



E-News



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WHAT'S NEW

BC GOVERNMENT PROCLAIMS ORGANIC WEEK

The Minister of Agriculture, Don McRae proclaimed "Organic Foods Week" in BC on Monday October 17, 2011. Read the proclamation at <http://www.gp.gov.bc.ca/statreg/oic/2011%20Proclamations/procs/OrganicFoodsWeek2011.htm>. The proclamation coincided with the COABC Executive's day at the legislature. The executive met with Ministry of Agriculture staff to continue the discussion about regulating the word organic, then attended question period. During question period the Minister of Agriculture introduced them and the members of the house talked about organic week. From there they met with Minister McRae, who then proclaimed organic week. View the photos on our facebook page <http://www.facebook.com/photo.php?fbid=263713227003482&set=pu.208548192519986&type=1&theater>. From there, the COABC executive members continued on to meet with Lana Popham, the NDP Agriculture Critic. To everyone who hosted or participated in Organic Week events, thank you. If you have photos of your events that you are willing to share, please send them to admin@certifiedorganic.bc.ca. We would like to post them and pass them along to Organic Week organizers to post as well.

NEW EX-OFFICIO

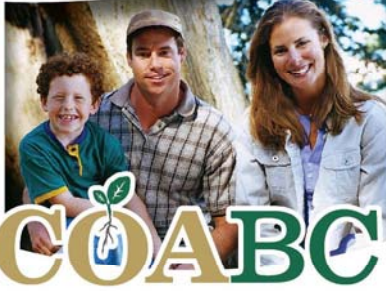
COABC board would like to extend a warm welcome to our newly assigned ex-officio from the Ministry of Agriculture, Dr. Fiona Cubitt. Fiona will attend COABC board meetings and provide support to COABC from within the Ministry. Dr Fiona Cubitt is the Senior Manager of Sector Analysis for the Ministry of Agriculture. She leads a team of specialists who work closely with BC's main agriculture sectors ranging from grains in the Peace River region, tree fruit in the Okanagan, aquaculture on the coast, and many others in between. Fiona has a background in applied industry research and has worked in Scotland, Norway, Italy and British Columbia investigating issues which contribute to farming efficiency in salmon. She has always had a keen interest in animal behaviour and animal welfare, which led to her chairing animal research facility site assessments for the Canadian Council of Animal Care, and being appointed to the University of British Columbia's Animal Care Committee. Fiona moved to British Columbia to focus on the impacts that aquaculture and other industries (hydro-electric power; pulp mills) have on wild fish migration. She subsequently collaborated with colleagues in coastal Canada, here in BC and in Newfoundland, and Denmark and to provide recommendations on minimising anthropogenic impacts on wild fish. It was this interest in the interaction between man and the environment that lead Fiona to join the Ministry of Agriculture to work to resolve conflicts between the aquaculture industry and local communities. Prior to taking on her sector analysis role, Fiona was a member of the Ministry's policy team, working primarily on animal health.

BC ORGANIC GROWER DISTRIBUTION

To Celebrate National Organic Week, COABC printed an extra 1000 copies of the Fall BCOG. These magazines were sent to retail outlets and given out as promotional material during Organic Week. The BCOG team is also looking at the possibilities of creating retail distribution relationships to increase circulation and promote organics to a wider audience. For more information on bulk purchasing the BCOG for resale, contact the office at admin@certifiedorganic.bc.ca.

COABC SPONSORSHIP

This is the time of year when COABC solicits sponsorship for the coming year. The sponsorship package has been significantly revised in the last few years, so if you haven't seen it recently visit <http://www.certifiedorganic.bc.ca/docs/sponsorship.pdf> to view an updated package. We welcome suggestions for



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potential sponsors. If you are interested in becoming a sponsor, please contact admin@certifiedorganic.bc.ca for more information.

If becoming a sponsor is not in your budget remember there is an easy way to support COABC. The Husky rebate program contributes 2% of purchase to COABC. You can at no additional cost to yourself help COABC by using your Husky loyalty card. Need a new Card? Email office@certifiedorganic.bc.ca.

ONGOING

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.

NEWSLETTERS FROM SUPPORTING ORGANIZATIONS

Every month the COABC receives newsletters from organizations with related interests or with whom we are members. So as not to repeat everything written, take a moment to read their newsletters.

- **BC Agriculture Council** COABC is a member under the Community Agriculture seat. http://www.bcac.bc.ca/index.php?page_id=2
- **BCSPCA** [HTTP://SUPPORT.SPICA.BC.CA/SITE/MESSAGEVIEWER?EM_ID=4181.0&DLV_ID=11361](http://support.sPCA.bc.ca/site/messageviewer?EM_ID=4181.0&DLV_ID=11361)
- **OFC** <http://www.organicfederation.ca/>
- **BCFMA** http://www.bcfarmersmarket.org/ind/news/bcafm_v21_sep11.htm
- **Shared Harvest** <http://www.sharedharvestbc.blogspot.com/>

