

The Study of a Sustainable Food Future

ORGANICOLOGY!

Explore What's Driving the Organic Trade from Soil to Seed to Table

Workshops
Networking
Tradeshow

February 5-7, 2015
Portland, OR | Hilton Portland Downtown

Oregon Tilth, Sustainable Food Trade Association,
Organic Seed Alliance, Organically Grown Company









Welcome!

Thank you for joining us for the fourth session of Organicology, "the study of a sustainable food future." Without you, the efforts that our organizations have put forth in creating this place and time of community would be for naught. The ultimate measure of our success is your own, as you move from the conference back into your role as an advocate for a food system that is good, clean and fair.

Our premise has always been that it is critical that we possess an appreciation not only for our own work and the work of those that immediately impact us, but also the work of many who we do not encounter on a daily basis yet are critical to the global effort to create an agricultural system that works in concert with, rather than combat against, Mother Earth.

Keeping with that premise, in this session of Organicology our intensives address points all along the sustainable food production stream of activity – from development of the next generation of leaders and comprehensive sustainability strategies, through organic seed production, on-farm food safety and supply gaps in the organic food market, to the merchandising of goods once they reach the retail produce rack. A similar range is to be found in Friday's three workshop sessions.

More than any other events at Organicology, however, two may best represent our effort at featuring the range of activities necessary to create the culture within agriculture:

On Friday night, Speed Networking is an opportunity to quickly meet an amazing group of people engaged in a range of activities from policy to seed breeding to entomology to retailing to farming to policy to distribution to packaging to farm supplies.

On Saturday night, the Ark of Taste/Heirlooms of Tomorrow dinner will not only feature the organically grown foods we strive to serve at all Organicology meals, but will also highlight historic foods and varieties selected for inclusion in Slow Food's Ark of Taste and Heirlooms of Tomorrow that are developed for performance in tomorrow's organic systems. The work that creates this meal began many months back with selected seeds entering the soil. During the meal, our presentations will include information on both of these programs, the ingredients involved in the menu's creation, the producers and those involved in preparation. Not only farm to fork, but seed to slurp.

Whatever you may choose to do with your study or social agenda over the next three days, we look toward our time with you with gratitude for your efforts and joy for your presence.

Salud









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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 | 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.

Twitter.com/sustyfoodtrade Facebook.com/SustainableFoodTrade



49 Race Street, New Castle, VA 24127 | 413-624-6678 www.sustainablefoodtrade.org | 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 its facilities in Portland and Eugene, Oregon, and Kent, Washington, OGC serves over 500 natural and fine foods stores and restaurants located throughout the Northwest, as well as retail and wholesale accounts in other western states and Canada. Over 95% of OGC's product line comes directly from over 400 growers; 32% of products sold come from

Northwest farms. OGC's trademarked LADYBUG brand represents more than 30 family-owned, organic and Salmon Safe certified farms in Oregon, Washington and British Columbia and is sold in markets throughout the United States. OGC has been recognized as a leader in sustainable business practices including sourcing 100% renewable energy in facilities, support for fair trade and charitable giving. Our 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.organicgrown.com | info@organicgrown.com

ORGANIC SEED ALLIANCE

Organic Seed Alliance (OSA) advances the ethical development and stewardship of agricultural seed. 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 are building regional seed networks that address the harmful impacts of seed concentration, resulting in transformative change at the national level.

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 8th Organic Seed Growers Conference from February 4-6, 2016, 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 in two days 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

During your stay at Organicology:

- Main building parking will be valet only: \$15.00 first 3 hours;
 \$5.00 per additional hour; \$35.00 daily maximum and for registered overnight guests
- Tower Self-Parking in garage located on Taylor Avenue between 5th and 6th Avenue: \$3.00 first hour; \$5.00 each additional hour; \$11.00 daily maximum (6:00am – 6:00pm); \$5.00 evenings (after 6:00pm – 3:00am); \$27.00 for registered overnight guests; WEEK ENDS \$5.00 daily maximum and \$27.00 overnight
- Tower Valet parking: \$8.00 per hour/\$32.00 daily maximum;
 \$35.00 for registered overnight guests
- 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



The Study of a Sustainable Food Future

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 Downtown 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

WEDNESDAY, FEBRUARY 4th

7:30am-5:45pm Farm Tour Offsite 9:00am-12:30pm Dave's Killer Bread Roundtable Offsite

5:00pm-8:00pm Registration Grand Ballroom Foyer



THURSDAY, FEBRUARY 5th

	=	
7:00am-8:00pm	Registration	Grand Ballroom Foyer
7:30am-9:00am	Breakfast	Grand Ballroom
9:30am-12:30pm	Intensives	/
12:30pm-2:00pm	Lunch	Grand Ballroom
2:00pm-5:00pm	Intensives Continue	/
5:00pm-6:30pm	Lexicon of Sustainability Opens	Plaza Foyer
5:00pm-6:30pm	Seed Swap	Pavilion Ballroom
6:30pm-8:30pm	Southwest Dinner	Grand Ballroom
7:30pm-8:30pm	Keynote Address: Matthew Dillon	Grand Ballroom
9:00pm-11:00pm	Film: Open Sesame	Parlor C

FRIDAY, FEBRUARY 6th

7:00am-5:00pm	Registration	Grand Ballroom Foye
7:00am-8:30am	Breakfast	Grand Ballroom
8:30am-10:30am	Morning Workshops ·····	
9:00am-9:00pm	Tradeshow Setup	Exhibit Hall
11:00am-12:30pm	Mid-Morning Workshops	
12:30pm-2:30pm	Lunch	Grand Ballroom
1:00pm-2:00pm	Keynote Address:	Grand Ballroom
	LaDonna Redmond	
3:00pm-5:00pm	Afternoon Workshops	
5:00pm-7:00pm	Winter Veggie & Libations Tasting	Pavilion Ballroom
5:30pm-7:00pm	Speed Networking	Broadway I/II
7:00pm-8:30pm	Asian Dinner	Grand Ballroom
8:30pm-12:00am	Live Music: The Pheromones	Grand Ballroom
9:00pm-11:00pm	Film: Growing Cities	Parlor C

SATURDAY, FEBRUARY 7th

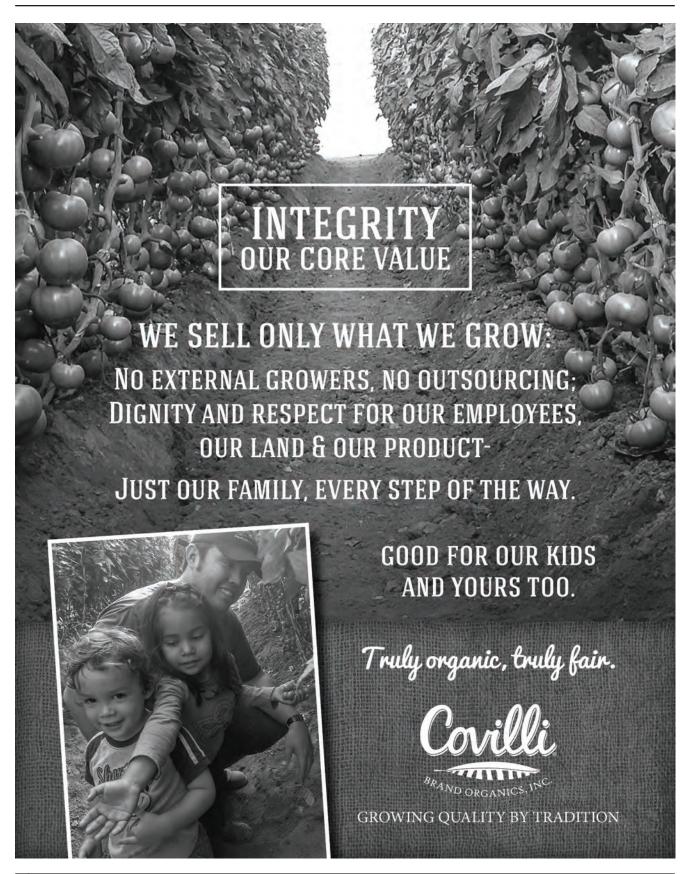
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6:30am-10:00am	Tradeshow Setup	Exhibit Hall
7:00am-5:00pm	Registration	Grand Ballroom Foyer
7:30am-9:00am	Breakfast	Grand Ballroom
9:00am-10:00am	Keynote Address:	Grand Ballroom
	Arran & Arjan Stephens	
10:00am-12:00pm	Tradeshow	Exhibit Hall
10:00am-12:00pm	State of Organic Seed Session	Parlor C
10:00am-12:00pm	NORA Session	Galleria North
12:00pm-1:30pm	Lunch	Grand Ballroom
2:00pm-5:00pm	Tradeshow continues	Exhibit Hall
2:00pm-3:00pm	Farmers Advisory	Parlor C
	Council Session	
3:00pm-4:00pm	Organic Checkoff Session	Parlor C
5:30pm-7:00pm	Reception	Plaza Foyer
6:30pm-7:30pm	The Great Debates	Pavilion Ballroom
7:30pm-9:00pm	Pacific Northwest Dinner	Grand Ballroom
	With Music by Seffarine	
9:00pm-12:00am	Live Music: Karaoke from Hell	Grand Ballroom

THURSDAY ALL DAY INTENSIVES	
Produce Merchandising	Broadways
Sustainable Business	Galleria South
Food Safety	Galleria North
Next Generation	Parlors
Seed Production	Forum
Growing the Market	Council

FRIDAY MORNING WORKSHOPS	
Seeds & Breeds	Parlor A
How to Market Organic	Galleria South
Building the Food Web	Parlor B
Farming Like a System	Galleria North
Climate Change	Broadway I/II
Green Packaging	Broadway III/IV

FRIDAY MID-MORNING WORKSHOPS	
Organic Research	Parlor A
Sustainability in Practice	Galleria South
NW Crop Rotations	Parlor B
ROI of Organic Certification	Galleria North
GMOs & Coexistence	Broadway I/II
Plant Breeding	Broadway III/IV

FRIDAY AFTERNOON WORKSHOPS		
Partnering for Change	Parlor A	
Origins of Organic Farming	Galleria South	
Making the Jump	Parlor B	
Organic Soil Health	Galleria North	
Why Policy Matters	Broadway I/II	
Food Justice	Broadway III/IV	





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Organicology Organic Exhibition Tradeshow

On Saturday, February 7th, walk the floor of the Organic Exhibition Tradeshow, peruse the booths, meet old friends and make new connections in the organic trade. Visit every booth, ask our vendors your burning questions and be entered into our drawing to win an iPad! How to enter:

- · You could win a brand new iPad!
- Grab a map and as you venture from booth to booth, get it stamped.
- Engage with our vendors ask questions, exchange business cards, sample the goods and have FUN!
- Turn in your completed map to the designated box at the registration desk and be entered to win.
- The winner will be announced during Saturday's dinner.
 You must be present to win!



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 2013, we collected 3,000lbs 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

Thank you to Mountain Rose Herbs for donating the herbs and spices used in each of the centerpieces.





Café Mam

Returning, once again to freshen up our mornings and energize our days will be Café Mam! 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 both 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

The USDA National Institute of Food and Agriculture's Organic Agriculture Research and Extension Initiative (OREI) grant awarded a group of small farmers a \$200 discount on their Organicology registration.

Wednesday, February 4th

ORGANICOLOGY

7:30am-5:45pm Farm Tour **Offsite**

9:00am-12:30pm Dave's Killer Bread Roundtable Offsite

5:00pm-8:00pm Registration

Grand Ballroom Foyer



PRE-CONFERENCE EVENTS

A FOOD LOVER'S EXCURSION: ORGANIC FARM & CULINARY TOUR

Hosted by tour guide and epicurean extraordinaire, Lane Selman, OSU agricultural researcher, and Director of the Culinary Breeding Network

Ayers Creek Farm

Known for their high-quality produce, Anthony & Carol Boutard from Ayers Creek Farm have spent more than a decade selecting the best performing and tasting varieties for their farm and customers. Culinary educator, Linda Colwell, has identified the traditional and non-traditional combinations of winter field and pantry foods grown at Ayers Creek.

Presenters: Anthony Boutard, Farmer/Seed grower/Owner, Ayers Creek Farm; Linda Colwell, Chef/Writer/Culinary Educator; Ayers Creek Farm

Fraga Farmstead Creamery

Fraga Farmstead Creamery is an organic goat dairy in the Gales Creek Valley with a herd of milking goats consisting of Alpines and Nubians. Milk processed within 48 hours is used to make a full range of goat cheese from the traditional creamy Chevre to aged raw milk cheese reminiscent of mature cheddar.

Presenter: Steven Monahan, Owner, Fraga Farmstead Creamery

Momokawa Sake

SakéOne is home of Momokawa – a premium, handcrafted, "Oregon craft saké" brewed by a Sakemaster utilizing ancient techniques, including two Momokawa organic sakés – Junmai Ginjo and Nigori. **Presenters:** Aja Reichenbach, Owner, SakéOne; Greg Lorenz, Brewmaster, SakéOne

Grow With Us: Developing Organic Wheat for Bread in the Pacific Northwest

Dave's Killer Bread mission is leading sustainable agriculture practices and supporting organic farming apprenticeships. Though US organic food sales have grown, still only one percent of US farms are organic. The objective for the Grow with Us roundtable is to help expand the availability of Organic Hard Wheat in the Oregon, Washington, Idaho region by inspiring innovation and establishing connections.

At Earthbound Farm, we're working to bring organic to everyone

Our founders, Drew and Myra Goodman, started with a 2½-acre raspberry farm in 1984. Surrounded by the striking mountains of Carmel Valley, they decided they didn't want to conquer this beautiful planet with chemicals. They made a commitment to farm organically. A commitment we've kept from the beginning.

At Earthbound Farm, happy is what defines us. We grow happy people with healthy bodies, nourished by our organic produce. We grow a happy planet by sustainably farming and keeping synthetic chemicals out of the environment.

We grow happy.



more info & recipes at ebfarm.com

Your source for daily news and commentary about sustainable agriculture and foodsystems.

We publish stories that shift the conversation around food and farming in an effort to build economically and socially just communities.

