

# E-News



March 2012

## WHAT'S NEW

### COABC 2012 CONFERENCE

The COABC 2012 Innovations Conference wrapped up on Sunday February 26 with the AGM. The 2012 conference had the highest attendance we have had in the Fraser Valley for many years. This was the result of many factors including the hard work of our conference organizers and the conference committee. Thank you to everyone who contributed to the success of the conference.

With support from the Growing Forward Innovations fund and Nature's Path, COABC was able to bring Humberto Rios Labrada from Cuba to inspire us in reshaping our agricultural system. Cuban agriculture was forced from chemical reliance to chemical free practices after the fall of the Soviet Union. They were able to rebuild their agricultural system because they began placing value on the knowledge their farmers possessed. Engaging and entertaining, Humberto was a highlight of the conference.

There were so many great sessions and just as many great conversations. This was a time full of learning, fun and discussion. In the coming weeks we will be posting sessions on the website to share the conference information with those who were unable to join us in Chilliwack.

Thanks go out to all our sponsors. Please let them know that you appreciate the support they show for COABC. Thanks also to the Organic Grocer, Salt Spring Island Coffee Roasters and Ron Pither for making the Saturday night Cuban dance party possible.

### DAG FALCK HONOURED

Congratulations to Dag Falck of Nature's Path who will be honoured next week at the Organic Center's annual VIP dinner for his outstanding technical contributions to organic food and farming. The Organic Centre is a leading research institute focused on the science and educational benefits of organic food and farming. Their VIP dinner is being held during the Natural Products Expo West tradeshow in Anaheim on March 9, 2012.

Dag is the organic program manager for Nature's Path and a BC resident. Dag is a great supporter of organics in BC and is very deserving of this award.

### SOCIAL MEDIA

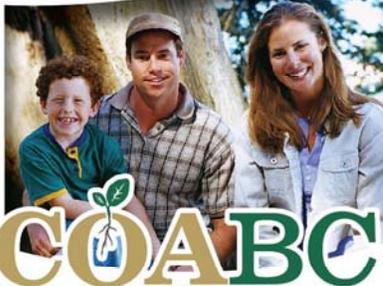
Our Facebook page just hit 100 "likes". In order to make our online community vibrant our members must participate. Join the conversation. COABC is on Facebook at <http://www.facebook.com/pages/Certified-Organic-Associations-of-BC/208548192519986> and on Twitter, username coabccanada.

## ONGOING

### 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. Check out their new website, <http://us2.campaign-archive2.com/?u=f79d2a33b823f8c549069c39b&id=abf0c3b850&e=3525e11d04>
- **OFC** <http://www.organicfederation.ca/>
- **BCSPCA** [HTTP://SUPPORT.SPCA.BC.CA/SITE/MESSAGEVIEWER?EM\\_ID=5001.0&DLV\\_ID=14727](http://SUPPORT.SPCA.BC.CA/SITE/MESSAGEVIEWER?EM_ID=5001.0&DLV_ID=14727)
- **Shared Harvest** <http://www.sharedharvestBC.blogspot.com>



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## “WHAT IS ORGANIC FARMING?” BOOKLET NOW AVAILABLE ONLINE

Are you familiar with the green “What is Organic Farming” booklet? The booklet is now available on our website as a downloadable resource. On the Education page under the Marketing Toolkit tab there are a number of tools and resources available to help members.

## 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.

## 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](mailto:OPR.RPB@inspection.gc.ca).

## HUSKY REBATE PROGRAM

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](mailto:office@certifiedorganic.bc.ca) .

## REMINDER – 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 under ISO rather than the provincial BC certified organic program.

# EVENTS

## BCAFM CONFERENCE

Date: March 2-4, 2012

Location: Courtenay, BC

Register: <https://www.registrationlogic.com/secure/Register.aspx?ID=171>

Keynote: **Stacy Miller**, ED of the Farmers Market Coalition. Trust, transparency, and the ability to empower and educate consumers about food and farming are among the many unique values of farmers markets. But how do we honestly evaluate our progress in achieving these values, and be accountable to our communities' - our farmers', our customers' and our own expectations of integrity?

