



I S S U E

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## Organic Odyssey 2002: Showcasing organic products in a home setting

This newsletter is published by the Organic Trade Association, the North American trade association committed to the promotion of organic products in the marketplace, and the protection of the integrity of organic standards. Its membership includes more than 1,200 producers, processors, distributors and retailers of organic foods, fibers, farm and garden supplies, and health and beauty products. The OTA is your leading resource for information about this industry.

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On April 11, reporters will have the opportunity to see firsthand that it is possible to incorporate organic products throughout one's home, from kitchen to the bedroom. The event is Organic Odyssey 2002, hosted by Organic Trade Association (OTA) member company OrganicWorks Marketing, LLC, in New York City.

During Organic Odyssey 2002, reporters will tour a stylish Manhattan loft outfitted with organic and other eco-friendly products. The loft will be open from 10 a.m. until 7 p.m., with a 5-7 p.m. cocktail party and fashion show incorporating organic fiber.

For the event, OTA will set up an infant and child's room to showcase organic materials and products that OTA member companies make for infants and children. Katherine DiMatteo, OTA's executive director, will be on hand to speak with reporters about the benefits of organic agriculture and products. This will provide the opportunity to address some of the key issues of

interest to women when they are most open to trying organic products — during pregnancy and their child's infancy, and as they create healthy homes.

The 4,400-square-foot main level will include a built-out full kitchen, with an adjacent organic ice creamery. Other features on this floor will be a living room, home office, adult bedroom, and the OTA-sponsored infant and children's room. A beauty bar, apothecary, cleaning products pavilion, and pets pavilion will be here as well. Earth Pledge Foundation will equip the living room and home office with eco-friendly furniture and design.

The 1,600-square-foot upper level will feature a fitness/massage/relaxation area sponsored by Whole Foods. There will be a yoga instructor and fitness instructor on hand during the event. Also, there will be a tasting area on this level.

The goal is to show how easily and effectively organic products can be incorporated

into consumers' lives.

"This will give a look at everything that you could do with your own home. Visitors will be able to touch, taste and feel the products showcased," said Cheryl Roth of OrganicWorks Marketing.

Two renowned chefs — Michel Nischan and Louis Lanza — will conduct an afternoon cooking demonstration using organic products. In addition, Kat James, a holistic beauty expert, will answer questions about skin care and cosmetic products that contain organic ingredients. The cocktail party will feature organic vodka, beer and wines. Sara Cross of coolnotcruel is fashion director for the fashion show.

Among the other sponsors are Organic Valley, Stonyfield Farm, Horizon Organic Dairy, Walnut Acres (Acirca), Frontier, New Hope Natural Media, Small Planet Foods, and Terra Nostra Chocolates.✦



**Organic Odyssey**  
2002

To learn the location of Organic Odyssey 2002 or obtain more information, contact OrganicWorks Marketing at (212) 375-1776 or e-mail: info@organicworksmarketing.com. Reporters are encouraged to visit during the day and also during the cocktail party and fashion show. For those unable to attend, it will be possible to obtain photographs and event wrap-up from OrganicWorks Marketing.





## Ask Us About Organic!



By Katherine DiMatteo, Executive Director, Organic Trade Association (OTA)

**Q:** Have U.S. national organic standards had any effect on international trade of organic products?

**A:** Yes, as a result of U.S. national organic standards, the U.S. Department of Agriculture (USDA) has been able to negotiate an equivalency agreement concerning the sale of U.S. organic products in Japan. Last year, OTA representatives worked diligently with USDA's Foreign Agricultural Service and Japan to set up interim provisions allowing U.S. organic products to continue being sold in Japan. Subsequent discussions have recently resulted in an equivalency agreement expediting U.S. organic product trade to Japan after the interim period expires March 31, 2002.

Meanwhile, preliminary negotiations are under way towards an equivalency agreement with the European Union (EU). OTA is now preparing information to compare and analyze the U.S. program with EU's 2092/91 standards for organic production to assist USDA in the negotiation process. ❖

Question about any aspect of the organic industry? Call the OTA's headquarters at (413) 774-7511.

