

# ORGANICOLOGY

*The Study of a Sustainable Food Future*

## ORGANIC TRADE LEADERS GATHER IN PORTLAND FOR ORGANICOLOGY 2017 – Feb 2-4

*The largest cross-sector gathering of organic movement and trade leaders in the U.S., with two days of workshops, organic tradeshow featuring organic products, services and non-profits, and Slow Food's Slow Hot Feast*

**PORTLAND, Ore. – Jan. 27, 2017** – The organic food and agriculture community will come together on **February 2-4 at the Portland Hilton Downtown** for the fifth biennial **ORGANICOLOGY** conference, which has grown to be the largest cross-sector gathering in the U.S., bringing together organic growers, manufacturers, retailers, activists, policy experts, educators, researchers and non-profit organizations. Created by four organic trade organizations, [Organicology](#) offers a unique educational curriculum that unites the organic food community in advancing knowledge, engaging in “think-tank” style discussion, addressing agricultural and food system challenges, while sharing thoughtfully curated organic meals. The conference also brings the organic community together in celebration with lively events including the comedic Great Debates, live music from Karaoke from Hell, the Seattle band, Septimus, an organic seed swap, a veggie varietal tasting and more.

Organicology 2015 was a sold-out event. Late registration for Organicology 2017 is still open [online](#).

### **Slow Food and Heirlooms of Tomorrow - *Slow Hot Feast* – Friday, Feb. 3**

A highlight of Organicology is the Slow Food Ark of Taste and Heirlooms of Tomorrow dinner, highlighting new varieties of heirloom ingredients from NW regional farmers and breeders. The dinner is thoughtfully curated to celebrate diversity, honor our farming heritage and build community. Menu details include:

- **Magenta Chard Salad:** Magenta baby chard and spinach salad topped with birch syrup vinaigrette and roasted hazelnuts.
- **NW Ozette Potato and Olympic Pork Stew:** A Northwest stew featuring the Ozette potatoes and farm-raised pork.
- **Marbled King (Chinook) Salmon:** NW Chinook served over Rainier polenta, drizzled with a birch syrup reduction, served with farmer-bred kales.
- **Sweet Fall Harvest Preserve:** Chef's choice dessert featuring fall harvested persimmons with quince or carrots.

### **Day-Long Intensive Sessions**

At the center of Organicology's unique curriculum are a variety of day-long, skill-building [intensive sessions](#), each providing a deeper dive and discussion into timely and important

topics. Participants will come away with critical tools that will challenge and empower them. Topics include independent ownership models, business management for organic farms, producers seeking to transition to organic, and making sustainability choices to be a resilient business in the marketplace. Pre-registration is required.

### **The Organic Conversation: Friday Workshops**

The Friday workshop schedule is designed to learn and engage in the many issues and topics relevant to the organic trade. Workshops are open to anyone with conference registration and participants can take part in any of the workshops.

Topics include:

*Challenging the Empire: Forming an Organic Rebel Alliance*

*Contributing to Organic Policy Change*

*Creating a Food System Revolution*

*Fair Trade Marketing*

*Climate Change Impacts and Action*

*Retail Produce Marketing*

*Organic Seed in Organic Production*

### **World-class Keynote Speakers:**

#### **Mas Masumoto, Masumoto Family Farm**

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

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

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

#### **Nikki Silvestri, Live Real/People's Grocery**

Silvestri is an author and the cofounder and CEO of Silvestri Strategies, a project design and management firm working to support thriving communities, economies and natural environments. As the cofounder of Live Real and former executive director of People's Grocery and Green for All, Silvestri has built and strengthened social equity for underrepresented populations in food systems, social services, public health, climate solutions and economic development.

### **Organic Trade Show**

Organicology features the largest all organic trade show in the U.S. on Saturday, February 4, 2017, showcasing more than 100 exhibitors, ranging from small family farms, breweries and food manufacturers to non-profit advocacy and education organizations. New this year is a photo contest with guests documenting their favorite booths and posting images to Organicology's social media channels to win fun prizes.

Generous underwriting for Organicology comes from trade partners, including event sponsors: UNFI, Pacific Office Automation, Wholesum Harvest, Earthbound Farm, Rainbow Valley Orchards, Siri & Son Farms, Covilli Brand Organics and more.

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

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