

ORGANICOLOGY

The Study of a Sustainable Food Future

KEYNOTE SPEAKERS, REGISTRATION ANNOUNCED FOR ORGANICOLOGY 2017: THE STUDY OF A SUSTAINABLE FOOD FUTURE – Feb 2-4, 2017

Explore what's driving the organic trade industry from soil to seed to table

PORTLAND, Ore. – Sept. 13, 2016 – The organic food and agriculture community will come together on **February 2-4, 2017 at the Portland Hilton Downtown** for the fifth biennial **ORGANICOLOGY** conference, considered to be the largest gathering for organic farmers, activists, policy experts, educators, retailers and sustainable organizations in the Pacific Northwest. Created by four organic trade organizations, [Organicology](#) offers a unique educational curriculum that unites the organic food community in advancing knowledge and addressing challenges and accomplishments in the organic food industry. Registration is now open [online](#) and there are a limited number of small farmer discounts available.

Organicology 2017 Offers World-class Keynote Speakers:

Mas Masumoto, Masumoto Family Farm

Mas Masumoto is an organic farmer in Fresno, California, and the author of ten books. His latest book is an inspiring story of succession and the passing down of knowledge to the next generation. *Changing Season: A Father, A Daughter, A Family Farm* was written with his daughter, Nikkiko, and is now a documentary.

Eric Holt-Giménez, Ph.D., Food First/Institute for Food and Development Policy

Holt-Giménez is the executive director of Food First/Institute for Food and Development Policy. Called one of the country's "most established food think tanks" by the *New York Times*, Food First's mission is to end injustices that cause hunger, poverty and environmental degradation worldwide. At Food First, his research and writing has concentrated on the global food crisis, the US Farm Bill, the expansion of agrofuels, land grabs, neighborhood food systems, the agrarian question and food movements.

Nikki Silvestri, Live Real/People's Grocery

Silvestri is an author and the cofounder and CEO of Silvestri Strategies, a project design and management firm working to support thriving communities, economies and natural environments. As the cofounder of Live Real and former executive director of People's Grocery and Green for All, Silvestri has built and strengthened social equity for underrepresented populations in food systems, social services, public health, climate solutions and economic development. As a nationally recognized thought leader who brings the message of equitable economies through numerous media channels, her many honors include being named one of The Root's 100 Most Influential African Americans in 2014.

New Educational Tracks Planned for 2017 Conference

With multiple daylong intensives, Friday workshops, industry networking, an organic seed swap, entertainment and the largest organic trade show in the Northwest, Organicology's unique interactive format gives an in-depth look at sustainability and farming. This year's new educational tracks include:

- Business Management
- Farm Management Techniques
- Growing the Organic Market
- Leadership
- Politics and Policy
- Produce
- Research
- Seeds
- Social Justice
- Sustainability

Conference registration is available online at www.organicology.org with complete conference information, including the schedule of intensives, workshops, receptions and live entertainment. Please follow us on [Facebook](#), [Twitter](#) and [Instagram](#) using #organicology.

Organic Exhibition

Organicology features one of the largest organic trade shows in the Pacific Northwest on Saturday, February 4, 2017, featuring more than 100 exhibitors, ranging from small family farms, breweries and food manufacturers to advocacy and education groups.

Generous underwriting for Organicology comes from trade partners, including event sponsors: UNFI, Pacific Office Automation, Wholesum Harvest and more. For information on exhibiting, sponsoring and attending Organicology, visit www.organicology.org or contact Oregon Tilth at organic@tilth.org or 503-378-0690.

About Organicology's Organizers:

Recognizing the educational needs of the ever-growing organic and sustainable food and farming trade, these four leaders in the organic revolution founded Organicology in 2009:

- [Oregon Tilth](#) is the nation's premiere certifier for organics and a nonprofit research and education membership organization dedicated to biologically sound and socially equitable agriculture.
- [Organic Seed Alliance](#) supports the ethical development and stewardship of the genetic resources of agricultural seed.
- [Sustainable Food Trade Association](#) works to foster leading sustainable business practices in the organic food trade through education, consults, peer learning and annual reporting while promoting organic farming as the foundation for sustainability in the food trade.
- [Organically Grown Company](#) is owned by its employees and growers and remains the largest organic fresh produce purveyor in the Pacific Northwest dedicated to promoting the health and vitality of the region through organic agriculture and a thriving sustainable food system.