Would you like to receive future copies of this newsletter by e-mail? If so, please send an e-mail to [bhaumann@ota.com](mailto:bhaumann@ota.com). Issues are posted in pdf form on OTA's Web site at [www.ota.com/whats\\_news.htm](http://www.ota.com/whats_news.htm).

## All Things Organic™ slated for May

The Organic Trade Association (OTA) is gearing up for its 2002 All Things Organic™ Conference and Trade show, slated for May 8-11, at the Austin Convention Center in Austin, TX. Keynote speakers will be Molly Ivins, syndicated political columnist for the Fort Worth Star-Telegram, and Dee W. Hock, founder and CEO emeritus of Visa International.

### Plenary and breakout sessions

The conference program will focus primarily on governmental, research, marketing and production issues affecting the organic industry. Conference sessions are slated for all day Thursday (May 9) and Friday morning (May 10), with roundtable discussions set for Saturday morning (May 11).

Attendees will have the opportunity to learn what to expect with full implementation of the national organic standards, and to receive a primer on such governmental and international issues as the Farm Bill and international equivalency agreements. Other sessions will look at consumer and market research, agriculture and processing production research, how to make stores a destination for organic products, and how small businesses can successfully navigate the distribution and retail systems. Production sessions will look at conservation practices that pay, and empowering farmers to succeed in organic agriculture.

Sessions concerning organic fiber businesses will focus on "Making the Case for Organic Fiber: Sourcing, Costing and Convincing Management," "Getting Out the Word: Marketing, Merchandising, and Advertising Your Fiber Products," and "Understanding and Conforming to New Organic Fiber Processing and Labeling Standards."

General sessions, meanwhile, will cover the challenges of industry growth, social concerns and the environmental movement, and the impact of genetic engineering on the industry.

### Activities on May 8

Attendees are also encouraged to be in Austin

Wednesday, May 8, because it will be jam packed with industry-related activities.

These include an American Institute of Baking seminar on food safety, a Quality Assurance International seminar on Japanese Agricultural Standards, and meetings of the National Organic Standards Board and the National Association of State Organic Programs. There will also be a guided store tour.

Wednesday evening will feature OTA's annual membership meeting and reception.

### Trade show

The trade show will be open from noon to 6:30 p.m. on Friday. On Saturday, the trade show floor hours are 11 a.m. - 4 p.m.

The 2002 trade show will include a BioFach America Pavilion featuring buyers and suppliers of organic products and services from around the world.

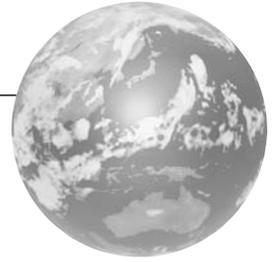
### Other activities

There will be a "what's wrong with this display" competition to demonstrate how organic produce should be handled on the retail level. Retailers may also sign up for a Good Organic Retailing Practices training, slated for the morning of May 11.

In addition, there will be a welcome barbecue, mixer reception on the trade show floor, guided tour of Austin-area organic farms, fun run and walk, yoga session, OTA's Awards Dinner, and a dance celebration.

United Natural Foods, Inc., is show sponsor for the 2002 event. For information, contact OTA at (413) 774-7511, Ext.16, or visit OTA on the Web at [www.ota.com/tradeshow](http://www.ota.com/tradeshow). ❖

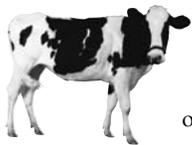
# A World of News



## Organic news

- A study to assess preschool children's organophosphorus pesticide exposure in the Seattle metropolitan area made an interesting discovery: the only child whose urine contained no measurable pesticide metabolites lives in a family who buys exclusively organic produce and does not use any pesticides at home. Ninety-six children were included in the study conducted by the University of Washington Department of Environmental Health. Source: *Environmental Health Perspectives*, Vol. 109, No. 3, March 2001 (pp. 299-303).

