



# E-News

February 2011

## WHAT'S NEW

### 2011 COABC CONFERENCE "THE NEXT GENERATION"

Sidney on Vancouver Island, March 4<sup>th</sup> – 6<sup>th</sup>, 2011

**Registration is now open.** If you plan to attend please register as soon as possible so organizers are able to plan appropriately. **Registration deadline is Feb 18, 2011.**

Registration options:

- online go to <http://www.karelo.com/register.php?BID=255&BT=10#Ev7028>
- print off & mail a cheque using this form <http://certifiedorganic.bc.ca/infonews/conference2011/registration.pdf>.
- See the current issue of the BC Organic Grower, as it will have the same registration form that you can use. Remember there is separate registration fee for the VO/CB/CC training.

**Trade Show booths are still available!** The trade show and poster session offers a unique opportunity to promote products and ideas to the organic community. Please see the registration form for rates and benefits at <http://certifiedorganic.bc.ca/infonews/conference2011/tradeshowsreg.pdf>.

Listed below are some of the workshops on **Saturday, March 5<sup>th</sup>**. For a full listing visit <http://certifiedorganic.bc.ca/infonews/conference2011/workshopbio.php>

**Day time:**

**\* Are Natural claims riding the Organic Wave for free? Dag Falck (8:15 - 8:45am)**

Natural label claims are now growing faster than the organic label. Dag will examine what the customer is getting from products labeled "Natural", and why marketers are benefiting. Organic and Natural foods marketing grew up together and no doubt this supported the growth of both in the early days. Is it still a symbiotic relationship benefiting both? And how can we best safeguard the hard work gone into building organic production to where it is today?

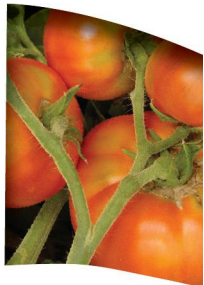
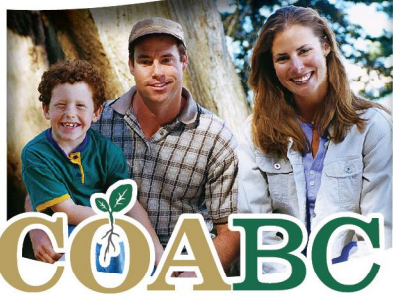
**\*Canada's Organic Sector Brand Strategy: Gunta Vitins (8:45 - 9:15am)**

The Organic Value Chain Roundtable has developed a brand strategy to promote the Canadian Organic Sector and differentiate it from competitors. The brand strategy is comprised of branding elements, a sector vision and mission and a 3 – 5 year implementation plan which is to be finalized through further consultation with the organic community. The brand strategy is intended to support all segments of the organic sector – from small to large farmers and processors, to distributors, retailers, restaurateurs etc. Gunta Vitins, Chair of the Market Development Work Group that initiated the project on behalf of the Roundtable, will present the brand strategy and progress to date and solicit further input from the BC organic community.

**\* Community Farms, Land leasing and other ownership models: Jen Cody, Heather Pritchard, Nichola Walkden (1:45 - 3:15pm)**

Growing Opportunities, Community Farms and Farmland Access Agreements.

Farm Folk City Folk, TLC The Land Conservancy BC and Providence Farm will co-present their experiences in Community



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Farms and promoting access to available farmland through leases and other agreements. FFCF and TLC have coauthored three Community Farm publications and A Guide to Farmland Access Agreements:

<http://blog.conservancy.bc.ca/agriculture/publications-2/>

## **\*Creating A Successful Farm Apprenticeship Program: Mary Alice Johnson (4:15 - 5:00)**

Are you considering hiring a farm apprentice? Mary Alice discusses the factors that should influence this important decision then guides you through the process. Topics covered include "Do I really need or want to have apprentices?", "What are my obligations?", "What can I reasonably expect of an apprentice?" and "What makes a good learning environment?"

### **Evening:**

#### **\*Slow Money: Ari Derlef (7:20 - 7:40 pm)**

Slow Money is both a movement and an organization. The movement is a response to money that is too fast, companies that are too big, and finance that is too complex. Its goal is to make it possible for people to easily and directly connect our values to the way we spend and invest our money. It starts with local food because building healthy, robust local food systems is the first step towards building a restorative economy. The organization focuses on four initiatives: building networks, creating new financial products and services, developing educational programs, and designing assessment tools to further the efforts of the movement.

Find **complete conference details** <http://certifiedorganic.bc.ca/infonews/conference2011/>.

## **COG AGRIWEBINAR SERIES 2011**

Throughout the month February, **Canadian Organic Growers** will be hosting a series of webinars discussing organic agriculture issues.

Interested in attending? Don't miss out on this interactive learning opportunity! For more info or to register, please visit [http://www.cog.ca/shop/index.php?main\\_page=index&cPath=2\\_83&zenid=3618abda0f713e77e073d8be8f8e94ae](http://www.cog.ca/shop/index.php?main_page=index&cPath=2_83&zenid=3618abda0f713e77e073d8be8f8e94ae).

### **February 1**

#### **Making the Transition to Small Scale Organic Produce Farming** with Theresa Schumilas

This course is intended for existing produce farmers who want to transition to certified organic production. It walks each producer through the development of an organic plan specific to their farm, including: soil assessment, fertility plan, pest management plan, weed management plan, cropping plan and plans for monitoring and record keeping.

