

OTHER SECTOR UPDATES

Coffee Update

COFFEE COUNCIL NEWS

OTA's Coffee Council has partnered with M+R Organics to coordinate a one-year "Go Organic Joe" promotional campaign to stimulate consumer purchase of organic coffee products.

This cooperative marketing campaign will focus on spurring holiday season organic coffee consumption, then turn to

increasing media coverage of consumer events such as Earth Day and industry events such as key trade shows and conferences, and ending with an effort to increase consumption of cold organic coffee drinks in the hot summer. In support of the promotion, OTA will develop two fact sheets: one defining organic coffee and describing the market and details regarding its production, and the

other describing the environmental benefits of organic coffee production.

The "Go Organic Joe" campaign's web interface will be housed on OTA's Coffee Council web pages, and the 30 members of OTA's Coffee Council will indirectly receive exposure from this promotion. Participation in this fee-based

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promotion is open to any company in the organic coffee business, but OTA members receive a special discounted rate and are encouraged to participate individually.

Meanwhile, preparation is under way for OTA's Coffee Council presentation on "Organic Coffee: Benefits, Trends, and the Potential Effects of Genetic Modification" as part of the sustainability track at the Specialty Coffee Association of America's conference. Karen Cebreros from **Elan Organic Coffee** will speak on the benefits of organic coffee; Randy Wirth of **Caffe Ibis, Inc./Coffee Roasting Co.** will speak about market trends in organic coffee; and Melanie

Bondera, an organic coffee farmer from the Kona Coffee Council, will speak about the potential effects of genetic modification on organic and specialty coffee.

OTA's Coffee Council is also brainstorming ways to assist with the long-term recovery and reconstruction effort in Guatemala following Hurricane Stan. Although at the time of print a coordinated effort has not yet been developed, any forthcoming information will be made available on OTA's Coffee Council pages at www.ota.com/about/sectorcouncils/coffee/index.html.

COFFEE IN THE NEWS

McDonald's restaurants are partnering with **Green Mountain Coffee Roasters, Inc.**, to source, roast, and

package **Newman's Own Organics Blend** coffee exclusively for more than 650 McDonald's restaurants in Massachusetts, Connecticut, Rhode Island, Vermont, New Hampshire, Maine, and Albany, NY. The new coffee became available in November. Created exclusively for McDonald's, the blend is made from Fair Trade Certified™ and organic specialty coffees and is available as both regular and decaffeinated.

Green Mountain Coffee Roasters, Inc., has been accepted to the Ceres network of companies committed to enhancing value by integrating environmental and social performance into business strategies and initiatives.

Mountain View Coffee Roasters has introduced Righteous Bean Guatemalan Huehuetenango coffee that supports Fair Trade and organic practices and benefits coffee farming communities in Guatemala.

FIBER PROCESSING LICENSING

OTA as of late October had licensed 118 companies to use or review its fiber processing standards.

Adopted by OTA's Board of Directors in January 2004, the standards cover all post-harvest processing, from storage of organic fiber at the gin or similar facility, to spinning, wet finishing and labeling. OTA has issued licenses to interested companies since March 2004.

In October alone, OTA sent out the standards to 20 companies. All OTA member companies are eligible to receive a copy of the standards for free. To do so, they can download the licensing agreement posted at <http://www.ota.com/standards.fiberstandards.html>, sign the form, and submit it to OTA. OTA then sends a copy to the company. Non-OTA member companies can receive a review-only copy for free, or pay \$500 to be licensed and use the standards in their operation.

Although being licensed to use the standards does not entail certification, companies can pursue certification if they so choose.

Fiber News

Following the fiber processing standards can be used as a marketing tool. One OTA member, for instance, posts on her web site that she sells organic cotton printed with fiber reactive low-impact inks and dyes in accordance with the OTA Fiber Processing Standards.

For further information, contact Marissa Potter by e-mailing mpotter@ota.com.

In November, OTA and the Independent Organic Inspectors Association co-sponsored an advanced organic inspector training on fiber processing open both to interested persons from the organic industry and to experienced inspectors. The training was held Nov. 11-12 in Lubbock, TX.

FACTS ON ORGANIC WOOL

OTA has developed a fact sheet on organic wool and a second highlighting why organic wool production is important to the long-term health of the planet. The two fact sheets are now posted on OTA's web site under "Organic Facts."

In order for wool to be certified as "organic," it must be produced in accordance with federal standards

for organic livestock production.

A survey conducted for OTA by M+R Strategic Services in 2005 concerning organic wool production and markets in the United States and Canada found that 19,152 pounds (8,705 kilos) of organic wool were grown in the United States and Canada in 2005. Specifically, 18,852 pounds (8,551 kilos) of grease wool (shorn, without any cleaning, scouring or further processing) were produced in six U.S. states and 300 pounds (136 kilos) were produced in Ontario.

