

# TRANSITION & GROWTH IN THE ORGANIC SECTOR

## ORGANICOLOGY INTENSIVE

**FEBRUARY 2, 2017 9:30am-5pm**

Hilton Portland & Executive Tower

921 SW Sixth Avenue

Portland, Oregon

**INTENSIVE AIM:** *To convene and encourage producers and other food system stakeholders to identify concrete ways in which we can individually and collectively grow organic supply and expand opportunities available to transitioning and organic producers.*

THANK YOU TO OUR SPONSORS:



## AGENDA FOR THE DAY

WELCOME		
9:30	BACKGROUND, OVERVIEW, AND AIMS	<b>Sarah Brown:</b> Education Director, Oregon Tilth <b>Nate Lewis:</b> Farm Policy Director, Oregon Tilth <b>Drew Katz:</b> Transition Services Coordinator, Oregon Tilth
	FACILITATOR AND PARTICIPANT INTRODUCTIONS	<b>Joseph McIntyre:</b> President & Principal Facilitator, Ag Innovations
	GUIDELINES AND GROUND RULES	
SESSION 1 SETTTING THE STAGE		
10:00	WHAT IS OUR OPPORTUNITY?	<b>Drew Katz:</b> Transition Services Coordinator, Oregon Tilth
10:10	RESEARCH REVIEW: RESULTS FROM THE 2016 ORGANIC TRANSITION SURVEY <i>Under what conditions will more U.S. farms and acres transition to organic? What motivates farmers to transition and what obstacles do they face in doing so?</i> In 2016 Oregon Tilth and Oregon State University conducted a national survey of farmers regarding their experiences transitioning to organic with the aim of answering the above questions. During this presentation Garry Stephenson will debut results from the survey and discuss what they mean for organizations and stakeholders focused on supporting transitioning growers and increasing organic supply in the US.	<b>Garry Stephenson:</b> Director of the Center for Small Farms & Community Food Systems Coordinator, Oregon State University
10:25	PERSPECTIVES FROM ACROSS THE FOOD SYSTEM ON THE GROWING ORGANIC MARKET AND ITS IMPACT ON US FARMERS: Despite increased consumer demand for organic food and double-digit annual sales growth, the rate at which acreage is transitioning in the US is slow and organic production remains relatively flat. In this session panelists will discuss the dynamics of supply and demand in the organic market and highlight the social, economic, and agronomic factors that influence farmers’ decisions to transition (or not).	<b>Erin Silva:</b> Organic & Sustainable Cropping Systems Specialist, University of Wisconsin-Madison <b>Kelly Damewood:</b> Policy Director, California Certified Organic Farmers <b>Peter Golbitz:</b> President & CEO, AGROMERIS <b>Michael McMillan:</b> Sourcing & Production Manager, Organically Grown Company
10:50	DIGESTING AND REACTING Group Activity	All participants
11:10	BREAK	
SESSION 2 STORIES FROM THE FIELD		
11:30	STORIES OF TRANSITION: WHAT IT TAKES TO SUCCEED AS AN ORGANIC GROWER: While the 3 year transition process, certification fees, and record keeping requirements can make obtaining certification difficult, there are many other important decisions and risks that farmers must face before, during and after the transition process. During this session farmer panelists will reflect on their own transition experience, highlight the types of assistance and support growers need in order to succeed, and discuss both the opportunities and threats that the growing organic market poses to their businesses.	<b>Ray Williams:</b> Williams Hudson Bay Farm (Milton-Freewater, OR) <b>Denise Andersen:</b> Andersen Organics, (Othello, WA) <b>Nolan Empey:</b> President & CEO, Empey Orchards (Mesa, WA)

