A practical guide to
UNDERSTANDING ORGANIC
Introduction

Organic products are everywhere today. Their sale at farmers’ markets, supermarkets, and the finest gourmet shops, in every department from dairy to produce to the snack foods and frozen foods aisles. In fact, there’s an organic choice in almost every food and beverage category and many fiber categories, including such products as certified organic chocolates, cotton sheets and even beer and wine.

Organic products comprise one of the fastest-growing segments of the food industry, with growth rates of at least 20 percent annually throughout the 1990s for a total U.S. market of about $6.6 billion in 2000, and expectations of continued rapid growth.

Although at present less than 1 percent of U.S. farmland is under organic cultivation, certified organic cropland in the United States more than doubled during the 1990s. With new national standards for organic labels, consumers are likely to show increased confidence, further driving sales, and increasing acreage under organic cultivation.

The expansion of the organic marketplace is not limited to the United States. In fact, the organic movement is a global trend with exceptional success in Japan, Britain, and other European Union countries. Global retail sales of organic products have been forecasted at $21.5 billion for the year 2000. One example of organic’s success in European markets is in Austria where over 8.4 percent of the farmland is under organic cultivation.

As concerns continue to grow about damage to our soil, water and air from conventional farming, about the health of ecosystems and human communities, and many fiber categories, including such products as certified organic chocolates, cotton sheets and even beer and wine.

Dear Reader,

In 1990, Congress passed the Organic Foods Production Act, groundbreaking legislation mandating the creation of a national organic program. Today, at last, the law is in effect, protecting consumers with a single unified standard for use of the organic label and adhering to a set of rules in organic agriculture. While the new standards offer consumers peace of mind, they also protect and provide guidelines for everyone involved in the production, distribution, and marketing of organic products.

Organic products are one of today’s better food trends, but misconceptions abound about what ‘organic’ really means. We developed this guide to help clarify what organic is—and what it isn’t—and equally important, what organic is not. We’ve answered some of the most frequently asked questions about organic products, and identified many positive reasons to support organic farming.

Organic agriculture is about offering consumers and farmers an opportunity to create a better world for future generations. We hope you will agree.

Gary Hirshberg
President/Co-founder
For all the folks at Stonyfield Farm

Table of Contents

Introduction ...................................................................................................................... 1
How’d We Get Here? A Brief History ................................................................. 1
What Does ‘Organic’ Mean? .................................................................................. 2
Organic At A Glance .............................................................................................. 2
USDA Certified Organic—A New Standard .................................................. 3
How Certification Works ........................................................................................... 4
Reasons to Support Organic Farming and Processing .................................... 5
Frequently Asked Questions ................................................................................ 7
A Daily Donation to the Planet ................................................................................ 8
Resources ................................................................................................................... 9

How’d We Get Here? A Brief History

When synthetic pesticides and herbicides were first introduced to agriculture in the 1940s they were hailed as miracles, and were indeed a lifesaving solution to critical public health problems in the short term. Because they could clear foliage and destroy disease-bearing insects, they were used during World War II to protect troops from malaria. The scientists who first developed DDT for use as a pesticide won the Nobel Prize in Medicine in 1948.

The new technology of chemical biocides was initially so successful, it was quickly adopted after the war for agricultural and other pacetmine domestic uses. But the miracle had a dark side, and it became apparent that precautions were overlooked in the rush to embrace pesticides. Not only did insects and weeds develop resistance so that ever more increasingly powerful chemicals became necessary to get the same results, but the destructive power of pesticides was indiscriminate, killing wildlife and degrading once-healthy ecosystems in addition to targeted insects and plants. Pesticide use in the U.S. increased ten-fold from 1945 to 1989, yet total crop loss from pests nearly doubled in that period from 7 percent to 11 percent.

Rachel Carson, with the publication of her seminal book *Silent Spring* in 1962, became the pioneering messenger who brought home the news of this environmental disaster in the making. Her book is credited with initiating the move to ban DDT and marks the start of the modern environmental movement.

