




I S S U E

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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. OTA is your leading resource for information about this industry.

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Organic Citrus

Got the winter blahs? Eat some organic citrus!

There's something mouth-watering about peeling a fresh orange and biting into the just-separated sections.

Oranges and other citrus fruits—grapefruit, tangerines, tangelos, and lemons—are good for you, nutritionists agree. This is because they are high in Vitamin C (ascorbic acid), which has been linked to reducing the risk of some cancers when consumed as part of a healthy diet.

U.S. citrus production for the 2002-2003 season is projected to include 260 million boxes of oranges, 51 million boxes of grapefruit, 8 million boxes of tangerines, 1.4 million boxes of temple oranges, and 2.4 million boxes of tangelos (Note: each box equals 1¾ bushels), according to the U.S. Department of Agriculture (USDA). These figures include not only conventionally grown citrus, but also fruit that is organically grown.

Organic citrus

It is difficult to say how much of the U.S. citrus crop is produced organically because to date no one has tracked this data. Such information may be available in the future because the 2002 Farm Census, mailed to farm operators in mid-December, asked agricultural producers what crops they grow organically and the

total value of the certified organic crops they sell.

What is known is this: USDA's Economic Research Service (ERS) figures show that certified organic acreage for citrus production has grown from 6,099 acres in 1997 to 9,741 acres in 2001.

Also, oranges were listed as among the top five selling organic produce items sold in the United States in 2001.

The Organic Trade Association's *Export Study for U.S. Organic Products to Asia and Europe*, released in early 2001, showed that the United States exported \$1.8 million worth of organically grown citrus fruits to Europe in 1999, and also exported organic oranges, grapefruit, and orange juice to Japan, and organic oranges and grapefruit to Taiwan.

Growers choose organic

Dennis Holbrook is a good example of an organic citrus grower. Raised in a citrus-growing family in Texas, Dennis Holbrook purchased the family citrus operation from his father after his university studies. He admits he soon became disillusioned with

conventional farming.

Farming organically, he decided, "was nature's way, and the best way to grow the most nutritious and best tasting citrus." Thus, he established South Tex Organics, LLC (www.stxorganics.com), and made the commitment to provide consumers with the option to purchase citrus grown without the use of toxic chemicals. All of the products grown by South Tex Organics are certified as meeting the USDA national organic standards.

And there are many more like him, in California, Florida, and Arizona, who have chosen to farm organically to produce citrus. Members of the Organic Trade Association who either produce or market organic citrus include: Beck Grove (La Vigne Enterprises) in Fallbrook, CA; Kelly Hall Groves, Port St. Lucie, FL; Ladera Fruit Company, Fillmore, CA; McLean Marketing, Inc. (Uncle Matt's Organic), Clermont, FL; New Harvest Organics, LLC, Patagonia, AZ; Purepak, Inc., Oxnard, CA; and Sutherland Produce Sales, Inc., El Cajon, CA.

In addition, Cascadian Farm,

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It's winter: imagine your next garden

Now is the ideal time for home gardeners to think about what they want to grow in their gardens during 2003. OTA has compiled the following lists of its members to help gardeners source organic and sustainable seeds, seedlings, agricultural supplies, equipment, and services.

Seeds/Seedlings

Botanical Interests Inc.
303-464-6464, botanicalinterests.com

Harmony Farm Supply
707-823-9125, harmonyfarm.com

Johnny's Selected Seeds
207-437-9294, johnnyseeds.com

Mama's Earth, The Environmental General Store
800-620-7388, mamasearth.com

McKaskle Organics, Inc.
573-888-6500

Seeds of Change
888-762-4240, seedsofchange.com

Soergel Orchards & Garden Center
724-935-1743

Territorial Seed Company
541-942-3056, Ext. 111, territorialseed.com

Whole Alternatives
502-583-4402, caudillseed.com

Zone 5 Gardens & Nursery
810-694-0500, zone5gardens.com

Agricultural Supplies/Products

Aggrene Corporation
715-392-3011, aggrene.com.
Soil testing consulting service.
Natural liquid fertilizers and more.

Agra Quest, Inc.
530-750-0150, agraquest.com
Serenade BioFungicide.

Agreaux Organics, Inc.
601-587-0027, agreauxorganics.com
Specialty fertilizers.

Agricultural Research Technologies International, Inc.
903-583-6130, e-2001.net

Agrikan Corporation-Organics Division
404-815-9449, florikan.com
Complete range of organic plant nutrition, integrated pest management, bio-controls and professional growing assistance.