12:00	DIGESTING AND REACTING Group Activity	All Participants
12:30	LUNCH	
SESSION 3 BEYOND THE FARM GATE		
2:00	NATIONAL CERTIFIED TRANSITIONAL PROGRAM UPDATE The Organic Trade Association (OTA) developed standards for transitional certification and applied to USDA’s Quality System Verification Program to provide oversight to certifiers offering transitional certification to producers. This program was announced in the middle of January 2017, and certifiers are now welcome to apply for USDA accreditation. Nate Lewis, will describe specific aspects of this new program and how the OTA envisions it will assist producers in their transition to organic production.	<b>Nate Lewis:</b> Farm Policy Director, Organic Trade Association. <b>Craig A. Morris:</b> Ph.D., Deputy Administrator, Livestock, Poultry and Seed Program, Agricultural Marketing Service, United States Department of Agriculture
2:15	MARKET-BASED STRATEGIES FOR GROWING SUPPLY AND SUPPORTING TRANSITIONING AND ORGANIC GROWERS In order to meet the growing demand for organic goods, food buyers and processors are developing “in-house” transition programs and services to help growers convert to organic. During this session panelists will discuss how their companies are supporting transitioning growers, highlight the successes and challenges of their approach, and share their perspective on transitional certification.	<b>Dag Falck:</b> Organic Program Manager, Nature’s Path <b>Tina Owens:</b> Senior Manager, Sustainability & Procurement, Kashi <b>Albert Straus:</b> Founder & CEO, Straus Family Creamery
SESSION 4 SCALING UP CHANGE		
2:40	WHAT ARE THE OPPORTUNITIES AND WHERE CAN WE HAVE THE GREATEST IMPACT? Working Group Activity	All Participants
3:30	BREAK	
3:45	WORKING GROUP LEARNING REPORTS	Working Group Facilitators
4:15	REFLECTIONS & NEXT STEPS	All Participants
4:45	CLOSING COMMENTS	Intensive Conveners
5:00	EVALUATIONS AND INTENSIVE END	

## **INTENSIVE ORGANIZERS**

**Drew Katz - Transition Services Coordinator, Oregon Tilth:** Part of Oregon Tilth's education team, Drew provides training and assistance to transitioning & organic producers, processors, and other supply chain actors throughout the country. Prior to working at Oregon Tilth, Drew was the Director of Farmer Success at AgSquared, a food hub consultant for Washington State University Extension in Jefferson County, WA, and worked for Springrain Farm on the Olympic Peninsula. Drew has an MSC in Agroecology from the Norwegian University of Life Sciences and a BA in Sociology from Lewis & Clark College.

**Sarah Brown - Education Director, Oregon Tilth:** Sarah Brown is the Education Director at Oregon Tilth and co-owner of Diggin' Roots Farm, a 50 acre certified organic farm located one hour south of Portland, Oregon. Sarah has worked with a number of programs including Zenger Farm's Emerging Farmer Training Program, Oregon Tilth's Organic Education Center, and OSU Extension. In 2010 Sarah became the first national Organic Conservation Specialist for the USDA Natural Resource Conservation Service, a joint position with Oregon Tilth. Currently, she directs Oregon Tilth's education programs, overseeing their continued partnerships with the USDA and OSU, farm viability programming, transition and organic supply chain development support, and many educational components of the Organicology conference.

**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 holds a Bachelor's of Science from The Evergreen State College with a focus in agricultural science and organic chemistry.

## **FACILITATOR**

**Joseph McIntyre - President and Principal Facilitator, Ag Innovations:** The mission of Ag Innovations is to convene dynamic leadership collaborations that create innovation for a food system that realizes society's shared best hopes for the future. Since joining Ag Innovations in 2001, Joseph has leveraged his decades of organizational development, facilitation, and social change skills to grow Ag Innovations into a nationally-recognized organization that works to cultivate the ideas and actions needed for healthy farms, communities, and ecosystems. Joseph works with food businesses, government agencies, nonprofit organizations, farmers and community members to build robust solutions to some of our food system's most pressing challenges.

## **PANELISTS & PRESENTERS**

**Denise Andersen - Andersen Organics, Othello, WA:** Denise has been involved in agriculture her whole life. From growing up driving farm equipment to starting their own farming operation with her husband Brian in their 20's. In 2006 they converted their entire operation: grower, packer and shipper to 100% organic. They grow onions, shallots, cippolini's, asparagus, squash, potatoes, beans and grains. At Andersen Organics, we truly believe in growing healthier food thru sustainability and soil health.

