

# The Organic Cultivator



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May 2005

## A Story of Retail Certification

By Tim King



The National Organic Program doesn't require retailers who sell organic products to be certified organic. Even stores with their own bakeries or juice bars aren't required to be certified. It's true that those retailers, if they wish to use an organic label, have to abide by certain aspects of the rule like prevention of commingling and contamination, as well as specific labeling requirements. But they don't have to be certified by a third-party inspection agent. Retail organic certification is a proactive option a store selling organic products can choose to take rather than a requirement.

That fact didn't keep The Wedge Cooperative in Minneapolis, a MOSA Associate since October, 2002, from seeking organic certification. In fact, The Wedge became the first certified, full-service grocery in the country and did so seven days ahead of the implementation of the NOP in 2002. The \$29 million-a-year cooperative, founded in 1974 in the hey-day of the Twin Cities co-op movement, became certified as part of its history of commitment to building the integrity of the organic industry, according to Barth Anderson of The Wedge.

"There is a general feeling on the part of the Wedge's membership that the store is and should be progressive and a leader in these sorts of developments," Anderson, who was appointed by the cooperative's management to implement store wide certification, said.

In some ways, getting The Wedge certified was not difficult. Edward Brown, the store's produce manager for many years as well as Anderson's mentor, had been requiring farmers to provide him with organic certificates for nearly fifteen years prior to the implementation of the NOP. Maintaining certificates, Anderson says, is at the heart of retail certification. It allows the integrity of the audit trail to stay intact.

Maintaining certificates, however, is not all there is to retail certification. It, like all certification processes, can be complex and daunting. Particularly if you've never done it before. Even more so if nobody in your sector of the organic industry has done it before. These days Barth Anderson says he was enthusiastic from the get-go when The Wedge staff nominated him to look into getting the store certified. That's not quite how he put it in 2002.

"Early in 2001, The Wedge hired me to study the new USDA Rule on organics to see if certification was a good option for us," he wrote, shortly after the store received its MOSA certification. "The co-op sent me to Austin, Texas, to attend the first-ever organic trade show, where workshops discussing retail certification were taking place. I was dubious about certification for grocery stores. The Good Organic Retail Practices (GORP) Manual, the guide-book for steering stores through the maze of certification, seemed overcomplicated - an impossible set of hurdles over which most stores wouldn't be able to jump. It called for strict cleaning regimens, logs for recording cleaning tasks between handling of conventional and organic produce, resetting displays to prevent commingling and contamination of organic product. A real hassle. Retail certification is all foot race and no trophy, I figured at first."

The GORP Anderson referred to is the bible for retail organic handling practices. It was

*-The Wedge Co-op, continued on page 5*



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# The Organic Cultivator

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## MOSA's Mission Statement

MOSA provides reliable and efficient verification and certification services to producers and processors in the upper Midwestern United States, consisting of Wisconsin, Minnesota, Iowa, Illinois, Kansas, Nebraska, North Dakota, South Dakota, Michigan, Indiana, Missouri and Ohio. MOSA is committed to maintaining a timely, courteous, accurate, transparent and consistent approach throughout the program and on a day-to-day basis.

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We always welcome timely and newsworthy organic articles and stories. Email Dee at [dmalsack@mosaorganic.org](mailto:dmalsack@mosaorganic.org)

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# Executive Director's Report

-Dave Engel



## ED REPORT

### Perspective

Here are some pieces of advice and observations, perhaps not for you or me or any of the fine folks who make up the legislative, judicial or executive branches of our government, but, if the shoe fits, as they say....

"It is better to keep your mouth shut and appear stupid, than to open it and remove all doubt." *Mark Twain*

"There is nothing so stupid as an educated man, if you get him off the thing that he is educated in." *Will Rogers*

"To be stupid, selfish and have good health are three requirements for happiness, though if stupidity is lacking, all is lost." *Gustave Flaubert*

"The surest sign that intelligent life exists elsewhere in the universe is that it has never tried to contact us." *Bill Watterson*

"Never underestimate the power of very stupid people in large groups." *John Kenneth Galbraith*

And, finally, two benchmarks for all of us (Yes, Virginia, ALL of us....), as we go about our day:

"It is dangerous to be sincere, unless you are also stupid." *George Bernard Shaw*

"To succeed in the world it is not enough to be stupid, you must also be well mannered." *Voltaire*

### Dairy pasture survey

I recently sent a pasture survey out to all of you MOSA dairy farmers (including goat and sheep dairy folk) and enclosed two pre-addressed stamped envelopes, one to return the survey to the MOSA office and the other to send your comments on pasture requirements to the NOSB. The deadline for sending comments to the NOSB is May 20<sup>th</sup>, and I would appreciate hearing back from as many of you as possible as soon as possible on what your thoughts are regarding the proposed rule changes and proposed guidance language. If you did not get the survey, please let me know as soon as possible, and I will send you another one.

### IFOAM

MOSA is considering becoming accredited by IFOAM (the International Federation of Organic Agriculture Movements), and we would like to hear from any Associates who might have some feedback for us on this topic. If MOSA had IFOAM accreditation, would this help you in your marketing? Let me know at [dengel@mwt.net](mailto:dengel@mwt.net), or call me at 608-734-3273/hm office, 608-637-2526/Viroqua office.

### The world of organics & world organic citizens...more about IFOAM

MOSA has been a member of (but not accredited by) IFOAM for 6 years, and with this membership has come an inspiring and amazing world view of organic agriculture and its peoples. Just as we have a US government who has instituted national standards and an accreditation, so, too, have dozens of other countries around the world, and to varying degrees of acceptance and workability within those countries. IFOAM has been instrumental in much of this organic growth worldwide, or at the very least, people who are members of IFOAM have precipitated these positive developments.

-ED report continued on next page

-ED report from previous page

Recently, with IFOAM presented to the United Nation's Food and Agriculture Organization, advocating increased support for organic agriculture. The FAO is a pivotal, international body representing and responsible for food and agriculture throughout the world, particularly in countries whose food/agriculture infrastructures are not as developed as in the West and North. In a recent press release, IFOAM stated, "In addition to actively participating in the plenary session and promoting organic agriculture, the delegation met with supporters of organic agriculture in several FAO departments. IFOAM targeted the further integration of organic agriculture in FAO's policies through the Sustainable Agriculture and Rural Development (SARD) process."