Agro-K Corporation
763-780-4116, agro-k.com
Foliar fertilizers and soil enhancers.

Biodynamic Farming & Gardening Association, Inc.
415-561-7797, biodynamics.com
Books, planting calendar and more.

BioLogixs Inc.
303-722-9800
Beneficial insects.

Biosafe Systems
860-657-2211, biosafesystems.com
ZeroTol EPA-registered algaecide/fungicide and more.

Bio-Systems
517-635-2864
Soil testing, consulting and educational programs.

BioWorks, Inc.
315-781-1703, bioworksbiocontrol.com
RootShield® Drench and RootShield® granule for horticulture. Also, planter boxes.

Bioz Agri Products, Inc.
250-495-7959, raingrow.com
Liquid organic fertilizers.

California Liquid Fertilizer, LLC
831-675-8600, biolizer.com
Fish-based and blended products.

California Organic Fertilizers, Inc.
559-443-5690, organicag.com
Brand names include Super N, Veggie Mix, Pre-Plant Plus and more.

Cascade Organics Inc.
360-332-2000, cascadeorganics.com
Chelated micronutrients and soil amendments.

Certis USA
619-482-1300, certisusa.com
Biological controls, OMRI-listed.

Choate Farm Concentrates, Inc.
503-234-7501
Meals, perlite, vermiculite, and more.

Country Hen
978-928-5333, countryhen.com
Organic compost.

Crossley Consulting
818-248-8323

Deblen Environmental (Earthheart Environmental Co.)
605-341-1950, earthheartplus.com
Organic fertilizers and plant food.

Deere and Company
770-238-5220, deere.com
Garden tractors and more.

Diatect International, Inc.
435-654-4370, diatect.com
Insect controls.

Donald Goldberg, Inc.
805-397-7038
Viticultural consulting.

Dramm Corp.
920-684-0227, dramm.com
Fish and kelp-based fertilizers.

Earth Works Organics, Inc.
516-872-2858
Consulting for other "greens industry professionals" and home/business services.

East Coast Organics
410-321-8864
Wholesale distributors of hydro-organics products, coconut coir bricks and other quality organic gardening products.

EcoOrganics, Inc.
413-253-6565, ecoorganicsfertilizer.com
Organic fertilizer in powder and granular form.

EcoSMART Technologies
615-261-7300, ecosmart.com
Pest control products.

Engelhard Corporation
732-205-6116, surround.engelhard.com
Surround crop protectant. OMRI listed.

Fertrell Company
717-367-1566, fertrell.com
Blended fertilizers, green sand, meals and more.

Garlic Research Labs, Inc.
800-424-7990, GarlicBarrier.com
Natural insect repellants using garlic extract. OMRI listed.

Gaviota Holdings, LLC
407-451-7504
Gaviota Humus is a 100% organic liquid fertilizer.

Growing Solutions, Inc.,
541-343-8727, growingsolutions.com
Compost tea systems, Acadian sea kelp and more.

G.S. Long Co., Inc.
509-575-8382 or 800-338-5664
Agricultural testing, disease controls, and pest control products.

Guano Company International Inc.
216-641-1200
Bat and seabird guano natural fertilizer.

Harmony Farm Supply
707-823-9125, harmonyfarm.com
Irrigation equipment, organic fertilizers and pest controls.

Johnny's Selected Seeds
207-437-9294, johnnyseeds.com
Vegetable seeds, flower seeds and supplies.

Kitten Fertilizer
806-828-6244, jerrykitten.com
Organic Aphid-Pruf fertilizer.

Kunafin "The Insectary,"
830-757-1181, kunafin.com
Green Lacewings, praying mantis, ladybugs and fly parasites.

Living Acres 207-778-2390
Compost, compost-based soil mixes, liquid fish and seaweed products.

McGeary Organics, Inc.
717-394-6843, mcgearyorganics.com
Fertilizers suitable for organic farming and gardening.

MGK Company
763-544-0341, pyganic.com
Crop production products, pyrethrum.

Midwestern Bio-Ag Products & Services, Inc.
608-437-4994
Many varieties of organic fertilizers and more.

Natural Resources Group, Inc.
559-564-1236, callNRG.com
Foliars, microbials, insect repellents and more.

Nature Safe Natural & Organic Fertilizers
800-252-4721, naturesafe.com
Nature Safe® plant supplements.

Neptune's Harvest Fertilizers
978-281-1414, neptunesharvest.com
Cold processed hydrolyzed fish, liquid seaweed fertilizers.

