

Organic

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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 1,250 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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INFORMATION FLIER – A PUBLICATION OF THE ORGANIC TRADE ASSOCIATION

Spotlight on organic: *All Things Organic™ will feature state-of-the-art information*



Photo: Mark Farina (City of Chicago)

The rooftop garden at the Chicago Center for Green Technology

The Organic Trade Association's All Things Organic™ Conference and Trade Show at McCormick Place in Chicago May 1-4 will feature three keynote speakers, 33 conference sessions, over 400 exhibit booths, an organic fiber fashion show, welcome party, urban organic tour, dinner and awards ceremony, and much more.

Designed for veteran companies in the organic industry, as well as relative newcomers and companies interested in learning more about organic, it is the largest conference and trade show in North America exclusively dedicated to organic.

This year's conference and trade show, managed in partnership with Diversified Business

Communications, will be co-located with the Food Marketing Institute's FMI Show, the National Association for the Specialty Food Trade's Fancy Food Show, the United Fresh Fruit and Vegetable Association's United 2004 Produce

Expo & Conference, and 2004 U.S. Food Export Showcase sponsored by the National Association of State Departments of Agriculture.

Information and educational sessions at All Things Organic™ will include topics especially geared for exhibitors on Saturday, May 1, and a wide range of conference sessions Sunday, May 2, through Tuesday, May 4. There also will be three keynote addresses, information sessions at OTA's trade show floor booth spotlighting OTA member benefits and services, and a series of "Organic 101" sessions to introduce the beginner to key aspects of the organic trade.

Organic 101 sessions

- "Organic 101" topics will include
- Organic Agriculture and the U.S. National Organic Program 101
 - Sourcing Organic Ingredients for Food Manufacturers 101
 - Organic Certification and Inspection 101

- Good Organic Retailing Practices 101, and
- Organic Fiber 101.

Keynote speakers

Keynote speakers will give presentations Sunday, Monday and Tuesday mornings, May 2, 3, and 4.

- Sunday's keynote speaker will be David Suzuki, an award-winning scientist, environmentalist and broadcaster, whose talk is entitled "Rediscovering Humanity's Place in the Biosphere."

- On Monday morning, Rick Bayless, award-winning chef-restaurateur, cookbook author and television personality, will give a keynote address entitled "Organic from Field to Table."
- On Tuesday, Sandra Steingraber, ecologist, author and cancer survivor, will speak on "Organic Agriculture as Good Prenatal Care: Pesticides and Children's Health."

Following each keynote, the featured speaker will be available for a book signing.

Saturday exhibitor sessions

Saturday topics will include: "Compliance and Appeal: Keeping Your Certifiers Happy," "Building a Team and Creating Teamwork in Your Workplace," "Maximize Your

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Trade Show Experience,” “Creating a Message for Your Marketing Plan,” “How to Get Help When Your Business Needs It,” and “Secure Financing for Your Business.”

Conference sessions

Conference sessions Sunday through Tuesday will look at consumer trends and outreach, how to market and display organic products, mainstreaming organic products to move beyond current market share, organic agriculture and marketing around the world, using technology to market and sell products, importing and exporting, organic seed issues, food safety, Bio-Terrorism Rules and how they affect organic product trade, socially responsible business practices, new organic research, foodservice products, agriculture and politics, emerging organic sectors, developing regional labels, organic meat production, labeling issues, environmentally safe packaging, and topics related to the organic fiber market.

The International Federation of Organic Agriculture Movements, The Organic Center for Education and Promotion, Organic Farming Research Foundation, and Organic Materials Review Institute will host some of the sessions.

Trade show

The All Things Organic™ trade show floor featuring over 400 booths will be open from 10 a.m. to 5 p.m. on Sunday, May 2, and Monday, May 3, and from 10 a.m. to 4 p.m. on Tuesday, May 4.

Organic fiber in the spotlight

The second annual Wear Organic!™ Fashion Show will be held Tuesday, May 4, from 11 a.m. to noon in the exhibit hall. Discover styles made with organic cotton, wool and linen that look, feel and function as well as conventional fiber, but are grown using methods and materials that are low impact to the environment.

In addition to the fashion show, there will be an Organic Fiber Marketplace where you can meet the designers and manufacturers, and conference sessions covering topics from sourcing organic fiber to consumer marketing.

