



*The Study of a Sustainable Food Future*

## **GET SCHOOLED AT ORGANICOLOGY 2017: THE STUDY OF A SUSTAINABLE FOOD FUTURE – Feb 2-4, 2017**

*The largest gathering of organic movement and trade leaders in the U.S., with two days of cross-sector educational workshops, a full-day tradeshow featuring organic products, services and non-profits, and seed-to-table organic meals and tastings*

**PORTLAND, Ore. – Dec. 16, 2016** – The organic food and agriculture community will come together on **February 2-4, 2017 at the Portland Hilton Downtown** for the fifth biennial **ORGANICOLOGY** conference, 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 and the Seattle band, Septimus, an organic seed swap, a veggie varietal tasting and more.

Organicology 2015 was a sold-out event and registration for Organicology 2017 is currently open [online](#). There are a limited number of scholarships to support beginning farmers, Latino farmers, farm interns and agricultural students in need of financial assistance.

### **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:

*FDA Down on the Farm; Farmworker Shortages; Farm Succession: How to Begin; Farming Like a System; Farm Biological Conversation; Challenging the Empire; Managing Organic Integrity; Animal Welfare in Organics; Selling to the Masses; Organics in Mexico; Contributing to Policy Change; Organic Regulatory Update: Food System Revolution; Relationships in Produce Markets; Got Seed? Produce Varieties; Produce 101 in Development; On-Farm Seed Variety*

*Trials; In Celebration of Seeds; Marketing Fair Trade Productions; Climate Change & Drought; Taking Action on Climate Change*

**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 organic trade shows 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.

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. For information on exhibiting, sponsoring and attending Organicology, visit [www.organicology.org](http://www.organicology.org) or contact Oregon Tilth at [organic@tilth.org](mailto:organic@tilth.org) or 503-378-0690.

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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