New Era Farm Service, Inc. 559-686-3833
Compost, gypsum, limestone, nutrient foliars; also, soil and leaf analytical testing, consulting.

North American Kelp
207-832-7506, noamkelp.com
Liquid plant foods and fertilizers.

Northeast Organics, Inc.
978-526-7888 or 800-924-7347, n-systems.net/fertilizers.html
Liquid fish fertilizer/biostimulant.

PlanTea, Inc.
907-486-2500, plantea.com
Organic plant food in a tea bag, seminars and presentations.

Plastitech, 450-454-3961, plastitech.com
Plastic mulch, irrigation products and more.

Progasa de C.V.
011-81-8376-3701, progasa.com.mx
Processed, dehydrated and sterilized chicken manure (concentrated product). OMRI listed.

Rincon-Vitova Insectaries, Inc.
805-643-5407 or 800-248-2847
Beneficial insects and biocontrol inputs.

Rocky Mountain Bio-Products, Inc.
303-696-8964, biosol.com/usa
Biosol all-natural fertilizer.

Rodale Institute Experimental Farm
610-683-1400, rodaleinstitute.org and kidsregen.org.
Books available on all subjects of organic agriculture and permaculture.

Soergel Orchards & Garden Center
724-935-1743
Organic pest controls and fertilizers.

Soil Culture Consulting
707-938-8665
Consultation for transition to organic farming.

SQM North America
770-916-9415, sqmna.com
Specialty fertilizers.

Strategic Diagnostics Inc.
302-456-6789, sdix.com
Diagnostic testing.

Sun Gro Horticulture Inc.
425-373-3614, sungro.com
Sunshine professional growing mixes and peat moss.

Sustane Corporation
507-263-3003, sustane.com
Granulated slow-release fertilizers. OMRI listed.

Taensa, Inc.,
203-256-0460
Metarhizium anisopliae; Bacillus subtilis, natural oil blends and more.

Tanglefoot Company
616-459-4139
Products include Tree Tanglefoot Pest Barrier, Bird Repellent and more.

Territorial Seed Company
541-942-3056, Ext. 111, territorialseed.com
Beneficial organisms and disease controls.

Texas Plant & Soil Lab, Inc.
956-383-0739, txplant-soillab.com
Soil, water and plant analysis; consulting.

Thorvin Kelp
540-864-5108, thorvin.com
Thorvin Kelp fertilizer and animal feed supplements.

TRC & Associates, Inc (Western Industrial Clay Products)
702-361-9934, wicp.com
Potting soils and more.

Westbridge Agricultural Products
760-599-8855, westbridge.com
Organic BioLink line of OMRI listed liquid fertilizers.

A World of News



Quote of Note

"For me as a nutritionist, organic food isn't a luxury. It is how food is supposed to be."

Shane Heaton
nutrition consultant
and author
of the report,
"Organic farming,
food quality and
human health:
A review of the
evidence,"
The Soil Association,
UK

Organic news

- Vineyards in California's wine country now can obtain compost made with food scraps from San Francisco's finest restaurants to improve their soil quality. The Organic Material Review Institute has analyzed the finished compost and determined it can be used on organic farms.
- David Rockefeller, grandson of oil magnate John D. Rockefeller Sr., has announced plans to build a nonprofit organic farm and education center devoted to agriculture on his estate in Westchester County, according to *The New York Times* (Dec. 22, 2002).
- The University of Illinois at Urbana-Champaign has established an organic task force made up of campus-based faculty and extension field staff, according to *Agro-Ecology News and Perspectives*, Fall 2002.
- Although retailers are not required to become certified, OTA member Wedge Community Co-op in Minneapolis, MN, has sought such certification. It has gained certification for its Produce, Meat, Cheese, Bakery, and Juice Bar departments, as well as its Co-op Partners Warehouse wholesale program, and has applied for certification for its Grocery, Bulk Frozen, Dairy, and Health and Body Care departments.
- McDonald's is starting to sell cartons of organic milk in its United Kingdom outlets.
- Tapirs and chimpanzees at the Copenhagen Zoo in Denmark choose to eat organic bananas over conventionally produced foods left in their cages, according to zookeepers. The zoo last year began feeding at least 10 percent organic products (Source: www.organicTS.com).
- The New Farm web site (www.newfarm.org) from The Rodale Institute on Feb. 11 was slated to begin providing an organic price index for organic products.
- Studies at the Danish Institute of Agricultural Sciences suggest that organic milk is higher in conjugated linoleic acids (CLA) than conventional milk. Animal studies have linked CLA to preventing cancer in rats and atherosclerosis in rabbits.
- A survey comparing the cost differences in production between organic and conventional milk in California showed total cost of production on a per cow and per hundredweight basis is about 10 percent higher for organic producers, yet higher prices paid for organic milk more than offset these higher costs (Sept.-Oct. 2002 issue of *California Agriculture*).