Other activities

In addition to the trade show and conference and educational sessions, OTA has planned a number of other activities for attendees. These include:

- An Urban Organic Tour: A new take on OTA's traditional organic farm and store tours, this field trip of local organic venues, from 11 a.m. to 3:30 p.m. Saturday, May 1, will showcase Chicago and its

efforts to make it the “greenest city in America.” Activities will highlight the “green side” of Chicago, from urban organic gardening initiatives to sustainable building designs. Bus transportation will be provided. The cost is \$20, and requires pre-registration.

- Welcome Party: A Welcome Party, from 6 to 11 p.m. Sunday, May 2, is open to All Things Organic™ attendees and exhibitors. It will be held at the Peggy Notebaert Nature Museum, with live music provided by Kevin Purcell and The Nightburners, a dinner buffet prepared with organic products, open bar, and plenty of space for dancing and conversation. Museum exhibits, including the butterfly room, will be open for attendees to enjoy. Admission to this event is included with the conference and trade show package.
- Fun Run: OTA will hold a fun run between 7 and 8 a.m. Monday, May 3, along Lake Michigan.
- Dinner and awards ceremony: This year, OTA's annual industry dinner and awards ceremony will be held Monday evening, May 3, from 7 to 10 p.m. on Chicago's Gold Coast in the beautifully restored historic ballrooms of Germania Place. This event will start with a cocktail hour of organic wines, beers and hors d'oeuvres before moving to a sit-down dinner. A jazz trio will provide music for the evening. During the program, OTA will honor the accomplishments of OTA Organic Leadership Award recipients. OTA also will once again honor the memories of those in the organic industry who died during the past year. Tickets can be purchased when registering for All Things Organic™.

Sponsors

Numerous companies are helping to sponsor events related to the conference and show. Those who had signed up as of press time included:

- Annual Dinner and Awards Ceremony: Horizon Organic and Organic Valley.
- Keynote speaker: Spectrum Organic Products, Inc.
- Refreshments for Exhibitor Move-In: Oregon Tilth, Inc.
- Fun Run: Nature's Path, Inc.
- Refreshment breaks: Smucker Quality Beverages, Inc. and Driscoll Strawberry Associates



Keynote speakers (from left to right) Rick Bayless, Sandra Steingraber, and David Suzuki

Also, The National Association of College and University Food Services and the International Federation of Organic Agriculture Movements are supporting organizations. For an up-to-date list of sponsors, visit www.atoexpo.com.

For more information about All Things Organic™, go to www.atoexpo.com. The conference program is posted online at

www.atoexpo.com/conf.asp. Members of the press can register to attend on the www.atoexpo.com web site.



A World of News



Organic news

- Numerous Organic Trade Association (OTA) member companies will provide organic food for The Painted Turtle (a Hole in the Wall Camp), a year-round medical camp for children opening in April in Lake Hughes, California.
- USDA has awarded value-added agricultural product market development grants to OTA member companies Florida Certified Organic Growers and Consumers (\$63,800), Heartland Mill (\$150,000), Organic Essentials, Inc. (\$450,000), and Wholesome Harvest (\$450,000).
- Sales of organic meat products in North America are expected to surge this year due to rising consumer demand, according to *The North American Market for Organic Meat Products* from Organic Monitor.
- Catholic Relief Services is partnering with the Interfaith Coffee Program of Equal Exchange Inc. to boost sales of Fair Trade coffee, including organic coffee, among the nation's 65 million Catholics.
- Sodexo USA will launch Wild Sage Foods, Inc.'s new organic, fast casual restaurant concept "Herb'n Farm" at locations across North America.
- Marshalltown Community College, Marshalltown, IA, has accepted a \$25,000 grant from the Leopold Center for Sustainable Agriculture to initiate a two-year sustainable agriculture degree program. The first courses will be offered in Fall 2004.
- A General Foods flour milling plant in Great Falls, Montana, has been certified for organic handling and processing by the Montana Department of Agriculture Organic Certification Program.
- A ranch in Welch, Oklahoma, has become the first organic livestock operation certified by the Oklahoma Department of Agriculture, Food and Forestry.
- Consumers are encouraged to use organic practices in their lawn care and in their flower and vegetable gardens. OTA's consumer web site, *The O'Mama Report*, lists sources for organic seeds, seedlings, pest controls, fertilizers, services, garden equipment and gardening books (www.theorganicreport.com/144_home_garden.cfm).