**Kelly Damewood - Policy Director, California Certified Organic Farms (CCOF):** Kelly received her J.D. magna cum laude from Vermont Law School and her B.A. in English from the University of Portland. Damewood is also a LL.M. candidate in agriculture and food law at the University of Arkansas School of Law. She has had many diverse experiences working in food and agriculture—from running a small organic farm to writing for Food Safety News. Damewood lives in Santa Cruz California, and she is licensed to practice law in Oregon.

**Nolan Empey - President & CEO, Empey Orchards (Mesa, WA):** Empey Orchards is a 3rd generation family farm located 30 miles north of Pasco, Washington. The Empey family settled in the Columbia Basin in 1951 growing cattle and row crops, and began farming organically 13 years ago. Currently the Empey's farm is approximately 900 acres, which includes 40 acres of certified apricots and 500 acres of certified and transitional apples as well as conventional alfalfa, wheat, corn, beans and nursery stock. They also produce a line of sparkling ciders made from their organic heirloom cider apples. Nolan is very passionate about seeing family farms succeed and organic farming.

**Dag Falck - Organic Program Manager, Nature's Path:** Dag's work with Nature's Path Foods Inc. since 2003 has afforded him the opportunity to work intimately with many aspects of the organic movement such as regulations, enforcement, supply, and customer interactions. Prior to coming to Nature's Path Dag was an independent organic inspector for 14 years, auditing all types of farms and processing facilities. He manages the Nature's Path Family Farm land (currently 6,600 acres in Saskatchewan and Montana) where Nature's Path works with farmers to grow quality certified organic grains. Currently Dag is president of COTA (Canada Organic Trade Association)

**Peter Golbitz - Founder and Thought Leader, AGROMERIS:** Since launching Agromeris in 2014, Peter has been working with leading food ingredient and consumer packaged goods companies, as well as agricultural product trade groups, on the development of sustainable supply chains in the natural, organic, non-GMO and specialty crops area. In addition, Peter sits on the board of directors of the Sustainable Food Trade Association and the Transitional Task Force of the Organic Trade Association. Prior to founding Agromeris, Peter was the director of international business development for SunOpta, Inc., a leading Minnesota-based processor of organic and non-GMO food products and ingredients.

**Michael McMillan - Sourcing & Production Manager, Organically Grown Company:** Organically Grown Company is a U.S. Pacific Northwest fresh produce distributor and national marketer. Michael serves in a Sourcing & Production Manager capacity, focusing on supply side business development and national product marketing. Michael has extensive experience with fresh market fruit and vegetable crops from production regions across the US West Coast, Mexico and Canada.

**Craig A. Morris - Ph.D., Deputy Administrator, Livestock, Poultry and Seed Program, Agricultural Marketing Service, United States Department of Agriculture:** Dr. Morris leads the USDA's regulatory programs related to the livestock, meat, poultry, egg, fish, grain and seed industries. Some of these programs include retail country of origin and method of production labeling programs, quality grading services, testing services, domestic and export auditing and accreditation services, food product specification development and acceptance services for Federal food and nutrition assistance programs including the National School Lunch Program. Apart from government service, Dr. Morris served as the Assistant Vice President of Food Safety for Future Beef Operations, LLC, in Arkansas City, Kansas, and as the Manager of Scientific and Technical Affairs for the American Meat Institute in Washington, DC. Dr. Morris received his Bachelor of Science degree with Distinction in Animal Science from Iowa State University and served as a Regent's Graduate Fellow while earning his Doctorate in Animal Science from Texas A&M University.

**Tina Owens - Senior Manager Sustainability & Procurement, Kashi Operations:** Tina has an MBA and has worked for Kellogg in supply chain roles for 15 years. For 7 years she has directly managed supply chains for Kashi brands including Bear Naked, Stretch Island Fruit Company, and Pure Organics. Tina achieved the first round of Non-GMO Project Verified products for Kashi in 2011 and continued to support the Non-GMO Project Renovation work for the full Kashi portfolio. She currently manages the Certified Transitional farmer program and leads Sustainability strategy for all Kashi brands.