While Carson chronicled the hazards of chemical agriculture, soil-fertility advocates such as Rudolf Steiner, founder of the biodynamic farming movement, and J.I. Rodale, founder of The Rodale Institute, were quietly developing practices for farming without these substances. Throughout the 60s and 70s their work garnered new attention as Carson’s *Silent Spring* began to galvanize opposition to the use of pesticides.

As these forces combined, throughout the 80s and 90s more organic produce began appearing in stores. Though at first it sometimes had little in the way of variety or beauty to recommend it, consumers began networking, experimenting and performing the research necessary to improve the quality of their products.

Today, what was once considered “hippie food that you had to chew a lot” and a source of amusement by the food industry, is experiencing mainstream success and heralded by renowned chefs for its superior qualities. No longer viewed as simply a return to the past, organic has come of age, emerging as a synthesis of traditional wisdom and high tech, coupled with a fervent innovative and entrepreneurial spirit.

 Organic, it grows on you.
Organic refers to the way agricultural products—foods and fibers—are grown and processed. It is an ecological system of management that at its core relies on a healthy rich soil to produce strong plants that resist pests and diseases. Organic farming prohibits the use of toxic and persistent chemicals in favor of “earth friendly” practices that work in harmony with nature and preserve biodiversity—the multitude and variety of life.

Organic standards require that land on which organic food or fibers are grown must not be treated with any prohibited substances (such as toxic and persistent chemicals and fertilizers) for three years prior to certification. Farmers and processors must keep detailed records of methods and materials used in growing and/or processing organic products, and be able to verify the origin of the raw materials from finished product all the way back to the fields from which they came. An audit trail must document that organic and non-organic products are not co-mingled anywhere in the chain from farmer to consumer. A third-party USDA-accredited certifier must inspect all methods and materials annually.

Organic standards by which to certify farmers. Stonyfield Farm founder Samuel Kaymen founded the Natural Organic Farming Association (NOFA), which is now the Northeast Organic Farming Association, with chapters in seven states. By the mid 70s these regional groups, such as NOFA, Oregon Tilth, the Maine Organic Farmers and Growers Association and California Certified Organic Farmers, began articulating standards and processes and acting as third-party verifiers of these standards.

By 1990, a network of certifiers, including more than 30 state and private agencies, were granting organic certification for many kinds of products. Though the standards of these agencies were more alike than different, and provided consumers with a system of knowing “if it’s really organic,” the varying standards created confusion for the consumer. It was time to take steps to create a single, unified national organic standard.

In the early 70s organic activists across the nation began forming regional groups and creating organic standards by which to certify farmers. Stonyfield Farm founder Samuel Kaymen founded the Natural Organic Farming Association (NOFA), which is now the Northeast Organic Farming Association, with chapters in seven states. By the mid 70s these regional groups, such as NOFA, Oregon Tilth, the Maine Organic Farmers and Growers Association and California Certified Organic Farmers, began articulating standards and processes and acting as third-party verifiers of these standards.

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The Organic Foods Production Act (OFPA), passed by Congress and signed into law in 1990, mandated this national standard. The USDA was charged with creating the rules under which OFPA would be enforced. The USDA appointed a 14-member National Organic Standards Board (NOSB) to select standards of the organic industry, to make recommendations to the Secretary of Agriculture. After a tremendous amount of work on the part of the NOSB, the National Organic Program of the USDA and the organic community—and after one failed version of a proposed standard was released in late 1997—the FSIS has fulfilled its task. One unifying set of standards now defines the organic label, whether it’s used on processed foods (where processing facilities as well as farms must be certified), fresh foods, meat, poultry, cotton, dairy or any of the other myriad organic choices. And unless those standards are met, products cannot be sold in the United States as organic.

