards OGCs long term sustainability goals — reducing carbon footprint, fossil fuels use, solid waste, toxic substances, and working towards a healthier ecologically sound and socially just food system. Kimberlee's roots in food and agriculture run deep — growing up on a family farm in Ontario, Canada, she has conducted multiple applied agricultural research projects with farmers in the U.S., Canada, and Mexico while earning her Doctorate and Master's degrees in agroecology and ethnobiology from UC Davis and the University of Victoria, BC.

## **Alyssa Charney, Policy Specialist, National Sustainable Agriculture Coalition**

Alyssa Charney is a Policy Specialist at the National Sustainable Agriculture Coalition (NSAC) in Washington, DC. She holds an M.S. in Agriculture and Food Policy and an M.P.H from Tufts University. Alyssa has also worked on food and agriculture policy at the Center for Rural Affairs, New England Farmers Union, and the National Farm to School Network. Alyssa handles NSAC's work on conservation, organic agriculture, and climate change.

# Speaker Biographies

---

## **Micaela Colley, Program Director, Organic Seed Alliance**

Micaela Colley is the Program Director of Organic Seed Alliance (OSA). She is the author of several publications on organic seed and leads OSA's research and education programs focused on organic seed production and farmer-participatory breeding for organic cropping systems. Micaela is also pursuing a PhD under Dr. Edith Lammerts van Bueren, Wageningen University, focused on participatory plant breeding for organic systems.

## **Ricardo Crisantes, Vice President, Wholesum Family Farms**

Ricardo Crisantes is the Vice President of sales and marketing at Wholesum Harvest. He strives to build a company that dreams big heroic goals and invest in the people that choose to take this journey with him. Ricardo is a die-hard USC Trojans fan who loves heavy tomes of history, literature and inspiration. He is a connoisseur of great experiences, from food to farming to learning Italian (probably to impress his wife) and the father of three fun-loving kids.

## **Tyson Davies, Business Opportunity Analyst, OGC**

Tyson Davies is a Business Opportunity Analyst in the P.I.M. (Purchasing Inventory & Maintenance) department at Organically Grown Co. where he works to bring systems thinking, data and financial diligence to cross-departmental projects. Previously, Tyson was a farm manager at Winter Green Farm (2005-2014) in Noti, Oregon. He graduated from the University of Oregon with an undergraduate

degree in Environmental Sciences (2005), and a Master's in Business Administration (2016) with a focus on sustainable business practices.

## **Megan DeBates, Director of Legislative Affairs and Coalitions, Organic Trade Association (OTA).**

DeBates serves as the OTA's liaison with the Administration, Congress, and stakeholder groups. DeBates most recently served as Senior Legislative Assistant to U.S. House of Representatives Congressman Peter A. DeFazio (OR-04), an author of the Organic Foods Production Act of 1990. She assisted in development of various legislative strategies, including agriculture, trade, small business, and natural resource policy. DeBates also served as the lead staff for the House Organic Caucus. DeBates holds a dual degree in International Studies and Environmental Studies from the University of Oregon.

## **Ernesto De la Rosa Santamaria, Mexico Representative, Oregon Tilth**

Ernesto is a native of the state of Morelos, Mexico. He is an agricultural engineer, graduate of the Universidad Autonoma Chapingo. For more than 20 years, he has been an active member of the organic movement, having held diverse roles, which include consultant, organic inspector, and producer. He is a founding member and the President of the State Advisory Board for Organic Producers in the State of Morelos. Ernesto is currently the Oregon Tilth representative in Mexico, and was the coordinator of the National Congress on Organic Production in 2016.

## **Matthew Dillon, Director of Agricultural Policy and Programs, Clif Bar**

Matthew Dillon is director of agricultural policy and programs at Clif Bar & Company. Matthew works with state and federal officials, academia, ingredient suppliers, farmers within Clif agriculture supply chain and the organic industry to improve the success of organic producers and the rural communities in which they operate. Raised in an agricultural family in Nebraska, Matthew has held diverse roles in the organic agriculture field since 1982, including farmer, policy analyst, nonprofit director, and consultant to organic food companies. Prior to joining Clif Bar, he founded Organic Seed Alliance where he launched the nation's first organic plant breeding programs. In 2012 he was appointed to serve on the National Genetic Resource Advisory Council, advising the Secretary of Agriculture on strategies for maintaining agricultural crop diversity. In 2016 he was honored by GOOD Magazine as one of the GOOD 100, an award recognizing 100 people from who are improving our world in creative and innovative ways.

## **Dan Fazio, CEO and Executive Director, Wafla**

Dan Fazio is an attorney and the director of wafla, a nonprofit trade association he founded in 2007. Wafla, formerly the Washington Farm Labor Association, is the premier labor and employment resource for agricultural and seasonal employers in the Pacific Northwest. Regarding workforce issues, Wafla assists employers in obtaining H-2A and H-2B guest worker visas, and is the largest provider of H-2A services in the West. In 2016, WAFLA filed

# Speaker Biographies

guest worker applications for 150 employers in Washington, Oregon, and Idaho, and provided the dignity of legal presence for approximately 8,000 workers. Prior to founding WAFLA, Fazio served as Director of Employer Services at the Washington State Farm Bureau Federation where he worked for over 10 years. Fazio remains active in organizations concerned with agriculture and employment issues, such as the Washington Ag Forestry Leadership Program, the Washington Policy Center, and the American Immigration Lawyers Association.

## **Jane Franch, Director of Quality Sourcing and Sustainability, Numi Organic Tea**

Jane Franch is the Director of Quality, Sourcing & Sustainability at Numi Organic Tea, where she is

leading the development of Numi's climate initiative, among other exciting projects. Prior to Numi, Jane worked at SCS Global Services with clients large & small to develop, implement and maintain robust & credible ethical sourcing programs. Her work has taken her to 5 continents and countless villages, where she has had the privilege of getting to know the people and places that grow our tea, coffee, cocoa, coconuts, hazelnuts, mangos, and many other delicious treats.

## **Amy Garrett, Assistant Professor, Small Farms Program, Dept. of Horticulture – Oregon State University**

Amy works part-time with OSU Extension Small Farms Program in the Southern Willamette Valley. As an Assistant Professor of Practice, she is devoted to learning and teaching

others about ways to improve the economic and environmental sustainability of our food production systems. Amy has 20 years of experience in the horticulture industry ranging from landscape design, to organic farming, research, and education. Her special interests include organic crop production, permaculture design, and dry farming.

## **Matthew Gotshalk, Food Safety Officer, Fry Family Farm**

Matthew Gotshalk is the Food Safety Officer of Fry Family Farm. Fry Family Farm is located in southern Oregon, farming 90+ acres of certified organic row crop vegetables and flowers. Fry Family Farm has been Good Agricultural Practices (GAP), Good Handling Practices (GHP) since 2012.

Oregon's premier farm, food and sustainable living magazine

# TAKE ROOT®

Eat Fresh | Thrive Locally | Sustain Life

Recipes • Gardening • Local Farms • Vineyards  
Breweries • Local Food • Beekeeping  
Food Preservation • Wellness  
• Farmers' Markets • Culture and more

*For more information,  
visit our website:*

[www.takerootmagazine.com](http://www.takerootmagazine.com)





# Speaker Biographies

---

## **Ken Greene, Managing and Creative Director, Hudson Valley Seed Company**

Ken Greene is founder of the Hudson Valley Seed Library, the first seed library in the country that has now blossomed into the Hudson Valley Seed Company, an organic seed farm devoted to producing seed for home gardeners and farmers, fostering a regional seed-saving community, and celebrating seeds through art. Greene is on the Organic Seed Alliance's board of directors and has given presentations for a diversity of venues including Northeast Organic Farming Association, Stone Barns Center, Organic Seed Growers Conference, Culinary Institute of America, and New York Botanic Gardens.