Civil Eats, through its declared passion for promoting critical thought about sustainable

thought about sustainable agriculture and food systems,' practices the kind of thorough and fair journalism that helps us make sense of the increasingly complex matter of getting food to our tables. 23

—The James Beard Journalism Awards Committee



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Thursday, February 5th

ORGANICOLOGY

The Study of a Sustainable Food Future

7:00am-8:00pm Registration

Grand Ballroom Foyer

7:30am-9:00am Breakfast

Grand Ballroom

9:30am-12:30pm Intensives Various locations

12:30pm-2:00pm

Lunch

Grand Ballroom

2:00pm-5:00pm Intensives continue

Various locations

5:00pm-6:30pm Reception & Lexicon of Sustainability

Plaza Foyer

5:00pm-6:30pm Seed Swap Pavilion Ballroom

6:30pm-8:30pm Southwest Dinner

Grand Ballroom

7:30pm-8:30pm

Keynote Address: Matthew Dillon

Grand Ballroom

9:00pm-11:00pm Film: Open Sesame

Parlor C



INTENSIVES

From Apples to Zukes: Creating the Best with Fresh Broadways

Join us for a day focused on managing the Produce Department as a draw, a profit center and a reflection of nature's bounty and community. As we did in 2013, we will alternate between one large group and smaller teams in order to share best practices and innovative notions. Bring your knives and aprons, this time around we'll be playing with food.

Speakers: Annie Hoy, Outreach/Communications Manager, Ashland Food Co-op; David Lively, VP of Sales and Marketing, OGC; Elliott Lamoureux, Produce Coordinator, PCC Natural Markets; Jeff Fairchild, Produce Buyer, New Seasons Market; Joe Hardiman, Produce Merchandiser, PCC Natural Markets; Mark Mulcahy, Consultant, CDS Consulting; Maroka Kawamura, Produce Director, New Leaf Community Markets; Matt Landi, Account Manager, OGC/formally Produce Director, New Leaf Markets; Mike Boyle, Produce Buyer, OGC/formally Whole Foods, Regional Produce Coordinator/Andronico's, Director of Produce; PJ Cawley, Produce Manager, PCC Natural Markets; Tyler Hine, Produce Manager, PCC Natural Markets; Wynne Marks, Produce Manager, Bellingham Community Food Co-op

Sustainability for the Long-Term: Building Renewable Systems through Business Strategy Galleria South

Think sustainability is more than just installing some energy-efficient lights and having a "Sustainability Coordinator"? YOU'RE RIGHT! Attend this SFTA intensive to learn the theory, tools, and people skills to successfully plan and implement a comprehensive company sustainability strategy. Sustainability experts will discuss regenerative systems theory, process mapping, and how to identify and prioritize areas for sustainability improvement. However, implementation of sustainability initiatives is often the most difficult step; to help you make that leap, presenters will discuss how make the case for sustainability to leadership, calculate Return on Investment, and engage employees through the process. Finally, learn how to analyze and improve the success of your strategic planning through reporting systems. Join us to learn the knowledge and tools, hear the case studies, and connect with peers and mentors to help you create long-term sustainability in your company!

Speakers: Gary Langenwalter, Founder/Managing Partner, Portland Consulting Group; Jason Boyce, Sustainability Manager, Nature's Path Organic; Kelly Hoell, Sustainability Consultant/LEED AP, Good Company; Lisa Spicka, Education Director, SFTA; Nancy Hirshberg, Chief Catalyst, Hirshberg Strategic

On-Farm Food Safety

Galleria North

This all-day training will give small to mid-sized fruit and vegetable farmers the tools they need to comply with food safety best practices and requirements. The training will be led by FamilyFarmed.org, a nonprofit focused on expanding local and sustainable food systems. The organization worked with the USDA, Wild Farm Alliance and other partners to develop an online tool that guides farmers through the steps necessary to create a personalized food safety plan, which provides a foundation for GAP certification—a key requirement for most wholesale buyers. The lead instructor will be Atina Diffley of Organic Farming Works, LLC. Atina is a farmer, consultant, and coach with expertise in on-farm food safety for diversified organic farms. Jo Ann Baumgartner, Wild Farm Alliance Director, author of several food safety publications and a past farmer, will assist by addressing food safety from a conservation perspective. Course content will cover food-borne illness and contamination; how pathogens get on the farm, the prevalence in domestic and wild animals; and environmental factors that influence pathogen reduction, risk assessment, worker health, sanitation and hygiene, recordkeeping, and traceability. It will also address conservation practices that help to reduce pathogen survival, key post-harvest topics, including harvest, cleaning and drying, cooling, and transport safety considerations.

Participants will engage with hands-on mapping exercises to survey and identify risks on their farms. They'll be introduced to the food safety online tool and guided on how to write a food safety plan. Attendees will receive a free copy of Wholesale Success: A Farmer's Guide to Food Safety, Selling, Postharvest Handling, and Packing Produce. Bring paper copies of your farm maps to draw on, or you can create them in the workshop.

Speakers: Atina Diffley, Farmer and Consultant, Gardens of Eagan/Organic Farming Works; Jo Ann Baumgartner, Director, Wild Farm Alliance

Continued Transition to the Next Generation Organic Leaders Parlors

The 2013 Organicology Conference Next Gen Intensive had more than 125 participants, representing different sectors of the organic trade. We focused on leadership development and succession of the next generation of organic leaders through in-depth engagement with existing *elders*.

Now two years later, we will go deeper and broader by inviting all 2013 alumni to return and share their progress, as well as welcoming new participants to continue this pivotal transition. The dialogue will include a broader sample of existing elders, along with those who are in their mid-career (10+ years). This intensive will encompass the continuum for every stage of leadership and mentorship development with particular focus on best practices for being an effective mentor and mentee. Lastly, we will provide tools on concrete action planning with project management techniques that get results.

Speakers: Albert Straus, Founder and President, Straus Family Creamery; Arran Stephens, Founder/CEO Nature's Path Organic; Bena Burda, Founder/Owner, Maggie's Organics; Bu Nygrens, Director of Purchasing, Veritable Vegetable; Cecil Wright, Founder/CEO, Maple Valley Co-Op; Christine Coke, Marketing & Sales Director, Coke Farm; Mark "Coach" Smallwood, Executive Director, Rodale Institute; David Posner, Owner, Awe Sum Organics; Marty Mesh, Executive Director, Florida Certified Organic Growers and Consumers Inc.; Melody Meyer, VP of Industry Relations, UNFI; Nash Huber, Farmer/Founder, Nash's Organic Produce; Roger Blobaum, Director, Organic History Project and The Ceres Trust; Thomas Wright, Founder, Sustainable Bizness; Trudy Bialic, Director of Public Affairs, PCC Natural Markets; Zea Sonnabend, Board Member, NOSB & OSA/co-owner Fruitilicious Farm/co-owner Fruitilicious Farm

Facilitators: Denise Trepanier, President, Momentum Consulting; Kimberlee Chambers, Sustainability Manager, OGC

How to Increase the Quality and Quantity of Organic Seed Produced on Your Farm

Forum

Learn the fundamental skills to produce seed and adapt varieties to your organic farm conditions. Join expert seed growers and OSA's seed specialists for a daylong intensive that will provide practical farm-based knowledge and cover the basic skills necessary to begin growing seed on a professional scale on your organic farm, including the fundamentals of seed production, seed harvest and cleaning; seed business planning and management; maintaining the genetic integrity of varieties; and basic on-farm breeding techniques.

Speakers: Andrew Still, Seed Steward/Co-Owner, Adaptive Seeds; Beth Rasgorshek, Farmer/Owner, Canyon Bounty Farm; Frank Morton, Seed Steward/Owner, Wild Garden Seed; Jared Zystro, California Research & Education Specialist, OSA; Rowen White, Director, Sierra Seeds; Steve Peters, Research and Education Associate, OSA

Growing the Organic Market: Farm Production & Market Development

Council

This intensive, focused on exploring opportunities to expand organic production and develop the organic market in Oregon, kicks off an exciting new Oregon Tilth project focused on increasing market share for Oregon grown organic crops. Buyers representing high volume markets including: wholesale distribution, retail grocery, food processing, restaurants, and institutional buyers will share their perspectives on demand and explain how growing for and selling to these channels works for producers. On the supply side, producers will share their experiences growing for high volume markets. Ecotrust will present their work on analysis of infrastructure gaps in the regional food system, and industry representatives will present strategies for investing in and supporting the expansion of organic production.

Speakers: Amanda Oborne, VP, Food & Farms, Ecotrust/Project Director, Food Hub; Ed Gerdes, Franchisor, Café Yumm; Emma Sirois, Healthy Food Program Director, Oregon Physicians for Social Responsibility; Fernando Divina, Executive Chef; Food and Nutrition Services at OHSU; James Henderson, Farm Liaison, Hummingbird Wholesale; Jim Bronec, Farmer/Owner, Praying Mantis Farm; John Paneno, Director of Sourcing, Amy's Kitchen; Josh Alsberg, Produce Buyer/Merchandiser, Food Front Cooperative; Kai Ottesen, Farm Manager, Hedlin Farm; Mike Neubeck, Director of Purchasing, OGC; Nathaniel Lewis, Senior Crops and Livestock Specialist, OTA; Sarahlee Lawrence, Farmer/Co-Owner, Rainshadow Organics; Steve Crider, Liaison for Government & Industry Affairs, Amy's Kitchen



Thursday Special Events

LEXICON OF SUSTAINABILITY OPENING RECEPTION Plaza Foyer

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.



RECEPTION

Plaza Foyer

SEED SWAP

Pavilion Ballroom

Seeds represent the sacred bonds of provision and potential that are deeply rooted in the earth's botanical universe. From these reproductive gems, we harvest the bounty of Mother Nature. Become immersed in biodiversity while learning the fundamental principles of seed saving and breeding during Organicology's Seed Swap. Enjoy spirits and commune with others in this unique event.



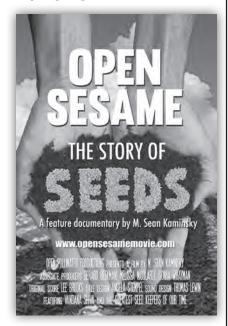
How it works: Bring your seeds to share, but neither seeds nor experience are required to join the swap! All you need is an eagerness to learn and something to store your goodies. You'll get to mingle with and field your questions to experts on seed saving.

Friday registrants are invited to come early and join us for this very special event!





FILM: Open Sesame Parlor C



Join us for an evening film screening that tells the story of seeds by following a diverse group of individuals, profiling their challenges and triumphs as they work to save this precious resource. Directed and Produced by Sean Kaminsky



SOUTHWEST INSPIRED DINNER

Grand Ballroom

EVENING KEYNOTE ADDRESS Matthew Dillon

Matthew Dillon is senior manager of agricultural policy at Clif Bar & Company. He also is director of Seed Matters, an initiative of the Clif Bar Family Foundation to improve organic seed systems.



Matthew serves as the company's

liaison with state and federal officials on organic policy issues. He also works with leaders in the organic industry, non-governmental organizations and academia. At Seed Matters, Matthew directs efforts to conserve crop genetic diversity, protect farmers' roles as seed innovators, and reinvigorate public seed research for the needs of organic food and fiber production.

Raised in an agricultural family and community in Nebraska, Matthew has held diverse roles in the organic agriculture field since 1982, including farmer, non-profit director, policy analyst, and consultant to organic seed and food companies.

Prior to joining Clif Bar in 2012, he was the founding director of Organic Seed Alliance. There he launched the nation's first organic plant breeding research and seed production education programs. In 2012 he was appointed to serve on the USDA National Genetic Resource Advisory Council, advising the Secretary of Agriculture on strategies for maintaining agricultural plant diversity and strengthening public sector plant breeding.

"Educational. Reinvigorating. Thought provoking.
Ground breaking. All this and a generous helping of fun.
Organicology offers more than any other conference in
the industry. The selection of high quality workshops and
intensives are impressive. The organic trade show is a
must-see. Organicology should not be missed."

- Barry Haynes, Ashland Food Co-Op

FROM SOIL TO FOLL





USE ORGANIC AT CLIF BAR & COMPANY



425
MILLION LBS
OF ORGANIC
INGREDIENTS
USED SINCE 2003

72%
of ALL INGREDIENTS
WE BUY ARE
ORGANIC



THE IMPACT



6 MILLION

OF SYNTHETIC FERTILIZERS AND PESTICIDES WERE NOT APPLIED BECAUSE OF OUR USE OF ORGANIC INGREDIENTS*

= THE AVERAGE WEIGHT OF 1,500 CARS



16%

MORE U.S. JOBS FROM OUR USE OF ORGANIC INSTEAD OF CONVENTIONAL INGREDIENTS** 18,000 ACRES OF LAND

FARMED ORGANICALLY BY OUR PURCHASE OF ORGANIC OATS AND SOY* = 13,615 FOOTBALL FIELDS



CULTIVATING CHANGE

IN 2013, CLIF BAR FAMILY FOUNDATION AND CLIF BAR & COMPANY DONATED

\$939,500

TO SUPPORT ORGANIC FOOD & FARMING







SEED MATTERS*, AN INITIATIVE OF CLIF BAR FAMILY FOUNDATION, HAS AWARDED

\$1.25 MILLION TO 10 GRADUATE STUDENTS FOR ORGANIC

CROP BREEDING FELLOWSHIPS



Visit: www.clifbar.com/hubs/impact to learn more about our commitment to sustainability

- Data on pesticides, fertilizers and acres of land required assessed in collaboration with Charles Benbrook, Ph.D., Director, Measure to Manage Program: Farm and Food Diagnostics for Sustainability and Health, Center for Sustaining Agriculture and Natural Resources, Washington State University, Puyallup.
- ** Research conducted by economist Allen Rosenfeld, Ph.D.
- @ 2014 Clif Bar & Company, Trademarks and registered trademarks are owned by Clif Bar & Company, or used with permission, CBC14.1143

Friday, February 6th

7:00am-5:00pm Registration

Grand Ballroom Foyer

7:00am-8:30am Breakfast

Grand Ballroom

8:30am-10:30am Morning Workshops Various locations

9:00am-9:00pm Tradeshow Exhibitor Setup Exhibit Hall

11:00am-12:30pm Mid-Morning Workshops Various locations

12:30pm-2:30pm Lunch

Grand Ballroom

1:00pm-2:00pm Keynote Address: LaDonna Redmond Grand Ballroom

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

5:00pm-7:00pm Reception

Plaza Foyer

5:00pm-7:00pmWinter Veggie & Libations
Tasting

Pavilion Ballroom

5:30pm-7:00pmSpeed Networking **Broadway I/II**

7:00pm-8:30pm Asian Dinner

Grand Ballroom

8:30pm-12:00am Live Music: The Pheromones Grand Ballroom

9:00pm-11:00pm Film: Growing Cities

Parlor C

MORNING WORKSHOPS



Seeds & Breeds for 21st Century Agriculture

Parlor A

Public cultivar development remains the most cost-effective approach to ensuring that farmers have the seed they need to address our most pressing food and agriculture needs. Yet there has been a dramatic decline in the number of university plant breeding programs that are actively releasing public cultivars. Unpredictable climate patterns put a greater strain on farmers, demanding more regionally adapted crops and longer rotations to support food system resilience. A Seeds & Breeds Summit was held in 2014 to build a clear policy pathway for reinvigorating our public plant breeding infrastructure to increase the availability of regionally appropriate and genetically diverse cultivators. This workshop will provide background on the important role public plant breeding can play in supporting a resilient food system, with an emphasis on serving the organic food industry to ensure growers and processors have crops that meet the diverse and changing needs of this trade. All participants will receive a copy of the proceedings from the Summit.