While the move toward national organic standards entailed considerable struggle, it did force the organic industry to articulate its standards and values and to fight to keep them intact. While the first version proposed in 1997 by the USDA could have allowed a compromising combination of genetically modified organisms, irradiation, hormones and antibiotics in livestock, and other transgressions, the new standard is widely perceived as an organic label with integrity that largely reflects what the industry and what consumers want and expect organic to be, and what USDA representatives have called “the most rigorous standards in the world.”

As the organic market continues to grow, the national standard lends further credibility to organic commerce. It’s expected that the national standard will help expand the import-export market, since other countries can now evaluate our label and compare it with their own standards, and will also add to consumer confidence in organic foods here in the United States.
How Certification Works

Products labeled as organic must be certified by a USDA-accredited certification agency. The farms on which the raw ingredients were grown must be certified, and any processors or handlers throughout the supply chain must be certified.

For example, in a cup of Stonyfield Farm organic vanilla yogurt, which provides organic milk, sugar, and vanilla beans must be inspected and certified. The company that makes the organic vanilla extract from the organic vanilla beans must be inspected and certified. And, finally, Stonyfield Farm’s yogurt-making facility must be certified.

This allows for organic integrity throughout the entire chain of custody from farm to consumer. A shopper who buys a cup of organic Stonyfield Farm yogurt could give us the code and date on the container, and we could track (and provide organic certificates for) the organic ingredients that went into the cup, all the way back to the organic farms which produced them.

Farms and handling operations that sell less than $5,000 worth of product per year are exempt from the certification process, but must comply with the standards and labeling requirements. Retailers that sell organic products are also exempt from certification.

Labeling Guidelines of the USDA National Organic Program

- One hundred percent certified-organic products can be labeled as “100% Organic”.
- Products with 95 percent or more organic ingredients can be called organic on the primary panel on the label.
- Products with 50 percent to 95 percent organic ingredients can be described as made with organic ingredients, and up to three organic ingredients can be listed.
- Products with less than 50 percent organic content may only use the term organic on the ingredient information panel.

Common Misconceptions About Organic: What ‘Organic’ Doesn’t Mean

Organic production is a complex, sophisticated, and productive method of farming that works in harmony with nature rather than controlling it. Eliminating the use of persistent synthetic chemicals is a very important component of organic agriculture, but organic is more than the absence of pesticides.

One common misconception is that the organic label means that a product is pesticide-free. Pesticides are pervasive in our environment, traveling via wind and water and accumulating in the fat tissues of fish and wildlife, which then transfer up the food chain. Researchers have found residues of toxic agricultural chemicals thousands of miles—continents away—from the place of their original use, and in some cases these chemicals persist for decades.

DDT residues remain in North American cities and land, though it’s been banned in the United States for nearly 30 years. Farmland for organic crops, by law, must have had no applications of prohibited chemicals for a minimum of three years. Yet because of the pervasive nature of many of these chemicals, and their propensity to travel through air and water, organic products cannot claim to be totally pesticide-free. A 1998 study by Consumers Union, publishers of Consumer Reports magazine, found that organic foods were not always 100 percent free of pesticide residues but concluded that “Our side-by-side tests of organic, green-labeled, and conventional unlabeled produce found that organic foods had consistently minimal or nonexistent pesticide residue.”

Another misconception is that natural equals organic. While natural usually means foods without added artificial ingredients, preservatives and dyes, it does not address the way that food is grown. At Stonyfield Farm, we offer consumers a choice. We have several lines of organic products, and all of our ingredients are certified organic by Quality Assurance International (QAI) and made with a minimum of 95% certified organic ingredients as required by law.

Reasons to Support Organic Farming and Processing

Topsoil erosion, ground water and drinking water pollution, habitat destruction, and farm worker illness are documented byproducts of conventional agriculture. Here are some of the most fundamental and important reasons to support organic agriculture:

**Organic agriculture protects and restores the quality of our soil, air, and water.**

Every year, 5 to 6 billion pounds of insecticides, herbicides, fungicides, rodenticides, and other synthetic biological chemicals are applied throughout the world. Agriculture is a primary user of these chemicals, though they’re also widely used in lumber, in our homes, offices, and schools, and in our yards, gardens, and commercial landscapes like golf courses. These chemicals are, in many cases, highly toxic and highly persistent; many are known or suspected carcinogens.