## **Mark Gregory, State Director, Oregon Small Business Development Center Network**

Over the past 20 years, Mark Gregory has served Small Business Development Centers (SBDCs) as an SBDC advisor, center director and currently as State Director of the Oregon SBDC Network. Oregon's 19 SBDCs provide business management assistance to small businesses at every stage of their "life cycle," from start-up to succession. In addition to free counseling services, these Centers offer a wide variety of training activities and information resources.

## **Barry Haynes, Produce Manager, Ashland Food Cooperative**

Barry Haynes has been with the Ashland Food Cooperative in Ashland, Oregon for over 21 years. Barry manages all aspects of the produce department and oversees the organic certification of the en-

tire store. He also serves on several teams and committees including the Management Team, Operations Committee, Marketing & Merchandising Committee, Finance Committee, Customer Experience Implementation Team, and Strategic Priorities committees. In 2015, Barry received the Oregon Organic Coalition's individual Award for Excellence in the area of Organic Advocacy. During his time with the Co-op, Barry has helped the store grow from a small retail operation to a high volume provider of organic produce for the Rogue Valley and beyond.

## **Thelma Heidel-Baker, IPM and Conservation Biological Control Specialist, Xerces Society**

Thelma Heidel-Baker is the insect pest management specialist for the Xerces Society. She has extensive experience in biological control and IPM in agricultural cropping systems and provides nationwide support for developing pest management programs with reduced risks to beneficial insects. She also develops technical materials to guide beneficial insect conservation on farms. Thelma received her Ph.D. in entomology from the University of Minnesota. She lives on her family's organic dairy farm in eastern Wisconsin.

## **Gerald Herrmann, Director, Organic Services**

Gerald A. Herrmann, an agricultural engineer, is a pioneer in the organic sector. He is a worldwide renowned specialist and organic industry expert and speaker. Since the 1980s, he has been engaged in developing the organic sector. He spent about two decades shaping Naturland e.V., an international farmers' association and private organic certifier, as an

organic farm consultant, its President and Executive Director. For several years, he served voluntarily in different capacities at IFOAM, including as its President. Today he is a partner and director of Organic Services GmbH, an international strategy- and management consultancy, specializing in the organic (food) sector, sustainability and development matters.

## **Elise Higley, Owner / Operator, Oshala Farm**

Elise Higley and her husband Jeff own and operate a Oshala Farm in Applegate Valley, Oregon where they grow 68 crops on 113 acres. Elise is also Executive Director of Our Family Farms, a non profit that works to protect family farms against the threats of genetically engineered crops. She was campaign manager for Our Family Farms Coalition in 2014 that fought to win the ban against GE crops in Jackson County, Oregon. Elise is passionate about bringing people together to work towards sustainable solutions that will preserve our agricultural heritage in Oregon. She works to educate and inspire value-based action into our community at large.

## **Annie Hoy, Outreach / Communications Manager, Ashland Food Cooperative**

Annie Hoy, a former rodeo queen and radio host, has spent the last 22 years as the Outreach Manager at Ashland Food Co-op. She currently serves on the boards of Cooperative Grocers Network, Ashland Chamber of Commerce and Oregon Organic Coalition. Annie is an avid knitter, doodler and grandmother. She's a lucid dreamer dedicated to bringing new ways of thinking to social chal-

# Speaker Biographies

allenges and human development. She also gives awesome hugs.

## **Kiki Hubbard, Advocacy and Communications Director, Organic Seed Alliance**

Kiki Hubbard is the director of advocacy and communications for Organic Seed Alliance. She's worked for fifteen years as a researcher, writer, and organizer on projects involving agricultural biotechnology, antitrust issues in the seed industry, and organic seed. Hubbard leads OSA's efforts to promote policies that support the growth and success of organic seed systems across the US and is the co-author of *State of Organic Seed*, 2016. Hubbard lives in Missoula, Montana, with her husband and son. mixed crop and livestock farm in Molalla, OR.

## **Shelby Jors, Produce Manager, Central Cooperative**

Shelby Jors manages the Produce Department at Central Co-op in Seattle where she and her team strive to sell the most sustainable and socially responsible produce available. She is currently serving terms on both the King County Agricultural Commission and the King Conservation District Advisory Committee. Shelby has a background in Conservation Biology and Environmental Policy, has worked with dairy farmers in Wisconsin and spent time as a Peace Corps Volunteer in the Philippines.

## **Connie Karr, Certification Director, Oregon Tilth**

Connie has worked in the organic movement, community,

and industry for over 15 years. She serves as the Certification Director for Oregon Tilth, working daily with growers and processors of organic food, feed and fiber to help them understand organic regulatory requirements under the National Organic Program, Global Organic Textile Standards as well as for international trade. She manages all aspects of the certification program for OTCO, including OTCO staff and inspectors.

Connie grew up in Oregon agriculture working on the family grass seed and vegetable farm in Independence Oregon. At a young age she came to understand the importance of agriculture in our community and more importantly the impact conventional agriculture has on the environment and local people.

Connie has been a strong advocate for organic agriculture in a variety

**WE BRING**

**LOCAL FARMS**  
*to market and partner with*  
**LOCAL GROWERS**



PCC is dedicated to preserving agricultural traditions by investing in local, organic and sustainable producers from seed to market.



**FOR LOCATIONS, VISIT**  
**PCCNATURALMARKETS.COM**

# Speaker Biographies

---

of ways for many years, presently serving on the Board of Directors for Cascade Pacific Resource & Development Area and the Accredited Certifiers Association and has previously served on the Leadership Council for the Oregon Organic Coalition. She has extensive experience in assisting in the marketing of organic products of all kinds. She remains dedicated to ensuring the integrity and sustainability of all things organic.

## **Drew Katz, Transition Services Coordinator, OTCO**

As part of Oregon Tilth's Education Team, Drew provides education and assistance to transitioning & certified organic producers and other supply chain actors across the country. Prior to working at Oregon Tilth, Drew was Director of Farmer Success at AgSquared and also worked for WSU Small Farms Program in Jefferson County, WA. Drew has an MSC in Agroecology from the University of Life Sciences in Norway.

## **Anne Kelly, Senior Program Director, Policy and BICEP Program, Ceres**

Anne is Senior Program Director, Policy and BICEP Program at Ceres, a non-profit coalition of investors and companies, which seeks to promote leadership and best practices in sustainability. Anne also directs Business for Innovative Climate & Energy Policy (BICEP) a coalition of forty leading consumer-facing companies including Nike, Starbucks and eBay seeking to advocate for meaningful climate and energy policy at the federal level. She is an environmental lawyer with twenty five years combined experience in

the public and private sectors, and she is also a registered lobbyist and is actively engaged on Capitol Hill on behalf of Ceres and BICEP member companies.

## **Scott Krahmer, Managing Member, Precision Bloom Services**

Scott Krahmer is in his 7th year as owner of Precision Bloom Services, LLC located in Salem, OR. PBS provides the agricultural community with a variety of services around the Pacific Northwest, but Scott has developed a reputation as a "blueberry expert" in the Willamette Valley. With more than 20 years of experience farming blueberries, Scott's approach to planting, nurturing and harvesting blueberry plants is unparalleled.