Speakers: Bill Tracy, Professor and Agronomy Department Chair, University of Wisconsin-Madison; Elia Romano, Principal Buyer, Albert Lea Seed House; Jim Myers, Professor, Vegetable Breeding and Genetics, OSU; Julie Dawson, Assistant Professor, University of Wisconsin-Madison; Matthew Dillon, Cultivator, Seed Matters/Clif Bar; Michael Sligh, Program Director, RAFI

Building the Food Web Parlor B

All across the country, more and more leaders are stepping up to create a food web that transcends the limitations and dangers of a big-box, industrial food system. This workshop explores examples of how this movement is taking shape across the country. Speakers will highlight innovative solutions that include creating oases in urban food deserts, connecting meat producers with fledgling charcuterie practitioners, growing regional food infrastructure, and developing IT platforms that proliferate sales between growers and markets.

Speakers: Amy McCann, CEO, Local Food Marketplace; Camas Davis, Owner, Portland Meat Collective; Lisa Sedlar, Owner, Green Zebra Grocers; Michelle McGrath, Membership & Engagement Manager, Oregon Environmental Council; Sarah Sullivan, Executive Director, Gorge Grown Food Network



How to Market Organic

Galleria South

Organic is the new black! We will uncover ways to market organic as the mainstay, the go-to in food and agriculture. In the white noise created by food labeling, organic has the potential to become the only clear signal. In this workshop we will not only discuss the attributes of branding that are important for marketing organics, but also cover the differences between organics and other labels. There is an inherent value proposition to organics, and we'll share ways to present the information that resonates with consumers. You can only market to people that know what you are selling, right? In the session, we review consumer data about perceptions, confusions, and misunderstandings about what organic means. This information will prepare marketers to more effectively build and sell the organic brand based on how it directly caters to the values of its consumers.

Speakers: Amy Brown, Account Director, Harvest PR Marketing; Laura Batcha, CEO/Executive Director, OTA; Michelle Hunt, VP of Marketing, Dave's Killer Bread; Twilight Greenaway, Managing Editor, Civil Eats; Dr. Urvashi Rangan, Director, Consumer Safety and Sustainability, Consumers Union

Farming like a System: What We have Learned

Galleria North

A foundational goal of organic farming is to develop an agroeco-system based primarily on biologically-driven soil fertility and pest suppression. The goal of this workshop is to learn about what is working and what is not in farm management systems from the experiences and data collected by the farmers and advisors of long-term (25+ yrs) organic farms: 3 vegetable (Pinnacle, Persephone, BioDesign) and 1 orchard (Woodleaf). The workshop will draw from descriptions and analyses that have been developed for each of these farms through their participation in a WSARE research and education project.

These experienced farmers have solved many problems including some that are considered intractable on other organic farms. In addition, they continue to struggle with serious pest and fertility issues (often unique to farms in a particular region) that make organic production of specific crops very difficult. By identifying and prioritizing these problems, we hope to stimulate new ideas, as well as guide research and regulatory entities.

Speakers: Alexandra Stone, Associate Professor and Vegetable Cropping Systems Specialist, OSU; Carl Rosato, Owner/Farmer, Woodleaf Farm/Soil Consultant; Doug O'Brien, Owner/Operator, Doug O'Brien Agricultural Consulting/Pinnacle Farm; Helen Atthowe, Researcher, Oregon State University/ Farmer, Woodleaf Farm; Jeff Falen, Owner/Farmer, Persephone Farm

Climate Change: Challenges and Resiliency in Organic Production Broadway I/II

Increases in extreme weather—droughts, floods, heat—are creating numerous challenges for producers. This workshop will explore the resiliency of organic systems in a changing climate. Discussions will include the benefits of organic systems, as well as key challenges and efforts to address them. Participants will learn about the impacts of organic farming practices on carbon pools in the soil and efforts to minimize organic agricultures' contribution to CO2 and other greenhouse gases. We'll also provide the perspective of a livestock operator and an overview of plant breeding research focused on climate change resiliency, including stories from the field that describe the impacts of climate change and how producers are coping.

Speakers: Albert Straus, Founder and CEO, Straus Family Creamery; Ben Bowell, Organic Education Specialist, Oregon Tilth & NRCS; Dr. Erin Silva, Assistant Professor, Organic and Sustainable Cropping Systems Specialist, University of Wisconsin; Jared Zystro, California Research and Education Specialist, Organic Seed Alliance

Myths and Realities of Green Packaging, and Green Claims Broadway III/IV

It is easy to get confused when you look at packages these days. What do all the various claims mean? Do they even influence consumer choice? Join us to discuss the common marketplace labels and learn how and why they might be effective. We'll discuss the notion of cradle-to-cradle and Zero Waste efforts. We'll explore what responsible packaging is or could be and learn more about consumer demand for these efforts. We will look into what consumers really value as part of their labeling, and what they are learning from labels. Participants will walk away from this workshop with innovative ideas to take their packaging and labeling to the next level while also being sure to maintain the trust of their customers by labeling their products truthfully and gaining a competitive edge.

Speakers: David Allaway, Senior Policy Analyst, Materials Management Program, Oregon Department of Environmental Quality; Javier Fernandez-Salvador, PhD Fellow, Department of Horticulture, Oregon State University; Thomas Wright, Founder, Sustainable Bizness





MID-MORNING WORKSHOPS

Challenges and Opportunities in Organic Research

Parlor A

We will present and discuss the needs and future of organic research, covering topics that include the need for more long-term and systems-based research; increased funding from government, industry, foundations, and other sources; opportunities for advocacy and relationship-building; engagement from more farmers in research; avenues for matching farmers with researchers; and opportunities to address GMO contamination, climate change, and other big issues.

Speakers: Brise Tencer, Executive Director, OFRF; Jim Bronec, Farmer/Owner, Praying Mantis Farm; Jonathan Spero, Organic Farmer & Researcher; Jonny Steigher, Owner, By George Farm; Micaela Colley, Executive Director, OSA; Tyson Fehrman, Owner, By George Farm

Sustainability in Practice Galleria South

Every company claims to be employing "sustainable" practices, but what does this really look like in the organic industry? We will feature case studies and a panel of progressive organic farming, manufacturing, and distributing companies that employ innovative sustainability practices, such as development of a Supply Chain Code of Conduct, proliferation of green distribution fleets, and water and waste reduction strategies in production.

Speakers: Albert Straus, Founder and CEO, Straus Family Creamery; Chris Adams, Transportation Manager, Veritable Vegetable; Jack Gray, Owner, Winter Green Farm; Jason Boyce, Sustainability Manager; Nature's Path Organic; Katherine DiMatteo, Executive Director, SFTA

Crop Rotations for the Pacific Northwest

Parlor B

This unique workshop will present and discuss key crop rotations that include high demand/low supply crops that can be grown in the Pacific Northwest. We'll build on the Growing the Market Intensive and the work Oregon Tilth is doing to identify these crops and create a concrete picture of supply gaps and market opportunities. It will include a brief overview of the market analysis findings, and cover key considerations for producers to integrate these crops into current rotations, including acreage needs, variety selection, planting schedules, equipment, etc. The discussion will present a buyer's and producer's perspectives on how farmers can work with wholesalers to plan production while also integrating new crops.

Speakers: James Henderson, Farm Liaison, Hummingbird Wholesale; Michael McMillan, Sourcing Manager, OGC; Nick Andrews, Senior Instructor, OSU Center for Small Farms & Community Food Systems; Pete Postlewait, Co-Owner, Nature Fresh Farms

Benefits, Challenges & Return on Investment of Organic Certification

Galleria North

Benefits of organic certification can bring huge gains to your operation: having an OSP, streamlining business systems, access to innovative environmental conservation ideas, etc. This session explores the impacts of organic certification on farmers, processors and retailers facing various challenges. In a series of interactive work sessions, participants will investigate why pursuing, obtaining and maintaining certification is worth the potential investment. We'll address obstacles to certification: cost, paperwork and fear that organic standards are not what they used to be anymore. Together, we'll discover where values meet reality for the certified organic label – and how organic is still the leading topic of conversation about sustaining people and planet when it comes to food.

Speakers: Chris Roddy, Strategic Communications Manager, Oregon Tilth; Rowan & Katie Steele, Owners, Fiddlehead Farm; Shannon Oliver, Co-Founder & Operations, Red Duck Ketchup

GMOs & the Elusive Concept of Coexistence

Broadway I/II

Amidst the proliferation of GMO staple crops grown in US, a call for coexistence seeks to provide equal opportunity and rights for producers of GMO and non-GMO crops. Yet a variety of issues are left inadequately addressed by current regulatory and marketplace frameworks. The unexpected presence of experimental GMO trials in commercial markets signals the need for better oversight and containment. Non-GMO producers are losing sales as buyers test and detect GMOs resulting from pollen drift and insufficient commingling prevention tactics. Many consumers want mandatory GMO labeling to make informed choices. What needs to change in order for coexistence to work in a fair and balanced way? Topics include legal and regulatory options, mechanisms for accountability and compensation for lost sales, and consumer right-to-know campaigns.

Speakers: Chris Schreiner, Executive Director, Oregon Tilth; Frank Morton, Seed Steward/Owner, Wild Garden Seed; George Kimbrell, Senior Attorney, Center for Food Safety; Ivan Maluski, Director, Friends of Family Farmers; Kristina Hubbard, Advocacy & Communications Director, Organic Seed Alliance

Plant Breeding for the People: Expanding the Conversation All along the Stakeholder Chain

Broadway III/IV

Join us for this popular interactive session to learn about work that's being done across the US to engage the multifaceted organic food community in plant breeding and variety development and improvement. You'll hear inspiring stories from plant breeders and researchers, followed by an open discussion. This is your opportunity to contribute to a conversation that will inform and shape research breeding efforts and projects.

Speakers: Julie Dawson, Assistant Professor, University of Wisconsin-Madison; Lane Selman, Director, Culinary Breeding Network; Laurie McKenzie, Research & Education Assistant, Organic Seed Alliance; Michael Mazourek, Vegetable Breeder and Assistant Professor, Cornell University



LUNCH Grand Ballroom

AFTERNOON KEYNOTE ADDRESS LaDonna Redmond

LaDonna Redmond is a food justice activist who was inspired to fight for a fairer food system after facing limited access to healthy, organic food to help combat a number of food allergies her young son had developed. She turned to food advocacy to improve these food deserts in West Chicago by converting vacant city lots into urban farms, resulting in neighborhood communities working together to create gardens and produce clean, healthy food.

Today she continues her activism—raising awareness for such food programs after seeing first-hand how they promote healthier communities and reduce a wide variety of threats



from gang violence to non-communicable diseases like obesity, diabetes, and heart disease. She has helped launch the Campaign for Food Justice Now (CFJN), which brings to light themes of social justice, race, class, and gender to the food system and food movement. Moreover, the CFJN addresses these concerns through developing community-based solutions, promoting social change, and teaching advocacy. In addition to being the education and outreach coordinator for Seward Community Cooperative in Minneapolis, she hosts a talk show called *It's Your Health* on KMOJ-FM every Monday and writes a column for the Minnesota Spokesman Recorder called *The Color of Sustainability*.

AFTERNOON WORKSHOPS

Food Justice: Moving the Needle

Broadway III/IV

LaDonna Redmond and other food justice leaders will engage in a panel discussion on how their organizations are building awareness and developing a community to work for food justice in the organic world. Topics will cover current challenges in the domestic farm labor landscape, consumer confusion in fair trade labeling, and the challenge raising awareness in the need for fairly produced food in our domestic and global food system.

Speakers: Dana Geffner, Executive Director, Fair World Project; Katherine DiMatteo, Executive Director, Sustainable Food Trade Association; LaDonna Redmond, Executive Director, Campaign for Food Justice Now; Marty Mesh, Executive Director, Florida Certified Organic Growers and Consumers Inc.; Rosalinda Guillen, Executive Di-rector, Community to Community

Building a Movement: Origins and Evolution of the Organic Farming Movement

Galleria South

This presentation will tell the story of how pioneer organic farmers built the organic movement without government or agricultural establishment help by sharing information about organic principles and values, adopting practices that assured plant and animal health, focusing on soil life and fertility, and responding to consumer concerns. It also includes the story of the development of organic certification, of state organic programs, of the Organic Foods Production Act and its implementation, and of recent efforts to mobilize public support for organic research, market expansion, certification cost sharing, and organic integrity.

Speaker: Roger Blobaum, Director of Organic History Project, The Ceres Trust

Making the Jump

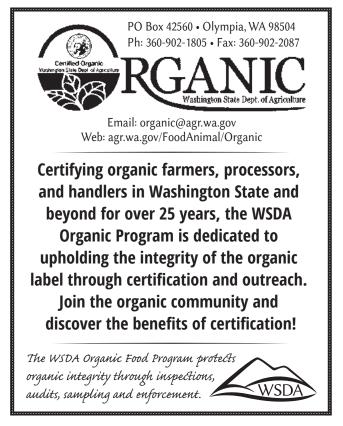
Parlor B

The secret to wholesale success is producing volume in efficient systems and selling to committed, consistent markets. Hear from Sarahlee Lawrence of Rainshadow Organics who has recently made the leap from a small CSA to wholesale markets. She will share her stories and journey from start-up to the present including the challenges the farm has faced, decisions they have had to make, and the next thing on the horizon. Atina Diffley, organic farmer, educator, activist, and author, will also join the panel to share her insight into successful farm growth: assessing on-farm resources, meeting large scale buyer demands, and evaluating the change from the lifestyle of a small farmers to the business of farming. Learn what steps you can take to make the leap, what pitfalls to avoid, and how to celebrate the success of our growing organic movement.