IFOAM pointed out that the SARD process has emphasized 'good agricultural practices' (GAPs) without much mention of organics and its best agricultural practices, leaving ample opportunity for all involved to consider and use more organic principles and practices to address food production around the world.

IFOAM also "...expressed major concern that the (SARD) initiative has not taken any position so far on whether GMOs are considered by SARD to be part of sustainable agriculture or not." Many believe GMOs to be a pivotal battleground for organic agriculture, one which if not addressed more publicly and through policy, may prove to be devastating to the world's crops, seeds and general biodiversity.

More details about IFOAM and the FAO can be found on IFOAM's web page, [www.ifoam.org](http://www.ifoam.org).

### **Closer to home....the Farm Fresh Atlas**

Many of MOSA's market garden producers market their produce at farmers markets, to coops/natural food stores, groceries, restaurants or direct from their farms in the Madison area. The Farm Fresh Atlas, now in its fourth and newest printing, is a collaborative project of REAP Food Group, the Dane County Farmers' Market, the UW-Madison Center for Integrated Agricultural Systems and the Friends of the Dane County Farmers' Market, and it lists these MOSA farms and many others (over 100 total) where sustainably grown produce and animal products can be purchased. Kathleen Falk, Dane County Executive, says, "Buying food from locally-owned farms and businesses is a triple play. First, you get high quality, fresh, healthy food to eat. Second, your food dollar stays in southern Wisconsin and helps our rural economy. Third, buying food from farms using sustainable agricultural practices protects our lakes, streams and wildlife."

To obtain a copy of the Farm Fresh Atlas, or if you would like more information about this resource, please contact Miriam Grunes at 608-294-1114, or [miriamg@reapfoodgroup.org](mailto:miriamg@reapfoodgroup.org). You may also visit [www.reapfoodgroup.org](http://www.reapfoodgroup.org).

### **Accreditation & audits....MOSA's annual certificationS!**

Just as this is the time of year when the seasons dictate that we all go through the certification process again (inspections, etc), so, too, it is the time of year that MOSA renews its National Organic Program accreditation and undergoes our annual internal audit, both of which play major parts in updating and maintaining our organizational quality system plan, which we call a CIP, a continuous improvement plan. These tools have been used extensively by MOSA staff to keep us on track in our decision making and providing a "timely, courteous, transparent and consistent approach....on a day to day basis" in serving MOSA Associates. We have one full-time employee looking after these matters (Jodi Shrum), and without her capable attention to these details, MOSA would not be able to do its work.

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## Feed supplements

-Stephen Walker, MOSA Certification Program Manager

It is frequently apparent to the Certification Review Team that much of The National Organic Standards leaves room for interpretation. And sometimes we gain further information leading to better understanding, so our interpretations might change (for example, see Cate's article regarding Jennie-O turkey manure elsewhere in this issue of the Organic Cultivator). In this light, it is important for us to inform organic operators regarding MOSA's interpretation(s) of the standards. We recently have reconsidered the livestock feed standard, NOS §205.237(a), as it applies to feed additives and supplements. This section reads, "The producer... must provide livestock with a total feed ration composed of agricultural products, including pasture and forage, that are organically produced... Except, That, non-synthetic substances and synthetic substances allowed under § 205.603 (National List allowed synthetics in livestock production) may be used as feed additives and supplements." (emphasis added) This section could be interpreted to allow the use of non-organic non-synthetics that are used as feed supplements. Indeed, based on this interpretation, for instance, we had allowed non-organic molasses to be used in a feed ration, if it met the feed supplement definition ("improving the nutrient balance or performance of the total ration..."). No more. The Certification Review Team has learned that this non-organic feed supplement interpretation for molasses is inconsistent with the requirements of other certifiers. Furthermore, we want to encourage the use of organic agricultural ingredients in all circumstances and organic molasses is available.



## Harvey case update

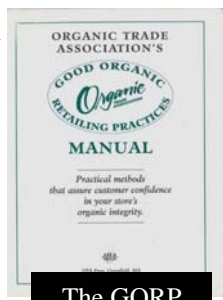
-Stephen Walker, MOSA Certification Program Manager

The April *Organic Cultivator* noted we'd have further updates this month on this developing court case which will likely dramatically change the face of organics. Actually, there's not much to report. As noted last month, on March 30<sup>th</sup>, the 1<sup>st</sup> Circuit Court of Appeals amended its ruling in Harvey vs. Veneman to clarify that the ban on the addition of synthetic substances in handling applies only to those products labeled "organic" or 100% organic". In other words, the "made with organic (ingredients)" labeling category (70%+ organic content) is expected to remain a viable option for processors needing to use certain synthetics, such as certain baking powders, or carbon dioxide, in their handling. This is expected to lessen the impact of the case, though the impact will still likely be dramatic.

With this clarification/amended ruling, we still wait for summary judgment, which will direct the NOP as to how to take action in making rule changes. Of course, in the meantime there's been ongoing discussion about implications and how to handle them. Some discussion has included an attempt to encourage a differentiation between using synthetics as ingredients, as storage aids, as insecticides, etc. Other discussion has centered on the likely reactions of food manufacturers. Some assume manufacturers will rush to the "made with organic" label, since they'll be able to save a lot of money by not having to source organic "minor ingredients" (in the "made with..." labeling category, those ingredients making up 30% or less of the finished product). To this, Arthur Harvey responded in an email, more optimistically, "I agree some manufacturers will race to the bottom. At the same time, there will be much discussion among consumer groups about why some products are changing their labeling, and I know at least one large natural food store that will stop carrying the lower categories of labeling. So the manufacturers who take the trouble and expense of finding natural alternatives will find some reward in the market place."

