

# Organic



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 1,450 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

## Organic products will be focus of All Things Organic™

Organic products, both food and non-food, will be in the limelight as the Organic Trade Association (OTA) holds its fifth annual All Things Organic™ Conference and Trade Show April 30-May 3 in Chicago.

For the second year in a row, All Things Organic™ will be co-located in Chicago with four other food-oriented trade shows—Food Marketing Institute Show, the Fancy Food Show, United Produce Expo & Conference, and the U.S. Food Export Showcase—to provide an impressive array of offerings at McCormick Place. In addition, the International Federation of Organic Agriculture Movements will again participate in All Things Organic™.

Presented in partnership with Diversified Business Communications, this year's conference and trade show will feature two keynote speakers, 19 conference sessions, six Organic 101 educational sessions, and more than 400 exhibit booths. For a list of exhibitors, go to [www.organicexpo.com/exlist.asp](http://www.organicexpo.com/exlist.asp). In addition, OTA will co-host the 4th International Conference on Organic Textiles (Intercot) May 1-3 (see accompanying story).

For this year's events, OTA has arranged to buy Green Certificates for 100 percent wind power to offset the energy usage of its trade show, conference, and Intercot. The certificates purchased are the equivalent to planting 3,887 trees or taking five cars off the road for



ATO Keynote Speakers Nina Utne and Morgan Spurlock

one year. 3 Phases Energy Services, through which OTA has made this arrangement, will also have a booth in the exhibit hall to provide information on how companies can buy and use Green Certificates.

### Keynote addresses

This year's All Things Organic™ program will feature two keynote addresses.

On Sunday, May 1, from 8:30 to 9:30 a.m., Nina Rothschild Utne, chair and chief executive officer of *Utne* magazine, will give the opening keynote address. Utne will speak on "The Power of One Voice: How Independent Media is Bringing Wonder Back to a Wonder Bread Culture." In her talk, she will draw on stories from the magazine's pages, its readers, her personal life, and the world at large. Following her talk, Utne will be available for a book signing.

On Tuesday, May 3, Morgan Spurlock will give a keynote address from 8:30 to 9:30 a.m.

Spurlock will be available following his talk for a book signing.

Spurlock is an award-winning writer, director and producer of the feature film *Super Size Me*. In this compelling film, Spurlock shows what can happen to a healthy person who lives solely on huge portions of fast food. He also interviews health professionals across the United States about the obesity epidemic, and looks at the school lunch program. He is expected to talk on some of the provocative findings of the film and possible steps needed for change.

### Organic 101

In addition, for the second year, OTA will feature a series of "Organic 101" sessions centered on walking the beginner through aspects of organic trade. These sessions will be free to anyone with a trade show pass, and thus are geared for attendees from all five shows. This series will be located

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near the entrance of the All Things Organic™ trade show floor.

Organic 101 topics will include Organic Agriculture and the National Organic Program, The U.S. Organic Market, Organic Certification and Inspection, Implementing Good Organic Retailing Practices, Organic Fiber, and Growing your Suppliers along with your Business.

### Conference sessions

Conference sessions Sunday through Tuesday will be filled with cutting-edge information and thought-provoking discussions for those in the organic industry. Here is a look at the tentative program:

Sunday morning sessions will include:

- > Hot Topics in Organic
- > Paths to Organic for Every Size Business
- > Scientific Research Needs and Strategies Panel

Sunday afternoon sessions will include:

- > Alternative Fuels for Your Business Energy Needs
- > Bring Your Supply Chain Problems to the Experts
- > Free and Low-Cost Promotions for Small Businesses

In addition, there will be an Intercot session on marketing strategies from 5 to 6:30 p.m. Sunday that will be open to attendees of All Things Organic™.

Monday morning sessions will include:

- > Unclouding the Crystal Ball: Organic in the next 20 years
- > Growth Prospects in the Global Organic Food Industry
- > OTA's Organic Fiber Processing Standards
- > Marketing Opportunities and Challenges for Organic Meat

Monday afternoon sessions will include:

- > Direct Retailing
- > International Success Stories: Changing the world one farm at a time
- > Organic at the Cutting Edge of Food Technology

Tuesday morning sessions will include:

- > Exerting your Political Influence at many levels
- > Getting Organic into Institutional Food Service
- > Current State of Genetic Engineering in Agribusiness and How It Affects Organic

Tuesday afternoon sessions will include:

- > Domestic Fair Trade Panel
- > Educating your Customers about Non-Food Organic Products
- > Encouraging Publicly Funded Organic Farm Research

### Conference registration

For more information or to register to attend, go to [www.organicexpo.org](http://www.organicexpo.org). Members of the press wishing to attend All Things Organic™ or any of the accompanying activities including the Wear Organic!™ fashion show can register at [www.organicexpo.com/press\\_reg.asp](http://www.organicexpo.com/press_reg.asp). ❖

## Organic fiber, textiles spotlighted

In conjunction with All Things Organic™, OTA will co-host the 4th International Conference on Organic Textiles (Intercot) May 1-3 at McCormick Place in Chicago.