Scott's ties in agriculture in the Pacific Northwest run deep. His family's farm, C Krahmer and Sons, a Century Farm, was established in Conellius, OR in 1978. Scott's older brother, Doug Krahmer, is a member of the State Board of Agriculture, and the Chairman of the US Highbush Blueberry Council Finance Committee. Zack Krahmer, Scott's nephew, is the President of the Oregon Blueberry Commission. Andrea Krahmer, Scott's wife is an AgVision Relationship Manager for Northwest Farm Credit Services. Together, Scott and Andrea reside in Salem, Oregon and have two children; Hanna and Mason.

## **Stacy Kraker, Director of Communications and Marketing, Organically Grown Company**

Working as a human rights activist in college set the stage for Stacy's passion for food justice and organic agriculture. Currently the Director

of Communications and Marketing at Organically Grown Company, Stacy has worked in the organic produce trade for over 14 years, from co-owning a small CSA and farmer's market garden for 5 years, to developing produce brand marketing and being a founding member of the Organicology conference planning team. Stacy has served as a representative on NW regional boards, has a particular affinity for trade advocacy and leadership, and currently serves as the President of the Oregon Organic Coalition.

## **Matt Landi, Director of Account Management, Organically Grown Company**

Matt has been working in the organic trade for a decade and a half. After a highly fulfilling stint at Onion River Co-op in Burlington, VT, he relocated to Santa Cruz, California, in 2009 to join New Leaf Community Markets as their Director of Produce in order to live in the essential birthplace of the modern organic movement. During his time in Santa Cruz, he also penned a monthly food and agriculture column for the Santa Cruz Sentinel, titled "County Bounty." Matt is a past participant in the produce intensive at Organicology, sitting on the panel in both 2013 and 2015. Soon after the first one, he moved north and started working with OGC as an Account Manager, and last year, moved into the Director seat.

## **Laura Lewellyn, Produce Manager, Port Townsend Food Cooperative**

I have been the Produce Manager at the Port Townsend Food Co-op for a year and a half. I spent the ten years prior working on and managing organic farms on the Olympic Peninsula. My focus was mainly in



# Speaker Biographies

---

vegetable production, but also with berries and flowers. Currently I live on a 5-acre homestead where I get to enjoy growing a huge garden. My experience on farms has added an invaluable depth to my current role in the retail world of produce.

## **Nate Lewis, Farm Policy Director, Organic Trade Association**

Nathaniel provides staff support to OTA's Farmer Advisory Council, on-the-ground outreach to OTA's organic farmer membership community, and analysis of policy issues that affect organic crop and livestock producers. He interacts directly with government officials and the organic supply chain on behalf of the grower segment of OTA's membership. Prior to his current position, Nathaniel served as Certification Coordinator for Washington State Dept. of Agriculture's organic certification program where he managed WSDA's material review program and gained certification experience in all scopes of organic production. Nathaniel's responsibilities at WSDA also included coordination of their periodic residue sampling program. Nathaniel holds a Bachelor's of Science from The Evergreen State College with a focus in agricultural science and organic chemistry.

## **Mark Lipson, Research Associate, UC Santa Cruz Center for Agroecology and Sustainable Food Systems**

Mark Lipson is a 30-year pioneer and influential leader in the organic farming and food community in California and nationally. Mark recently received the "Champion of Sustainable Agriculture Award" from the National Sustainable Agriculture Coalition. He served a 4 ½

-year term of service as the Organic and Sustainable Agriculture Policy Advisor in the Office of the U.S. Secretary of Agriculture (until late 2014). Since completing his term at USDA, Mark has been appointed as a Research Associate in Organic Agriculture Policy at the University of California at Santa Cruz, affiliated with the Center for Agroecology and Sustainable Food Systems. Since 1983, he has been a member in Molino Creek Farm, a cooperative multi-family organic farming community near Davenport, California, and the original home of the famed, dry-farmed tomatoes.

## **David Lively, Vice President of Sales and Marketing, Organically Grown Company**

David has been involved in the organic agricultural movement since 1979 as a gardener, farmer and an employee of Organically Grown Company in various roles, including working with growers to plan and execute production and currently as Vice President of Sales and Marketing. He participated in the creation of OGC, the Sustainable Food Trade Association, the Organic Produce Wholesalers Coalition and Organicology.

David has served as a certification inspector, on the boards of the Center for Applied Agricultural Research, Oregon Tilth, Sustainable Food Trade Association and Organic Seed Alliance, and currently sits on the Oregon Organic Coalition leadership council and the Boards of OGC and the Organic Trade Association.

## **Tom Lively, Senior Account Representative, Organically Grown Company**

Tom Lively started farming

organically in 1979. He helped build the Lane County farmers market and the early origins of Organically Grown Company. In 1983 OGC was established a centralized distribution center and is now the largest Northwest wholesaler of organic produce. For over 24 years Tom has served the company with his expertise in the sales and marketing. Tom and his wife, Megas MacDonald, operate Lively Organic Farm.

## **James Louderman, Sustainability Project Manager, Pacific Foods**

James Louderman is the Sustainability Project Manager at Pacific Foods, where he leads efforts to embed environmental conservation, social responsibility, and transparency into the fabric of the business. James is passionate about real food and has spent time living/working in pear orchards in the Hood River Valley, teaching youth about leadership in organic farming at Food Works, and advising for the James Beard Public Market. He has an MA in Environmental History from PSU where he studied food distribution and public markets, and currently serves as the President of the board for the Woodstock Farmers Market.

## **Eric Mader, Pollinator Program Co-Director, Xerces Society**

Eric Lee-Mäder co-directs the Pollinator Conservation Program at the Xerces Society, working across the world with farmers, food companies, and government agencies to enhance biodiversity in agricultural lands. His background includes previous work as an extension educator, beekeeper, and crop consultant. Eric is the author of several books including *Attracting Native Pollinators*, and *Farming with Beneficial*

# Speaker Biographies

Insects. In addition to Xerces, Eric farms on Whidbey Island and owns Northwest Meadowscapes, a native grass and wildflower seed company.

## Alejandro Madrigal, President, Covilli Brand Organics

Alejandro is pro-organic, pro-sustainability and pro-social responsibility. As a second generation grower, he seeks to build partnerships with workers, growers and consumers, seeing this as the cornerstone for long term success. Through Fair Trade, he finds the opportunity to promote consumer consciousness of food's real cost while benefiting farm-workers. He leads Covilli as a small family-owned company; not interested in taking over the world but instead doing things right, for our local and worldwide community.

## Theresa Marquez, Chief Marketing Executive, Organic Valley

Theresa Marquez has been a passionate advocate for organic food and farming since 1978 and is considered a pioneer of the natural foods movement. Theresa spent 17 years as chief marketing executive of Organic Valley, and she loves her current role as Organic Valley's mission executive. She enjoys playing in the garden and experimenting with grilled pizza. Theresa is also the host of Rootstock Radio ([www.rootstock.coop/radio](http://www.rootstock.coop/radio)), a weekly community radio and podcast series where Theresa interviews movers and shakers in the good food movement.

## Nellie McAdams, Farm Preservation Program Director, Rogue Farm Corps

Nellie McAdams grew up part-time

on her family's hazelnut farm in Gaston, Oregon, where she still works. She is also an attorney with a certificate in Environmental and Natural Resources Law from Lewis & Clark Law School. As Rogue Farm Corps' Farm Preservation Program Director, Nellie works with partners throughout Oregon to develop programs and policies to help farmers plan for succession and to permanently preserve Oregon's agricultural land.