We're still very much in a mode of wait and see. But perhaps it is important to remember the extent to which consumer demand has driven the organic market. If consumers continue to demand stronger organic standards and finished products with more organic content, maybe manufacturers that meet this expectation will be rewarded, to the benefit of all invested in organics. Stay tuned for developments.

commissioned by the Organic Trade Association and written by two organic inspectors, Harriet Behar, of Wisconsin, and Joyce Ford, from Minnesota. As part of their research for the manual, Anderson said, Behar and Ford had looked at the practices developed by Edward Brown at the Wedge as they were drafting The GORP. Now, after working with it for a few years, Anderson is proud of The Wedge's role in providing the foundation for The GORP and even provides guarded respect for the comprehensive document.



The GORP

"If you're a retailer and want to investigate good organic handling practices it's the only document I know of that is a useful guide," he said recently. "It's a means of interpreting the NOP's retail standards, and it tells stores how to go about writing an organic handling plan."

Anderson credits Joyce Ford, one of The GORP's authors, for providing him with the vision and passion necessary to dive into the initially overwhelming task of certifying what is the largest food co-op under one roof in the US.

"(She) convinced me that whether the USDA intended it or not, organic retail certification was built for co-ops because it was so difficult," Anderson wrote in The Wedge's newsletter in the autumn of 2002. "Many hurdles, yes, but those hurdles would favor small, nimble stores with motivated workers over ponderous corporate chains whose directives trickle down to disinterested employees. In other words, retail certification was a strategic gift from the organic movement to its "long time companions," co-op groceries. Our stores, after all, had pushed the organic movement's principles from the very beginning, and many people still identify organic food with co-ops. At a time when Wal-Mart was becoming the biggest seller of organic food in the country, I couldn't help but be enthused by the powerful potential of this marketing tool for The Wedge and co-ops across the country."

The Wedge's approach to certification was methodical. They went department by department starting with the easiest departments first. The juice bar was one of the easiest since it was nearly all organic before the process began. The bakery was the hardest. All the ingredients had to be carefully weighed to determine if a product met the requirements to be labeled 'Organic' or merely "Made with Organic Ingredients". Health and Body Care was most problematic because of the failure of the NOP to embrace the product line combined with the industry's often times careless use of organic labeling.



Head Baker-Tony Montana

Groceries, also, were fairly easy.

"Packaged grocery products are easier because they come in already labeled," Anderson said. "The certifier has to be on the label as well as the list of ingredients that are organic. When warehouses take possession of a product they write a statement to us saying that the organic paperwork and their audit trail are correct. We don't have to keep certificates for anything we've bought from a warehouse."

There is a lot of detail involved in certifying a large grocery. But now that Anderson has been through it, he believes he and The Wedge staff have more empathy for what farmers go through to get certified.

"This is an ongoing process and, like farmers, we're constantly looking at ways to better our organic handling plan," Anderson said. "I think it's difficult for farmers because they are out on their land and they don't necessarily know if people are taking their product as seriously as

they do on the our end. But where the Wedge is concerned and



Barth Anderson  
Bad hair day, not with consumer demand for organic so high

I think this is true of all cooperative we value that work so highly that I want farmers to know that we work very hard to maintain the integrity of their organic products. The paperwork here is incredible and we're using that process of certification to make them look as good as they are."

Anderson says that retail certification is an important link in the chain from seed to plate that maintains the integrity of the organic system. In light of that he encourages consumers of organic products to challenge retailers who aren't certified.

"I'd love to see organic consumers lean on their stores to get certified organic," he said. "They should be asking the store's managers how I know this is organic and do you have the certificates."

To support the organic movement into the retail sector and to maintain the integrity originating at the farm we must, he says, be somewhat schizophrenic. We must be booster and skeptic simultaneously.



'Free Samples for the Customers'



Lewis Christensen-Granger

## USDA Requests Nominations To Fill Upcoming Vacancies on National Organic Standards Board

WASHINGTON, April 5, 2005 - The U.S. Department of Agriculture is seeking nominations to fill six upcoming vacancies on the National Organic Standards Board (NOSB). Secretary of Agriculture Mike Johanns will appoint persons to serve five-year terms of office to commence Jan. 24, 2006, and run until Jan. 24, 2011.

The NOSB is a 15-member board responsible for developing and recommending to the Secretary a proposed National List of Approved and Prohibited Substances, as required by the Organic Foods Production Act of 1990. The National List identifies synthetic substances that may be used, and the non-synthetic substances that cannot be used, in organic production and handling operations. The NOSB also advises the Secretary on other aspects of the National Organic Program.

USDA is asking for nominations to fill the following six

upcoming NOSB vacancies: organic producer (two positions), consumer/public interest (three positions), and USDA accredited certifying agent (one position). To serve on the NOSB, an individual must be an owner or operator of an organic production operation, an individual who represents public interest or consumer interest groups or an individual who is a USDA accredited organic certifying agent. USDA will follow equal opportunity practices in all appointments to the NOSB.

Written nominations, accompanied by resumes, must be post-marked on or before July 15, 2005, and sent to Katherine E. Benham, Advisory Board Specialist, National Organic Program, USDA-AMS-TMP-NOP, 1400 Independence Ave., SW, Room 4008-S, Mail Stop 0268, Washington, DC 20250. For more information, contact Katherine Benham at (202) 205-7806; e-mail: [katherine.benham@usda.gov](mailto:katherine.benham@usda.gov); or fax: (202) 205-7808.

## Grow Wisconsin Dairy Grants

As part of the \$2 million Value Added Dairy Initiative, the Grow Wisconsin Dairy Team is offering several grant opportunities. In the Value Chain Development Pilot Grant Program, grants of up to \$50,000 may be awarded to dairy business entities who are 1) introducing new dairy products or entering new markets and who demonstrate that the new product or market has potential for increased profitability; or 2) implementing innovation or efficiencies in their supply chain that have potential to significantly reduce costs. In the Local Dairy Development Pilot Grant Program, grants of up to \$25,000 may be awarded to local organizations that propose programs to enhance the development of modernized dairy farming in the area served by the local organization. In the Dairy Farm Grazing or Organic Transition Pilot Program, grants of up to \$7,500 may be awarded for professional services to develop financial or management plans for new or existing dairy farmers transitioning to or enhancing organic or intensively managed grazing operations. Applications may be submitted to the Wisconsin Department of Agriculture, Trade and Consumer Protection at any time. The department will review applications in the order in which they are received. Grant monies will be awarded until program funds are exhausted.