The 4th Intercot is an international conference addressing issues common to the entire organic textile chain. Positioned as the pre-eminent organic textiles conference, it will include comprehensive and timely information, as well as opportunities for international networking with leaders in this rapidly growing industry sector. Sessions will focus on farming challenges, marketing opportunities, processing standards, and social standards in the organic textiles world. Entitled "Global Approaches to Organic Textiles," it is a key event for those in the textile chain, from farmers, processors, traders, consultants, designers, non-governmental organizations, academics, and researchers, throughout the world.

Further details about Intercot are posted on [www.intercot.org](http://www.intercot.org).



### Organic Fiber Walking Tour

In conjunction with the two conferences, there will be an Organic Fiber Walking Tour, scheduled for 11 a.m. to 3 p.m. Saturday, April 30. The tour will spotlight organic fiber fashion retailers in Chicago's world-famous downtown shopping district, the Magnificent Mile. Participants will have the opportunity to see the latest in organic apparel, accessories, and textiles, and learn from retailers engaged in the trade.

The tour will depart from the downtown hotel area. Tour schedule includes stops at Patagonia, Timberland, Eileen Fisher, Nike, and Whole Foods Market. Cost to participate is \$25 per person, and registration is required. The tour will be limited to 60 people. Sign up when registering for All Things Organic™.

### Wear Organic!™

In addition, Wear Organic!™, OTA's third annual fiber and fashion show, will take center stage on Tuesday, May 3, from 12:30 to 1:30 p.m. on the All Things Organic™ trade show floor.

A stunning display of the latest apparel and textile designs in organic fiber will be showcased on the runway. In addition, attendees to the Wear Organic!™ Fashion Show will have access to conference sessions focusing on organic fiber, and will be able to network and source product with exhibitors featured in the Organic Fiber Marketplace, including organic apparel designers and textile manufacturers.

Check [www.organicexpo.com/fiber\\_fashion.shtml](http://www.organicexpo.com/fiber_fashion.shtml) for more information about participating companies. ❖

To view this issue electronically, go to  
<http://www.ota.com/news/whatsnews.html>

# A World of News



## Organic news

- A State of Science Review, "Elevating Antioxidant Levels in Food Through Organic Farming and Food Processing," prepared by Charles Benbrook for The Organic Center for Education and Promotion ([www.organic-center.org](http://www.organic-center.org)) suggests that a shift toward organic production and food processing can play an important role in increasing antioxidant levels in fresh produce and other foods.
- Carolina Farm Stewardship Association's Save Our Seed Project now offers a free certified organic seed sourcing service for growers.
- Celebrities at the 32nd annual American Music Awards in November were given organic gift bags backstage. Presenters and nominees received a Patagonia® Beneficial T's organic cotton tote bag of organic products ranging from chocolate and roses to macaroni and cheese and coffee.
- San Diego's Petco Park and St. Louis's Busch Stadium will test sales of certified organic hot dogs and bratwurst in the next season, according to a Dec. 1, 2004, article in *USA Today*.
- Market Basket, operated by Demoulas Super Markets Inc., has added six Fair Trade Certified™ coffees under the Green Mountain Coffee Roasters® and Newman's Own® Organics brands to the shelves of its 59 stores in Massachusetts and New Hampshire.
- Organic To Go, a retailer of organic and natural meals to go, has signed a lease for a 425-square-foot space in a building in downtown Seattle, WA. The company's first store opened in November in Issaquah, WA.
- *The Green Apple: Coupons for Natural Living in New York City*, published by Eyecloud, provides discount coupons and well as information on farmers' markets, CSAs, organic and vegetarian restaurants and more about resources in New York City. More details: [www.thegreenapple.org](http://www.thegreenapple.org).
- Independent distributors of Snapple in New England have agreed to carry Steaz Green Tea Soda manufactured by OTA member company Healthy Beverage Co.

