

E-News

September 2011

WHAT'S NEW

COABC CONFERENCE 2012

Innovation is the theme for 2012 conference.

The Planning team is currently identifying and booking speakers, so if you have any suggestions please email admin@certifiedorganic.bc.ca. The conference will be held from **February 24-26, 2012** at the Best Western Rainbow Country Inn in Chilliwack.

NATIONAL ORGANIC WEEK

National Organic week is coming up soon October 15-22. BC events are in the works, watch www.organicweek.ca for more information. If you are planning an event, get it posted on the National site by sending it to admin@certifiedorganic.bc.ca.

OFC BLOG: WHAT IS THE IMPACT OF HAVING ORGANIC PRODUCTS THAT ARE NOT CERTIFIED IN INTRA-PROVINCIAL MARKETS?

Two years have passed since the implementation of the Canadian Organic Products Regulations (OPR) and the OFC thinks that time has come to assess the impact of the lack of intra-provincial organic regulations in a majority of Canadian provinces, as the OPR only apply to products that are traded on interprovincial and international markets. Quebec is the only province where the intra-provincial organic market is strictly regulated.

What is the impact of not having organic products regulated and certified in local markets? Does it reduce consumer confidence in the organic designation? Can it have an impact on the value of the organic premium?

[You are invited to post your comment on this issue!](#) Thanks for your participation!

OCTOBER BOARD MEETING

The COABC board will return to regular meetings in October. Please let your COABC representative know if there is a specific item you would like the board to discuss.

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.SPca.Bc.ca/SITE/MESSAGEVIEWER?EM_ID=3861.0&DLV_ID=9901](http://support.sPCA.bc.ca/site/messageviewer?em_id=3861.0&dlv_id=9901)
- **OFC** <http://www.organicfederation.ca/>
- **BCFMA** http://www.bcfarmersmarket.org/ind/news/bcaf_m_v20_aug11.htm



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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.

HUSKY REBATE PROGRAM

The Husky rebate program was initiated in 2005 to provide an additional funding source for COABC. When you use the loyalty card at Husky, COABC receives a 2% rebate. If you do not have a card or would like a replacement please email office@certifiedorganic.bc.ca.

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.

INTERESTING

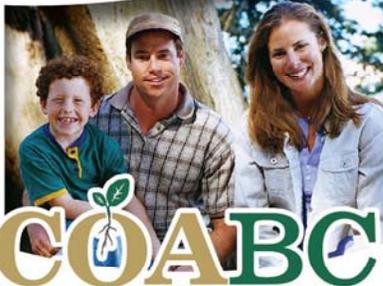
EMERGING SECTORS – AGRICULTURE’S INNOVATORS

The Investment Agriculture Foundation’s (IAF) Emerging Sectors Initiative (ESI) represents a refinement of the Agri-Food Futures Fund (AFFF), a federal-provincial trust established a decade ago to aid the growth and development of a selection of emerging and established agricultural and food-processing sectors. More than \$20 million were committed under 15 separate funding initiatives, including agri-tourism, natural health products and **small lot agriculture**, among others. In the Small Lot Agriculture Initiative, \$150,000 was committed for the development of farms under 10 acres and/or with annual sales of under \$50,000.

Following a recent independent review of the AFFF, IAF decided to strengthen the focus of the remaining funding and ESI was born. Among the challenges in creating an effective strategy is defining what constitutes an emerging sector. IAF Executive Director, Peter Donkers, reports that “they tend to be led by **innovators** – risk takers who identify **new business opportunities** and take steps to capture those opportunities. They are often undercapitalized or unorganized, but they have the **drive** to make things happen. Sometimes they are poised at the intersection of two different sectors or they may be responding to shifting consumer values.” It’s those that possess the **leadership, vision and capacity** to increase sectoral contributions to the provincial economy.

As for the kinds of projects that will be eligible, Paula Brown, who represents emerging sectors on the IAF board, says the most important consideration is that they contribute to **identifying opportunities**. “We’ll look at funding projects that contribute to the successful growth of an emerging sector, such as accelerating the pace of innovation across the sector, facilitating the adoption of new technology, or developing new market opportunities.” Another important factor is broad industry and public benefit.

To learn more or discuss potential funding opportunities, clients are invited to contact Emerging Sectors Specialist, Miriam Esquitin. Call (604) 430-2778 or e-mail mesquitin@iafbc.ca. Funding for projects in the Emerging Sector Initiative (ESI) is provided by the federal-provincial Agri-Food Futures Fund and other adaption programs delivered by IAF.



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EVENTS

FEAST OF FIELDS

Dates: September 11, 2011 and September 18, 2011

Locations: Krause Berry Farm, Langley and Marley Farm, Saanichton

Feast of Fields is a 4 hour (1pm to 5pm) gourmet wandering harvest festival - is Farm Folk City Folk's annual fundraising event. With a wine glass and linen napkin in hand, you can taste the very best of BC from chefs, vintners, brewers, farmers, fishers, ranchers and food artisans from across the province - some think of it as a 40 course meal paired with wine and beer! Feast of Fields highlights the connections between producer and chef, field and table, and farm folks and city folks. Feast of Fields is a gastronomic journey towards a sustainable, local food system. For more information visit, <http://www.feastoffields.com/>.

ORGANIC OKANAGAN FESTIVAL

Date: September 18, 2011, 11am-5pm

Location: Summerhill Pyramid Winery and Okanagan College –Centre or Learning, Kelowna, BC

Cost: \$6.00 plus a non-perishable food item for the Kelowna Community Food Bank

Contact: wendy@okanangreens.ca

With two host locations, stunning Summerhill Winery and the inspiring Centre for Learning at Okanagan College, OOF is able to share vital information in a dynamic way with the entire Kelowna community. On OOF day attendees will sample & shop for organic wine, food and goods in the Organic Farmers Market and Marketplace, enjoy local music, children's entertainment and the famous Consignment is Cool fashion show, be inspired with Activist Alley, healing circles in the Kekuli Earth House and storytelling in the Summerhill Pyramid. Visit the festival website for more information, http://www.okanangreens.ca/index.php?option=com_content&view=article&id=14&Itemid=26.

GENETIC MODIFICATION AND THE FUTURE OF FOOD SPEAKING TOUR

Date: September 18, 2011 – October 1, 2011

Locations: Kelowna, Nelson, Grand Forks, Keremeos, Princeton, Langley, Vancouver, Bella Coola, Richmond, Comox, Campbell River, BC

Lucy Sharratt, co-ordinator of the Canadian Biotechnology Action Network tours BC to raise awareness about GM technology. Genetically modified (GM) crops and foods are a threat to the environment and to the future of organic food and farming. What GM foods are on the market and what is coming? What actions can we take to stop GM apples, salmon and alfalfa? Join us to get the latest information and ask your questions! For a complete tour schedule visit the CBAN website, www.cban.ca/events.



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.