- *Attra Website Posted April 11, 2005*

## Learn About Organic Tree Fruit Growing Spring Valley, WI

The Upper Midwest Organic Tree Fruit Growers Network announces three field days on organic and low-input apple production. The first field day will be held Wednesday, May 4 at Gardens of Goodness in McFarland, near Madison, Wisconsin. The second field day will be held Tuesday, June 21 at Hoch Orchard and Gardens near La Crescent, Minnesota. The third field day will be held Friday, July 15 at Countryside Orchard near Lansing in northeastern Iowa. All field days will be from 10 AM to 3 PM, rain or shine, and require advance registration of \$15. Registrants receive educational materials and lunch.

The Upper Midwest Organic Tree Fruit Growers Network was started one year ago for the purposes of sharing information and encouraging research to improve organic tree fruit production in the upper Midwest. The Network is supported by the Midwest Organic and Sustainable Education Services (MOSES) and the Risk Management Agency of the USDA.

The May 4 hosts, James and Barbara Lindemann, started their five-acre orchard and garden 16 years ago. They are growing select fruit and vegetables for those seeking high quality, IPM, or organically grown food. Their 120 fruit trees consist of antique apples, pears, peaches, cherries, and a quince. They aim to develop a mix excellent for sweet cider and preserves. They are starting to use climate sensors in the orchard and greenhouse that are linked to computer software to help monitor micro-climatic conditions as part of their pest control program.

On June 21 Harry Hoch of Hoch Orchard will discuss aspects unique to his orchard of over 6000 dwarf and semi-dwarf trees planted in the last seven years. He will explain how he divided his orchard into zones for pest monitoring purposes as well as his pest monitoring and control strategies. Harry uses moisture and temperature recorders in his orchard linked to computer software to predict disease stress periods. Harry is a co-author of the Integrated Pest Management Manual for Minnesota Apple Orchards and accompanying Field ID Guide, which will be made available by the Minnesota Department of Agriculture (MDA) at the field day. In addition, the MDA is helping the Network sponsor the visit of Professor Mark Whalon of Michigan State University, who will look at mites as an indicator of the orchard's ecological balance.

The July 15 field day in Iowa will be hosted by the orchard-owner, Jamie Bjornsen, and consultant Bob Johnson, a pioneer in Midwest organic orcharding. Bob is helping Jamie develop a model, small-scale, organic orchard using an eco-system approach. This includes the use of flowering, native plants and birds as part of their pest control program. One will be able to compare the organic management of conventional varieties with the organic management of scab-resistant varieties on differing rootstocks.

To register or to learn more about the Upper Midwest Organic Tree Fruit Growers Network go to [www.mosesorganic.org/treefruit/intro.htm](http://www.mosesorganic.org/treefruit/intro.htm), or contact Deirdre Birmingham at 608-967-2362 or [deirdreb@mindspring.com](mailto:deirdreb@mindspring.com).

-*Moses Press Release 4-18-05*

## Organic Strawberry Nursery Plants

California Certified Organic Farmers has announced the introduction of the first commercially available organic strawberry nursery stock in the United States. Prather Ranch in Northern California is now taking farmer orders for their organic strawberry nursery plants



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## Bumper Sticker Contest Results

*-Dee Malsack-Newsletter Editor*

The results are in and the winner is.....Robert Caldwell and his son Ben. Their winning entry in the MOSA bumper sticker contest was: **MOSA 'Certifying Your Future'**.

We will be having bumper stickers made with Robert's and Ben's entry and the following two: **Make Mine Organic**, and **Organic 'Back to the Future'**.

Thanks to all of you who sent in your ideas (and there were a lot of entries), and please keep your eyes posted for the new stickers on a vehicle in your area.

Bumper sticker are \$1.00 each, or 3 for \$2.00.

### Avocado Salsa

Makes about one cup.

2 Organic Avocados

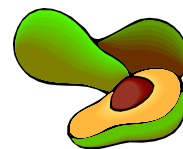
Grated zest of one organic lime

Juice of two organic limes

Pinch on red pepper flakes or to taste

1/2 teaspoon garlic powder

Sea salt to taste



Peel and cut the avocados into 1/2-inch cubes. Place in a small bowl and add the lime zest and juice. Mash lightly or combine with a rubber spatula. Season to taste with red pepper flakes, garlic powder and sea salt. Serve at room temperature for the best flavor. Serve with tortilla chips.

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## The best worm story of the month

It's fun having an office location on Main Street. We attract a fair amount of curious impromptu visitors with whom we can share the organic message. We also enjoy the occasional drop in visitors with reports from the farm. A couple weeks ago we had an interesting observation from a drop in visitor. His quick visit followed a couple of heavier spring rains, the kind that bring the worms onto the pavement, the kind where we walk outside and my wife says "it smells like worms out here." (She's got a good nose and an interesting way with words.) As he'd made his way to Viroqua down the state highway, this anonymous visitor had noticed that there were a lot of worms on the road near the Amish farms, but none that he noticed by the other farms. He thought we'd be interested in this observation that speaks well for gentle treatment of the land. I thought you'd be interested too. Enjoy the rains, and keep feeding your worms, but watch where you walk so you don't slip on them. I suppose organic farming has its own special hazards.

-SPW



**"Man, despite his artistic pretensions, his sophistication, and many accomplishments, owes the fact of his existence to a six-inch layer of top soil—and the fact that it rains."** -Anonymous

### KOW Consulting Association

[www.kowconsulting.com](http://www.kowconsulting.com)

Keith Ostby, CCA, Dairy Nutritionist  
Ph: 608-328-4412, fx: 608-325-2093

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We have now entered the 2<sup>nd</sup> quarter and everything is becoming green!

By now everyone should have received their 1<sup>st</sup> quarter statements and 1Q05 user fee billing statements. Please note the typo on the 1Q05 user fee billing statement: it asked for 1<sup>st</sup> quarter 2004 and should have said 2005. Sorry for the confusion. Thank you for the quick responses we have been getting in the office regarding 1Q05 user fees. Please respond if you have not already to avoid fee charges for not reporting on time. Please let us know even if you had no sales in 1Q05.