Chemicals in the soil can leach into groundwater, streams, rivers and the ocean, and eventually into drinking water. The Environmental Working Group estimates that atrazine, a common weedkiller recently redelisted by EPA as a likely carcinogen, contaminates the tapwater of more than 10 million people in the Midwest, and that water utilities now spend at least $10 million per year testing and treating tapwater for the chemical. “The Worldwatch Institute, in “Groundwater Shock: The Polluting of the World’s Major Freshwater Stores,” reports that pesticides as runoff from farms, backyards, golf courses, and landfill leaks are a major threat to groundwater.”

The widespread use of chemical fertilizer contributes to soil erosion and soil loss by feeding the plant and not the soil. Soil rich in organic matter is better able to resist wind and water erosion. Topsoil erosion affects water quality, habitat quality and contributes to flood risks. According to the Natural Resources Defense Council, one-third of topsoil in this country has eroded due to our current agricultural practices. Organic agriculture focuses on feeding the soil and its microorganisms to create a healthy soil, which in turn nourish the crop.

Farms that convert to organic practices see dramatic changes in their soil. Stonyfield Farm’s supplier of organic sugar had little soil with very low organic matter before converting to organic, making their farm vulnerable to wind and water erosion. They literally could not find an earthworm in the soil. Today, six years after converting to organic practices, the soil is teeming with microorganisms that aerate the soil and organic matter that holds nutrients, prevents leaching into local rivers and streams, nourishes the plants, and sustains an abundant sugar crop.

Organic agriculture helps combat species loss through a commitment to biodiversity.

The rapid decline of the number of species on the earth is considered a very serious environmental problem—a global crisis—by credible environmental organizations around the world. The World Conservation Union counts 11,046 species of plants and animals as threatened, “facing a high risk of extinction in the near future, largely as a result of human activities.” By refraining from using toxic chemicals, organic farmers may...
contribute to the survival of populations of songbirds, bees, fish, bald eagles, wetlands species, and many other species that have been hurt by chemicals in the environment. Whereas many chemicals in conventional agriculture actually kill soil microorganisms, a diverse and rich mix of microorganisms occurs naturally in healthy soil.

Organic farming supports genetic diversity in other ways. In the past, farmers produced tens of thousands of species of plants; but today only about 150 are grown by the majority of farmers. Preserving diverse species of plants is important to protect the genetic pool from which to cross-pollinate and cultivate new and better varieties of plants. Organic farmers often use heirloom and rare species for superior taste, thereby preserving the genetic material.

Organic agriculture can be a lifeline for small farms and family farmers.

America has 300,000 fewer farms today than it did in 1979, according to a 1998 report by the U.S. Department of Agriculture's Commission on Small Farms. In addition, the report says, “four farms now control over 80 percent of the beef market. The ownership and control over agricultural assets is increasingly concentrated in fewer and fewer hands. Farmers have little or no control over setting the price for their products.”

Other studies show that since 1980, 2 acres of U.S. farmland per minute or approximately one million acres per year are lost to development.

Small farms and thus rural communities are threatened and in decline. They are themselves an endangered species. It’s one of the very high prices we pay for an agricultural system, increasingly consolidating into a few huge companies that force small farms out of business.

Small family farms in comparison to large, concentrated operations offer potential environmental, economic, and humane treatment benefits:

- Concentrating animals in a confined area also concentrates the animals' wastes, posing an environmental and health threat to nearby communities. In 1995 a North Carolina spill of over 30 million gallons of animal waste from a concentrated hog operation contaminated rivers killing millions of fish and endangering human health.
- Our experience shows that animals on smaller farms receive personal attention and live longer lives under less stress.
- More small farms rather than fewer large ones can be better for rural communities, providing a more diverse employer base with more opportunities for families to maintain business and land ownership.