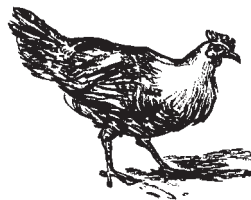


OTA-related news

- OTA and the National Wildlife Federation are working together to raise public awareness about the benefits of organic production for the environment and for human health.
- OTA has adopted organic fiber processing standards and will license companies interested in following these standards in their operations.
- OTA is among the sponsors of the "First World Congress on Organic Food: Meeting the Challenges of Safety and Quality for Fruits, Vegetables and Grains," to be held March 29-31 at Michigan State University. See www.foodsafe.msu.edu/organics, or contact Kirsten Khire (khirek@cvm.msu.edu).
- OTA and the International Conference on Organic Textiles (Intercot) initiated by the Institute for Marketecology in Switzerland will jointly manage the 4th International Conference on Organic Textiles in association with OTA's 2005 All Things Organic™ Conference and Trade Show in Chicago.

Environmental news

- Children of migrant and seasonal farm workers are exposed to a wide range of agricultural and home pesticides, according to a study published in November on the online edition of *Environmental Health Perspectives*.
- Male children exposed to the pesticide endosulfan show delayed sexual maturity compared to their peers who were not exposed, according to a study conducted in India published in the December 2003 issue of *Environmental Health Perspectives*. Although endosulfan is no longer manufactured in the United States, approximately 1.4 to 2.2 million pounds are used on such U.S. crops as squash, pecans, and strawberries. It is not allowed in organic agriculture.
- Consumption of conventional chicken may contribute significant amounts of arsenic to total arsenic exposure of the U.S. population, according to a study published in the January 2004 issue of *Environmental Health Perspectives*. Arsenic is an animal-feed supplement



Quote of Note

"To leave a healthy planet for coming generations, we desperately need to develop sustainable practices that don't damage the ecosystems on which we depend."

-David Suzuki, in his Feb. 5, 2004, "Science Matters" newspaper column.

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Photo: Mark Farina (City of Chicago)

A view of the rooftop gardens on Chicago's City Hall

All Things Organic™ in Chicago

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Check out The O'Mama Report (www.theorganicreport.org), OTA's online resource for consumers.

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used by conventional farmers to control intestinal parasites in chickens, but is not allowed in organic agriculture.

International news

- European Union—The International Federation of Organic Agriculture Movements' EU Regional Group has urged Europe to adopt an action plan for organic food and farming.
- United Kingdom—U.K. sales of organic food have topped £1 billion, according to the Soil Association's *Organic Food and Farming Report 2003*. Reliance on imports has decreased, while the amount of organic food sold at farmers' markets, farm shops and through direct delivery has increased.
- United Nations—The United Nations Conference of Trade and Development predicts demand for organic tropical fruit will grow 10 to 30 percent over the next five to ten years.

Consumer trends

- Sixty percent of consumers surveyed for "Shopping for Health 2003: Whole Health for the Whole Family" by the Food Marketing Institute and *Prevention* magazine feel organic foods are healthier than non-organic foods, but only 39 percent buy organic versions of the foods they eat. The most popular organic foods were fruits and vegetables.
- A study by Synovate showed that 54 percent of U.S. consumers have tried organic foods, with 29 percent saying they consume more organic foods and beverages than they did a year ago.

Produce continues to be the primary gateway to organic purchases.

- A report entitled *Hispanic Health and Wellness Opportunities Report* from the Natural Marketing Institute shows Hispanic consumers are significantly more interested in natural and organic products than is the general population, more likely to shop the natural products channel, and more likely to want their stores to carry natural and organic products.
- In the *2003 Natural & Organic Foodservice Report*, SPINS and The Hale Group estimated shipments of natural and organic meats and organic foods into foodservice totaled \$330 million in 2002, with sales projected to grow to nearly \$2 billion by 2007.

Eye on Genetic Engineering (GE)

- A report, "Impacts of Genetically Engineered Crops on Pesticide Use in the United States: The First Eight Years," prepared by Charles M. Benbrook shows the planting of GE crops in the United States since 1996 has increased pesticide use by about 50 million pounds
- A U.S. testing program has found traces of Star Link corn in more than 1 percent of samples submitted by growers and grain handlers in the past year. The corn variety is banned from human consumption.
- The Mendocino County, California, Board of Supervisors has placed a "GMO Free Mendocino" initiative on the March ballot.