- Farm profits and environmental performance on sustainable farms match and often exceed that of conventional farms, according to a four-year study



coordinated by the Minnesota Institute for Sustainable Agriculture. For instance, income on a 41-cow organic dairy farm averaged \$57,000 a year, 1.5 to three

- times higher than for its conventional peers.
- The city of Berkeley on Sept. 25, 2001, passed a food and nutrition policy requiring food served in city programs to be organic and from regionally grown or processed sources "to the maximum extent possible."
- A fast food restaurant opened during 2001 in Falmouth, ME, with plans to open 13 branches in New England within two years. Products offered in the assembly-line style operation include organic potato fries and organic flatbread.
- In its official bid package for hosting the 2012 Summer Olympic Games, the San Francisco Bay Area Organizing Committee promised to include organic food in all concession stands. San Francisco has been named one of four finalists for hosting the games.
- Restaurants with average checks of less than \$25 are providing such added dining benefits as locally grown produce and organic items, according to the National Restaurant's survey, "Tables-service Restaurant Trends —2001."
- The global organic banana market is growing rapidly, according to the U.N. Food and Agriculture

Organization. The main supplier currently is the Dominican Republic with Great Britain the largest European market for organic bananas.

## Canadian update

- Supported by a \$27,000 (Canadian) grant from Agriculture and Agri-food Canada, an effort is under way to develop a national strategic plan for the Canadian organic food and farming sector.
- There are approximately 1,900 organic farmers in Canada, according to Statistics Canada. The Canadian Organic Livestock Association expects its members to grow from 48 certified beef farmers to 400 by 2005. Total organic production area is estimated at 705,000 acres. The Canadian organic market is estimated to have a retail/food service value of \$1 billion.
- The Nova Scotia Agricultural College (NSAC) is establishing a Canada Research Chair in Organic Farming. By September 2002, NSAC plans to offer at least four courses in organic agriculture.
- Organic egg producers have filed a class action lawsuit in the British Columbia Supreme Court against British Columbia's Egg Marketing Board. The suit seeks a declaration that the board has no jurisdiction over organic eggs and producers.
- Two Canadian organic farmers in January filed a class action suit against Monsanto and Aventis on behalf of all certified organic farmers in Saskatchewan. The suit seeks compensation for damages caused by genetically engineered (GE) canola, and an injunction to prevent Monsanto from introducing GE wheat in the province. The suit claims that GE canola has spread across the prairies in Canada so extensively that most certified organic grain farmers no longer attempt to grow canola.

## International news

- Organic agriculture currently represents 3 percent of total agricultural production in the European Union.
- Germany now has a national organic logo to promote sales of organic products.

## Quote of Note

"New research documents that what is better for the land can also be a more profitable system. Dairy grazing systems in particular can net more income than traditional dairies that confine animals and harvest crops for feed."

"Sustainable Farming Systems: Demonstrating Environmental and Economic Performance," June 2001, Minnesota Institute for Sustainable Agriculture.



Continued on page 4

ALL THINGS  
**Organic**  
2002

Save the date...

OTA's Organic Conference & Trade Show

May 8-11, 2002, Austin, TX (see Page 2)

# A World of News

Continued from page 3

- The global market for organic foods was expected to expand by 23 percent during 2001 to reach \$26 billion and is expected to approach \$80 billion in 2008, according to Organic Monitor.
- Association Italiana per l'Agricoltura Biologica has certified the first Italian organic clothing manufacturer, Ali di Tezze di Vazzola, which produces clothing for men, women and children and bathroom articles. The association has begun a national program to develop standards for organic textiles.

## Environmental issues

- The U.S. Department of Agriculture and Iowa have launched a \$40 million, 15-year program to improve water quality problems related to excess nitrogen in 37 counties in northern Iowa.
- Traces of the toxic pesticide Lindane have been found in non-

organic milk in the United Kingdom, according to the government's Pesticide Residue Committee. No traces of any pesticide were found in any of the organic milk samples tested. Earlier in the year, the committee found traces of DDT in non-organic butter, with no traces in organic butter.



- For the second year in a row, the persistent herbicide clopyralid has contaminated compost at two composting facilities in the state of Washington. The U.S. Composting Council has called upon Dow AgroSciences to buy the contaminated compost, compensate organic growers for lost produce, compensate composters for the costs of remediating clients' land, and fund an independent study into the effects of clopyralid. ✦

Questions about organic? Visit OTA at [www.ota.com](http://www.ota.com).