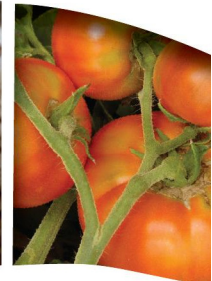
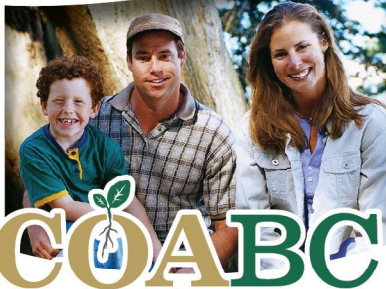
### **Feb 8 & February 22**

#### **Record Keeping for Organic Growers Part 1 & 2** with Maureen Bostock

One of the most challenging and important aspects of organic certification is the requirement to maintain records which enable the inspector to conduct a field to table audit of organic production. This 2-part webinar will help you learn the best way to set up a record keeping system, what types of records you need to keep, how your farm operation can benefit from improved record keeping as well as offer simple suggestions to make recordkeeping easier on your farm.

### **Feb 10 & Feb 24**

#### **Crop Planning for Organic Vegetable Growers - Part 1 & 2** with Daniel Brisebois & Frédéric Thériault



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This webinar creates the foundation for your crop plan. It begins with setting financial goals for your farm business that are then developed into a marketing plan. We will also explore how to analyze the profitability of the crops you choose to grow.

**Feb 15**

## **Transition to Organic Livestock Production** with Gene & Ken Kessler

This webinar is intended for livestock producers who are considering or are in the process of transitioning to organic production. You will learn about converting to organic, breed selection, nutrition, grazing management, health care alternatives, certification and record keeping.

*\*Please note: This webinar is brought to you by Canadian Organic Growers in partnership with the Canadian Farm Business Management Council. As such, it is COG's discretion to determine whether costs will be associated to the webinar.*

## ONGOING

### **"WHAT IS ORGANIC FARMING?" BOOKLET NOW AVAILABLE ONLINE**

Are you familiar with the green "What is Organic Farming" booklet? The booklet is now available on our website as a downloadable resource. On the Education page under the Marketing Toolkit tab there are a number of tools and resources available to help members.

### **COMPLAINTS SUBMISSION FORM**

Canada Organic Office complaint submission form can be found at <http://www.certifiedorganic.bc.ca/programs/cor.php>  
For complaints against an interprovincial traded product see the COO complaint form at <http://certifiedorganic.bc.ca/programs/cor.php>  
Complaints on this form are to be directed to the Canada Organic Office directly [OPR.RPB@inspection.gc.ca](mailto:OPR.RPB@inspection.gc.ca).

### **REMINDER – SHIPPING IN AND OUT OF PROVINCE**

For certified organic operators who wish to ship outside the province (nationally or internationally) don't forget that you now must be certified under under ISO rather than the provincial BC certified organic program.

## INTERESTING

### **OSDP DEADLINE APPROACHING**

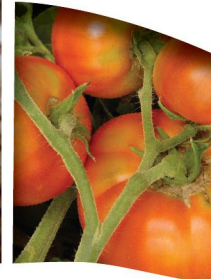
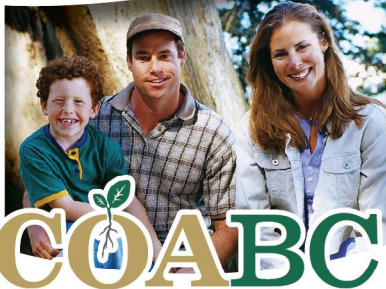
This is a reminder the next deadline for applications for funding under the Organic Sector Development Program is Feb 11 2011. The OSDP has hundreds of thousands of dollars available for funding for projects that provide a broad benefit for the BC Organic Sector. OSDP funds must be matched 50/50 with project cash and can be used for applied and desk research, training farmers (workshops), investigating new farming methods or opportunities, organising growers, and other activities. Information can be found on the OSDP page of the COABC Website.

<http://certifiedorganic.bc.ca/programs/osdp.php>

**Deadline: Feb 11, 2011**

**Contact: Paddy Doherty, OSDP Coordinator**





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Email: [osdp@certifiedorganic.bc.ca](mailto:osdp@certifiedorganic.bc.ca)

## ARDCORP SURVEY

ARDCorp is conducting a survey to obtain responses and opinions about the concept of a comprehensive and interactive agrifood online resource. Your input will help to shape future conversations across many industry sectors.

- The online survey is available starting on Monday, January 24, 2011.
- The survey will close at 11:59 pm on Friday, February 18, 2011.
- It will take about 10-12 minutes to complete the survey.
- Your participation is completely voluntary. However, it is important that we learn your opinions.

Please click on the link below or cut-and-paste it into your web browser to begin the survey.

<http://questionpro.com/t/AE11YZluiR>

**Deadline: Feb 18, 2011**

**Contact: Grace Cho**

**Email: [websurvey@ardcorp.ca](mailto:websurvey@ardcorp.ca)**

## EVENTS

### Canadian Young Farmers' Forum

February 11 – 15, 2011

Winnipeg Fairmont Hotel

The Canadian Young Farmers' Forum is holding their AGM in Winnipeg. This is always a fabulous event; it has great educational sessions and provides a wonderful opportunity for young farmers to network with other young farmers. To find out more about the organization and the conference visit <http://www.cyff.ca/>.

### BC Farmer's Market Association Conference

**Working Together to Strengthen our Local Food System**

March 11<sup>th</sup>, 12<sup>th</sup> and 13<sup>th</sup>, 2011

Steveston Community Centre, Richmond

Registration for the Conference opens January 24<sup>th</sup>, 2011.

For more information, please email [info@bcfarmersmarket.org](mailto:info@bcfarmersmarket.org)



## DON'T FORGET

**Got an Organic Question? Try Cyber-help <http://www.certifiedorganic.bc.ca/rcbtoa/index.html>**

*If you change your address or contact information send it to your CB office as soon as possible so that you don't miss out on receiving a BCOG and other materials.*