Speakers: Amanda Oborne, VP, Food & Farms, Ecotrust/Project Director, Food Hub; Atina Diffley, Farmer and Consultant, Gardens of Eagan/Organic Farming Works; Sarahlee Lawrence, Farmer/Co-Owner, Rainshadow Organics

Soil Health in Organic Farming Systems Galleria North

Join experts from Washington State University and Rodale Institute, who will present new research focused on improving soil health in organic systems. Participants will learn about soil health principles and practices for building healthy soils such as no-till and minimized tillage, cover crops, and crop rotations. This workshop will help organic and transitioning farmers identify soil health issues and improve soil health management on their farms. The workshop will also provide an overview of common soil health challenges for organic farmers and discuss the latest information on the topic from the National Organic Program and National Organic Stan-





dards Board. The session will cover information on federal conservation programs that provides financial and technical assistance for conservation projects.

Speakers: Ben Bowell, Organic Education Specialist, Oregon Tilth & NRCS; Mark "Coach" Smallwood, Executive Director, Rodale Institute; Doug Collins, Small Farms Educator & Soil Scientist, Center for Sustaining Ag & Natural Resources, WSU

Why Policy Matters

Broadway I/II

For many people, policy is an abstract and wonky topic of minimal interest. But even if you're not interested in policy, policy will take an interest in you. Policy issues affect regulations on production practices, market opportunities and public investment of tax dollars. Those who engage and influence policy decision-makers can help shape the direction of our food system. This workshop will cover organic policy updates, including organics in the Farm Bill, issues being addressed by the National Organic Standards Board, efforts to increase public funding to support regionally-adapted cultivars and the latest update on the Food Safety Modernization Act. Presenters will also identify the main players involved in these areas. Come learn how you can influence the development of policies that have a direct impact on our food choices, and why it's so important that we all participate in this work.

Speakers: Chris Schreiner, Executive Director, Oregon Tilth; Gwendolyn Wyard, Regulatory Director Organic Standards and Food Safety, Organic Trade Association; Laura Batcha, CEO/Executive Director, Organic Trade Association; Michael Sligh, Program Director, Rural Advancement Foundation International; Zea Sonnabend, Co-Owner, Fruitilicious Farm/Board Member, National Organic Standards Board & Organic Seed Alliance

Partnering for Change I

Parlor A

Ever wish you could create lasting change in how resources are managed outside your own company? Want to go beyond inspiring others to change, and create permanent impacts that create tangible results? This workshop takes an insider's look at how leading organic companies are collaborating with non-profits, universities, and governments to create changes in the management of our communities' and country's resources. Topics will include how to build a national advocacy campaign and highlight specific private-public partnerships around protecting the pollinators and watershed management.

Speakers: Alan Turanski, Vice President, GloryBee Foods; Kim Leval, Executive Director, Northwest Center for Alternatives to Pesticides; Lisa Spicka, Education Director, Sustainable Food Trade Association; Sean Stevens, Executive Director, Oregon Wild; Shawn Donnille, Co-Founder, Mountain Rose Herbs

Friday Special Events

EVENING RECEPTION Plaza Foyer WITH LIBATIONS & WINTER VEGGIE TASTING Pavilion Ballroom

Indulge in the delicious varieties of fair-weather winter produce. These crops were bred to tolerate the cold and stimulate your palate. Relish samplings of wines, beers and spirits and mingle with other attendees. We'll be sampling six cabbage varieties (3 hybrid and 3 open-pollinated) in raw, raw in slaw and fermented kraut formats.

Black Republican Cherry Shrub

Inside your registration bags you will find a voucher for one free, Black Republican cherry shrub cocktail or mocktail. The shrub drinks will feature the Black Republican cherry, a Slow Food Ark of Taste product, which were grown organically at Tamiyasu Orchards in Hood River, OR, and Peak Forest Fruit in Banks, OR, and have been preserving in a shrub syrup since being picked in July. Chef Timothy Wastell from Firehouse Restaurant in Portland, OR, preserved them as a shrub. It will be served with organic whiskey from Koval Distillery.

New this year! PHOTO BOOTH

Keep your eye out for the photo booth in the Plaza area during the Friday Social. It will return to capture more fun Saturday night during the Karaoke from Hell performance. Thank you OlyKraut for sponsoring the booth and Broken Banjo Photography for taking photos!





SPEED NETWORKING Broadway I/II

Make instant connections during our speed networking session. Grab business cards, shake hands and exchange contacts with people in the organic food trade. True "cross pollination"! We've selected a handful of candidates from across the organic trade, making sure that in each session you will meet a variety folks: seed producers, farmers, retailers, distribution, policy work and more. Sign up at registration. Seating is limited to 20 people per session.







ASIAN INSPIRED DINNER

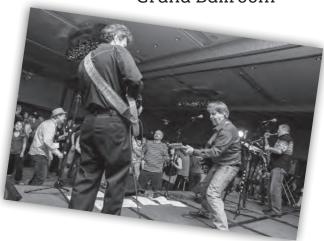
LIVE MUSIC: THE PHEROMONES

Returning once again to electrify the dance floor— The Pheromones! Jam to a mix of jump blues, rockabilly, and eclectic fusion, featuring a great group of farmers and plant breeders: John Navazio, Martin Diffley, Billy Black and Jason Mealhow.



Grand Ballroom

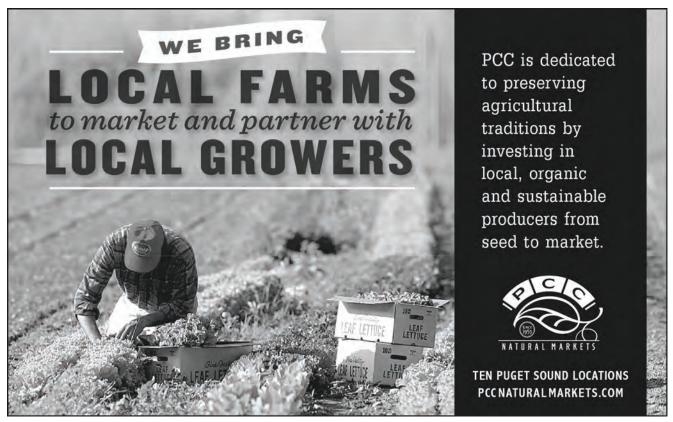
Grand Ballroom



FILM: GROWING CITIES

Parlor C

This documentary film examines the role of urban farming in America and asks how much power it has to revitalize our cities and change the way we eat. In their search for answers, filmmakers Dan Susman and Andrew Monbouquette take a road trip and meet the men and women who are challenging the way this country grows and distributes its food, one vacant city lot, rooftop garden, and backyard chicken coop at a time.



<u>Saturday, February 7th</u>

6:30am-10:00am Tradeshow Setup Exhibit Hall

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

7:30am-9:00am Breakfast Grand Ballroom

9:00am-10:00am Keynote Address: Arran & Arjan Stephens Grand Ballroom

10:00am-12:00pm
Tradeshow
Exhibit Hall
10:00am-12:00pm
Listening Session
State of Organic Seed

10:00am-12:00pm Listening Session NORA Galleria North

12:00pm-1:30pm Lunch

Parlor C

Grand Ballroom

2:00pm-5:00pm Tradeshow continues Exhibit Hall

2:00pm-3:00pm Listening Session Farmers Advisory Council Parlor C

3:00pm-4:00pm
Listening Session
Organic Checkoff Program
Parlor C

5:30pm-7:00pm Reception **Plaza Foyer**

6:30pm-7:30pm The Great Debates **Pavilion Ballroom**

7:30pm-9:00pm Pacific Northwest Dinner Live Music: Seffarine Grand Ballroom

9:00pm-12:00am Live Music: Karaoke from Hell **Grand Ballroom**

BREAKFAST KEYNOTE ADDRESS



Arran Stephens & Arjan Stephens

Grand Ballroom

Entrepreneur, artist, author, ecology advocate, gardener, volunteer and meditation practitioner, Arran Stephens has passionately followed the beat of a different drummer for seven decades. Born on his family's farm, he learned a valuable lesson from his dad: "Always leave the soil better than you found it," which became his

driving ethos as an entrepreneur. He founded Nature's Path Foods in 1985 in partnership with his wife, Ratana, which has remained a familyrun, fiercely independent company



that has blossomed into the largest organic cereal manufacturer in North America.

Arran served on the OTA board during the development of the USDA Organic Rule, was a founding member of the Non-GMO Project and has been an avid supporter of federal and state-level mandatory GMO labeling initiatives. He holds numerous awards for his service in the industry, including an Ernst & Young's 2002 Entrepreneur of the Year, the Schumacher Sustainability Award, the OTA 2013 Organic Leadership Award for Growing the Organic industry, in addition to being inducted into the New Hope and CHFA Halls of Legends.

Arjan Stephens is propelling the organic movement forward as the executive VP of sales and marketing for Nature's Path Foods, leading Nature's Path's strategic direction in regards to product development, communications, sales, advertising, and packaging. Arjan looks to champion Nature's Path as a trusted name in quality organic foods—from integrated consumer awareness campaigns, grassroots organic gardening programs, an expansion into the European market, and the acquisition of Que Pasa Mexican Foods.

Like his father, he seeks to become involved in the greater organic trade by participating in wider issue-related projects, such as sponsoring the award winning documentary *GMO OMG* and backing mandatory *GMO* labeling initiatives. He was named one of Business in Vancouver's Top 40 under 40.



New this year! ART OF THE HEIRLOOM EXHIBIT

Hudson Valley Seed Library, a seed producing farm, also sponsors an artist driven project designed to showcase and celebrate the beauty, diversity, and cultural importance of seed. This traveling exhibit is called the Art of the Heirloom. It is a creative intersection of arts and agriculture where artists interpret heirloom and open-pollinated seed varieties in a range of different mediums.

TRADESHOW

Exhibit Hall

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

The Organic Exhibition Tradeshow is the hub of our networking community and one of the largest organic tradeshows in the Northwest. Over 100 companies—from seed and farm supply companies to organic growers and manufactures, as well as retail, activist and agricultural organizations—will exhibit their wares and share their stories to Organicology attendees. Like a well-orchestrated honeycomb, the true magic of cross pollination starts here.

There's no better opportunity to network and exchange ideas about organics and sustainable living. We've gathered the perfect combination of resources, communication and partnership in a fun, energetic environment! Come peruse the floor and interact with each booth in the spirit of unity and connection. This is your chance to plant the seeds that will become rooted in the organic trade, ultimately blossoming into a beautiful future.

Be sure to play the Tradeshow Game—visit all the vendor booths, have each attendee stamp your map and turn it in to be included in the grand prize drawing for an iPad! See details on page 10.

SATURDAY LISTENING SESSIONS

State of Organic Seed Parlor C

In 2011, OSA published State of Organic Seed, the first comprehensive analysis of organic seed systems in the US. The USDA's National Organic Program (NOP) requires the use of organic seed when commercially available, yet the organic seed sector is still expanding in order to meet the demand. OSA's State of Organic Seed project monitors progress in building seed systems that meet the diverse and regional needs of organic farmers. Next year, OSA will publish an updated report that includes results from national organic seed assessments, an analysis of changes over the last five years, updated recommendations, and more. This workshop will provide preliminary results from a national Organic Farmer Seed Survey distributed in 2014 and will also serve as a listening session for farmers and others to provide their perspectives on how best to build the availability, quality, and integrity of organic seed. This listening session will inform OSA's recommendations moving forward.

Speakers: Jared Zystro, California Research & Education Specialist, OSA; Kristina Hubbard, Advocacy & Communications Director, OSA

Updating the National Organic Research Agenda (NORA) Galleria North

In 2007, Organic Farming Research Foundation (OFRF), in collaboration with a dedicated and talented group of organic producers and agricultural professionals, produced an extensive catalog of research needs for organic agriculture, NORA. NORA was the result of a seven-year process, and focused on four production-related topics:

- Soil: microbial life, fertility management, and soil quality
- Systemic management of plant pests: weeds, insects, and diseases
- Organic livestock and poultry management systems
- Breeding and genetics

Speaker: Brice Tencer, Executive Director, OFRF

Farmers Advisory Council (FAC) Parlor C

Organic Trade Association's FAC was established in 2013 to formalize two-way communication between small and medium-sized organic farmers nationwide and OTA's Board of Directors and staff. FAC is comprised of OTA farmer members and participating organic regional and sector farming operations that enter into an agreement with OTA for the mutual benefit of strengthening the organic industry's national public policy influence. Oregon Tilth is a participating organization in the advisory council to represent the views of Oregon Tilth organic growers. Hear a brief report on FAC accomplishments from the past year and discuss issues facing Oregon Tilth organic producers. We will consider the barriers to certified organic production facing Oregon Tilth membership, and we will continue the multi-pronged conversation attempting to remedy these issues. Please join this regional FAC Summit and become part of organic farmers' national voice.

Speakers: Betsy Rakola, Organic Policy Advisor, USDA; Nathaniel Lewis, Senior Crop & Livestock Specialist, OTA; Perry Clutts, OTA Board Member/FAC Co-Chair/Owner of Pleasantview Farm; Sarah Brown, Education Director, Oregon Tilth/Joint Organic Conservation Specialist, NRCS

Organic Research and Promotion Program (Organic Checkoff) Parlor C

The 2014 Farm Bill paved the way for the organic industry to establish a checkoff program for organic products. Come to this session to learn about what checkoffs can do for the organic industry, get updated on the framework for an organic checkoff, and add input from your certified organic operation's perspective. Weigh in with your thoughts on how to create a program that best serves the industr **Speakers**: Nathaniel Lewis, Senior Crop & Livestock Specialist, OTA; Marty Mesh, Executive Director, Florida Certified Organic Growers and Consumers Inc.; Melody Meyer, VP of Industry Relations, UNFI











Saturday Special Events

EVENING RECEPTION Plaza Foyer

Enjoy light appetizers, sample beer and wine, and relax with other attendees before the Festival of Debate launches.

FESTIVAL OF DEBATE Pavilion Ballroom

You have been warned...laughter, spittle and off-color humor awaits! In keeping with the Illustrious History of Organicology and its commitment to Qualified Dignified Considered Discussion of the Hot Topics of the Day, we once again proudly present The Debates. As science has well documented, attending this event results in brain growth, intellectual stretch, emotional development, spiritual enlightenment, carpets soiled with alcoholic beverages and audience members showered with spittle issuing from uncouth good-for-nothing miscreants continuously exploding in hilarity because of the unfortunate appeal of grotesque humor somehow associated with some of the Excellent Arguments being made by our Highly Qualified Pontificators.

Reluctantly, we continue to offer this event due to the clamoring of the low-lives, who have threatened to Tear Down the Walls if they are not properly amused. We do, however, suggest wearing clothing you do not care to put on again, and the paper towels in the restrooms make excellent hats.

