

Celebrating 20 Years Together



Certified Organic Associations of BC

Enews

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Special points of interest:

- 2013 Conference information is now available. Visit www.certifiedorganic.bc.ca

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Organic Sector Strategic Plan Presentation

The Organic Sector Strategic Plan will be presented Sunday February 24 at the COABC conference.

The Plan is the result of a gathering in November 2012 of representatives from across the organic sector as well as other input.

We invite you to join us in our vision of *sustainable organic food production that supports healthy communities and a healthy environment in BC.*

In the planning process, five strategic leverage

points were identified:

- 1)Unity of the BC Certified Organic Sector.
- 2)Branding and Education
- 3)Advocacy and Alliances
- 4)Capacity building
- 5)Standards



In combination, these five "key performance areas" tap the exciting potential of the main driver for the sector: the continued growth

of consumer demand for certified organic produce and products.

This plan reflects the first time that the COABC's strategic planning process has included retailers and processors as well as representatives of the agricultural sector as a whole.

The Organic Sector Strategic Plan is a living document and a call to action! Explore the plan with us at the conference and see where you can join in to help Organics grow in over the coming five years.

Conference Early bird Deadline, January 31, 2013

Take advantage of this great rate. After the 31st there will be an additional fee.

The Prestige hotel is offering COABC guests a special rate of \$99 per night until January 31, 2013. The

COABC Conference is being held at the Prestige Hotel Vernon from February 22nd to the 24th, 2013.

To register please visit:

<http://coabc2013-eac2.eventbrite.ca/?ebtv=C>

and check out the Conference page on the COABC website at <http://certifiedorganic.bc.ca/infonews/conference2013/>



“consumer research will provide a deeper understanding of purchasing habits and attitudes towards organic”



Questions and Answers on the Canadian Organic Standards

Questions:

Under the Canadian Organic Standards, can commercial or logistical challenges outside the operator's control (e.g. a shipment held up by border inspection) be included in the definition of catastrophic circumstances?

Is the space requirement for cattle (6.8.8) the same for all breeds or can

an adjustment be made for smaller animals such as Jerseys?

In 8.2 of the Standard, what does the term "constituent of an ingredient" mean?

The Organic Standards Interpretation Committee (SIC) provides interpretive guidance to the Canada Organic Office on issues related to the National Standards for Organic Agriculture (CAN/

CGSB 32.310 and CAN/CGSB 32.311).

The proposed responses are subject to a 60 day comment period starting January 23rd and closing March 22nd 2013. [Read them here.](#)

All comments regarding these answers should be sent to OPR.RPB@inspection.gc.ca

Canadian Organic Marketplace Research Program

The Canada Organic Trade Association (COTA) is pleased to announce that a comprehensive market study of the Canadian organic market and consumers will be completed in early 2013. As the first full study of its kind this study will become the benchmark against which all future information on

the organic market in Canada will be measured.

The new sales data will include information on total national sales, categories and channels. The consumer research will provide a deeper understanding of purchasing habits, attitudes towards organic and origin labels, and the demographics of

key consumer groups. A separate, detailed analysis of the BC market will be released with the national data. The first release is planned for April 2013 with opportunities for further provincial breakouts to follow.

For more information contact Matt Holmes, mholmes@ota.com

Looking for COABC History

To help celebrate the 20th anniversary of COABC at the conference, the conference committee is putting a call out for photos of past conferences and other COABC events.

Stories, news clippings, or any historical material that could be shared at the conference would be much appreciated. As well.

If you have any pieces of COABC history please

email to:

office@certifiedorganic.bc.ca

Events

ECOTONE 2013

Date: February 2, 2013 (and all Month)

Location: Rotary Centre for the Arts, Kelowna

This is the opening reception for the annual Local, Organic and Zero Waste, Okanagan underground creative gathering known as conduit.

A hundred Local artists will fill the Rotary center for the Arts with pictorial and sculptural installation for the month of February.

COABC 2013 CONFERENCE

Date: February 22-24, 2013

Location: Prestige Hotel, Vernon, BC

The theme this year, to help us commemorate the 20th anniversary of COABC, is *Organics: Past, Present and Future*. The Conference provides educational and networking opportunities for new and established farmers, as well as the general public. We feature educational topics presented by knowledgeable speakers who are experts in their field. Join us!

BC ASSOCIATION OF FRAMER'S MARKETS CONFERENCE:

Date: March 1-4, 2013

Location: Hotel 540, Kamloops, BC

Register: <https://www.registrationlogic.com/secure/Register.aspx?ID=387>

This year's theme is "Growing Times: Catching up with Our Own Success". The conference includes a Kamloops Circle Farm Tour, workshops, a variety of sessions and a keynote address by renowned sustainable agriculture advocate, Michael Ableman.

Newsletters from Supporting Organizations

Every month the COABC receives newsletters from organizations with related interests

- **BC Agriculture Council** COABC is a member under the Community Agriculture seat. <http://www.bcac.bc.ca/current-issues>
- **OFC** <http://>

www.organicfederation.ca/newsletter

- **Shared Harvest**

<http://www.sharedharvestbc.blogspot.ca/>

- **BCAFM** [HTTP://WWW.BCFARMERSMARKET.ORG/NEWSLETTER/2012/OCT](http://WWW.BCFARMERSMARKET.ORG/NEWSLETTER/2012/OCT)



Reminders

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 ISO rather than the provincial BC certified organic program.

SOCIAL MEDIA

COABC is on Facebook at <http://www.facebook.com/pages/Certified-Organic-Associations-of-BC/208548192519986> and on Twitter, username coabccanada. Join our online community.

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://www.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.