## Mike McCarthy, Owner, Trout Creek Orchards

Born and raised in Western Oregon, Mike McCarthy has over 40 years of experience in the livestock and agriculture industries. Since the 80s he has specialized in orchard management both in the Columbia River Gorge. He has seen challenges around farm labor grow and



**GOING ORGANIC?**  
TOGETHER WE CAN RISE TO THE CHALLENGE.



- Nationwide network of farmers and mills.
- Scalable organic flour and grain supply, including wheat, spelt, triticale flours and more.

To request a sample or learn more about our organic flours and grains, visit [ardentmills.com](http://ardentmills.com) or call (888) 685-2534.



© 2016 Ardent Mills

*Anthony's*  
**Organic.**  
— Grown by Anthony Vineyards —

CALIFORNIA GROWN ORGANIC GRAPES  
*Available May-November*



**661.858.8300**  
[sales@anthonyvineyards.com](mailto:sales@anthonyvineyards.com)  
[anthonyvineyards.com](http://anthonyvineyards.com)

# Speaker Biographies

mature along with the industry, and has worked to address those challenges in ways that benefit both workers and employers. Mike holds an M.S. in Animal Science from Oregon State University, and a Ph.D from Michigan State in Dairy Science. He has been Chairman of various Boards including the Crystal Springs Water District, Middle Fork Irrigation and is currently President of the Hood River Valley Residents Committee, a land use group focusing on farm land protection.

## **Miles McEvoy, Deputy Director, National Organic Program**

Miles McEvoy has worked in organic agriculture for more than twenty-five years. In 1988 he was the first organic inspector for the Washington State Department of Agriculture (WSDA). Prior to that, he spent 10 years working on farms, in wild-

capture fisheries and in reforestation. He has a Master's in Entomology from Cornell University.

Since October 2009 he has led the National Organic Program (NOP) in protecting organic integrity from farm to market. Under his leadership, the NOP implemented new enforcement procedures that have led to dozens of civil penalties and over half a million dollars in fines. In addition, the NOP published the National Organic Program Handbook which provides guidance and instructions to organic farmers, processors and certifiers on how to obtain and maintain organic certification.

## **Joseph McIntyre, President, Ag Innovations**

Joseph McIntyre is president of Ag Innovations, a California-based NGO focused on facilitating collaboration as a tool to build a sustainable food


system. He is a trusted intermediary on a wide range of food issues and has facilitated processes as diverse as California Ag Vision 2030, the State's strategic plan for agriculture, and the formation of the Maricopa County Food System Coalition, the food policy council for Phoenix. Joseph holds MAs in Economics and Organization Development. This is his first visit to Organicology.

## **Laurie McKenzie, NW Research and Education Associate, OSA**


Laurie McKenzie is the Research and Education Associate for the Pacific Northwest region and a vegetable breeder with Organic Seed Alliance (OSA). She manages the OSA research farm in Chimacum, WA where she conducts breeding projects, vegetable variety trials, and seed production on a variety of