**Dr. Erin Silva - Assistant Professor, Plant Pathology, University of Wisconsin-Madison**

Dr. Silva's research and extension program focuses on sustainable and organic cropping systems, including cover crops and cover crop-based no-till production, and the impact of organic management on soil biological and physical properties. With Anders Gurda, Erin has launched a comprehensive organic grain training program for farmers in the upper Midwest, "OGRAIN". 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.

**Garry Stephenson - Director, Center for Small Farms & Community Food Systems**

**Coordinator, Small Farms Program, Oregon State University:** Garry is a professor at Oregon State University (OSU) and Director of the OSU Center for Small Farms and Community Food System which is engaged in a number of farming and food system initiatives. Flagship projects include beginning farmer education, women's farming networks, and organic cropping research. Garry's background includes work as a printer, a farmer and research technician on OSU's research farms, and growing peaches and cane berries while operating Garry's U-Pick near Corvallis. His academic training includes graduate degrees in animal science and agricultural anthropology.

**Albert Straus - Founder & CEO, Straus Family Creamery:**

Albert Straus is an advocate for organic, non-GMO dairy production, environmental stewardship, and family farms. The Straus dairy became the first certified organic dairy west of the Mississippi River, which has led the way for many other dairy farms in California to follow suit and convert to organic. Straus Family Creamery, which Albert Straus founded in 1994, was the first 100% certified organic creamery in the United States. Its mission is to help sustain family farms in Marin and Sonoma Counties by providing high quality, minimally processed organic dairy products, and to support family farming and revitalize rural communities everywhere through advocacy and education.

**Ray Williams - Williams Hudson Bay Farm**

**Milton-Freewater, Oregon:** Ray Williams is co-owner and manager of Williams Hudson Bay Farm, a 3000 acre irrigated diversified organic farm located on the Oregon - Washington state line west of Walla Walla, Washington. Williams Hudson Bay Farm has been certified organic by Washington Department of Agriculture since 2006. Ray Williams has been a member of the Oregon State Bar since 1981. He has also served as a member of the Oregon Water Resources Commission for the past ten years.

THANK YOU TO ALL THE PANELISTS AND  
PRESENTERS FOR PARTICIPATING AND  
SHARING YOUR KNOWLEDGE,  
EXPERIENCES, AND PERSPECTIVES!

TRANSITION GROWTH IN THE ORGANIC SECTION  
Do not add contacts to email lists without permission

First	Last	Email	Company/Organization	Stat	Type
Steve	Akagaki	cindy@pacorg.com	Pacific Organic	CA	Farmer/Producer
Liz	Amos	kyla@paorganic.org	PCO	PA	Certifier
Denise	Anderson	Denise@andersenorganics.com	Andersen Organics	WA	Other
Doug	Beacom	doug@farmhouseculture.com	Farmhouse Culture	CA	Processor/Manufacturer
Jeff	Bragg	everythingpotatoes@me.com	Everything Potatoes, Inc.	ID	Seed
Jlm	Bronec	jbronec@canby.com	Praying Mantis Farm		Other
Peter	Bungum	peterb@omni.org	OMRI	OR	Other
Joseph	Button	sandra@strausmilk.com	Straus Family Creamery	CA	Processor/Manufacturer
Oiana	Cameron	nmason@veritablevegetable.com	Veritable Vegetable	CA	Other
Anthony	Chang	anthony@kitchentableadvisors.org	Kitchen Table Advisors	CA	Other
Gina	Colfer	gcolfer@wilburells.com	Wilbur Ellis	CA	Processor/Manufacturer
Doug	Crabtree	doug@vilcusfarms.com	Vilcus Farms	MT	Farmer/Producer
Caitlin	Daigle	caitlind@briarpatch.coop	Briar Patch Co-op	OR	Other
Kelly	Damewood	kdamewood@ccof.org	CCOF	CA	Policy
Liz	Davey	ejdavey23@gmail.com	Eastside Food Co-op	MN	Other
Megan	DeBates	mdebates@ota.com	Organic Trade Association	DC	Policy
Diane	Dempster	dianed@charliesproduce.com	Charlie's Produce		Farmer/Producer
Jensen	Devaurs	jensen.devaurs@driscolls.com	Driscoll's Inc.	CA	Other
Russell	Dichter	rdichte@gmail.com	Oates Orchards Inc.	OR	Farmer/Producer
Heather	Donald	kyla@paorganic.org	PCO	PA	Certifier
Nolan	Empey	njempey@yahoo.com	Empey Orchards	WA	Other
Dag	Falck	dfalck@naturespath.com	Nature's Path Foods	BC	Processor/Manufacturer
Pryor	Garnett	redprairiefarm@garnetts.net	Garnetts Red Prairie Farm	OR	Farmer/Producer
Caylan	Gingerich	cherie.france@hgoofarms.com	Homegrown Organic Farms	CA	Farmer/Producer
Sara	Glass	sglass@organicgrown.com	Organically Grown Company		Other
Peter	Golbitz	peter.golbitz@agromeris.com	Agromeris	FL	Other
Lanie	Grace	hchasensky@organicgrown.com	Organically Grown Company		Other
Ashley	Green	kyla@paorganic.org	PCO	PA	Certifier