A reminder to everyone that certification and inspection fees were due by April 2, 2005. We now have to charge a \$100.00 late fee to any associate's account that mail their payment after April 2, 2005. Please know that after July 2, 2005, there will be a \$200.00 late fee applied to accounts so hurry and get your fees in if you have not already.

Happy Planting!

## Welcome New Associates

- Richard Holman, *Breezy Hills Farm of Baldwin, Inc.*, Baldwin, WI
- Mark Ulrich, *Ulrich Dairy Farm*, Monroe, WI
- Nicole Capizzi, *Prairie Crossing Farm*, Grayslake, IL
- Michael Jiskra, Glen Flora, WI
- Jerry & Jason Wahleithner, *Wolf River Valley Seeds*, White Lake, WI
- Fekri Zainoba, *Oskri Organics*, Ixonia, WI
- Daniel A. Yoder, Westby, WI
- Phillip Robertson & Tony Curella, *Crystal Lake Cheese/Comstock Dairy Enterprises*, Comstock, WI
- Mark Roepke & Alan Thiede, *Topco Associates LLC c/o Great Skott Foods, Inc.*, Milwaukee, WI



# Organic Trade Association celebrates 20 years of service

## News Release

**For more information, contact: Holly Givens (413-774-7511, Ext. 18)**

GREENFIELD, Mass. (April 12, 2005) - The Organic Trade Association (OTA), North America's voice for the organic business community, proudly marks its 20th anniversary in 2005. The OTA reports that sales of organic products reached \$12.7 billion in 2004, with a steady growth rate of nearly 20 percent per year over the past 12 years. Millions of consumers now purchase organic products regularly, and their choice is based largely on the success of the organic industry's ability to promote and guarantee the integrity of the organic label. OTA's leadership, promotion, educational initiatives and protection have been integral to establishing this trust.

"We are honored to be a part of this vibrant industry and thank each of our members for their hard work and vision in helping OTA grow and prosper," says Katherine DiMatteo, OTA's Executive Director since 1990.

Formed in 1985 as the Organic Foods Production Association of North America (OFPANA) by a group of individuals determined to build a trusted identity for organic products, the organization has grown into the nearly 1,600-member Organic Trade Association.

OTA is dedicated to encouraging global sustainability through promoting and protecting the growth of diverse organic trade. As such, the association draws all segments of the organic industry to share information, create standards of excellence and promote organic products.

"The OTA . . . has become an important source of information about the challenges and successes of the organic industry to the Congressional Organic Caucus and the public," says Congressman Ron Kind of Wisconsin. In a floor statement to the House of Representatives on February 16th, Congressman Kind congratulated OTA on its 20th anniversary.

### Highlights of the past 20 years include:

- In 1990, the OTA supported the passage of the U.S. Organic Foods Production Act and the establishment of the National Organic Standards Board. OTA is a major advocate for the U.S. National Organic Program, and was instrumental in ensuring that the final rule governing the program upheld the industry's philosophy on organic integrity.

- In 1992, OTA designated September as Organic Harvest Month™ and began an Organic Outreach program to educate the media and consumers about organic agriculture and products. OTA continues this public relations and marketing work to promote the importance of organic farming and products.

- In 1998, OTA revamped its membership directory into The Organic Pages: North American Resource Directory. Now The Organic Pages Online, this fully searchable directory on the web helps grow the organic marketplace by connecting buyers and sellers of organic products and services from farm to retail.

- In 2001, OTA launched All Things Organic™, the only exclusively organic trade show in North America, held in conjunction with a conference for organic industry professionals. All Things Organic™ is a forum for the growing organic business community to work, network with peers, and learn about emerging issues affecting organic trade.

- In 2002, OTA received a USDA's Foreign Agriculture Service Trade Policy "Teamwork Award" as part of the U.S. Organics and Wood Products Team. The award specifically cited the OTA International Relations Committee as a team member and the team's work during U.S.-Japan equivalency agreement negotiations.



Katherine DiMatteo

award specifically cited the OTA International Relations Committee as a team member and the team's work during U.S.-Japan equivalency agreement negotiations.

- In 2002, OTA launched The O'Mama Report e-newsletter for consumers. This now monthly newsletter goes to subscribers who have registered on the web site, and features articles on organic food, clothing, gardening and other topics related to creating a healthy home. The O'Mama Report web site attracts an average of over 52,000 visitors per month.

- In 2003, OTA established The Organic Center for Education & Promotion to prove the organic benefit. The Organic Center's mission is to communicate credible, science-based organic benefits to the public, resulting in greater awareness and use of organic products, the conversion of agriculture to organic methods, and improved health for the Earth and its inhabitants.

- In 2004, OTA released its latest Manufacturer Market Survey, and looked in detail at the outlook for organic product sales by product category.

In celebration of OTA's 20th Anniversary, the association's Annual Dinner & Awards Ceremony this year will have a "Roaring 20s" theme. The dinner, held as part of the All Things Organic™ Conference & Trade Show, will be held on Monday, May 2, at the Park West in downtown Chicago.

# USDA offers policy statements on controversial NOP items

-From the OTA website, 4-22-2005

GREENFIELD, Mass. (April 22, 2005)--The Organic Trade Association (OTA) today commended the U.S. Department of Agriculture (USDA) for posting its responses concerning issues raised in National Organic Program (NOP) guidance documents and directives issued and withdrawn in 2004.

"A year ago, USDA published documents that caught everyone by surprise. Since that time, USDA has listened to the National Organic Standards Board (NOSB) and is publicly responding to NOSB recommendations," said Katherine DiMatteo, OTA's executive director.

DiMatteo, however, said OTA is disappointed with USDA's stance to not regulate operations that produce cosmetics and personal care products to meet current NOP standards.

"USDA's position is that personal care products and cosmetics cannot use the 'USDA Organic' seal at all even if companies have met national organic standards requirements for food. This is very disappointing to those companies that have worked diligently to become certified," DiMatteo said. USDA, however, has indicated that companies will be allowed to list as organic on the label any agricultural ingredients in the products that are certified to NOP standards.