Organic agriculture can be a lifeline for small farms because it offers an alternative market where sellers can command fair prices for crops. The premium price farmers receive for organic means …

Organic foods taste great and help reconnect us to the source of our food.

In addition to residues from pesticides and agricultural chemicals, the use of genetically modified organisms (GMOs), hormones and antibiotics in our food supply is a serious concern for many consumers. The National Organic Standards Board defines genetically modified organisms as those “made with techniques that alter the molecular or cell biology of an organism by means that are not possible under natural conditions or processes.” GMOs can be created by moving DNA within an organism or between species, in ways not possible under natural conditions.

The transferring of DNA raises concerns about food allergens transferred from one new food to another. Also, GMOs have been shown to carry risks of damaging non-targeted species, creating “super-weeds,” as plants quickly develop resistance to plant-generated toxins, and other unforeseen problems. Yet no labels are currently required on foods with these ingredients. GMOs are not permitted in organic production.

More than 40 percent of the antibiotics used in the U.S. are given to farm animals, according to the Humane Society of the United States. The widespread use of antibiotics in livestock, in particular for sub-therapeutic use to fatten animals, is believed by many in the scientific and medical community to be partially responsible for a growing occurrence of antibiotic resistant bacterial infections in humans. Organic production prohibits the use of antibiotics and therefore does not contribute to the growing threat to human health posed by antibiotic resistance.

Organic foods taste great and help reconnect us to the source of our food.

Organic agriculture does not use genetically modified organisms, added hormones or antibiotics.

Why do organic products cost more?

Organic products do tend to cost more than their conventional counterparts. This is changing as production capacity and demand for organic products increase, thus improving production efficiencies. For instance, at Stonyfield Farm, we are able to pick up conventionally produced milk from neighboring farms, often just a few miles down the road from one another. Our dairy organic farmers, on the other hand, may be as much as 50 miles from one another, so our organic milk transportation costs are double that of the conventional. As the infrastructure for organic builds, prices will continue to come down.

Organic foods cost more because they are produced in a more natural way. The use of chemicals in conventional agriculture is associated with a number of negative environmental and health consequences. Organic farmers, on the other hand, use practices such as crop rotation and natural fertilizers to maintain soil health and protect the environment.

Organic agriculture is a sustainable and environmentally friendly method of food production. It promotes biodiversity, minimizes the use of synthetic chemicals, and supports healthy ecosystems.

What about organic farms and farmers? Organic agriculture is a diverse and dynamic sector of the agricultural community. Organic farmers come from all walks of life and represent a wide range of backgrounds and experiences. Many organic farmers are second- or third-generation farmers who have been involved in agriculture for generations.

Organic farmers are committed to producing food in a way that is beneficial to the environment and to the health of those who consume it. They are dedicated to maintaining a high standard of quality and safety in their products.

Organic agriculture also provides economic benefits to communities, including increased farm income, job creation, and the retention of agricultural land.

Organic agriculture is a vital tool for organic farmers to refine and perfect methods that maintain organic integrity and provide high growth of the organic market.

Researchers have found that, in fiscal year 1995, less than one-tenth of one percent of USDA's research portfolio focused on organic systems or methods. USDA enforces strict guidelines for the use of manure in organic agriculture; in fact, according to the Organic Trade Association, “no other agricultural regulation in the United States imposes such strict control on the use of manure.”

Why is organic food safe?

Supporters of organic agriculture claim that food safety is a greater concern with organic foods than conventional foods because of manure use. In fact, the use of composted manure is a time-honored agricultural method that conserves resources and builds healthy soil, and is a vital tool used by organic and conventional farmers. USDA enforces strict guidelines for the use of manure in organic agriculture; in fact, according to the Organic Trade Association, “no other agricultural regulation in the United States imposes such strict control on the use of manure.”