### **CHARLIE'S PRODUCE**

SEATTLE • PORTLAND • SPOKANE • ANCHORAGE •  
LOS ANGELES




**AN EMPLOYEE OWNED COMPANY, SUPPORTING  
LOCAL AND ORGANIC AGRICULTURE SINCE 1978**



Premium Quality

Certified Organic

Proud Sponsor of the  
**5<sup>th</sup> Annual  
Organicology**



Organically Grown, Locally Loved,  
**The Way Nature Intended**

~~~~~  
**DuncanFamilyFarms.com**



# Speaker Biographies

---

crops. Laurie has authored and co-authored several publications and taught many classes and workshops on seed production and plant breeding. She received her M.S. in Horticulture and Plant Breeding from Oregon State University in 2012 and has over a decade of farming and seed production experience. In her breeding career Laurie has focused on breeding for organic production systems utilizing participatory and collaborative strategies.

## **Roland McReynolds, Executive Director, Carolina Farm Stewardship Association**

Roland McReynolds is an attorney and has served since 2007 as Executive Director of the Carolina Farm Stewardship Association (CFSA), a farmer-driven non-profit organization that supports sustainable regional food systems and local, organic agriculture. Roland leads CFSA's state and federal advocacy and outreach efforts related to the Food Safety Modernization Act and food safety regulation. CFSA's Local Produce Safety Initiative (LPSI) provides food safety education and technical assistance program for small-scale, diversified, sustainable and organic farms in the Carolinas.

## **Wade Miller, Farm Development Manager, Organic Valley**

Wade Miller currently serves as Farm Development Manager for CROPP (Organic Valley) in La Farge, WI. Wade was raised on an Iowa hog farm, and received his bachelor's degree in Animal Science from Iowa State University in 1987. Wade has 29 years of experience in support of production agriculture, with 26 of those years in farm lending and 3 years at CROPP. Wade man-

ages a department which provides CROPP Members with education and support in areas including; Veterinary, Agronomy, Nutrition, Beginning Farmer, Animal Care, Business Opportunity, Capital Access, Succession, and Transition.

## **Gage Mitchell, Principal and Creative Director, Modern Species**

Gage Mitchell is the Principal and Creative Director of Modern Species, a sustainable brand design studio collaborating with mission-driven companies to design a better world — one in which people, businesses, cultures, and the environment can all thrive, intertwined, as one healthy and happy system. His work has been featured in many books, magazines, blogs and competitions, but his true pride is in getting to work with brands like Organic Valley, Alter Eco, Marlene's Market, Farmer Direct, and Yumbutter.

## **Dean Moberg, Resource Conservationist, USDA Natural Resources Conservation Service (NRCS)**

Dean has worked on farms in California, Illinois and upstate New York. His best farm memory was making maple syrup on a farm outside Ithaca, New York. He earned degrees from the UC Davis, Cornell University, and Oregon Health & Sciences University.

Dean has worked for USDA-Natural Resources Conservation Service for over 30 years, including assignments in Oregon, Michigan, and Wisconsin.

Dean and his wife Sara have two daughters. His hobbies include fly fishing, scuba diving, and gardening.

## **Annie Moss, Pastry Baker and Co-Owner, Seastar Bakery and Handsome Pizza**

Annie Moss is pastry baker and co-owner of Seastar Bakery + Handsome Pizza in Northeast Portland. She discovered her obsession with whole grains working on two projects for New York City's Greenmarket: a farmland retention program and a regional grains project. Her grain nerdiness deepened during her time as General Manager at Tabor Bread, the first bakery in Portland to source the vast majority of its grains locally. Now, as owner of her own restaurant, she is excited to let farmers' talent for coaxing delicious ingredients from the soil shape her menus. Annie is also on the board of Portland's Hollywood Farmers Market.

## **Mark Mulcahy, Produce Consulting, Management Training, Organic Options**

Mark Mulcahy is an award winning retail consultant, educator, and organic advocate. He is the owner of Organic Options, which provides consulting for co-ops and independent retailers worldwide. With more than 35 years in the organic produce industry, Mark is well known for his creative merchandising, effective training techniques, passion for produce, successful financial strategies and dedication to sustainable agriculture.

Mark is the co-creator and presenter of Rising Stars, a leadership development course for natural food retailers and Roots & Relationships, a fun, thought-provoking, interactive and inspiring journey into the unique legacy of food and its relationship and connection with our mind, body and community.

# Speaker Biographies

**Tanya Murray,  
Organic Education Specialist,  
OTCO, in partnership with  
OSU Center for Small Farms  
and Community  
Food Systems**

Tanya Murray is an Organic Education Specialist at Oregon Tilth where her work is focused on developing and delivering programming that supports farm viability. Prior to working for Oregon Tilth, Tanya worked on organic vegetable farms in California, Connecticut, and Oregon. From 2003 thru 2012 she was part of the management team at Sauvie Island Organics, a Portland-area CSA farm. Tanya has a Master of Business Administration degree from Portland State University and a BA in Education for Sustainable Agriculture from Prescott College.

**Bu Nygrens, Co-Owner,  
Director of Purchasing,  
Veritable Vegetable**

Bu Nygrens is co-owner and Director of Purchasing at Veritable Vegetable, a San Francisco-based organic produce distributor established in 1974. Woman-owned and operated, VV serves hundreds of organic farms and independent retail businesses throughout California, Hawaii, and the Southwest. Since joining in 1978, Bu has contributed to VV's reputation for integrity, advocacy and leadership, collaborating locally, statewide and nationally. Veritable Vegetable is a certified B Corporation, using the power of business to transform social and environmental challenges. Bu is committed to creating an equitable and sustainable food system for all people. [www.veritablevegetable.com](http://www.veritablevegetable.com)

**Doug O'Brien, Owner /  
Operator, Doug O'Brien  
Agricultural Consulting /  
Pinnacle Farm**

Doug O'Brien, Ph.D. in Plant Pathology, runs an on-farm organic vegetable scouting business and a neighborhood micro-farm (laying hens, lime leaves, and pineapple guava). He previously was an adjunct horticulture professor at Cabrillo College, and co-owner of a produce brokerage company.

**Sky Ogden, Director of  
International Farming,  
Jacobs Farm Del Cabo**

Skye Ogden was born and raised in Petaluma, California and since early on was interested in rural activities including farming and gardening. In 1990 he started upper education in Environmental Studies/Agroecology at University of California Santa

Certified Organic | Specialty Crops | Cooling Facility

Grower Representative



EST. 1981

# COKE FARM

San Juan Bautista, CA

Produce Aggregator

Year Round Local Operation | Grower Development



-CELEBRATING-  
**30**  
YEARS

of **FOOD & FARMER**  
**JUSTICE**

**EQUAL EXCHANGE**  
FAIRLY TRADED

LEARN MORE: [equalexchange.coop](http://equalexchange.coop)

# Speaker Biographies

Cruz, where he was introduced to Jacobs Farm/Del Cabo Inc.

For over 18 years he has been working at this unique organization which promotes sustainable organic agricultural for small farmers in Mexico and Latin America. Skye is bilingual in English and Spanish, travels extensively through Mexico and currently lives in Freedom, California. Skye is passionately committed to growing great tasting organic food in a socially and environmentally sustainable manner.

## **Joanna Ory, Research Program Director, Organic Farming Research Foundation**

Joanna Ory is a passionate researcher and educator working to protect the environment and public health. She joined the Organic Farming Research Foundation after

completing her PhD at the University of California, Santa Cruz in 2015. Her graduate work focused on water pollution from pesticides and the potential of environmental policies to decrease pollution. At OFRF, she conducted a nationwide survey of organic farmers about their challenges and research needs and co-wrote the 2016 National Organic Research Agenda.

## **Justin Overdest, Associate, Good Company**

Justin Overdest leads the food practice for Good Company, a 15-year old sustainability consultancy. Justin's recent work includes international supply chain management, climate risk management, and CSR reporting (CDP, EcoVadis, Oregon benefit company, Walmart). Justin served as a Peace Corps volunteer working in Peru and on the border