## Research updates

- Preliminary results from a research project at the University of Aberdeen in Scotland confirm earlier research published in the *Journal of Dairy Science* that organic milk is a good source of omega-3 fatty acids. The research shows organic milk can contain up to 71 percent more omega-3 fatty acids and has a better ratio of omega-3 to omega-6 fatty acids than conventional milk.
- A study conducted by researchers at the Danish Institute of

Agricultural Sciences and Institute of Food Science at the Royal Veterinary and Agricultural University between May 2003 and February 2004 found organic milk samples generally contained significantly more vitamin E (alpha-tocopherol) and beta-carotene than conventional milk ([www.darcof.dk/enews/sep04/milk.html](http://www.darcof.dk/enews/sep04/milk.html)).

- A study led by Kathleen Delate, associate professor in Iowa State University's Departments of Agronomy and Horticulture, and USDA soil scientist Cynthia Cambardella compared yields, pest status and soil quality during transition from conventional to organic production in Iowa. The results, published in *Agronomy Journal* (September-October 2004), showed that in the first three years of transition, soybean yields between conventional and organic crops were not statistically different, while yellow dent corn yields were equivalent in organic and conventional plots. In the fourth year, organic corn yield and soybean yield in one treatment surpassed conventional yield.
- Mary Chapman and Betty Ishida of the U.S. Department of Agriculture's Agricultural Research Service in Albany, CA, have discovered that organic ketchup contains higher levels of lycopene than that found in conventional counterparts.

## Environmental Update

- An article by Prof. Joe Cummins posted on the [www.i-sis.org.uk](http://www.i-sis.org.uk) web site concludes that findings in peer-reviewed publications indicate that organic foods are not more hazardous sources of mycotoxins than conventional foods. On the contrary, organic foods tend to be less contaminated and may provide protection from these toxins.
- A study published in the December issue of *Environmental Health Perspectives* links exposure to organochlorine chemicals to reduced bone mineral density among polar bears from East Greenland.
- Ten percent of all bird species face extinction by the end of this century, with another 15 percent on the brink of extinction, according to a forecast by Cagan H. Sekercioglu and colleagues at

## Quote of Note

"There is little satisfaction for a family doctor in knowing that a patient's infertility, tumor, or Parkinson's disease was probably caused by pesticide exposure. The severity of many pesticide-related illnesses is a reason to focus on prevention rather than diagnosis."

Ontario College of Family Physicians,  
*Systematic Review of Pesticide Human Health Effects*

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the Stanford University Center for Conservation Biology published in the Dec. 13 online version of the *Proceedings of the National Academy of Science*.

- Research by Nataliya Bulayeva and Cheryl Watson of the University of Texas Medical Branch at Galveston published in the November issue of *Environmental Health Perspectives* shows that even extremely small amounts of environmental estrogens found in pesticides, plastics and detergents, as well as phytoestrogens from sunflower seeds, soybeans, and alfalfa sprouts, can cause major changes in endocrine cells. The results were based on lab experiments with rat pituitary cells.
- Researchers at Stanford University's School of Earth Science have found direct evidence linking large-scale coastal farming to harmful marine algae blooms. Analyzing satellite images of Mexico's Sea of Cortez separating the Mexican mainland from the Baja California Peninsula, researchers found that fertilization and irrigation events in the Yaqui River Valley agricultural area in Mexico triggered phytoplankton bloom near the mouth of the river.
- Arsenic exposure levels considered safe by the U.S. Environmental Protection Agency may be set too high given the amounts found in young factory-farmed chicken, according to a study by researchers from the National Institutes of Health and the U.S. Department of Agriculture in the January issue of *Environmental Health Perspectives*. The arsenic in the meat is due to its inclusion in a

USDA-approved supplement added to conventional chicken feed to control intestinal parasites.

- New research published in *Clinical Infectious Diseases* (Jan. 15) identified E. coli bacteria from animal guts that are very similar to the multi-drug resistant bacteria associated with an outbreak of urinary tract infections in women in California. Researchers said this indicates a possible link between antibiotic-resistant urinary tract infections and the overuse of antibiotics in food animals raised conventionally. ❖

## Go Organic! For Earth Day

OTA, in partnership with MusicMatters and the Earth Day Network, is celebrating Earth Day in a nationwide campaign, "Go Organic! For Earth Day," promoting organic products during April.

Designed to increase consumer awareness and sales of organic products in mainstream outlets, the campaign includes promotions in 2,600 grocery stores across 16 chains. Retail partners include Kroger, Publix, Wild Oats Markets, H.E. Butt Grocery Co., Rainbow Foods, Cops, Pick N' Save, Giant Eagle, King Soopers, City Market, Ingles Market, Food Lion, Fry's Marketplace, Smith's Marketplace, Henry's Marketplace, and Sun Harvest Markets.

The campaign also includes an educational curriculum on organic distributed to approximately 80,000 classrooms.