Food safety is everyone’s concern whether for organic or conventional foods. Most instances of bacterial contamination in the food supply are found in conventionally-grown meats and produce. Retailers and consumers should follow all food safety practices and be especially vigilant with food for children, the elderly, and anyone whose immune system is compromised due to disease. Always wash produce, cook meat thoroughly, and follow safe storage and refrigeration guidelines.

Organic agriculture offers a more sustainable, healthful, and enjoyable approach to food production. It provides a range of benefits for consumers, the environment, and the economy.

In the current system, food is inexpensive because the cheaper prices come first, and years and decades later we pay the true costs in erosion, toxic wells, and poisoned life, including our own.


It’s worth adding that the cost of food is somewhat relative. Americans spend, on average, about 11 percent of our annual incomes on food, compared to 11.5 percent in the United Kingdom, 15.2 percent in France, and 27 percent in South Africa. We’re accustomed to low food costs because some costs of food production are not built into the price paid at the supermarket, but we pay as a society nonetheless. These costs include the toxic burden to our water supply, soil loss, and the immeasurable cost of losing our nation’s small farms. At Stonyfield Farm, we like to think of the extra pennies spent on organic products as a daily contribution to the health of the planet, one well worth making if one is able.

Is organic food better for me?

Proponents of conventional agriculture often argue that organic will forever be a “niche market,” because yields are low and thus could never feed the entire world. The Rodale Institute’s groundbreaking 1999 Farming Systems Trial Study rebuts this misconception, demonstrating that yields of conventional and organic cropland are comparable after an initial period of transition. After a period of about four years, crops grown under organic systems yield as well as and sometimes better than crops grown under the conventional system. Moreover, organic systems can out-produce the conventional system in years of less-than-optimal growing conditions such as drought, says the study’s report.

Organic agriculture offers a more sustainable approach to food production. It provides a range of benefits for consumers, the environment, and the economy.

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Researchers have found that, in fiscal year 1995, less than one-tenth of one percent of USDA's research portfolio focused on organic systems or methods. With the advent of USDA's National Organic Program, more research funds are being made available, but the percentage within the scope of all agricultural research remains very small, and disproportionate to the growth of the organic market.

Research is the tool that will allow organic farmers to refine and perfect methods that maintain organic integrity and provide high yields. With improved funding and greater understanding and commitment, organic farming may very well prove to be the answer to feeding the world and sustaining its resources in the future.
A Daily Donation to the Planet

A safe food supply and protection of our planet’s resources should not be hunches, nor should they be mutually exclusive. Organic agriculture and production preserve the earth we live on, connects each of us to the source of our food in a new way.

Organic is about the impact of food and agriculture on our health, our planet, our communities, and our souls. By remembering where food comes from, and making choices about how it should be grown, we can reclaim our connection to life, to health, and to the land.

Notes
2. United States Department of Agriculture Economic Research Service Agricultural Outlook, April 2000
5. A very few synthetic substances are allowed in organic agriculture. Visit www.ams.usda.gov to view the criteria for allowance.
11. The three studies mentioned are:
   - Wills, Davis, Campbell, “Overexposed: Organophosphate Insecticides in Children’s Food.” Environmental Working Group, 1998. EWG has a number of reports on pesticides in children’s food.
17. The Rodale Institute Farm Systems Trial, 1999, Kutztown, PA.

Resources

Organic Trade Association (OTA)
P.O. Box 547
Greenfield, MA 01302
413-774-7311 • www.ota.com

The Organic trade association is a national federation representing the organic industry in Canada, the United States and Mexico. Members include growers, shippers, processors, certifiers, farmer associations, brokers, distributors and retailers. Established in 1895, the Organic Trade Association works to promote organic products in the marketplace and to protect the integrity of organic standards.