of the Dominican Republic and Haiti. Justin earned a Sustainable Business Practices MBA program and MS in interdisciplinary studies at the University of Oregon.

## **Carrie-Anne Palmeri, Latin America Specialist, OTCO**

Carrie-Anne Palmeri, Latin American Specialist for Oregon Tilth, currently manages the development of Oregon Tilth's Latin American Program with a broad range of activities including international accreditation management, technical assistance project development, operator regulatory compliance reviews and educational initiatives in Latin America. Over the last 10 years, she has worked in diverse capacities in the international organic sector gaining extensive experience from the field to policy level and has dedicated the last 6 years of



## Organic is Easier with OMRI.org



Simplify your work with an OMRI subscription. All the tools you need with OMRI.org advanced tools and resources, with updates delivered right to your email.

**Only \$89 for a company or organization  
\$59 for an individual**

Visit [OMRI.org/subscribe](http://OMRI.org/subscribe) today!


info@omri.org • 541.343.7600



OMRI Listed – Naturally Trusted

## Rest assured you've got a good plan.

Make better planning, growing, and selling decisions with Tend farm management software.



**tend**  
smart farm  
management

tend.ag

Photo: Full Moon Farms



# Speaker Biographies

her career to encouraging organic development opportunities for Latin American farmers.

## **Steve Pavich, President / North American Sales, BioFlora**

Stephen is a true pioneer in the development of organic techniques, having started using them in 1971 at his family farm in Delano, CA, and having 40 years of practical experience working with farmers in the field. He participated in writing the California Organic Law in 1978, and participated in its revision in 1990. It has been a standard by which all organic legislation would be measured -- worldwide. In 1996, Stephen was appointed to the USDA's 14 member advisory board of Organic Experts, who created the National Organic Standard for all organic

farms. Steven attended California State University in Fresno, and has a Bachelor of Science degree in viticulture.

## **Joshua Peters, Creative Director, Organic Valley**

After 15 years as a copywriter and creative director in Chicago, Josh got sick of selling crappy food to the masses. So he pulled up stakes and moved to Vernon County Wisconsin to sell amazing, organic food to anyone who will listen. Two years in, he's having a blast living in the country and using experience gained working on brands like Oreo, Coca-Cola, Jack Daniel's and Sprite to tell the powerful stories behind Organic Valley and its delicious products.

## **Steve Peters, Founder / California Outreach Assistant, Seed Revolution Now! / OSA**

Steve had a first career as a vegetable farmer in the Northeast and then earned an MS degree in soils and vegetable crops and worked as a research agronomist for the Rodale Research Center. After several years of agronomic pursuits, he began focusing on seed. As seed production and product development manager for Seeds of Change, he worked closely with a network of seed farmers to grow organic seed, and he also became involved with the. Family Farmers Seed Cooperative. He is currently employed by the Organic Seed Alliance (OSA), focusing primarily on helping develop regional seed hubs and creating a viable economy around seed production. He also has an indepen-



**ORGANIC ESSENTIALS  
FOR THE HERBALIST**

mountain rose herbs

**PROUD SPONSOR OF ORGANICOLOGY**

[WWW.MOUNTAINROSEHERBS.COM](http://WWW.MOUNTAINROSEHERBS.COM) | 800.879.3337

**VISIT OUR BOOTH FOR FREE TEA!**

USDA ORGANIC

NON GMO Project VERIFIED

# Speaker Biographies

dent seed consulting business, Seed rEvolution Now, that promotes and distributes high quality, organic, open-pollinated, public domain vegetable seeds.

## Eric Pond, Principal, Agriculture Capital Management

Eric Pond is a principal at Agriculture Capital Management and has spent over 23 years sourcing, developing and operating farms in Oregon. Eric's expertise is developing sustainable and organic farms at scale.

## Scott Rice, Accreditation and Quality Manager, WSDA

Since 2007, Scott has worked at the Washington State Department of Agriculture's Organic Program, working in many aspects of organic certification. In his present role as Accreditation & Outreach Manager,

Scott is responsible for the USDA accreditation of the largest and oldest state certification programs in the U.S. He is the certifier representative on the National Organic Standards Board and the Board Chair of the Accredited Certifiers Association.

## Matt Rogers, Global Produce Coordinator, Whole Foods

Matt Rogers is a Senior Global Produce Coordinator at Whole Foods Market responsible for national produce and floral purchasing, field operations and supply chain policy on topics including food safety, social accountability and sustainability. Matt leads a team of more than 20 buyers, field inspectors and standards experts in the ongoing search for the highest quality and highest integrity

produce and flowers for Whole Foods Market's customers.

## Stephanie Ryan, Senior Associate, B Lab

Stephanie Ryan is a Sr. Associate at B Lab, the non-profit behind: B Corp certification, Benefit Corporation legislation and B Analytics, Global Impact Investing Rating System (GIIRS) and B the Change Media. She joined B Lab in the Fall of 2008 to help grow and engage the B Corp community. Her prior career of over twenty-five years was in OD Consulting, specifically organizational learning. She designed and led leadership seminars on The Fifth Discipline and consulted to senior teams using systems thinking as a lens to discover leverage for strategic change. She believes business is part of the solution to today's most pressing social and environmental problems.

## ORGANIC GRAPES | ORGANIC POTATOES

# TRUSTED ORGANIC SOURCE

### GRAPES

CRIMSON  
FLAME  
GREAT GREEN  
LUISCO  
SCARLET ROYAL  
SUGRAONE  
THOMPSON

### POTATOES

PURPLE  
RED  
RUSSET  
YELLOW

Top Brass Produce is proud to offer CCOF certified table grapes and potatoes. Farmed without the use of synthetic pesticides and fertilizers, bioengineering (GMOs) or ionizing radiation. We know the efforts we make today support the generations of tomorrow.



SOLAR  
ENERGY SUPPLIES  
MORE  
THAN  
HALF  
OF OUR COOLER  
ENERGY NEEDS!



TOP BRASS PRODUCE | P.O. BOX 1270 • SHAFTER, CALIFORNIA 93263 • 661.391.0682 | TOPBRASSPRODUCE.COM



A collection of some of California's finest small organic family farmers. Bringing generations of quality growing experience, to you. Give us a call, and see how we can help you grow.



D. E. BOLDT



www.vworganic.com

Mason Parkinson & Bill Schene - Sales  
(559) 638-5595



# Speaker Biographies

## **Bri Saseen, Sustainability and Facilities Manager, Chico Natural Foods**

With an interdisciplinary degree in Human Rights & Environmental Advocacy and a minor in Statistics, Bri has worked as the Zero-Waste Coordinator at California State University Chico, the Environmental Coordinator at Lundberg Family Farms, and served on the Board of the Sustainable Food Trade Association where she currently chairs the Membership Review Committee. As Facilities & Sustainability Manager at Chico Natural Foods Cooperative Bri manages the store's waste stream, resource usage, and ensures that the store's practices align with its ethics.

## **Chris Schreiner, Executive Director, Tilth**

Chris Schreiner has 20 years work experience in the organic sector. Since 1998, he has worked for Oregon Tilth. His work has included coordinating organic certification for over 400 farms, managing accreditation with the USDA National Organic Program and policy analysis. He has formalized partnerships with Oregon State University and the USDA Natural Resources Conservation Service to expand access to expertise and resources for organic producers. Chris is currently the co-chair of the National Sustainable Agriculture Coalition's Research, Education and Extension Committee.

## **Rich Schwartz, Net Impact B Lab Certification Advisor, Net Impact**

Rich is a graduate of the MBA

program at Portland State University, where he focused on sustainable food systems. He was co-founder of B Impact PSU, a program that provides student consulting services to companies going through the B Corp certification process, and he continues to coordinate that program as the first Miller Nash Graham & Dunn B Corp Fellow. Rich provides services for numerous food-related community organizations including Oregon Food Bank, Sauvie Island Center and James Beard Public Market.

## **George Siemon, Co-Founder / CEO, CROPP Cooperative / Organic Valley**

In 1988, at the peak of the U.S. farm crisis of the 1980s, organic farmer George Siemon was instrumental in uniting a group of Southwest Wisconsin family farmers around