TRANSITION GROWTH IN THE ORGANIC SECTION  
Do not add contacts to email lists without permission

Brian	Haddon	msellers@gowanseed.com	Gowan Seed	CA	Seed	
Emily	Haga	ehaga@johnnyseeds.com	Johnny's Selected Seeds	ME	Seed	
Kellee	Harris	vserrano@giumarra.com	Giumarra Companies	CA	Other	
Becky	Hilderbrand	RHilderbrand@veritablevegetable.com	Veritable Vegetable	CA	Other	
Annie	Hoy	outreach@ashlandfood.coop	Ashland Food Co-Op	OR	Other	
Eric	Jackson	ejackson.home@gmail.com	Pipeline Foods	MIN	Other	
George	Kalogridis	george.kalogridis@clarksongrain.com	Clarkson Grain Company, Inc	IL	Processor/Manufacturer	
Andrew	Kearns	nmason@veritablevegetable.com	Veritable Vegetable	CA	Other	
Kelly	Kinney	kkinney@wilburellis.com	Wilbur-Ellis	CO	Processor/Manufacturer	
Kendra	Klein	kklein@foe.org	Friends of the Earth	DC	Policy	
Bernie	Kurten	hchasensky@organicgrown.com	First Alt		Other	
Erin	Kurtz	maureen.sickler@or.usda.gov	USDA/NRCS	OR	Government Agency	
Carolyn	Lane	carolyn@naturesorganicgrist.com	Nature's Organic Grist	WI	Other	
Matthew	Leavitt	matt.alseed@gmail.com	Albert Lea Seed	MN	Seed	
Jeehye	Lee	jeehyelee0303@gmail.com		OR	Other	
Rick	Lejeune	elana@soulylorganic.com	Heath & Lejeune		Processor/Manufacturer	
Jake	Lewin	jake@ccof.org	CCOF Certification Services, LLC	CA	Certifier	
Nate	Lewis	nlewis@ota.com	Organic Trade Association	WA	Government Agency	
Kate	Linner	klinner@annies.com	Annie's Inc	MN	Processor/Manufacturer	
Laura	Llewellyn	laura@foodcoop.coop	The Food Co-op	WA	Other	
Wendy	Lynn	wsiporen@gmail.com	Our Family Farms	OR	Researcher/Extension/University	
Shereen	Mahnami	Shereen@strausmilk.com	Straus Family Creamery	CA	Processor/Manufacturer	
Wesley	Mauger	Wes@giltner.com	Giltner, Inc	ID	Food Service	
Bob	McGee	sandra@strausmilk.com	Straus Family Creamery	CA	Processor/Manufacturer	
Meaghan	McGrath	mcgrath@agcapmanagement.com	Agriculture Capital Management	CA	Farmer/Producer	
Joseph	McIntyre	joseph@aginnovations.org	Ag Innovations	CA	Other	
Michael	McMillian	hchasensky@organicgrown.com	Organically Grown Company		Other	
Peggy	Miars	nhenderson@omri.org	OMRI		Other	
Eric	Moegenberg	maureen.sickler@or.usda.gov	USDA/NRCS	OR	Government Agency	