New Mexico, with 15,300 pounds (6,940 kilos), was the leading producer of certified organic wool in North America, representing 81% of U.S. and 80% of North American organic wool production, followed by Montana (2,400 pounds), Maine (520 pounds), Ontario (300 pounds), Vermont (200 pounds), and New Jersey (132 pounds).

Some of the organic wool products most widely available today include baby clothes, blankets, coats, knitting yarn, socks, sweaters, and throws.

Organic Wool Network, a collaborative of 11 U.S.-based producers, textile artists, yarn and

fabric suppliers, mills, retailers and support organizations, has launched a consumer awareness campaign concerning the availability of organically grown wool apparel and home products. OTA's Fiber Council is among the participants in this network.

ORGANIC T-SHIRTS POPULAR

As previously reported, OTA has been awarding grants, funded by the Martin-Fabert Foundation, for organizations to transition from conventional cotton t-shirts to organic cotton t-shirts for fundraising and promotional programs.

In September, Farm Aid, which had been awarded a \$22,000 grant through the Organic Fiber Transition Project, sold out all 11,000 organic t-shirts made by Patagonia and American Apparel for its 2005 Farm Aid concert.

Meanwhile, OTA has learned that Transportation Alternatives in New York City provided 100 percent organic cotton t-shirts funded through this program to the over 5,500 riders plus all of the

volunteers helping out during its 2005 NYC Century Bike Ride.

"These t-shirts are in keeping with our environmentally sensible mission and help us to practice what we preach. We hope that by exposing our 6,000 riders to the comfort, quality and accessibility of organic cotton, we have helped to create new customers for this product and that soon organic cotton will become the natural choice for more consumers," Dani Simons, event director, and Lindsey Lusher, tour coordinator, wrote to OTA following the event.

NEW FIBER PRODUCTS

SOFT AND SUSTAINABLE

BAMBOO TEXTILE now manufactures bamboo t-shirts made with 30 percent organic cotton (www.bambooclothes.com).

SPECIAL LAYERS

BLUE CANOE has a fall baby line that includes embroidered tops and hats, pants and hats made of 100 percent organic cotton (www.bluecanoe.com).

OTHER FIBER NEWS

Tanzania was expected to begin producing organic cotton in September, according to an article in August in the *Financial Times*.

More than 250 U.S. clothing brands now use organic cotton, up from 100 in 2002, according to a May 1 article in *Apparel* magazine.

Harmony Art was to release its second batch of Season One prints late this fall. In addition, the company has added PM Organics (www.pmorganics.com) as part of its retail distribution team.

American Apparel and **Patagonia** supplied Farm Aid's 2005 concert t-shirts. A grant channeled through OTA helped cover the cost of providing an entirely organic line of t-shirts.

Organic cotton tampons are becoming more widely available now that CVS stores are selling **Natracare LLC** brand tampons with applicators, according to an article in the *Rochester Democrat and Chronicle*.

Wal-Mart Stores, Inc., has announced it will start selling clothing made from organically grown cotton beginning in 2006, according to an Associated Press article in October.

Organic Agricultural Supplier News

THE GOAL: TO CHANGE FERTILIZER REGULATIONS

OTA's Suppliers Advisory Council and National Organic Fertilizer Task Force are focusing many of their resources on affecting change in model fertilizer and soil amendment regulations developed by the Association of American Plant Food Control Officials (AAPFCO). State regulators often adopt these model regulations.

Although AAPFCO has approved "organic inputs" as an official term, the task force will continue to push for revisions to that term. The task force has decided to examine all AAPFCO terms related to organic inputs in an effort to create definitions that are consistent with National Organic Program standards. The task force plans to submit comments on

AAPFCO terms identified by task force members as priority terms that need changing. OTA has retained Dr. George Latimer as a consultant on this project.

Dave DeCou, OSAC advisor and executive director of the Organic Materials Review Institute, has been appointed by AAPFCO as an industry liaison to the AAPFCO Labeling and Definitions Committee; in that role, he will bring the voice of OSAC and the task force to the table on an ongoing basis. Several other task force members have volunteered to represent the task force at future AAPFCO meetings on relevant AAPFCO committees.

Given the lengthy process of modifying AAPFCO terms, the task force is also exploring the idea of pursuing changes in the regulations

or laws related to organic fertilizers and soil amendments in one or two key states in an effort to encourage other states to follow the lead of these major markets. In addition, with input from its Midwestern members, the fertilizer task force is monitoring the implementation of the new Wisconsin fertilizer regulations, which are potentially favorable to organic.

Task force consultant George Latimer and task force member Lawrence Mayhew of Midwestern Bio-Ag Products & Services will represent the task force at AOAC International meetings, to bring an organic viewpoint to discussions about model methods for analysis of fertilizers and soil amendments. AOAC International is a nonprofit association that develops methods for scientists to assure quality analytical results. 