DiMatteo said OTA will continue to work diligently to encourage the adoption of industry standards for personal care products. "Fortunately, OTA's efforts to develop standards for organic personal care products are nearing completion. OTA will encourage companies to use these industry standards once they are

finalized and will look at legislative measures that bring assurance to consumers and create a level playing field for these companies," DiMatteo said.

In its posting, NOP said it will allow fishmeal preserved with natural substances as a feed additive or supplement, and only allow approved known inert materials in pesticide formulations. It also upheld the prohibition of antibiotic use for organically produced livestock and said it will consider drafting a rule to address the issue of the length of time dairy livestock must be managed organically before dairy products may be sold as organic. NOP has already set in motion NOSB's recommendation for forming a task force with two working groups to consider organic standards for farm-raised and wild-caught fish and seafood. It also initiated a pet food task force to address organic labeling for this category, and said it will pursue additional rulemaking to cover organic standards for mushrooms, apiculture and honey, and greenhouse operations.

See [www.ams.usda.gov/nop/NOP/PolicyStatements/USDANOSBFeedback3\\_10\\_05.pdf](http://www.ams.usda.gov/nop/NOP/PolicyStatements/USDANOSBFeedback3_10_05.pdf) for NOP's posting.

*The Organic Trade Association (OTA) is the business association representing the organic agriculture industry in North America. Its nearly 1,600 members include growers, shippers, processors, certifiers, farmers' associations, distributors, importers, exporters, consultants, retailers and others.*




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## Seek and You Shall Find

By Jodi Shrum, Quality Manager

### New Searchable Database on the MOSA Website

For those of you who have ever visited the MOSA website with the intentions of looking up information, such as who is certified for corn in Vernon County, you know that it was not easy. The list of Associates was sorted alphabetically by last name, and there was no way to search for anything specific. Well, those days are over! The MOSA website now has a completely searchable database of Associate information, including name, address, products certified, effective date, last date of inspection, a copy of your most current certificate, etc. Need to buy some hay, and need to know who's growing it in your county? Look it up on the website! Lost your current certificate and your buyer is requesting a copy? Get it off the website! We hope that this new database will be helpful to you, and as always, if you have any ideas, suggestions, etc. about the database or any other feature of the website, we always welcome feedback. Visit the new database at [www.mosaorganic.org/f&ps.html](http://www.mosaorganic.org/f&ps.html) and click on the Associate Directory link.

## More Certification Notes and Tips


-by Cate Irsfeld-Eddy, Certification Staff

### Jennie-O Turkey Manure

We have received many phone calls since our March 2005 *Organic Cultivator* (page 7) reported that Jennie-O Turkey Manure contains a small percentage of prohibited glues. Direct communication with Jennie-O Turkey Store has confirmed that finger jointed wood materials likely contain glues, and make up 5-10% of their total shavings. These shavings are combined with other untreated wood materials which are then used for bedding in poult houses. (Poult: A young fowl, especially a turkey, chicken, or pheasant.)

MOSA understands that this has been a terrific fertility input for many organic farmers. Unfortunately, at this time, Jennie-O Turkey Store will continue to source their wood shavings from their current sources (including the company supplying them with glue-contaminated wood shavings) even though they understand that organic farmers won't be able to use their product anymore.

**The glues make this product unacceptable for use on organic crop land.** Do not use this product as a fertility input this season, or if you have, discontinue use! We will update Associates with any other information that may change the current status of this product. Contact the MOSA certification staff with any questions.



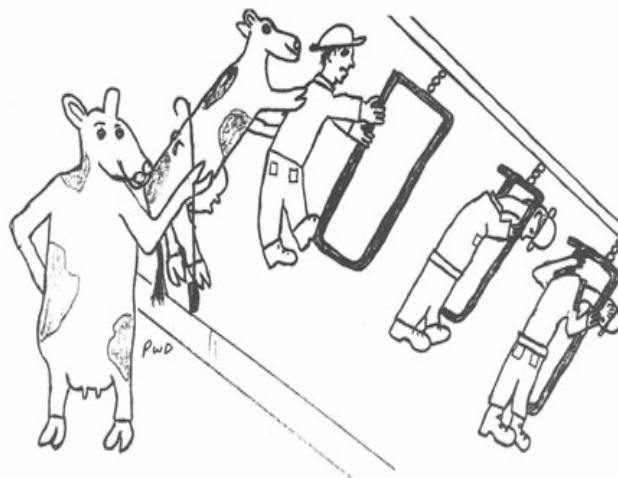
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## Missouri Cuts Sustainable Programs

-Dee Malsack, Newsletter Editor

In an effort to curtail costs the state of Missouri has cut three programs in their agriculture department. The Missouri Organic Program, the Sustainable Agriculture Program, and the Farmers' Market Nutrition programs were casualties of these cuts.

All three programs were designed to help small farms in Missouri, and the loss of these programs will increase expenses and lower income for some small farmers.

Under a new agreement with the USDA, Missouri will continue to help farmers pay for their certification. It just won't act as a certifier any more. The state will continue to administer the USDA Cost Share program, which will reimburse farmers for 75% of certification costs up to \$500. The fund is capped at \$30,000 for the state. The agriculture department will also continue to help organic farmers with their business plans and marketing.

The Farmers' Market nutrition program tapped into USDA funds to provide low-income seniors, mothers and children with vouchers for fruit and vegetables at farmers markets and farm stands. Seniors received \$30 in vouchers per summer. Mothers and children got \$18 per summer. Cutting the Farmers' Market Nutrition program saves the state \$111,000 in state funds but it also means losing \$427,000 in federal funds.