TRANSITION GROWTH IN THE ORGANIC SECTION  
Do not add contacts to email lists without permission

Angela	Morgan	kyla@paorganic.org	PCO	PA	Certifier
Nicole	Murren	hchasensky@organicgrown.com	Organically Grown Company		Other
Jim	Myers	james.myers@oregonstate.edu	Oregon State University	OR	Researcher/Extension/University
Bu	Nygrens	bu@veritablevegetable.com	Veritable Vegetable.com	CA	Other
Jim	Oates	rdichte@gmail.com	Oates Orchards Inc.	OR	Farmer/Producer
Tina	Owens	towens@kashi.com	Kashi Company	MI	Processor/Manufacturer
JJ	Pearson	hchasensky@organicgrown.com	Organically Grown Company		Other
Camryn	Pennington	cpennington@organicgrown.com	Organically Grown Company		Other
Laura	Pfister	outreach@ashlandfood.coop	Ashland Food Co-Op		Other
Peter	Posk	pposk@johnnyseeds.com	Johnny's Selected Seeds	ME	Seed
Jonathan	Reinbold	jonathan.reinbold@organicvalley.coop	Organic Valley	CA	Processor/Manufacturer
Erica	Renaud	e.renaud@enzazaden.com	Vitalis Organic Seeds		Farmer/Producer
Cindy	Richter	cindy@pacorg.com	Pacific Organic	CA	Farmer/Producer
Matt	Rogers	matt.rogers@wholefoods.com	Whole Foods Market	CA	Other
Joe	Sanders	hchasensky@organicgrown.com	Organically Grown Company		Other
Casey	Schoenberger	cschoenberger@dramm.com	Drammatic Organic Fertilizers	WI	Processor/Manufacturer
Erin	Silva	emsilva@wisc.edu	University of Wisconsin-Madison	WI	Researcher/Extension/University
Philipp	Simon	psimon@wisc.edu	USDA ARS	WI	Government Agency
Kyla	Smith	kyla@paorganic.org	PCO	PA	Certifier
Thomas	Snyder	maureen.sickler@or.usda.gov	USDA/NRCS	OR	Government Agency
Garry	Stephenson	garry.stephenson@oregonstate.edu	Oregon State University	OR	Researcher/Extension/University
Colin	Stewart	colin@tfa.network	Transitional Farmland Association	WA	Other
Albert	Straus	sandra@strausmilk.com	Straus Family Creamery	CA	Processor/Manufacturer
Bob	Swartwout	bob@directadvantagegellc.com	Direct Advantage LLC	WA	Farmer/Producer
Daniel	Tebes	daniel@tend.ag	Tend		Other
Mariann	Van Den Elzen	marianne@qfdistributing.com	Quality Foods Distributing	MT	Other
Gael	Vazquez	gael@progressiveproduce.com	Progressive Produce, LLC	CA	Other
Dennis L	Weaver	changeyourfood@hotmail.com	Change Your Food - Change Your Life!	WA	Other
Jim	Wells	homegrown53@hotmail.com	Southern Oregon Select	OR	Other

## TRANSITION GROWTH IN THE ORGANIC SECTION

Do not add contacts to email lists without permission

Ebony	White	hchasensky@organicgrown.com	First Alt		Other
Ray	Williams	heifers@bmi.net	Williams Hudson Bay Farm	OR	Farmer/Producers
Lindsay	Wyatt	lwyatt@johnnyseeds.com	Johnny's Selected Seeds	ME	Seed
Elana	Yada	elana@soullorganic.com	Heath & Lejeune		Processor/Manufacturer
Sarah	Brown	Sarah@tilth.org	Oregon Tilth	OR	Certifier
Drew	Katz	Drew@tilth.org	Oregon Tilth	WA	Certifier