## **Your name carries a promise – we help you keep it!**

Get to know about our supply chain integrity solutions to

- Increase customer trust in your brand
- Achieve greater transparency
- Reduce unexpected hiccups
- Ultimately save time and money

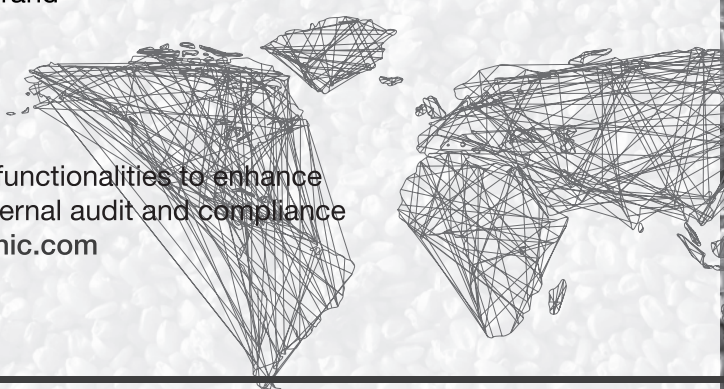
Find out about the many different functionalities to enhance supply chain integrity, featuring internal audit and compliance management at [www.check-organic.com](http://www.check-organic.com)



Organic integrity thought  
through to the end.

[info@organic-services.com](mailto:info@organic-services.com)  
[www.organic-services.com](http://www.organic-services.com)

**Organic Services**  
syntheses. strategies. solutions.





# Speaker Biographies

founding a new farmer-owned cooperative. Today, Cooperative Regions of Organic Producer Pools (CROPP) is the largest organic farmer-owned cooperative in North America, and is best known by its brands, Organic Valley and Organic Prairie.

A widely recognized leader in the Good Food Movement, Siemon has organized family farmers and built market support for organic farm products. He has contributed enormously to a sustainable agriculture that supports family farms, promotes humane treatment of farm animals, and nurtures living soils and healthy environments to produce the high-quality organic food enjoyed by millions today. Siemon was instrumental in developing the USDA national standards for organic certification.

In addition to his duties as CROPP CEIEIO, he presently serves as Chair for Global Animal Partnership.

## **Erin Silva, Assistant Professor Organic and Sustainable Cropping Systems Specialist, Dept. of Plant Pathology UW Madison**

Dr. Silva is an Assistant Professor in the Plant Pathology Department at the University of Wisconsin-Madison. Her research and extension program focuses on sustainable and organic cropping systems, including cover crops and cover crop-based no-till production and impact of organic management on soil biology. Her teaching responsibilities include the upper-level course, "Food, Sustainability, and Climate Change. Erin works closely with organic farmers and industry members both in Wisconsin and the U.S. and serves

as co-facilitator of the Wisconsin Organic Advisory Council.

## **Lisa Spicka, Associate Director / Founder, SFTA / Maracuja Solutions**

As Associate Director of the Sustainable Food Trade Association, and Founder of Maracujá Solutions, Lisa Spicka uses her diverse background to help food companies identify practical sustainability-based solutions which enhance supply chain relationships, improve brand reputation, and increase assurance of product quality and supply.

Lisa has a GLOBAL MBA in sustainable supply chain management from the Thunderbird School of Global Management, and she has held a variety of operations, sustainability, and project leadership roles in the United States and Latin America. She has led a domestic

## VITALIS ORGANIC SEEDS: INNOVATOR IN ORGANIC SEED PRODUCTION AND BREEDING

Offering a broad assortment of certified organic vegetable and herb varieties adapted to open field and protected culture production systems.

For more information or to request our catalogue please call **831-757-2300** or view on-line at **www.vitalisorganic.com**.

Visit our booth at  
**Organicology**



Vitalis Organic Seeds are available in Canada, the United States, and Mexico through Enza Zaden, [www.enzazaden.com](http://www.enzazaden.com).

# xiOLOGIX<sup>COM</sup>

*Partners in Innovation*

- ✓ Networking
- ✓ Security
- ✓ Storage
- ✓ Virtualization
- ✓ VoIP
- ✓ Wireless



503.691.4364  
[info@xiologix.com](mailto:info@xiologix.com)

[www.xiologix.com](http://www.xiologix.com)

Headquartered in Tualatin, Oregon since 1999  
with offices throughout the western states.

# Speaker Biographies

and global initiatives that focus on supply chain integrity, food safety, organic certification, and sustainability management.

## **Josh Spoden, Organic Produce Buyer, OGC**

Born in rural, central Minnesota, grew up on a dairy farm and graduated from St. Cloud State University, graduating with a Bachelor of Science degree in Botany focused Biology, with a Minor in Environmental Studies. After moving to Oregon in 1998, Joshua owned and worked on large CSA and farmer's market garden, growing starts, vegetables and fruit for a CSA, while raising chickens, sheep and goats. Joshua has worked at OGC for 17 years and has done a majority of the organic produce purchasing and logistics out of Mexico for the company for over 13 years.

## **Arran Stephens, Co-Founder and CEO, Nature's Path Foods, Inc.**

Entrepreneur, artist, writer, ecology advocate, gardener, volunteer and meditation practitioner, Arran Stephens has passionately followed the beat of a distant drummer for seven decades. Born and raised on his family's farm on Vancouver Island, Arran learned a valuable lesson from his dad: "Always leave the soil better than you found it." Arran and Ratana, his wife and partner of 45 years, share a profound commitment to organic agriculture, people and health. Together, from humble roots, they established Nature's Path Foods in 1985, built on a foundation of social responsibility, sustainability and financial viability.

## **Alex Stone, Vegetable Cropping Systems Specialist, Oregon State University – Dept. of Horticulture**

Alex Stone is the vegetable cropping systems specialist in the Oregon State University Dept of Horticulture. She was an organic market gardener in western Mass. from 1987-1993. She received her PhD from Ohio State University in 1997; her research focused on the composting process and compost-mediated disease suppression. At OSU she works with vegetable farmers on organic, biological, and cultural soil and pest management. More recently she has been trialing naked seeded pumpkins and identifying profitable, delicious and long storing winter squash.

When Josie Braga hand-clipped baby lettuce in the 1940s, she was focused on serving only the best to her family. She didn't know her farm would one day provide fresh vegetables to families all over the world.

Three generations later, our family's farm is one of the leading suppliers of premium, certified-organic vegetables. And we've put our grandmother's commitment to goodness inside every package of Josie's Organics.



[www.bragafresh.com](http://www.bragafresh.com) • (831) 678-3835







# Speaker Biographies



management, succession planning, communications and conflict resolution skills throughout a strategic planning and implementation process. Denise integrates best practices from 12-years at Apple Computer (international marketing, Peripherals Marketing Manager, Pacific Rim consultant), plus formal business education and life experiences.

## **Mark Trexler, The Climatographers**

Dr. Mark C. Trexler started Trexler Climate + Energy Services (TC+ES) in 1991 as the first consulting firm in the United States to specialize in corporate climate change risk management. TC+ES supported the first corporate GHG footprints, the first climate-neutral products and companies, and many of the first climate risk management strategies. From 2009-2012 Mark was Director of Climate Risk for global risk management firm Det Norske Veritas. He has served as a Lead Author for the Intergovernmental Panel on Climate Change, holds his graduate degrees from UC Berkeley, and can be reached at [mark@climatographer.com](mailto:mark@climatographer.com).

## **Mace Vaughn, Pollinator Program Co-Director, The Xerces Society for Invertebrate Conservation**

Mace Vaughn, Pollinator Program Co-Director, The Xerces Society for Invertebrate Conservation. Mace serves as The Xerces Society's Pollinator Conservation Program Co-Director and also as a Pollinator Conservation Specialist with the USDA NRCS West National Technology Support Center in Portland, Oregon. Mace has led Xerces' Pollinator Conservation Program since 2003; during his tenure, the pollinator program has grown from

a small pilot project on California farms to a national, multi-million dollar program, implementing pollinator conservation projects across the US. Mace has written numerous articles on the conservation of beneficial insects, and is co-author of several books, including *Attracting Native Pollinators: Protecting North America's Bees and Butterflies* and *Farming with Native Beneficial Insects*. He was a lecturer on honey bee biology and beekeeping at Cornell University, from which he holds Degrees in Entomology, Natural Resource Management, and Teaching.