### Organic Specialists

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Website: [www.cfspecial.com](http://www.cfspecial.com)

## Calendar of Events

**May 4, 10-3: Tree Fruit Field Day.** Gardens of Greeness, Madison, WI. To register contact Deirdre at [deirdreb@mindspring.com](mailto:deirdreb@mindspring.com) or 608-967-2362



<http://www.mosesorganic.org/apple/events.htm>

**May 16-18: World Agricultural Forum.** St Louis, MO. 314-621-9029. [www.worldagforum.org](http://www.worldagforum.org)

**May 20: 1-5pm, Organic Basics: Introduction to Organic Grain Production and Certification.** Workshop for farmers. Camp Douglas, WI. Free. Sponsored by MOSES and Univ. of WI Extension. Please [Register with MOSES](#). (phone 715-772-3153) or contact Paulette Bradley at 608-427-2201 or [mcDonald@mwt.net](mailto:mcDonald@mwt.net).

**May 25, First of 2005 Sustainable Agriculture Tours:** The Agroecology/Sustainable Agriculture Program at the University of Illinois is sponsoring six sustainable agriculture tours this summer. This first tour is entitled "A Closer Look at Sustainability," and will visit the Center for Sustainable Community. The tour will include a look at the community's solar powered telephone company that also provides high speed wireless internet service; the windmill-supported potable water treatment facility; organic and permaculture oriented gardens; and a lunch prepared with some of Stelle's organically raised foods. <http://www.aces.uiuc.edu/asap/topics/tours.html>

**May 26, 7-9pm, Organic Basics: Introduction to Organic Production and Certification:** Workshop for farmers. County Extension Office, Phillips, WI. Free. Sponsored by MOSES and Univ of WI Extension. [More information. Register with MOSES](#). (phone 715-772-3153) Hosted by Mark Kopecky, UW- Extension 715-339-2555.

**June 12-15. 9th North American Agroforestry Conference:** Rochester, MN. Dean Current 612-624-4299 [current0039@umn.edu](mailto:current0039@umn.edu)

**June 16-18. 2nd National Farm to Cafeteria Conference: Farms and Food Services in Partnership:** Gamber, OH. Marion Kalb, 530-756-8518 x 32, [marion@foodsecurity.org](mailto:marion@foodsecurity.org) [www.foodsecurity.org](http://www.foodsecurity.org)

**June 27:** UMOFC Planning day in LaCrosse, WI. Call 715-772-3153 for more information.

**July 15, 10-3 Tree Fruit Field Day:** Countryside Orchard, Lansing IA. To register contact Deirdre at [deirdreb@mindspring.com](mailto:deirdreb@mindspring.com) or 608-967-2362 <http://www.mosesorganic.org/apple/events.htm>



## Classifieds

### For Sale Crops

**For Sale:** Small squares bales of hay & barley straw. \$2/ bale. Tim & Cheryl Trussoni 608-689-2147

**For Sale:** Organic alfalfa available May-Aug. SE MN. How crop is harvested & transported is flexible depending on your needs. Certified MCI & will make certain crop is handled properly. For more info l.a.brink@worldnet.att.net or call Lois Brink at 651-777-8723

**For Sale:** 1st crop organic baleage, 18% protein, 120 rel. feed value. MOSA certified. Marlin Carl, 608-943-6844 or 608-732-7945

**For Sale:** Oat hay, large round bales 600 to 800 pounds. Call Gary or Alverda Wiedemann at 608-654-7336

### For Sale Livestock

**For Sale:** Bull calves from Organic herd, mostly Guernseys. Also some other breeds. Call for information 608-624-5377

**For Sale:** Milk cows & heifers. 10-20 head, Holsteins, New Zealand Frisson, short horns, etc. Due to calve soon. Call Don Austin, Platteville area 608-348-7043.

**For Sale:** Certified Organic rye grain for feed or seed. Sunnybook Farm, Bob Manzke, N8646 Miller Road, Seymour, WI 920-833-6535

**For Sale:** 46 certified organic Holstein cows in all stages of lactation. 6 are red and white. Call Paul at 608-689-2267

### For Rent

**For Rent:** Certified Organic Farm near Melrose, WI. Call Jerry at 608-488-3871

**For Rent:** Approximately 20-35 certifiable organic acres available to rent. Town of Dover, Buffalo County. Email [RogKendo@hotmail.com](mailto:RogKendo@hotmail.com)

**For Rent:** 66 acres tillable, no applications in 12 years, ready to go organic, 5 acres (formerly tobacco) no applications 12 years, Vernon County. Paul Marshall, 608-675-3782, or 800-959-0241

**For Rent:** Certifiable organic crop land for rent or shares. Will accommodate. Flat. Easy access. Near Water. 3 miles east of Hwy 35 DeSoto/Ferryville, WI area. Call Gerry at 608-648-3420

### For Sale Property

Elsie's Farm is a 120-acre sustainable farm located in west-central Wisconsin with fields, pasture, and woods, original farmhouse and many outbuildings. Formerly certified organic by MOSA, presently in transition. Soil is sandy loam and excellent water. Established CSA, farmer's markets, and strong restaurant accounts serving the Twin Cities. Community of CSA farmer's nearby. Also, great potential for dairy with a organic dairy cooperative in the region. [www.elsiesfarm.com](http://www.elsiesfarm.com) Contact [joni@elsiesfarm.com](mailto:joni@elsiesfarm.com) or call 715-949-1738

**For Sale:** Organic dairy farm. \$225,000 list price. 80 acres+/- . With home, barn, outbuildings. On Hwy 82 between Hillsboro & LaFarge, WI. Look for Don Potter Realty sign, or call for further information. 608-625-4316 (other vacant land available)

### Help Wanted

Program administrator position for a small NOP accredited organic certifier in Chippewa Falls, Wisconsin. Administrative, organic and computer familiarity required but will train candidates with potential as needed. Spanish helpful but not required. Please send resume to AFSI, PO 822, Chippewa Falls, WI 54729 or fax 715.723.4956.

### Organic Dairy Farm Manager

A family owned and operated organic, grass based, dairy farm and creamery, is looking for an energetic, self motivated farm manager. This position, under the direction of the farm owner, is responsible for overall management of the farm. The ideal candidate would have a degree/experience in dairy farm management. Compensation includes profit sharing and a salary commensurate with qualifications. Send resume to: Cedar Summit Farm, 25816 Drexel Ave., New Prague, MN 56071

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#### MOSA Disclaimer:

MOSA does not guarantee that all products posted are certified organic, and MOSA is not responsible for the accidental purchase of non-organic products through the use of this newsletter. Always verify the organic status of any product before purchasing or using.