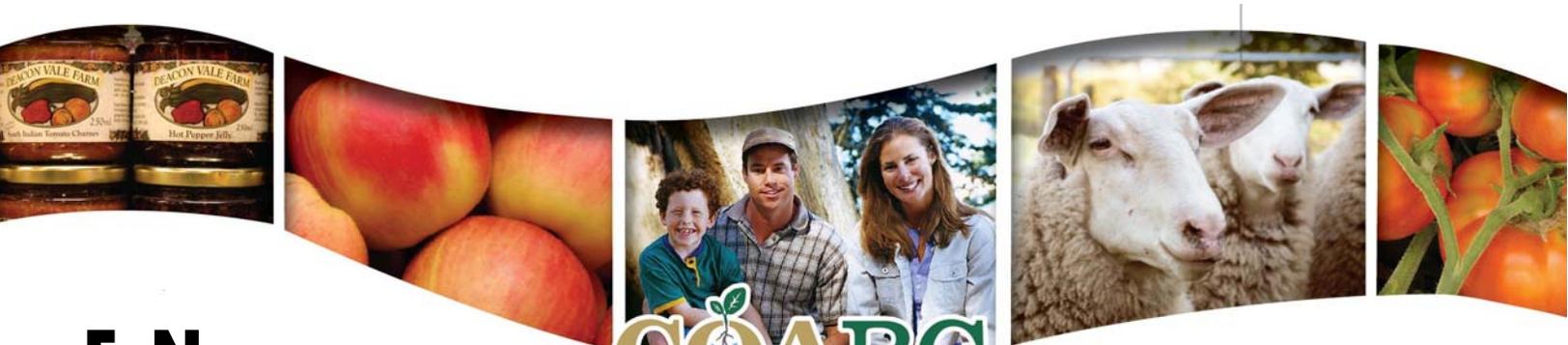
## MARKETSAFE COURSE

Date: March 10, 2012

Location: UFV Chilliwack Campus

Time: 9 am – 4 pm

Cost: \$95 (includes book)



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Contact: Karen at **604-847-5471** or email [karen.massier@ufv.ca](mailto:karen.massier@ufv.ca), for more information or to register  
MarketSafe is a food safety training program for farmers and producers who make, bake or grow products to sell at local farmers' markets, farm gates or other types of temporary food markets. MarketSafe was developed by the BC FOODSAFE Secretariat in partnership with the BC Association of Farmers' Markets, and is supported by the Regional Health Authorities, the BC Centre for Disease Control, and the BC Ministry of Agriculture.

## **FOOD MARKETING 101:WORKSHOPS**

Date: March 15 – June 15, 2012

Location: The workshops are delivered via live video conferencing. Participants can choose to attend at any of the following Community Futures venues: Abbotsford, Courtenay, Cranbrook, Dawson Creek, Kamloops, Kelowna, Nanaimo, Prince George and Williams Lake.

Time 9am - noon

Cost: \$50.00

Registration: [www.regonline.ca/foodmarketing101](http://www.regonline.ca/foodmarketing101) or by phone (Bill Henderson) 250-889-9162

This four-part workshop series begins on March 15, and will be simulcast to locations around the province. It is geared toward both food producers and food processors. In these four workshops, producers and processors will learn: Why food marketing needs a different approach, The best way to promote and sell your products, What consumers want and how to give it to them, If you and your product are ready to go to market.

## **SMALL SCALE FOOD PROCESSORS ASSOCIATION: FOOD SAFETY WORKSHOP**

Date: March 16, 2012

Location: Kamloops (Community Futures, 101 – 286 St. Paul Street, Kamloops)

Time: 8:30 a.m. to 4:00 p.m.

Registration: [www.ssfpa.net/foodsafety](http://www.ssfpa.net/foodsafety)

Cost: \$20, includes lunch and coffee breaks

This workshop may be of interest to some of your members considering food processing. For information the Food Safety Systems Implementation (Processor) Program and the workshops, please visit our website.

## **NW WASHINGTON SUSTAINABLE AGRICULTURE CONFERENCE**

Date: March 19, 2012

Location: Lynden, WA

Time: 8:00am - 4:30pm

Cost: \$60.00 before March 12

Register: <http://whatcom.wsu.edu/ag/edu/susagconf/>

This daylong event will feature seminars on topics relevant to sustainable and organic producers. The morning session will be an intensive program on irrigation and fertigation. The afternoon session will feature two tracks; crop production and livestock.



## **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.*