## **Nicole Vitello, President, OKE USA / Equal Exchange Produce**

Nicole Vitello is the President of Oke USA Fruit Company, a 100% fair trade fruit importer. Nicole started at Equal Exchange, Oke's parent company, in 2008 as a sales representative selling fair trade coffee, tea and chocolate. After studying International Development at American University, Nicole founded her own organic farm business, Manic Organic, which she operated successfully for 10 years. Nicole came to Equal Exchange inspired by their economic model of trading directly with small farmers internationally. She is proud to be part of that model in fresh produce by promoting the connection between small farmers in Latin America and consumers in the United States.

## **Keely Wachs, Director of Communications, Clif Bar**

Keely Wachs is the director of communications for Clif Bar & Company. Guided by the company's five bottom lines – Sustaining our Business, our Brands, our People, our Community and the Planet – he is responsible

# Speaker Biographies

for leading the company's global issues, reputation and public affairs efforts.

**Adam Wagner,  
Account Representative,  
Organically Grown Company**

Adam Wagner is a native Oregonian. After college he spent several years as an organic farmer in Deadwood Oregon, selling his crops to OGC. After moving to Eugene he accepted a plant breeder position with Fall Creek Nursery. Adam continued farming, working with an experimental crop of late season blueberries. In 2010 Adam brought his passion for organic agriculture back to OGC, this time as a sales representative at OGC. He also works with OGC growers and seed companies conducting on farm variety trials with the goal improving OGC's product line. Adam currently serves

as vice president on the board of directors for Organic Seed Alliance.

**David Weinstein,  
Head Buyer, Heath &  
LeJeune**

I started working for Coopportunity, in the produce department, in Santa Monica in 1976. I have worked for wholesale and retail companies making organically grown fresh fruits and vegetables to consumers since that time. I currently help with buying and selling for Heath & LeJeune in Los Angeles. I believe that a human scale food system in harmony with the planet and controlled by the people it serves is a dream we can have if we work for it.

**Andy Wilcox,  
Chief of Operations,  
Wilcox Farms**

Andy Wilcox is a fourth generation

owner and farmer at Wilcox Farms in Roy, WA. Andy works with his family to operate their 1,700 acre farm, which includes timber, 400+ acres of organic farmland and protected Nisqually River shorelines. Wilcox Farms has been working since 2005 towards a complete transformation from conventional to cage-free and organic egg production. Andy is also working to grow and source local feedstocks. Wilcox Farms is dedicated to worker welfare, the health of the environment and the humane treatment of hens. They are Humane Certified, Food Alliance Certified, Oregon Tilth Organic and Salmon-Safe.

**Gwendolyn Wyard,  
Vice President of Regulatory  
& Technical Affairs,  
Organic Trade Association**

Gwendolyn Wyard has been actively

**Creating a better world  
by growing great-tasting  
healthy food**



**At Jacobs Farm / Del Cabo, we teach and  
promote organic farming  
to enable small family farms and their  
communities to thrive.**



SOCIALLY RESPONSIBLE ORGANIC FARMING & FOOD WITH FLAVOR, SINCE 1980  
[www.JacobsFarm.com](http://www.JacobsFarm.com) • [www.DelCabo.com](http://www.DelCabo.com)

*Celebrating*  
**45**  
YEARS  
of

**LOVING LOCAL  
AND FOSTERING COMMUNITY**



**Ashland Food Co-op**

[www.ashlandfood.coop](http://www.ashlandfood.coop)

# Speaker Biographies

working in the organic industry for 20 years. She serves as Vice President of Regulatory and Technical Affairs for the Organic Trade Association (OTA) where she works on the development of policy strategy through regulatory engagement in the interest of OTA's mission and its members. Prior to OTA Gwendolyn worked for Oregon Tilth where she served as the Technical Specialist specializing in policy analysis and technical review of materials for use in organic products. She holds a degree in Food Science with a Fermentation Science Option and a minor in Chemistry. Gwendolyn completed her certificate as an independent farm and processing inspector through the International Organic Inspector's Association (IOIA) in 1997 and has subcontracted for multiple certifiers inspecting a diverse range of operations. She also serves on

board for the Organic Materials Review Institute (OMRI) and is the North American Technical Representative for the Global Organic Textile Standard (GOTS).

## **Jared Zystro, Research and Education Assistant Director, Organic Seed Alliance**

Jared Zystro is Organic Seed Alliance's Research and Education Assistant Director. He has a mas-

ter's degree in plant breeding and has worked in the organic seed industry for over 15 years. In his work at OSA, he manages OSA's regional development in California, conducts participatory breeding projects and variety trials, and teaches farmers about seed production and plant breeding. Jared lives in the coastal town of Arcata, CA with his wife Lisa and son Toby.



*edible*  
PORTLAND

*Edible Portland* magazine documents our region's culinary history and culture, explores the future of sustainable food and farming, and helps readers make informed decisions about what to eat.

Find a copy. Subscribe. Advertise.  
[edibleportland.com](http://edibleportland.com)



# Organicology Menu

## THURSDAY

### Breakfast

Croissants, Chocolate Croissants and Dave's Killer Bread  
Oranges, apples, pears, bananas  
Scrambled Eggs  
Roasted Roots (potatoes, turnips, carrots, onions) with thyme (V)  
Fruit Juices

### Lunch

Supergreens with various salad dressings (red wine vinaigrette, Toby's Honey Mustard and Toby's Feta)  
Nappa Cabbage and Pear Slaw  
Roast Carlton Farms Pork Loin w/ Persimmon Chutney  
Slow Cooked Chicken w/ Chimi Churri sauce  
Ragout of Scarlet Runner Beans (V)  
Brown rice w/ Roasted Pecans (V)  
Roasted Squash: Sunburst, Turban, Kabocha (V)  
Coconut Milk Rice Pudding

### Dinner

Bread & Butter  
Butternut Squash Soup (Vegan)  
Super Spinach (boby spinach/bok choy/kale), Black Kabuli Chickpeas, red onion, and cilantro with sesame-tahini dressing (V)  
Roasted Beets and Heirloom Tomato (V)  
Wild Rice w/ Toasted Almonds  
Baked Cod w/ Basil Oil  
Italian Sausages w/ Peppers  
Carrot Pineapple and Golden Raisin Pound Cake  
Coconut Bliss (V)

## FRIDAY

### Breakfast

Fruit Breads and Dave's Killer Bread  
Oranges, apples, pears, bananas  
Polenta w/ heavy cream & coconut cream  
Mushroom Frittatas: Chorizo, Portobello, Spinach Tomato  
Fruit Juices

### Lunch

Breads & Butter  
Salad Buffet: Super Spinach (boby spinach/bok choy/kale), cherry tomatoes, radishes, sunflower seeds, shredded carrots, with various salad dressings  
French Lentil Soup (V)  
Chicken "Pot Pie" with carrots, celery root and turnips with puff pastry lid  
Mushroom, Red Peppers, Spinach and Sweet Potato Lasagna  
Sautéed Cremini Mushrooms w/ Purple Garlic (V)  
Banana Caramel Whiskey Bread Pudding

### Dinner

#### SLOW HOT FEAST

**Magenta Chard Salad**  
Magenta boby chard and spinach salad topped with birch syrup vinaigrette and roasted hazelnuts

**Northwest Olette Potato and Olympic Pork Stew**  
A Northwest stew featuring the Olette potatoes and farm-raised pork (vegetarian option available)

#### Marbled King (Chinook) Salmon

Northwest Chinook served over Rainier Polenta, drizzled with a birch syrup reduction, served with farmer-bred kales (vegetarian option available)

#### Sweet Fall Harvest Preserve

Fall harvested persimmons with quince or carrots

## SATURDAY

### Breakfast

Breakfast  
Pepper Jack and Asiago Biscuits from Dave's Killer Bread  
Oranges, apples, pears, bananas  
Oatmeal & Granola Buffet with Yogurt, Apple-cardamom Compote, Pear-rosemary Compote and Toasted Nuts (pistachios or walnuts)  
Sausage (pork, chicken and apple)  
Fruit Juices

### Lunch

Salad and Sandwich Buffet  
Meat: Tuna Salad, Roast Beef, Roast Turkey  
Cheeses: Sliced provolone, sliced cheddar, spreadable goat cheese  
Supergreens, arugula, grilled vegetables, sliced watermelon radish, sliced apple, sliced pear, sliced red onion  
Various salad dressings  
Assorted Breads  
Kettle Chips  
Strawberry Rhubarb Pie

### Dinner (Tapas Style)

Chef Attended: Wheat Barley Raman Noodles, Miso hard-boiled Egg, Veggie Broth, Sprouts, Basil, Snow Peas  
Quinoa Salad, Kale, Roasted Root Vegetable Salad  
Sautéed Cremini Mushrooms w/Garlic, Wine  
Lemon marinated Roasted Chicken w/ Ambrosia Apple & Savory Cabbage Slaw, Habanero Piri Piri Sauce  
Purple, Red and Sweet Potato Bar  
Broccoli w/ sautéed Yellow Onions, Orange Peppers, Fig and Carne Apple Chutney  
Green Raisin and Abate Pear Strudel w/ Raspberry & Blood Orange Coulis  
Yellow Peach and Papaya Cobbler w/ Mango Whipped Cream  
Plus more delectable tapas to come  
Featuring Crater Lake Vodka Cocktail

Each day we will serve organic coffees and teas. Snacks will be provided during breaks.