## Wanted

**Wanted: Farmers in Nebraska thinking about certifying dairy, slaughter, and/or buffalo. Contact Jerry Gotschall, HC 68, Box 18, Atkinson, NE 68713. Phone: 402-925-2431. E-mail: [jkgotschall@elkhorn.net](mailto:jkgotschall@elkhorn.net)**

### Farmers looking for a way to save money in nitrogen cost

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**Wanted: Dairy farmers looking for certified organic grain, contact Paulette Bradley, Coordinator, Wisconsin Organic Marketing Alliance. Call 608-427-2201 or [mcdonald@mwt.net](mailto:mcdonald@mwt.net)**

**Wanted: Grain producers looking for a market for their grain, contact Paulette Bradley, Coordinator, Wisconsin Organic Marketing Alliance. Call 608-427-2201 or [mcdonald@mwt.net](mailto:mcdonald@mwt.net)**

**Wanted: Doctor ordered need to live in chemical free environment. Looking for organic, transitioning, or CRP land near the Beloit, WI area, Rock County. Contact Kathy or Kevin Christofferson at 608-365-3529**

**Wanted: I'm looking to buy a wood cook stove. Call Diane at MOSA or at home 608-629-5295**

**Wanted: Cultivator for Super A or 140. call 608-675-3855**

**Wanted: 140+ acre organic farm. Please call Gloria at 920-845-5709**

**Wanted: Certified organic feeder steers. Please Call Michael at 608-647-7811**

## Opportunities and Services

**For Sale: OCIA transplants grown in solar greenhouse in compost based mix, commercial or home garden quantities. Onions, tomatoes, peppers, flowers, herbs, and more. Contact for 4-page listing or arrange custom growing and deliveries. Harriet Behar, 43299 Patton Road, Gays Mills, WI 54631, 608-872-2487, [harrieta@mwt.net](mailto:harrieta@mwt.net)**

## For Sale Seed and Supply

**For Sale: BOYD FEED & SUPPLY: MOSA certified custom mix bag and bulk feeds. Organic fertilizer, Hi Calcium lime. Boyd, WI 715-667-3898**

**For Sale: Vermont Compost Potting Mix. Fort Light 2-yd sling bags and 60 qt. bags. Fort V 60 qt. bags. All ingredients approved for organic production. Rock Spring Farm, Spring Grove, MN. 563-735-5613 or email at [realfood@rsfarm.com](mailto:realfood@rsfarm.com)**

**For Sale: Seed corn, Minnesota 13 (88 day) Wapsie Valley (85 day). MOSA certified. \$59.00 per bag. Call Rich Holmen at 715-684-2488**

**For Sale: '04 soybean seed. Viking 2022. 12 bushels. Call Marlin Carl 608-943-6844 or 608-732-7945**

**Milk Replacer for organic dairy replacements. Approved for use by MOSA. Contact Dutch Mill @ 507-237-5162**

## Equipment

**For Sale: Equipment for sale: Organic farm going to grass. 2 Howard Rotovators-1 HR61-160 1 year old, 1 HR50-130 bought used, new blades in 2004, White 5100 12 row, liquid and dry fertilizer available with planter or separate just through shop in 2004 and new updated markers, Hiniker air cart, Yetter 30ft flat fold rotary hoe, Kewanee 25 ft Cultipacker, 12 row flamer, Scout Guide Hitch. Can deliver. Call 712-830-3281 or 712-365-4433. Tom German, Holstein, IA**

**For Sale: John Deere rotary hoe in good condition-3 point. Asking price \$600.00. call Eli @ 608-943-6224 and leave message.**

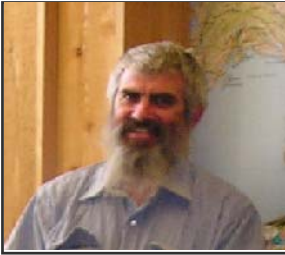
**For Sale: Buffalo Cultivator Model 6640, 4 Row with Scout Z Guidance System. Less than 300 acres, like new, always shedded. \$4500. OBO 715-568-3773**

**For Sale: Lilston 4 row Cultivator, new spiders bearings and couler. Very nice condition. \$100 OBO 715-568-3773**

**For Sale: 12 ft. John Deere Springtooth-hydraulic adjustments. Excellent condition, rarely used. Call Gary or Alverda Wiedemann at 608-654-7336**

**For Sale: 3 Star Flow Bou-matic automatic milker units. Very Clean. Call Gary or Alverda Wiedemann at 608-654-7336.**

**MOSA certified feed mill investigating the possibility of producing organic for poultry or swine producers. Would consider other livestock feeds as well. Pelleted and mash feeds available. Located in Southeastern Wisconsin area. Interested parties to contact: Keith Rylands at 262-763-8136**



# Employee of the Month

## Dave Engel, Executive Director

Dave Engel, sometimes known as the man who rarely sleeps, is a multi faceted individual. He, along with his wife and 4 children, operate an organic Jersey dairy farm of 85 head and 292 acres.

Dave always says he started farming organically 28 some years ago because he didn't know any better and continues to farm organically because he still doesn't know any better way to farm.

Dave, a man known for jumping in rather than just getting his toe wet, has been very active in the organic industry at the base level. Dave was one of the original 7 dairy farms to start CROPP in July 1988. Simultaneously, he became the Program Director for OCIA Wisconsin Chapter #1. In 1999 Dave formed and served as the Executive Director of MOSA and remains so to date. He also serves as Treasurer of OMRI and as Secretary of the ACA (Accredited Certifiers Association), a new group formed in 2003 to provide an independent forum for representing all USDA accredited certification agencies.

You can find Dave at many organic functions through the year, Helping represent MOSA and manning the booth. Most people automatically think of Dave when they see the MOSA sign, and vice versa.

You can always find him on the other end of the phone line, as he will always make himself available to those that seek him out for his organic industry expertise.

And you wondered why he is sometimes known as the man who rarely sleeps.

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