SLOW FOOD ARK OF TASTE & HEIRLOOMS OF TOMORROW PACIFIC NW DINNER Grand Ballroom

Slow Food's Ark of Taste is an international catalog of foods that are threatened by industrial standardization, the regulations of large-scale distribution and environmental damage. To qualify for entry into the Ark of Taste program food products must be:

- Outstanding in terms of taste with local traditions and uses
- At risk biologically or as culinary traditions
- Sustainably produced
- Culturally or historically significant
- Produced in limited quantities

At Organicology 2015, we are featuring these Pacific Northwest foods from the US Ark of Taste

- · Line-caught Marbled Chinook salmon: Jeremy Brown, Bellingham, WA
- Alaskan Birch syrup: Kahiltna Birchworks, Palmer, AK
- Lower Salmon River squash: Tom Lively, Eugene, OR
- Inchelium Red garlic: Cloudview Farm, Ephrata, WA

- Gilfeather turnip: Sauvie Island Organics, Portland, OR
- Ozette potato: Ralph's Greenhouse, Mount Vernon, WA



The **Port Townsend Food Co-op** is privileged to support the Organic Seed Alliance Heirlooms of Tomorrow program and sponsor Abundant Bloomsdale Spinach seed for Organicology participants. This variety was bred with OSA and 8 organic farms over the last 10 years. We also partnered with the OSA to develop an open-pollinated, short-

season, cold-tolerant, organic sweet corn seed—a divergent population of the "Who Gets Kissed?" sweet corn developed by Minnesota farmer Martin Diffley with OSA and University of Wisconsin.

Other Heirlooms of Tomorrow products used in the Pacific Northwest dinner include:

- · Quinoa, squash & kale: Frank Morton, Wild Garden Seed
- Kale & cabbage: Nash Huber, Nash's Organic Produce
- Barley: Pat Hayes, OSU
- Spinach & sweet corn: OSA
- Mild habanero peppers: Jim Myers, OSU
- · Squash: Carol Deppe, Fertile Valley Seeds

LIVE MUSIC: SEFFARINE

Seffarine is a duo formed by
Moroccan singer Lamiae Naki
and oud player/flamenco guitarist Nat Hulskamp. Their repertoire
varies from classical Arabic and
Andalusian music to original compositions influenced by the music
of widely varying cultures, such as

Spanish flamenco, classical Persian music, and American jazz.



LIVE MUSIC: KARAOKE FROM HELL! Grand Ballroom

The world is waiting just for you...to jump on stage and let your voice be heard! Back by popular demand, Karaoke from Hell returns to Organicology! Become the lead singer for a live karaoke band, leave the instrumental discs behind, and make your star-filled dreams come true.







Speaker Biographies

Chris Adams, Director of Transportation, Veritable Vegetable

Originally hired as a as a long-haul truck driver in 1993, now Chris is Veritable Vegetable's Director of Transportation, with a staff of over 30 drivers. Chris has been instrumental in transitioning the company-owned fleet of 25 trucks to hybrid units. The fleet operates 365 days a year and travels over 1.7 million miles annually.

David Allaway, Senior Policy Analyst, Materials Management Program, Oregon Department of Environmental Quality

David helps businesses and communities address issues related to materials and waste management, greenhouse gases, energy, and life cycle analysis. He is the recipient of several awards from the Association of Oregon Recyclers, as well as a National Notable Achievement Award from the Administrator of the US Environmental Protection Agency for his work to reduce the climate impacts of materials and waste.

Josh Alsberg, Produce Buyer and Merchandiser, Food Front Cooperative Grocery

For nearly five years, Josh has been helping foster growth of small-scale local, sustainable farming by providing a market for them to feature their goods and promoting their positive impact on local agribusiness at Food Front Cooperative. Prior to directing produce operations at Food Front, Josh worked as a produce service manager for New Seasons Market.

Nick Andrews, Senior Instructor, Oregon State University's Center for Small Farms & Community Food Systems

Nick serves Multnomah, Washington and Clackamas counties and specializes in ecological horticulture. He was previously an organic inspector with Oregon Tilth, an orchard consultant in Hood River, and a vegetable entomologist in England and Scotland. His work focuses on ecological vegetable production and beginning farmer training, and is currently developing CROPTIME, a degree-day modeling website for vegetable growers.

Helen Atthowe, Researcher, Oregon State University/ Farmer, Woodleaf Farm

Helen farms with her partner on 26 acres in northern California and works part-time for OSU studying six long-term, "eco-organic" farms. Helen was an extension agent and owned/operated a 30 acre organic-veganic farm in Montana from 1993-2010.

Laura Batcha, CEO/Executive Director, Organic Trade Association (OTA)

Laura joined the OTA staff in 2008, serving as the marketing and public relations director, chief of policy and external relations. She has been involved in organic production and handling for 20+ years, and has over 10 years of experience in the private sector of the organic industry. The Secretary of Agriculture has appointed her to represent the organic industry on two federal advisory committees.

Jo Ann Baumgartner, Director, Wild Farm Alliance (WFA)

Before joining WFA in 2001, Jo Ann addressed organic and sustainable dairy, produce, and fiber production topics; she was senior research editor for Life on the Edge, a book of California's rare wildlife species. She also worked on a five-year research project using wastewater on crops and was an organic farmer in California.

Trudy Bialic, Director of Public Affairs, PCC Natural Markets (PCC)

Trudy is in charge of public affairs for PCC, the largest consumerowned retail grocer in the nation with 46,000 active member-owners around the Seattle area. She is the go-to person on product standards and writes PCC's public policy positions on controversial food issues. She serves on committees for WSU's Agricultural College, the Non-GMO Project, and recently has been part of the OTA's Arsenic Task Force.

Roger Blobaum, Director, Organic History Project (The Ceres Trust)

Roger was an agriculture staff member in both houses of Congress and co-chaired the Organic Working Group, a coalition of nonprofit organizations that helped shape the 1990 Organic Foods Production Act. His organic advocacy began in 1972, when he helped develop Rodale Press organic farming publications. He received the University of Wisconsin's 2013 Honorary Recognition Award for "significant contributions and unselfish service to organic farming."

Speaker Biographies

Anthony Boutard, Farmer/ Seed Grower/Owner, Auers Creek Farm

Anthony and his wife, Carol, have operated Ayers Creek as a certified organic farm for the last 15 years. Approximately 90% of the seed planted at Ayers Creek is produced on the farm—resulting from more than a decade of careful selection each year. A particular focus of the farm is on pantry crops.

Ben Bowell, Organic Education Specialist, Oregon Tilth & National Resource Conservation Service (NRCS)

Through his joint position with the NRCS, Ben provides technical assistance, delivers trainings, and develops technical resources. The resources are used by NRCS staff, agricultural professionals, and producers in order to better support conservation on organic farms.

Jason Boyce, Sustainability Manager, Nature's Path Foods

Jason Boyce is the sustainability manager for Nature's Path Foods, a leader in the organic food sector for over 25 years. He is leading efforts to achieve ambitious sustainability goals such as Zero Waste 2015 and Climate Neutral 2020. Jason is also a board member of the SFTA, where he has assisted in the development of an organic industry code of conduct for suppliers and supply chain partners.

Mike Boyle, Produce Buyer, Organically Grown Company (OGC)

Mike started his produce career stacking produce in Boulder, CO. Within his 10 year career at Whole Foods, he worked his way from floor team member to regional produce coordinator in Seattle, WA. Currently he is working in the purchasing department at OGC.

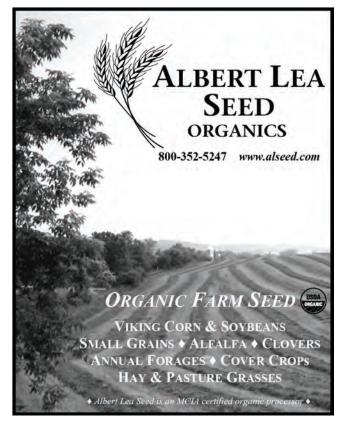
Jim Bronec, Owner, Praying Mantis Farm LLC

Jim is a third generation farmer in Canby, Oregon. He transitioned from conventional grass seed farming to organic farming 15 years ago. He raises organic squash and sweet corn for processing as well as pumpkins and clover seeds for direct sales. Jim has also participated on farm organic research with OSU.

Amy Brown, Account Director, Harvest PR Marketing

Amy has more than 20 years of experience working with an array of businesses in the food, retail, tourism and consumer lifestyle. She works to create strategic communication programs that increase awareness and drive sales through





public relations, social media, marketing, design and promotional channels. Amy previously owned her own public relations and marketing agency, Seed Public Relations, specializing in consumer and agriculture products, and the retail and restaurant industry.

Sarah Brown, Education Director, Oregon Tilth

Sarah has been with Oregon Tilth in varying capacities for over six years. Under her guidance, Oregon Tilth established and grew their ongoing partnership with the USDA NRCS. Sarah is leading Tilth's innovative transitioning farmer network and market development initiatives. She and her husband are CSA farmers, who are transitioning their 50 acre mixed crop and livestock farm in Molalla, OR.

Bena Burda, Owner, Maggie's Organics

In 1992 Bena was introduced to organic cotton and brutal factory conditions. With a mission to find a better way to produce apparel, Maggie's Organics was born—and since then they have been making socks and apparel out of organic fibers while also helping create four 100% worker-owned textiles factories in Nicaragua and the US. She was given the Special Pioneer Award in 2002 by the OTA; in 2004, New Hope Communications named Bena one of the organic industry's most influential people.

Perry Clutts, Pleasantview Farm

Perry started his organic career establishing a state registered composting facility. His family has farmed Pleasantview Farm for 115 years in Circleville, OH. Since 2007, the farm has been a certified

organic grass-based dairy with all milk sales going to Horizon Organic. Perry has served two terms as president of the Ohio Forage and Grassland Council; serving as a board member for the Ohio Ecological Food and Farm Association; and holding the farmer seat on the OTA's board of directors.

Micaela Colley, Executive Director, Organic Seed Alliance (OSA)

Micaela has eleven years of experience in the organic seed field including past experience in the organic seed industry. Micaela has authored several educational publications covering topics on organic seed production, on-farm crop improvement and variety trialling. She also teaches workshops on seed related topics.

Christine Coke, Marketing and Sales Director, Coke Farm

Coke Farm is an organic food hub offering sales, cooling and shipping for over 40 local, organic farms, and assists in the development of family farms in all aspects of their businesses. Christine is a managing partner at Jardines where she oversees the production of 450 acres of organic fruits, vegetables, seed and grain crops with her husband, Dale. Prior to joining Coke Farm she co-owned an architectural practice.

Doug Collins, Small Farms Educator & Soil Scientist, Center for Sustaining Agriculture & Natural Resources, Washington State University (WSU)

Doug's extension programs and research focus on soil quality, as well as fruit and vegetable production for small farms. He serves on the Board of Directors of Tilth Producers of Washington.

Linda Colwell, Chef, Writer, Culinary Educator

Linda is a consultant to schools and teachers, who use school gardens to meet common core curriculum goals. Linda is a keen student of Anthony and Carol Boutard and has assisted them for the past six seasons at Ayers Creek Farm. Her recipes can be found in Boutard's book and in some of his essays.

Steve Crider, Liaison for Government & Industry Affairs, Amy's Kitchen

Steve is active in the GMO labeling battles, working with the USDA and the National Organic Program, working on Farm Bill issues, and helping develop the next generation of organic farmers and entrepreneurs. He has a 30 year background in the organic, sustainable food and agriculture movement.

Camas Davis, Owner, Portland Meat Collective

Camas has been an editor and writer at National Geographic Adventure, Saveur, and Portland Monthly. In 2009, she founded the Portland Meat Collective, a one-of-a-kind meat school and culinary resource. She also launched the Meat Collective Alliance, a non-profit to help spread her model of transparent meat education.

Julie Dawson, Assistant Professor, University of Wisconsin – Madison

Julie has a background is in organic plant breeding and participatory research. In Wisconsin, she is working with other plant breeders to test vegetable varieties with organic farmers and local chefs, particularly related to flavor and quality. She

also is working on tomato and carrot variety trialling for flavor and adaptation to organic conditions, including season extension using hoop-houses.

Atina Diffley, Farmer and Consultant, Gardens of Eagan/Organic Farmingworks

Atina is an organic farmer, consultant, and author. Her memoir is based on her history running Gardens of Eagan, an urban-edge organic vegetable farm. Her areas of expertise include marketing, postharvest handling and food safety for vegetable farmers.

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

Katherine directs the SFTA, while also continuing in her role as a man-

aging partner at Wolf, DiMatteo +
Associates, a consulting firm focusing on helping organic products and businesses grow. From 1990 to 2006, Katherine was executive director of OTA; she was instrumental in shaping the outcome of the US National Organic Program standards and the UN Codex Guidelines for organically produced foods.

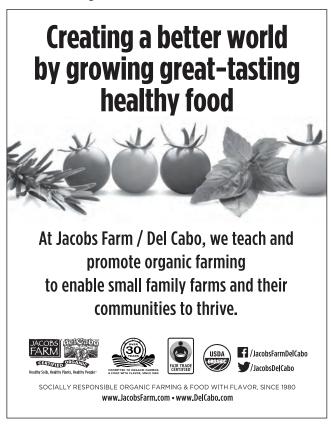
Fernando Divina, Executive Chef, Food and Nutrition Services – Oregon Health and Science University (OHSU)

Fernando has founded and conceptualized several acclaimed restaurants and hospitality businesses based on local procurement and the tenets of organic farming. Since 1989, he has been CEO of FD Food + Restaurant Consultants, providing industry planning services and

guidelines for clients. Fernando serves on the board of directors for ProChefs Oregon and Le Cordon Bleu, and he is among the original signers of the landmark Portland Farmer's Market Chef's Collaborative Initiative.

Shawn Donnille, Co-Founder, Mountain Rose Herbs

Shawn is an entrepreneurial activist seeking to change the way that businesses conduct themselves on this planet. As co-founder of Mountain Rose Herbs, Shawn has led the industry in regards to sustainable business initiatives and has provided consultation to numerous businesses, local and state governments, and non-profits. Shawn is a devout defender of wild places and wildlife; this passion has been successfully infused with the branding of Mountain Rose Herbs.





Jeff Fairchild, Produce Buyer, New Seasons Market

Jeff started his career in produce in 1980 at Nature's Fresh Northwest. He credits a myriad of mentors with helping him understand what great produce looks like, how it tastes, and how best to display it. In his 30 years in the industry, he has focused with his staff on creating unique merchandising styles. He also strives for great partnerships with both growers and customers.

Tyson Fehrman and Jonny Steiger, Farmers, By George Farm

By George Farm rests on the banks of both the Little Applegate River and Yale Creek. The land and farming practices are certified organic and Salmon Safe. They participated in the agricultural education program Rogue Farm Corp, and then spent a few years furthering their education attending the world-renowned cheese maker program in Wisconsin. The duo is currently offering milk herd shares, as well as whey fed pork and poultry and fresh vegetables.

