

Thursday, February 2nd

**GROWING THE ORGANIC MARKET
INTENSIVE**

ORGANICOLOGY

The Study of a Sustainable Food Future

FEBRUARY 2 - 4, 2017

Transition and Growth in the Organic Sector

It has never been more important that we find and implement effective solutions that lead to the transition of more acreage from conventional to organic. While consumer demand for organic foods continues to grow in the US and worldwide, transition remains an insurmountable challenge for many growers and less than 5% of all agricultural acreage in the US is in organic production. For the sake of farmer livelihoods, consumer preference, and the health of the environment, stakeholders across the supply chain must do more to support growers and enable them to more profitably convert to organic.

This full day solution-shop will bring together leaders from across the supply chain to (1) confirm where and what the biggest challenges to organic are and (2) agree on new strategies, partnerships and action steps that taken together will strengthen the US organic supply chain. This will be a highly participatory working-day focused on what we can do, both individually and collectively, to support transitioning producers and all participants will be encouraged to share their questions, experiences, and ideas with the rest of the group.

Registration Options & Pricing

Full Conference	\$535
Thursday Only	\$315
Thursday/Friday	\$390

Registration now open online!

Deadline: January 20, 2017

Co-Organizers: Oregon Tilth & the Organic Trade Association

- Facilitator: Joseph McIntyre, President, AgInnovations

Confirmed Participants and Speakers

- Nathaniel Lewis, Senior Crops and Livestock Specialist, Organic Trade Association
- Miles McEvoy, National Organic Program, USDA
- Peter Golbitz, President and CEO, Agromeris
- Kellee James, Founder and CEO, Mercaris
- Wells Neal, Director, Equal Exchange West, Equal Exchange
- Shrene White, Director, Specialty Grains, Ardent Mills
- Dag Falck, Organic Program Manager, Nature's Path
- Albert Straus, Founder and CEO, Straus Dairy
- Drew Katz, Transition Services Coordinator, Oregon Tilth
- Garry Stephenson, Director, Center for Small Farms & Community Food Systems Coordinator, Small Farms Program, Oregon State University Extension
- Erin Silva, Professor, University of Wisconsin (Madison)
- Robert King, PHD, University of Minnesota; additional participants to be announced!

Who Should Attend?

Farmers, buyers, producers and those interested in transitioning to organic production

**Workshops
Networking
Trade Show**

Presented By

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



www.organicology.org

Three Days of...

EDUCATION NETWORKING CELEBRATION

ORGANICOLOGY

The Study of a Sustainable Food Future

FEBRUARY 2 - 4, 2017

A three-day curriculum like no other.

Imagine three days of education, inspiration, connection, and fun—that's the core spirit of Organicology. We've organized this schedule so that you can maximize your time learning, networking and socializing in an exciting environment. Throughout the conference there are many breaks, social opportunities and celebratory events—all good for us and the planet.

Registration
Deadline

**January 20,
2017**

Thursday

INTENSIVES

- Case for Independence in the Organic Trade
- Business Management for Organic Vegetable, Seed and Grain Producers
- Natural Resources & Biodiversity Farm Tour
- Transition and Growth in the Organic Sector
- Creating a Resilient Business through Sustainable Practices

RESEARCH POSTER

SEED SWAP

KEYNOTE Mas Masumoto

LIVE MUSIC Septimus

Friday

WORKSHOP TRACKS

- Business Management
- Farm Management Strategies
- Growing the Organic Market
- Leadership
- Politics & Policy
- Produce
- Seeds
- Social Justice
- Sustainability

VARIETAL TASTING

KEYNOTE Eric Holt-Giménez

LIVE MUSIC Karaoke From Hell

Saturday

ALL DAY TRADE SHOW

- Largest gathering of organic community members in the Northwest
- Discover, sample and take home hot new organic products

SATURDAY SESSIONS

- Executing a Roadmap for Organic Seed Systems
- Sustainable & Organic Ag Policy in the next Farm Bill
- Future Organic Research
- Guidance to Assess your Sustainability Progress

KEYNOTE Nikki Silvestri

GREAT DEBATES



Organicology is an interactive educational curriculum designed to advance organic trade knowledge. Seed producers, farmers, distributors and retailers, researchers and educators, chefs, food policy activists, and eaters of great food, all find topics of interest and sources of inspiration at Organicology!



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