Environmental news

- Following up on an earlier study that showed no measurable pesticide metabolites in the urine of a child whose family bought exclusively organic produce, researchers at the University of Washington in Seattle have confirmed that children eating primarily organic diets had significantly lower organophosphorus pesticide exposure than did children consuming primarily conventional diets. "Consumption of organic produce represents a relatively simple means for parents to reduce their children's pesticide exposure," the researchers wrote [*Environmental Health Perspectives* (ehponline.org)].
- A recent mouse study by the University of Wisconsin at Madison and the Universidad de Valparaiso in Chile linked very low levels of a common lawn and garden weed killer to lowered fertility. Testing an herbicide mixture in the drinking water of gestating mice, researchers led by toxicologist Warren Porter reported a 20 percent increase in failed pregnancies. In addition, the largest reductions in live pups born occurred in mice receiving a dose seven times lower than the maximum allowable level set by the U.S. Environmental Protection Agency for drinking water (*Partners Update*, Pesticide Action Network North America, Fall 2002).
- A study, "Geographic Differences in Semen Quality of Fertile U.S. Males," published in the November 2002 issue of *Environmental Health Perspectives* (Vol. 110, No. 11) found evidence that semen quality differs significantly among regions in the United States, with fertile men in more rural areas having lower sperm counts and less vigorous sperm than those in urban areas. Researchers believe this may be due to such environmental factors as extensive use of agricultural chemicals.
- Two studies link Monsanto's herbicide Roundup to being an endocrine disruptor. [See: *Environmental Health Perspectives*, Vol. 110 Supplement 3 (June 2002), pp. 441-449, and *Environmental Health Perspectives*, Vol. 108, No. 8 (Aug. 2000), pp. 769-776].
- A field study by Tyrone Hayes and colleagues at the University of California at Berkeley indicates the widely used herbicide atrazine results in male frogs with gonadal abnormalities, including retarded development and hermaphroditism, in the U.S. Midwest. Use of atrazine is prohibited on organic farms.



It's an ideal time to think about what you want to grow.

See page 2 for organic and sustainable seeds, seedlings, agricultural supplies, equipment, and services.

Got the winter blahs? Continued from page 2

Horizon Organic, Odwalla®, and Organic Valley are among those marketing fresh or frozen organic citrus juice, while still others, such as Beta Pure Foods and Organic Ingredients, Inc., provide citrus-based juices to manufacturers of processed products.

To learn more about these and other Organic Trade Association members, use *The Organic Pages Online* at www.ota.com.

More vitamin C?

Research by students at Truman State University in Kirksville, MO, has shown some tantalizing findings about organic oranges. In their study conducted under the direction of visiting chemistry professor Theo Clark, organically grown oranges contained up to 30 percent more vitamin C than those grown conventionally.

Clark, who reported on the findings June 2, 2002, at the Great Lakes Regional Meeting of the American Chemical Society, noted that the conventional oranges studied were larger than the organically grown oranges and had a deeper orange color. Because of their size, "we were expecting twice as much vitamin C in the conventional oranges," Clark said. However, to his surprise, chemical isolation combined with nuclear magnetic resonance spectroscopy revealed that the organically grown oranges contained

30 percent more vitamin C than the conventionally grown fruit, even though they were only about half the size.

Getting the message out

To help Canadian consumers look for organic citrus in the marketplace, the Organic Trade Association, with the assistance of a Market Access Program (MAP) grant from USDA's Foreign Agricultural Service, has undertaken a campaign in the Toronto, Canada, area to promote sales of U.S. organically grown citrus. The campaign, which began Jan. 30 and runs through April, is a 30-second ad on the TV Listings Channel that can be viewed by area cable subscribers.

But, you don't have to be Canadian to look for organic citrus. Organic citrus is sold throughout the United States in local supermarkets, natural food stores, and food co-ops. It can be purchased not only as fresh produce, but also as juice.

Because they are organic, their production is based on minimal use of off-farm inputs, and on management practices that restore, maintain and enhance ecological harmony. So, when consumers eat or drink these good-for-you products, remember organic citrus is a win-win investment, for you and your planet.✦