Javier Fernandez-Salvador, Ph.D. Fellow, Department of Horticulture, Oregon State University (OSU)

Javier was previously the organic farm manager and irrigation manager for several organic farms in Oregon; he was also the operations, marketing and Latin America manager for five years at Florida Organic Growers - Quality Certification Services. Javier has served as a crops review panel member for six years at the Organic Materials Review Institute, working also as an organic inspector and consultant.

Dana Geffner, Executive Director, Fair World Project (FWP)

Dana has been working in the fair trade movement for over a decade. She has worked with over 30 producer groups in 10 different countries with her own business and as director of Global Exchange's wholesale program. Her passion is educating consumers about brands that put people and the planet before profits.

Jack Gray, Winter Green Farm

Jack and his wife, Mary Jo Wade, started Winter Green Farm in Noti, Oregon in 1980. It has been certified organic by Oregon Tilth since 1984 and practices biodynamic methods. The organic grass-fed beef is sold directly to consumers. They also have a small basil processing enterprise and market these products through retail and food service channels.

Twilight Greenaway, Managing Editor, Civil Eats

Twilight writes about food and farming have appeared in The New York Times, NPR.org, The Guardian, TakePart, Modern Farmer, Gastronomica and on Grist. She also served as the food editor for Grist from 2011-2012. She was raised on an organic coffee farm in Hawaii and now lives in Oakland, California.

Rosalinda Guillén, Executive Director, Community to Community Development (C2C)

Rosalinda is a widely recognized farm worker and rural justice leader, who comes from a farm worker family in Skagit County, WA. Rosalinda has worked within the US labor movement with Cesar Chavez's United Farm Workers of America. She sits on the boards of Food First, the National Domestic Fair Trade Association and the Acequia Institute. Rosalinda represents farm workers interests on the WA State Food Systems Roundtable, WA State Farm Work Group and the Steering Committee of the Whatcom Food Network.

James Henderson, Farm Liaison, Hummingbird Wholesale

James is a 9th generation American farmer. He worked for a dairy and then farmed on his own for 11 years near Harrisburg, OR. Hummingbird Wholesale offered him a position in 2010 that allowed him to reconnect with farming. Currently, his arranges contracts with farmers in for organic grains, dry beans, and edible seeds; he has been responsible for a significant increase in acreage and value of contracted crops.

Kelly Hoell, Sustainability Consultant/LEED AP, Good Company

Kelly has worked for more than a decade as a sustainability consultant, helping clients to measure, manage and market their sustainability performance. Kelly leads Good Company's work with the natural food industry and has provided strategy development, technical and market research, program development, triple bottom line decision frameworks, baseline performance measurement, goal-setting guidance, risk management, and sustainability education for more than 60 public and private entities.

Nancy Hirshberg, Founder/Chief Catalyst, Hirshberg Strategic

Nancy has worked at the nexus of food, business and the environment for more than two decades. She has been widely recognized for her groundbreaking work leading yogurt maker Stonyfield Farm's award-winning sustainability and agricultural initiatives. Nancy is a past vice president of the OTA and currently serves as a director for the American Farmland Trust, as well as an advisor for Climate Access, Accessible Clean Energy and Preserve.

Kristina "Kiki" Hubbard, Advocacy & Communications Director, Organic Seed Alliance (OSA)

Kristina has worked for over a decade as a researcher, writer, and organizer on projects involving agricultural biotechnology and antitrust issues in the seed industry. Currently she leads OSA's efforts to promote policies that support the growth and success of organic seed systems. She's a contributing author to OSA's State of Organic Seed report and author of the National Family Farm Coalition's Out of Hand: Farmers Face the Consequences of a Consolidated Seed Industry.

Nash Huber, Farmer/Founder, Nash's Organic Produce

Nash owns and operates Nash's Organic Produce in Sequim, WA, which he founded in 1979. Today he farms about 500 plus acres of organic fruits, vegetables, grains and seed, as well as raising free-range and pastured livestock. Nash helped found the Friends of the Fields, a non-profit dedicated to conserving agricultural lands. In 2008, he received the American Farmland

Trust's Steward of the Land Award, a first for an organic farmer, and a vegetable producer. In 2011, he received the Steward of Sustainable Agriculture Award from the Ecological Farming Association of California.

Michelle Hunt, VP Marketing, Dave's Killer Bread

Michelle is an organic industry veteran with 23 years of marketing leadership experience in the organic and natural food industry. Starting with Muir Glen all the way up to today at Dave's Killer Bread, Michelle has been a passionate advocate of organic brands. She has built powerful consumer franchises for organic brands with grassroots marketing propelling them to the national stage.

George Kimbrell, Senior Attorney, Center for Food Safety (CFS)

George's litigation and policy work spans a broad range of CFS program areas including: genetically engineered (GE) organisms; food labeling; foodborne illness; organic standards; factory farm pollution; pollinators; aquaculture; agricultural patent law; nanotechnology. One of his cases, Monsanto v. Geertson Seed Farms (2010), was the first US Supreme Court case on the oversight of GE crops. He also serves as an adjunct professor at Lewis and Clark Law School, where he teaches food and agriculture law.

Elliott Lamoureux, Produce Coordinator, PCC Greenlake Aurora

Elliott is a lifelong Seattleite who grew up enjoying the bounty of the great Northwest. He has been in the grocery industry at PCC for over a decade. Elliott has spent the past

year as the produce coordinator at PCC Green Lake Aurora, but he was formerly produce lead at the PCC Edmonds location.

Matt Landi, Account Manager, Organically Grown Company (OGC)

Matt has been working in the organic industry for over a decade. After a stint at Onion River Co-op in Burlington, VT, he relocated to California in 2009 to join New Leaf Community Markets. Seduced by produce boxes during the cold winter months of the Northeast, his motivation was to live in the essential birthplace of the modern organic movement. Matt participated on the panel for the Organicology 2013 produce intensive and started working for OGC soon afterwards.

Gary Langenwalter, Founder/Managing Partner, Portland Consulting Group

Gary became an environmentalist in the seventh grade in Hermiston, Oregon. He has worked for organizations large and small which were for-profit, non-profit, government, education, and religious. He also taught and consulted on four continents and is currently an adjunct professor in the George Fox MBA program. Gary wrote The Squeeze, a business novel on triple bottom line sustainability. He is founder and managing partner of Portland Consulting Group, which shows clients how they can double their results by honoring people and respecting the planet.

Sarahlee Lawrence, Farmer/Co-Owner, Rainshadow Organics

Sarahlee is the owner and farmer at Rainshadow Organics with her

husband, Ashanti. They operate a full-diet, year round CSA. They also sell wholesale through Organically Grown Company and raise seed for Johnny's Selected Seeds. Rainshadow is located west of Terrebonne, Oregon in a high desert climate.

Kim Leval, Executive Director, Northwest Center for Alternatives to Pesticides (NCAP)

Kim has worked for 25 years within the non-profit community on advancing alternatives to pesticides. Through education, research and demonstration, peer-to-peer learning, and federal and state policy efforts, Kim and the NCAP team strive to protect community and environmental health and inspire the use of ecologically sound solutions to reduce pesticide usage.

Nathaniel Lewis, Senior Crops and Livestock Specialist, Organic Trade Association (OTA)

Nathaniel provides staff support to the OTA 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 previously served as certification coordinator for the Washington State Department of Agriculture's (WSDA) organic certification program. He managed their material review program and gained certification experience in all aspects of organic production; he also coordinated their periodic residue sampling program.

David Lively, VP of Sales & Marketing, Organically Grown Company (OGC)

David serves the organic foods trade as vice president of sales and marketing at 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, SFTA and the Organicology confewrence.

Greg Lorenz, Brewmaster, SakéOne

Greg didn't grow up wanting to be a saké brewer. His began brewing saké came when a former co-worker called and asked if he'd be interested in trying it. Nearly ten years later,



Greg's humble approach and lab geek focus has garnered the continued support of SakéOne's original brewing partner, Momokawa Brewing Japan, and new support from the two master brewers of Yoshinogawa.

Ivan Maluski, Director, Friends of Family Farmers (FoFF)

Ivan directs FoFF, Oregon's leading advocate for socially-responsible family farmers and ranchers at the Oregon Legislature. He has worked on legislation that banned the commercial cultivation of canola in Oregon's Willamette Valley, and against Oregon's local seed regulation pre-emption bill (also known to many as the Oregon Monsanto Protection Act). More recently, Ivan also served on Governor Kitzhaber's Task Force on Genetically Engineered Seeds and Agriculture.

Wynne Marks, Produce Manager, Bellingham Community Food Co-op

Wynne has been managing produce for the Bellingham, Washington Community Food Co-op for the last 12 years. Wynne spent eight years working at their original location, and then moved to their second store when it opened in 2009.

Michael Mazourek, Vegetable Breeder and Assistant Professor, Cornell University

Michael's vegetable breeding program is focused on cultivar development and associated genomic studies of pea, cucurbit and pepper crops for organic systems. His grower-driven traits focus on fungal and insect resistances in regionally adapted backgrounds to provide a reliable, productive harvest and reduce the need for pesticide appli-

cations. His consumer-driven traits focus on color, quality, flavor and novelty to drive the consumption of naturally nutritious food.

Amy McCann, Co-Founder, Local Food Marketplace (LFM)

Amy co-founded LFM in 2009 to help level the playing field for local, sustainable food. She focuses on bringing business best practices and innovative solutions to local food, including introducing the first white label mobile app for food hubs. Amy is a board member and past president of the Willamette Farm and Food Coalition.

Michelle McGrath, Membership and Engagement Manager, Oregon Environmental Council

It was through her study of marine species management that she first



embraced the notion of sustainable food systems. Since then her "foodie-est" roles were working for award-winning Rogue Creamery and serving as executive director of Gorge Grown Food Network. In her role at Gorge Grown, Michelle's passion and knowledge helped many local food entrepreneurs and businesses deepen their success in the regional food system.

Laurie McKenzie, Research & Education Assistant, Organic Seed Alliance

Laurie spent 11 years working for a local organic farm, gaining experience in everything from field work to managing farmer market stands. Her graduate work was funded by the Northern Organic Vegetable Improvement Collaborative project, which provided her experience conducting on-farm and research station variety trials and participatory research.

Michael McMillan, Sourcing and Production Manager, Organically Grown Company (OGC)

Michael began working for OGC in 1998 and helps develop supply and business with growers; his focus is on program items that are sold both regionally and nationally. Originally from the central part of Illinois, Michael began working in organic agriculture in 1993.

Marty Mesh, Executive Director, Florida Certified Organic Growers and Consumers Inc.

Marty began his career in the natural foods community in 1972. In 1976, he co-founded Bellevue Gardens Organic Farm. In addition to public policy work domestically, he has worked internationally helping farmers and farm workers in de-

veloping countries. Recent achievements include collaboration in developing the Agricultural Justice Project and co-producing a film and several educational videos focusing on public awareness surrounding food and farming issues.

Melody Meyer, Vice President of Policy and Industry Relations, United Natural Foods Incorporated (UNFI)

Melody's role at UNFI is to help strengthen and promote healthy, sustainable and organic food production and consumption through education and advocacy. She is also the executive director for the UNFI Foundation. She was an advisor for the Food and Agriculture Organization of the United Nations. Her blog can be found at organicmattersblog. com.

Lise and Steve Monahan, Farmers, Fraga Farmstead Creamery

Lise and Steve have been working since 2008 to turn a neglected Christmas tree farm into an organic and sustainable food-producing farm. Two years ago, the Monahans took over Fraga Farm Goat Cheese, Oregon's only organic goat cheese operation, from Jan and Larry Neilson. Lise now manages the herd and the organic milk production, while Steve manages the cheese making and the building of their new dairy facility in Gales Creek. The Gales Creek farm will allow the expansion of the Fraga herd, integration of rotational grazing, and implementation of an advanced composting system.

Frank Morton, Seed Steward/Owner, Wild Garden Seed

Frank has been growing seeds as part of his farming journey for 34 years. He and his wife, Karen, started Wild Garden Seed in 1994: they now sell seed to farmers and catalogs worldwide. Frank regularly speaks in educational venues on topics ranging from organic crop breeding, the ecology of beneficial insects, and issues of genetic engineering. He has sued the USDA to force an environmental impact study of genetically-engineered sugar beets; he served on the Governor of Oregon's Task Force on Genetic Engineering.

Mark Mulcahy, Consultant, CDS Consulting

Mark is an award winning retail consultant, educator, and organic advocate. He is owner of Organic Options, which provides consulting for co-ops and independent retailers worldwide. With over 35 years of experience 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.

Jim Myers, Professor, Vegetable Breeding and Genetics, Department of Horticulture, Oregon State University (OSU)

Jim holds the Baggett-Frazier Endowed Professorship of Vegetable Breeding and Genetics in the Department of Horticulture at OSU. He works on a number of crops. His main interests include the improved breeding for vegetables with disease resistance, human nutrition, and

improved quality and productivity with genetic breeding.

Mike Neubeck, Director of Purchasing, Organically Grown Company (OGC)

Mike's interest in organic agriculture started in his early 20's while living in rural Honduras. He was fascinated by the cycle of corn, beans, coffee, and vegetable cropping in the area, but was disturbed by the damages that agricultural chemical use inflicted on the people and the land. After returning to the Northwest, he interned with an organic market grower in Oregon. Life with OGC began that fall with a part-time night shift receiving trucks and stocking coolers.

Bu Nygrens, Co-Owner & Director of Purchasing, Veritable Vegetable (VV)

Bu is co-owner and director of purchasing at VV, a San Franciscobased 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.

Amanda Oborne, VP of Food & Farms, Ecotrust/Project Director, Food Hub

Amanda is helping pioneer new models of regional resilience in food

and agriculture at Ecotrust. With projects in farm to school, wholesale market development, and regional producer support, Amanda's team is helping create a world in which healthy eaters, flourishing farms and ranches, and vibrant communities are linked and thriving. In 2010, Ecotrust launched FoodHub, a web platform that connects wholesale food buyers with local farmers, ranchers, fishermen and specialty producers in the western US.

Doug O'Brien, Founder, Doug O'Brien Agricultural Consulting/Pinnacle Farm

Doug owns and operates Doug O'Brien Agricultural Consulting, which provides on-site technical advice, field monitoring, and research for clients involved in fresh produce growing, harvesting, cooling and marketing.

