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#icertify Social Media Campaign

The new campaign from COABC encourages farmers to choose Organic certification.

COABC has launched our first ever social media campaign and we need your help. The campaign will tell the stories of BC's certified organic farmers.

What's the best thing about becoming a certified organic farmer? Is it the glamour, the money, the fame? Maybe it's the simple satisfaction of knowing that you're giving your customers the healthiest food possible, while caring for your land and livestock responsibly and sustainably.

We're encouraging certified organic farmers throughout BC to share their stories on social media about why they chose certification, and why they love organic farming.

Can you tell your story in a picture? Does your story need words? It can be short or as long as you choose.

How to Share:

- Tweet your story: use the hashtag #icertify.
- Post your Instagram photo: use #icertify to give us permission to share your photo.
- Share on Facebook: Make sure to tag us and our page in your post, and include your contact info.
- Email us and we'll post your story: Not on social media? Just email us your story or photo, we'll post it to our website and share it through social media.

Why Share Your Story?

Because your story can help another farmer make the decision to become certified organic. Help build your organic farming community by reaching out to share your story with other farmers who are considering organic certification.

We'll feature selected "I Certify!" stories and photos on our website and in upcoming issues of the BC Organic Grower Magazine.

Organic Week: Sept 20-28, 2014

To mark the 5th anniversary of Canada's National Organic Week, COABC be promoting Organics in a number of ways.

We will be presenting a workshop in partnership with the UBC Farm to encourage young farmers to certify.

Near the end of the week, we will be attending the popular Organic Okanagan Festival. In it's 9th year, the festival is being held in downtown Kelowna.

In addition to events, COABC will be providing retail sponsors with the latest Fall issue of the BC Organic Grower to distribute to customers during organic week.

Many organic week events from across the country are on the Organic Week site, www.organicweek.ca.

Watch for more information on the COABC Facebook and Twitter pages. Feel free to share you pictures with us online as well. Let's celebrate Organics!



Vancity





A Simplified Version of the Draft Standards Now Available

To facilitate the consultation process a simplified draft of changes has been made available.

Have your input on questions like;

Should we relax the requirements regarding parallel production during the transition period?

Should the sector accept that microorganisms grown on GM substrates be used in organic production when no other product is commercially available?

Should the buffer zone requirements for honey production be modified?

The Canadian Organic Standards is now under review, and many modifications are suggested in order to modernize and clarify organic practices.

A public review is currently open, until September 22nd 2014, in order to gather feedback from organic operators and the public.

To consult the proposed modifications, visit the OFC website, www.organicfederation.ca



EVENTS

Organic Certification Workshop

Date: Sept. 20, 2014

Location: UBC Farm, 3461 Ross Drive Vancouver BC

COABC in Partnership with UBC Farm, is presenting an Organic Week workshop on certification. During the free afternoon workshop, farmers will learn about new online tools and the pilot project that is trying to streamline the certification process. This workshop is made possible by the generous support of Vancity.

Check www.organicweek.ca for other Organic Week events.

Organic Okanagan Festival

Date: Sept. 28, 2014

Time: 11:00am -4:00 pm

Location: Rotary Centre for the Arts, 421 Cawston Ave, Kelowna, BC

Enjoy, Sample, Shop and Learn with over 28 exhibitors including: Rancho Vignola, Ethical Bean, Summerhill Winery and many more! FREE Choices Market gift bags for all attendees. Shop in the Certified Organic Farmer's Market and Green Living Marketplace. General admission is \$10 at the door plus a food donation for the Kelowna Community Food Bank - help us raise 1000 lbs. of food in one day!

Organic Processing Inspector Course

Date: Nov 10-14, 2014

Location: Mississauga, Ontario

Cost: \$1750

The course includes comprehensive training on the Canadian Organic Standards and four days of instruction including a field trip to a certified organic operation, plus one-half day for testing. Core instruction includes: how to conduct processing facility inspections, applicable organic certification processing/handling standards, regulatory requirements, audit control, HACCP/Organic Control Points, structural pest management, sanitation, ingredients, labeling, inspection report writing, communication skills, and inspector protocols. For more information visit, www.cog.ca.

Gathering the Seeds of Knowledge: 2nd biennial BCSeed Gathering

Date: Nov 14-16, 2014

Location: Kwantlen Polytechnic University, Richmond, BC

Theme: Sharing the knowledge of seed growing and saving, with an emphasis on learning from our seed saving knowledge keepers.



ThinkCanadaOrganic



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

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.

For complaints against an interprovincial traded product see the COO complaint form at 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 <mailto:OPR.RPB@inspection.gc.ca>

Social Media

COABC is on Facebook at 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.

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.

