

## INSIDE THIS ISSUE

- Think BC and Canada Organic
- Organic Week Roadshow
- OFC News
- Events

## Think BC and Canada Organic

The organic community, with support from the BC Ministry of Agriculture, are launching a consumer education campaign to help BC consumers identify organic products and understand the value behind the organic label. Building on the national Think Canada Organic initiative, the BC campaign is launching with posters and postcards that can be used by retailers and farmers' market vendors to promote BC organic products year-round. The first materials will be available in time for Organic Week (Sept. 19-27, 2015), but that is just the beginning—expect to see ads in select publications this Thanksgiving and more activity online and in print early spring 2016.

Below is an example of one of the postcards. If you would like postcards and laminated posters to use at your farmers' market stall or farm stand please contact the COABC office as soon as possible.

Shipping for Organic Week will take place Monday, September 14th. The materials are being offered to farmers' market managers and retailers province wide so if your local market or retailer doesn't have them, encourage them to request the materials.

This is a great opportunity for us to work together to promote BC organic!

## COABC Organic Week Roadshow

Join us for our first annual Organic Roadshow, an event series that celebrates organic food and farming across British Columbia!

- Sept 19 – Vancouver: Certification 101 with Rochelle Eisen & Gunta Vitins @ UBC Farm, Presentations 13:45-15:15. UBC Farm event 13:30-16:30
- Sept 20 – Saanich: Certification 101 with Rochelle Eisen & Gunta Vitins @ Haliburton Community Organic Farm, Saanich, Presentation 14:00.
- Sept 24 – Richmond: Connecting with your Consumers using Social Media with Chris Bodnar @ Kwantlen, 16:00-18:00
- Sept 24 – Comox: Economics of Organic with Candice Appleby & Greg McLaren @ 16:15, Vancouver Island Visitor Centre Boardroom, Comox

Watch the COABC website and facebook page for more announcements and details.

Happy Organic Week!





## Standards Interpretation Committee - All Q & A's to be revised

The Q & A's of the Standards Interpretation Committee already published on the OFC website will be revised when the 2015 version of the revised Canadian Organic Standards is published. Watch for this update as it will help producers comply with the revised standard.

## Quebec puts pressure on non-compliant retailers

CARTV, the provincial government agency that monitors intraprovincial trade in the province of Quebec, is very serious about applying the Act Respecting Reserved Designations and Added-Value Claims. CARTV set a precedent in imposing a fine of \$5052 to Bio-Bon Inc, an organic food processor from Coaticook that had pled guilty for having used the organic designation without complying to the law. CARTV has now sued a retail store in Chicoutimi named Bizz, for violating the Act Respecting Reserved Designations and is claiming a fine of \$70,932. The case is expected to reach the courts this coming fall.



## EVENTS

### Golden Ears Corn Roast

Date: September 12, 2015

Location: Golden Ears Farm, Chase, BC

The Roast includes a YA Farm Tour and Potluck. The farm tour (3 pm) will start by exploring the market garden and carry on to showcase the various animals that we tend. The potluck will start around 6ish with Golden Ears supplying the spit roasted pig (\$5 contribution to cover this cost, please) and corn on the cob. Yum! Variety show and live music to follow.

For more information visit: <http://youngagrarians.org/events/>

### Organic Road Show: UBC Farm Event

Date: September 19, 2015

Location: UBC Farm, Vancouver, BC

Rochelle Eisen and Gunta Vitins will present at the UBC Farm Open house. The presentations cover the basics of certification, the organic business case and will feature a question period.

### Organic Road Show: Comox Valley Event

Date: September 24, 2015

Location: Vancouver Island Visitor Centre, 3607 Small Road #101, Courtenay, BC

Candice Appleby will present Get Ready to Grow, covering what you need to know to get in the value added food business.

### Organic Okanagan Festival

Date: September 27, 2015, 11 am - 4 pm

Location: Summer Hill Pyramid Winery, Kelowna, BC

On Sunday September 27, 2015 we will celebrate the 10th Anniversary Organic Okanagan Festival at Summerhill Pyramid Winery! The theme Bee Organic will celebrate bees & honey and the vital role pollinators play in keeping our ecosystems healthy and supporting agriculture!

Once again the OOF will highlight National Organic Week in Canada; showcasing local organic farmers and organic food production. Think Before You Eat - Think Canada Organic!

Every year the festival produces the most comprehensive, approachable and enjoyable green living exposition in the Okanagan Valley. On festival day attendees can sample & shop for organic food and wine at Summerhill Pyramid Winery, in the Certified Organic Farmer's Market and Green Living Marketplace, enjoy live local music, children's entertainment and be inspired with Activist Alley too. Enjoy Summerhill's entire property and mission with organic wine tasting & tours, dining in the organic bistro, bio dynamic garden tours, drumming in the Makwala Kekuli and more!

For more information visit:

[okanagangreens.ca](http://okanagangreens.ca)





## NEWSLETTER LINKS

BC Agriculture Council COABC is a member under the Community Agriculture seat:

<http://www.bcac.bc.ca/>

OFC info-bio:

[www.organicfederation.ca/newsletter](http://www.organicfederation.ca/newsletter)

BCSPCA:

<http://www.spca.bc.ca/>

## REMINDERS

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.

## Complaints Submission Form

Canada Organic Office complaint submission form can be found at [www.certifiedorganic.bc.ca/programs/cor.php](http://www.certifiedorganic.bc.ca/programs/cor.php).

For complaints against an interprovincial traded product see the COO complaint form at [certifiedorganic.bc.ca/programs/cor.php](http://certifiedorganic.bc.ca/programs/cor.php) "www.certifiedorganic.bc.ca/programs/cor.php"

Complaints on this form are to be directed to the Canada Organic Office directly mail to: [OPR.RPB@inspection.gc.ca](mailto:OPR.RPB@inspection.gc.ca)

## Social Media

COABC is on Facebook at [www.facebook.com/pages/Certified-Organic-Associations-of-BC/208548192519986](http://www.facebook.com/pages/Certified-Organic-Associations-of-BC/208548192519986) and on Twitter, username [coabccanada](https://twitter.com/coabccanada). Join our online community.

### Remember...

Got an Organic Question? Try Cyber-help [www.certifiedorganic.bc.ca/rcbtoa/index](http://www.certifiedorganic.bc.ca/rcbtoa/index).

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.