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Shannon Oliver, Co-Founder and Operations, Red Duck Ketchup

Shannon graduated from the University of Oregon's Center for Sustainable Business Practices. She and her classmates, Jessica Zutz-Hilbert, Kurt Barajas, Karen Bonner, founded Red Duck Ketchup as part of the MBA New Venture Planning Pathway; they won the elevator pitch at all three business plan competitions they attended.

Kai Ottesen, Farm Manager, Hedlin Farm

Kai's family has been farming in the lower Skagit Valley since 1906, where they currently grow more than fifty different crops. He currently manages sales and production for Hedlin Farms' fresh market operation.

John Paneno, Director of Sourcing, Amy's Kitchen

John has been responsible for ensuring the supply of all the company's raw and packaging materials at Amy's Kitchen for over nine years. Prior to Amy's, he worked at The Clorox Company for 16 years in purchasing, planning, manufacturing and project management. Before Clorox, he was a customer engineer for Hewlett Packard.

Steve Peters, Research and Education Associate, Organic Seed Alliance (OSA)

Steve was first a vegetable farmer and then a research agronomist, until he finally specialized in organic seeds. He is an active member of the Family Farmers Seed Cooperative, a group of growers focused on producing and improving open-pollinated, public domain seed for com-

mercial farmers. He has expanded the variety trial program at OSA; he is also working to coalesce independent seed farmers to form regional seed hubs.

David Posner, President and Founder, Awe Sum Organics

David learned at a young age the dangers of growing crops with chemical fertilizers and pesticides. At the age of 17, he loaded his truck with homegrown organic produce and sold it to natural foods stores, co-ops and at farmers markets in Santa Cruz and the San Francisco Bay Area. Over the years, demand for organic produce skyrocketed and Awe Sum Organics grew in proportion, providing a year-round supply of the highest quality organic fruit from domestic and international sources.





Betsy Rakola, Organic Policy Advisor, USDA

Betsy coordinates the USDA Organic Working Group and advises multiple USDA agencies on organic policy needs. Her previous experience includes work as a regulatory and grants specialist in the USDA's National Organic Program, Tufts University's procurement office, the Tufts Human Nutrition Research Center on Aging, and Oxfam America's Central America and Mexico programs.

Urvashi Rangan, Ph.D., Director, Consumer Safety and Sustainability, Consumers Union

Dr. Rangan is responsible for managing risk analysis, policy assessments, label evaluations and consumer advice for tests, reports, and related advocacy workShe serves as a national spokesperson for Consumer Reports in the areas of sustainable production/consumption practices, food safety, and product safety issues related to chemical and contaminant hazards.

Beth Rasgorshek, Founder and Operator, Canyon Bounty Farm

Beth is a fourth-generation farmer, who has successful seed farmers within her immediate family. Her seed crops are contracted with and sold to seed companies throughout the US. She also sells to local gardeners in the Nampa, Idaho area. The wheat is ground into flour at the farm and sold locally to several bakeries and stores.

Chris Roddy, Strategic Communications Manager, Oregon Tilth

Chris has previously directed communications for national non-profits such as Local Initiatives Support Corporation and The After-School Corporation in New York City. He worked with Huerto de la Familia to produce a series of multimedia communications tools, Harvest of Pride, which uses first-hand accounts from immigrant families to contemplate how gardens, farming, and foodbased microenterprises can support the future of Oregon's immigrant population.

Elia Roman, Principal Buyer, Albert Lea Seed House

Elia has over 15 years of experience in the seed industry working directly with organic farmers in the US and Canada. In 2011, Elia was appointed to the Minnesota Organic Advisory Task Force and served two terms. Carl Rosato, Owner/Farmer, Woodleaf Farm/Soil Consultant Carl bought undeveloped Sierra foothill land in 1980. Within two years, Woodleaf Farm became CCOF certified. He was a soils consultant for 30+ years, working with farmers to balance soil minerals and to design and maintain organic orchards. Currently he is researching the practices of long-term successful Western organic farms. Carl received a steward of sustainable agriculture award from the Ecological Farming Association in 2012.

Chris Schreiner, Executive Director, Oregon Tilth

Chris grew up working on his family's farm, Schreiner's Iris Gardens, a third-generation 200-acre iris nursery in Oregon's Willamette Valley. He has worked for Oregon Tilth

since 1988, consistently furthering the mission of supporting biologically sound and socially equitable agriculture through certification, education, research and advocacy.

Lisa Sedlar, Founder and Chief Executive Officer, Green Zebra Grocery

Lisa is a formally trained chef and has worked in the natural foods industry for over 25 years in positions ranging from store chef to CEO and nearly everything in between. Prior to founding Green Zebra Grocery, she was the CEO of New Seasons Market in Portland and worked as the director of purchasing for Whole Foods Market in the Midwest region.

Lane Selman, Director, Culinary Breeding Network (CBN)

Lane manages collaborative projects between university researchers and organic growers investigating issues ranging from nutrient management to pest interactions to variety selection through on-farm cultivar trials and sensory evaluations. In 2012, she created the CBN comprised of plant breeders, seed growers, fresh market farmers, chefs and produce buyers focused on developing and identifying varieties and traits of superior culinary quality for vegetable crops.

Dr. Erin Silva, Assistant Professor, Organic and Sustainable Cropping Systems Specialist, University of Wisconsin

Dr. Silva has conducted organic research both in New Mexico and Wisconsin, including projects involving no-till production, cover crop systems, and organic variety trialling. Erin currently serves as cofacilitator of the Wisconsin Organic Advisory Council. As a graduate

student, Erin cultivated an organic market garden, selling the produce at a local farmers market.

Emma Sirois, Healthy Food Program Director, Oregon Physicians for Social Responsibility (OPSR)

Emma directs the Healthy Food Program at OPSR, as well as co-leads the Healthy Food in Health Care Program at Health Care Without Harm. In these capacities, Emma works with health care institutions and health care professionals in Oregon and nationwide to promote sustainable food systems by leveraging the purchasing power and health expertise of the health care sector.

Michael Sligh, Program Director, Rural Advancement Foundation International (RAFI)

Michael manages policy, research and education regarding agricultural best practices, agro-biodiversity, agro-biotechnology, organic, food justice and food labeling, and marketing issues. He has more than 30 years of domestic and international experience in agricultural practices and policy analysis.

Mark "Coach" Smallwood, Executive Director, Rodale Institute

Coach is a long-time organic farmer and biodynamic gardener. At Rodale Institute, he has focused his efforts on training a new generation of organic farmers, including an organic farming certification program for military veterans. He has expanded

research efforts, brought heritage livestock back to the Institute's farm, created a Honeybee Conservancy, and launched a national campaign to support new organic farmers.

Zea Sonnabend, Co-Owner, Fruitilicious Farm/Board Member, National Organic Standards Board & Organic Seed Alliance

For the past 33 years, Zea has been an organic farmer, gardener, inspector, educator, policy specialist, organizer, and consumer. She and a partner operate Fruitilicious Farm in Watsonville, California with 16 acres of various crops. She has worked for 30 years as an organic inspector and policy specialist for California Certified Organic Farmers.

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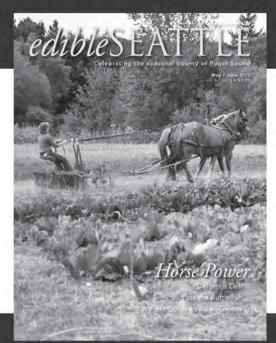
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Jonathan Spero, Owner/ Farmer, Lupine Knoll Farm

Jonathan has operated Lupine Knoll Farm (LKF) for 14 years. Located in Southern Oregon, his focus is on developing new, organic-friendly sweet corn varieties. All LKF corn is certified organic, open pollinated and 0% GMO. Selection in Top Hat and Tuxana corn has been under grant funding by Clif Bar Foundation and the OFRF from 2011 till 2014.

Lisa Spicka, Education Director, Sustainable Food Trade Association (SFTA)

Lisa has worked extensively in the US and Latin America in the organic, food/ag manufacturing, and sustainability sectors since 1997. She has held operations, project and sustainability management roles for a spectrum of companies, ranging from non-profits to multibillion dollar brands. Lisa uses her diverse background to help her clients at the SFTA bridge the gap between cutting-edge sustainability practices, sustainability strategies, and operational needs.

Rowan and Katie Steele, Owners, Fiddlehead Farm

Rowan and Katie began their sustainable agriculture adventure in 2006, when Rowan co-managed Arcata Educational Farm's CSA for two seasons. In 2009, after working on farms in central Argentina, they relocated to Portland, OR with the intent of starting their own farm. In 2011, they began farming 19 acres in Corbett, OR and began what is now Fiddlehead Farm. In 2012, Rowan joined East Multnomah Soil & Water Conservation District as their farm incubator manager.

Andrew Still, Seed Steward/Co-Owner, Seed Adaptive Seeds

After working for many years on organic farms, Andrew and his wife, Sarah Kleeger, started The Seed Ambassadors Project to promote agricultural biodiversity and regional seed stewardship. They do this through hosting seed swaps, seed saving workshops, and through the distribution of rare and heritage varieties of seeds. Adaptive Seeds focuses on Pacific Northwest grown, open-pollinated and organic seed.

Albert Straus, Founder & CEO, Straus Family Creamery

Albert advocates for organic, non-GMO dairy production, environmental stewardship and small family farms. He founded Straus Family Creamery in 1994; it became the first certified organic dairy west of the Mississippi River. In 2005, Albert implemented an in-house testing system of certified organic feeds for GMO contamination to preserve the dairy's organic milk integrity. The Straus Family Creamery became the first and only creamery nationally to carry the Non-GMO Project Verification seal, which extends to the family farm and other organic milk suppliers of the creamery.

Alexandra Stone, Associate Professor and Vegetable Cropping Systems Specialist, Oregon State University (OSU)

Alexandra works with conventional and organic vegetable farmers in Oregon on cover cropping and cultural and biological control of plant diseases such as corn root rot, bean mold, cucurbit wilt, clubroot. She also works with the Oregon Processed Vegetable Commission on its sustainability initiative, with a cur-

rent focus on wildlife habitat conservation on Willamette Valley farms. She is also a leader for eOrganic, the organic agriculture resource area for OSU's extension program.

Sarah Sullivan, Executive Director, Gorge Grown Food Network

Sarah directs the Gorge Grown
Food Network, a non-profit working to build a resilient regional
food system in the Columbia River
Gorge of Oregon. As former executive director of both Hawaii SEED
and The Organic Seed Growers and
Trade Association, she has extensive
experience in movement-building,
organizational management, seed
saving and agricultural policy.

Brise Tencer, Executive Director, Organic Farming Research Foundation (OFRF)

Brise most recently served as director of policy and programs for California Certified Organic Farmers (CCOF). At CCOF she managed the government affairs and grower education program, coordinated their regional chapters of members, and ran a grant-making program. Brise worked as acting policy program director and later as legislative coordinator for The OFRF from 2000 to 2006. While there, she helped initiate the Organic Agricultural Caucus in the US House of Representatives and the Organic Farmers Action Network, a grassroots political action network to support organic-friendly policies.

Bill Tracy, Professor and Agronomy Department Chair, University of Wisconsin-Madison

Bill's research focus is on sweet corn breeding and genetics. He is the current chair of the Maize Crop

Germplasm Committee and is on the Board of Directors of the International Sweet Corn development Association. He was on the administrative council of NC-SARE and the Organic Seed Alliance.

Denise Trepanier, President, Momentum Consulting

Denise guides mission-driven organizations to collaboratively achieve their next level of performance with triple-bottom-line results (people, profit, planet). Since 1992, she has been coaching leaders of businesses, non-profits, school districts and government entities to more effectively serve their clients' changing needs by aligning the organization's mission, core values and competencies to its strategic direction, external brand promise and internal culture.

Alan Turanski, Vice President, GloryBee Foods

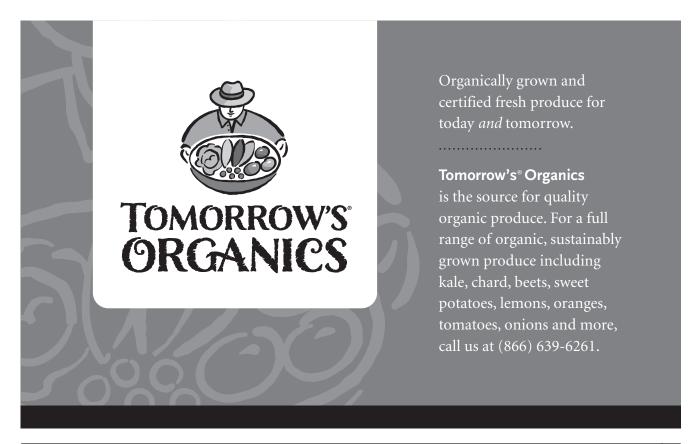
As a result of growing up in a family business and doing various jobs, Alan has diverse experiences in being a visionary, building relationships, leading teams, and analyzing and implementing improvements within a unique organization. He currently co-leads the company and oversees operations, maintenance, information technology, accounting, purchasing, quality assurance, sales and marketing.

Rowen White, Founder/Director, Sierra Seeds

Rowen is a passionate activist for seed sovereignty and is also a Seed Keeper from the Mohawk community of Akwesasne. She is the director and founder of the Sierra Seed Cooperative, an innovative organic seed cooperative focusing on local seed production and education, based in Nevada City, CA. She teaches creative seed training immersions around the country within tribal and small farming communities.

Cecil Wright, Founder/CEO, Organic Maple Cooperative, Board Member, Sustainable Food Trade Association (SFTA)

Cecil has been involved in the organic industry as a business owner for 20 years and as an executive management team member of the cooperative Organic Valley (OV) for the past 18 years. His duties at OV were to oversee local operations and sustainability. In this capacity, Cecil lead the development of a 5 Mega Watt wind operation at OV's distri-



bution center, lead several green building projects and oversaw the day to day support functions.

Thomas Wright, Founder, Sustainable Bizness

Tom specializes in issues surrounding the grocery industry such as evaluating brands' & manufacturers' claim; Zero Waste certification; waste-diversion and auditing grocery and food operations, and finding markets for hard-to-recycle products and materials. He worked for 28 years as a national brand and sales manager to several companies in the natural food and beverage industry.

Gwendolyn Wyard, Regulatory Director of Organic Standards and Food Safety, Organic Trade Association (OTA)

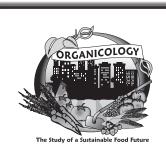
Gwendolyn currently works on the development of policy strategy

through regulatory engagement in the interest of OTA's mission and its members. She formerly served Oregon Tilth as a technical specialist for policy analysis and review of materials for use in organic products. Gwendolyn is also certified as an independent farm and processing inspector through the International Organic Inspector's Association.