BC CERTIFIED ORGANIC CHECKMARK LOGO

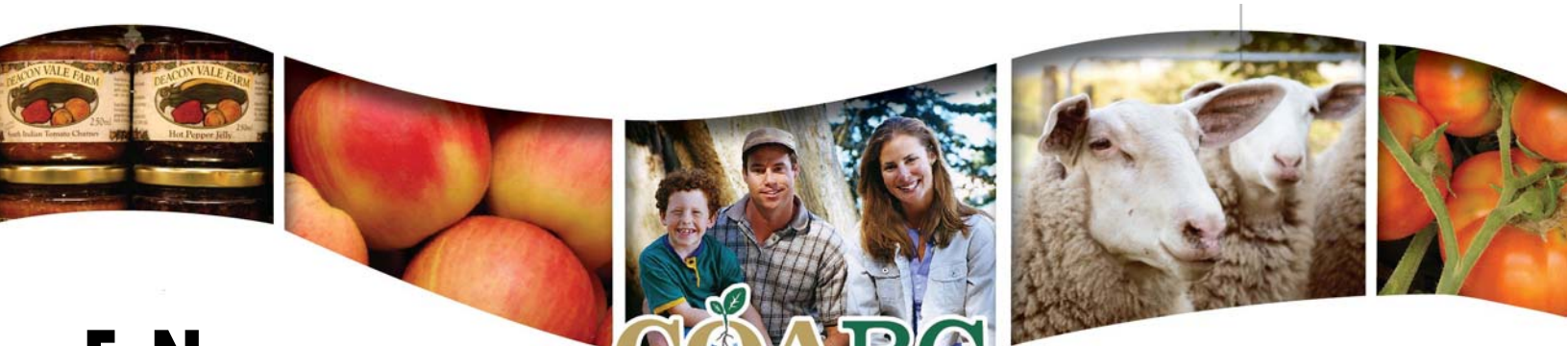
ISO operators are fortunate to be able to use the Canada Organic label AND the BC Checkmark side by side. The logo of the BC Certified Organic program is a key tool to identify certified organic products in BC. It is important that the symbol is used correctly; here is a quick reminder, especially for websites and the exclusion zone (white space.) The Program Symbol is enclosed by a black border. The border ensures that the appropriate white space or exclusion zone is provided around the composite mark. The Program Symbol must be enclosed by the border if the Symbol is applied against colored or complex backgrounds. However, if the background is white or off-white, it may be desirable to omit the border while ensuring the appropriate exclusion zone.

INTERESTING

OTA RECEIVES FUNDING FROM OTTAWA

Government of Canada Celebrates Organic Week by Helping Boost International Markets for Producers

OTTAWA, ONTARIO, Oct 21, 2011 (MARKETWIRE via COMTEX) -- National Organic Week kicked off October 15, and with the festivities in full swing Agriculture Minister Gerry Ritz announced today that the Government of Canada is investing to help the Canada Organic Trade Association (COTA) enhance the industry's competitiveness in global markets. "Canada's organic farmers produce some of the world's most wholesome and healthy food, and are a global player in this dynamic and growing market," said Minister Ritz. "Our Government's investment will help the Canada Organic Trade Association increase access to international markets, which will put more money in their pockets in the future."



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The investment of \$195,000, through the AgriMarketing Program, will enable COTA to brand Canada within the global organic sector, build brand awareness within established target markets, participate in international trade shows, contribute to capacity development and identification of new exporters and capitalize on demand opportunities.

"This support from the Government of Canada has allowed our emerging sector to pursue new opportunities for Canadian organic products around the world," said Matthew Holmes, executive director, Canada Organic Trade Association. "Members of the Canadian organic sector have seen real and immediate results from our export strategy, including improved market access, increased sales, and a better network of business connections."

The Government of Canada has also developed the Canada Brand strategy to help the Canadian agriculture, agri-food, fish and seafood sector distinguish itself from key competitors in international markets. The Canada Brand encourages buyers overseas to link Canadian products with quality, commitment, trustworthiness and the clean land and water for which Canada is known.

To find out more about Canada Brand international strategy, visit: www.marquecanadabrand.agr.gc.ca.

EVENTS

BC FARM ANIMAL CARE COUNCIL'S CONFERENCE

Date: November 10, 2011

Location: Abbotsford

The conference "**Working Together for Responsible Animal Care**" will take place at the Ramada Plaza & Conference Centre on Thursday, November 10, 2011 from 8am to 4pm. It's a little more than two weeks away. We are very proud of the exceptional speakers who will be attending our conference and the messages they will be bringing on what is happening regionally, nationally and internationally with regard to animal care and farming. For more information on the conference and to register, please visit our website at: <http://www.bcfacc.ca/conference.htm>.

PACIFIC AGRICULTURE SHOW

Date: January 26-28, 2012

Location: Tradex, Abbotsford

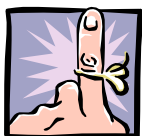
The Pacific Agriculture Show will showcase the latest and most innovative equipment and technology for the agriculture industry. Join thousands of farmers and agri-food producers in comparing and investigating what over 250 dealers and manufacturers have to make your operation more efficient.

COABC CONFERENCE

Date: February 24-26, 2012

Location: Chilliwack

COABC's 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. This year's theme is "Innovations". Save the date and bring a friend.



REMEMBER...

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.