Jared Zystro, California Research & Education Specialist, Organic Seed Alliance (OSA)

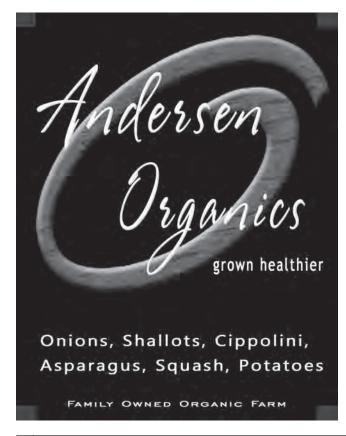
Jared has a master's degree in plant breeding and plant genetics from the University of Wisconsin. He has worked in the organic seed industry for over 10 years, managing seed production at two farms and conducting research and education projects with OSA. He manages OSA's regional development in California, conducts participatory breeding

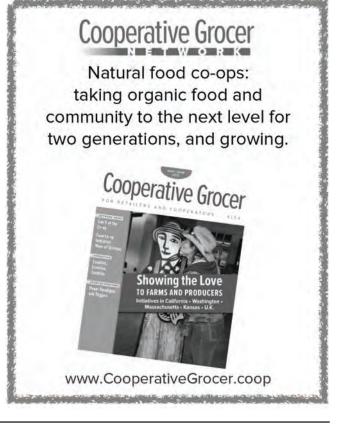
projects and variety trials, and teaches farmers about seed production and plant breeding at workshops, conferences and field days.

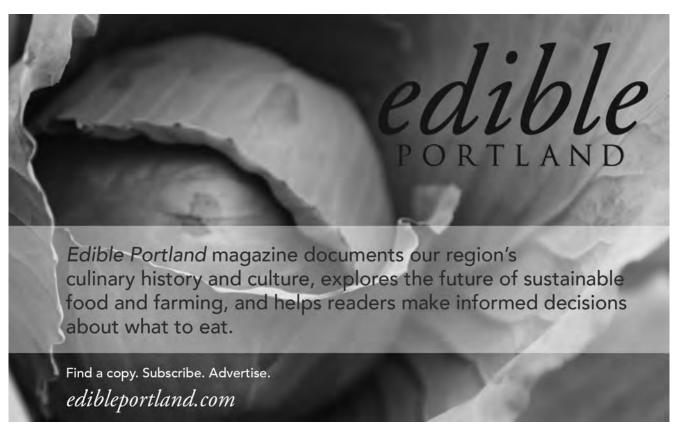


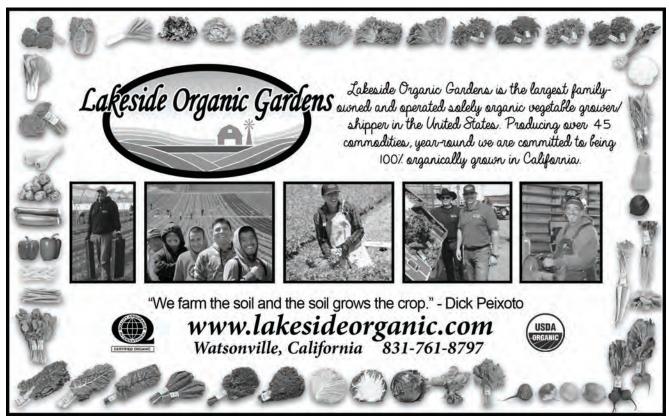
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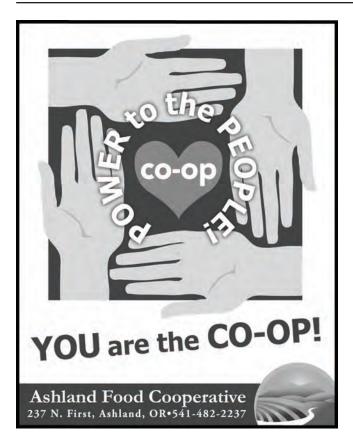
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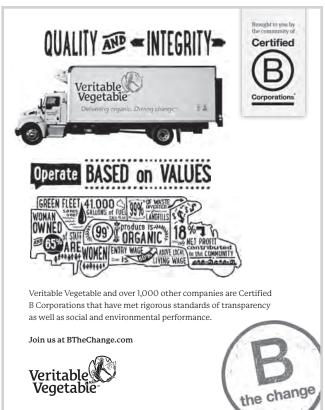


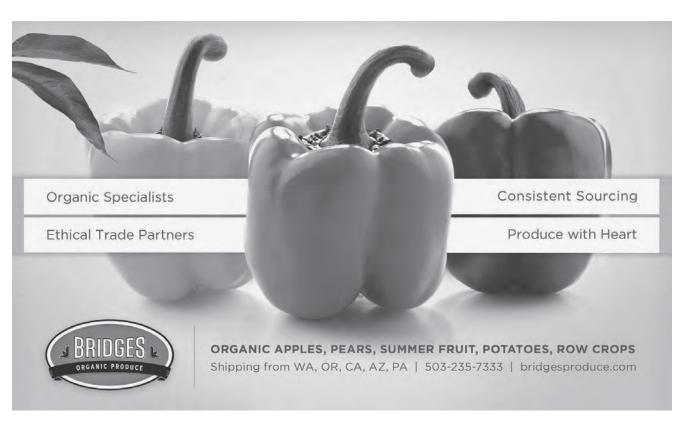


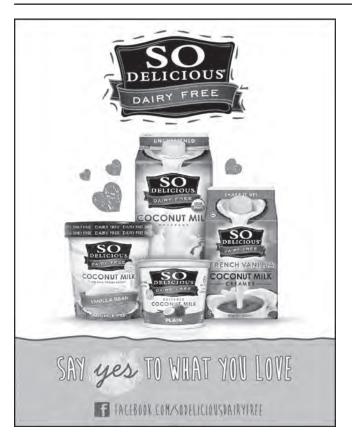






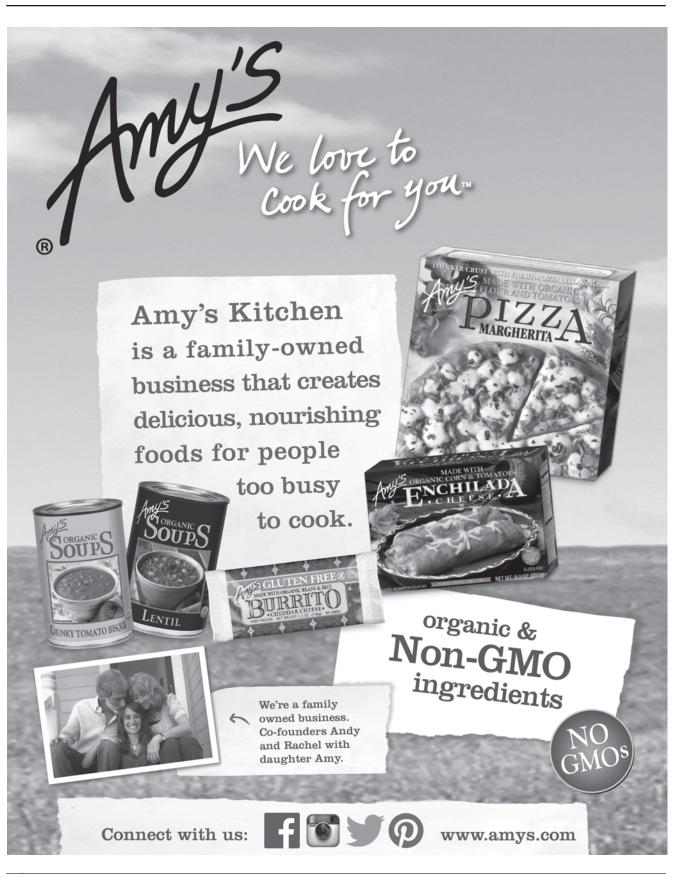












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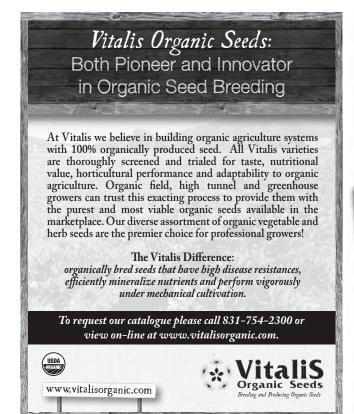
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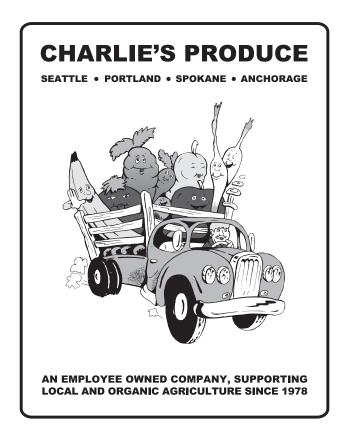


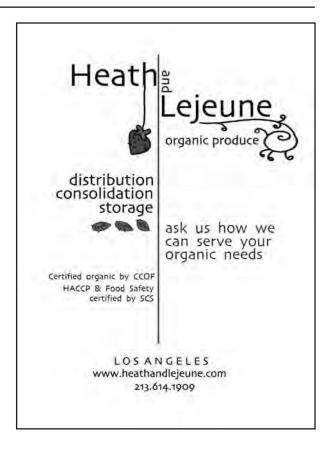


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Organicology Illenu

THURSDAY

Breaktast

Roasted Roots – potatoes, turnips, carrots, onions (v) Oatmeal, Granola, Yogurt w/ dried fruit & nuts Sautéed Kale, Collards w/ garlic & lemon (v) Grand Central croissants & Danish Tempeh roasted w/ maple syrup (v) Polenta (v option) Scrambled Eggs Fresh Fruit Bacon

Lunch

Roasted Squash Wedges w/ lime & cayenne (v) Pulled Pork Carnitas & Verde Chicken Red Beans, onions & tomatillo (v) Cabbage w/ Avocado Slaw (v) Mixed Baby Greens Salad (v) Corn and Flour Tortillas (v) Cilantro Brown Rice (v) Fruit Empanadas Coconut Bliss (v) Guacamole (v) Queso Fresco

Roasted Potatoes w/ seared chicory & anchovies red onion, cilantro w/ sesame-tahini dressing (v) Amaranth Salad w/ greens, black chickpeas, Roasted Beets, citrus, endive w/ creamy Grand Central Bakery rolls (v) & butter Roast Beef w/ Horseradish Cream Celery Root & Mushroom Soup (v) pistachio-lemon vinaigrette (v) Baked Fish

Orange pan-glazed Tempeh (v)

Coconut Bliss (v)

Cabbage, Apple & Radish Slaw w/ mirin vinaigrette (v) Cold Soba Noodle Salad w/ watermelon radish, mango, scallions & ginger-lime dressing (v) Bok Choy, bean sprouts, water chestnuts Tamari Tofu and Mushroom Skewers (v) red peppers w/ tahini-miso dressing (v) Steamed Oregon Coast White Fish Jasmine Coconut Rice (v) Udon Noodles (v) Tandoori Chicken Beef Short Ribs

Breaktast

Breakfast Taco Bar: corn & flour tortillas, scrambled peppers, beans (v), chorizo, roasted sweet potatoes toasted nuts, heavy cream & coconut cream Grand Central Bakery croissants & Danish eggs, roasted onions, sweet & poblano cilantro, queso fresco, salsas, lime Granola & Yogurt

Fresh Fruit

garlic, raisins, toasted bread crumbs, lemon zest (v) sunflower seeds, shredded carrots, shredded beets Chicken Pot Pie w/ carrots, celery root, turnips & Spaghetti with kale, roasted cauliflower, fennel Salad Bar: greens, cherry tomatoes, radishes, Grand Central Bakery rolls (v) & butter Roasted Portobello Mushrooms (v) White Bean Soup w/ rosemary Parsnip-Walnut Cake Coconut Bliss (v) puff pastry lid

Grand Central Bakery rolls (v) & Butter Fruit Torte w/ nut crust

SATURDAY

Oatmeal, Granola & Yogurt w/ apple-cardamom

Breakfast

Tempeh roasted w/ maple syrup (v) & pear-rosemary compote & nuts

Frittatas (meat and vegetarian)

Polenta & Amaranth Porridge (v) w/ berry compote,

sausage (pork & vegetarian)

Grand Central Bakery croissants & Danish Fresh Fruit Biscuits

Salad, Sandwich and Fancy Toast Buffet: Tuna salad, roast beef, roast turkey, cheeses, mixed watermelon radish, apple, pear, red onion, pecans greens, arugula, grilled vegetables, avocado,

Ark of Taste & Heirlooms of Tomorrow Dinner

Coconut Bliss (v)

Hot Root – fermented carrots & jalapeno peppers (v) Lacinato Rainbow Kale, Purple Karma Barley, Delicata Abundant Bloomsdale Spinach **Salad w/ apple**: hazelnuts and mild habanero vinaigrette (v) Crostini w/ ricotta, honey, pickled mild habaneros & microgreens

Zeppelin squash, red beets and Inchelium Red garlic (v)

Cherry Vanilla Quinoa Encrusted Chicken Cabbage, Fennel, Celeriac & Carrot Slaw Seared Marble Chinook Salmon w/ Alaskan Birch Syrup glaze

Gilfeather Turnip Rutabaga & Ozette Potato Gratin w/ kale Cornbread w/ sweet corn w/ peasant levain (v) Corn Ice Cream

Oregon Homestead Sweet Meat Squash Caponata

w/ chimichurri sauce

Lower Salmon River Squash Honeyed Tart

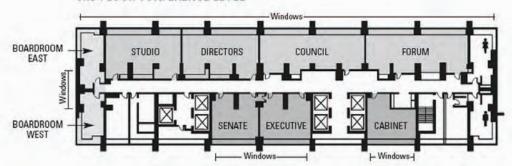
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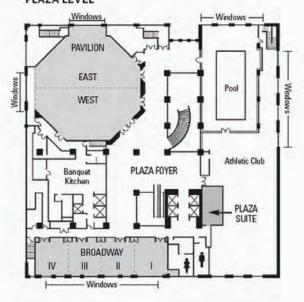
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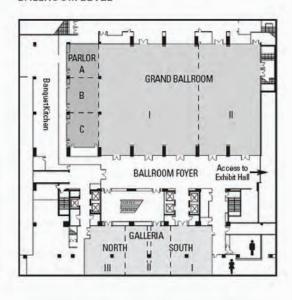
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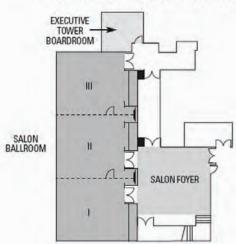
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