Organic Alliance
400 Selby Ave, Suite T St. Paul, MN 55102
651-267-3678 • www.organicalliance.org

Organic Farming Research Foundation
P.O. Box 440, Santa Cruz, CA 95064
510-426-6066 • www.ofrf.org

Organic Materials Review Institute
Box 11558, Eugene, OR 97440-3778
541-343-7600 • www.omri.org

Pesticide Action Network of North America
49 Powell Street Suite 500
San Francisco, CA 94110
415-981-1771 • www.panna.org

Rodale pile
33 East Minor St. Emmaus, PA 18049-0099
610-967-5171 • www.rdalereport.com

United States Department of Agriculture National Organic Program
http://www.ams.usda.gov/nop/
The mission of the USDA NOP is to develop and implement national standards that govern the marketing of agricultural products as organically produced. To facilitate commerce in fresh and processed food that is organically produced, and ensure consumer that such products meet consistent standards. To see a complete copy of the final organic rule, go to the NOP website.

ORGANIZATIONS

Community Alliance of Family Farmers
P.O. Box 101, Davis, CA 95617
530-756-8518 • www.caaff.org

EcoLogical Farming Association
460 Main St. #813, Winooski, VT 05401
802-667-2111 • www.eco-farm.org

Environmental Working Group
1718 Connecticut Ave. N.W. Suite 600
Washington D.C. 20036
202-667-6982 • www.ewg.org

Henry A. Wallace Institute
1621 N. Kent St. #1200
Arlington, VA 22209-2194
703-525-0480 • www.hawiaa.org

McKenzie National Coalition Against the Misuse of Pesticides
781 E Street SE # 200
Washington D.C. 20003
202-545-5140 • www.beyondpesticides.org

Northwest Coalition for Alternatives to Pesticides (NCAP)
P.O. Box 1399
Eugene, OR 97440
541-344-5044 • www.pesticide.org

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Sustainable Agriculture Network- (SAN)
Room 304 National Agricultural Library
10101 Baltimore Ave.
Bowie, MD. 20705-2151
301-584-6425 • www.san.org

Sustainable Cotton Project
6176 Old Olive Highway, Oroville, OR 96945
530-039-2686 • www.sustainablecotton.org

PUBLICATIONS

Organic Gardening Magazine
22 S. 2nd Street, Emmaus, PA 18049
1-800-666-2200, www.organicgardening.com

Organic & Natural News
Virgo Publishing
3500 N. Central Avenue # 250
Phoenix, AZ 85012
480-990-1101
www.organicnews.com

Our Children’s Toxic Legacy: How Science and Law Fail to Protect Us From Pesticides
by John Wargo (Yale University Press, 1998)

Pesticide Action Network of North America
49 Powell Street Suite 500
San Francisco, CA 94110
415-981-1771 • www.panna.org

Quality Assurance International (QAI)
12526 High Bluff Dr. Suite 300
San Diego, CA 92130
858-792-3531 • www.qai-inc.com

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The Organic Foods Sourcebook
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by Elaine Lipsan
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About Stonyfield Farm

Stonyfield Farm was founded in 1983 as a project of the nonprofit Rural Education Center. In their work at the Center and other nonprofit organizations, Samuel Kaymen and Gary Hirshberg were keenly aware of the connection between the degradation of the environment and agricultural practices used to grow food. They built Stonyfield Farm with the belief that food should not only be great-tasting, but healthy as well—for you and the environment.

Today Stonyfield Farm manufactures all-natural and certified organic yogurts and ice cream which are available throughout the United States and Canada. Stonyfield Farm is the largest manufacturer of organic yogurt in the U.S. and remains as dedicated as ever to educating people about healthy eating and the positive steps we can all take toward a healthy planet.

To learn more about Stonyfield Farm’s delicious products and some of the earth-friendly ways we do business, visit our website at www.stonyfield.com or call us at 1-800-PRO-COWS M-F 9-5 EST. We’d love to hear from you.

Our Mission

- To provide the very highest quality, best tasting, all natural and certified organic products.
- To educate consumers and producers about the value of protecting the environment and of supporting family farmers and sustainable agriculture.
- To serve as a model that environmentally and socially responsible businesses can also be profitable.
- To provide a healthy, productive, and enjoyable workplace for all employees, with opportunities to gain new skills and advance career goals.
- To recognize our obligations to stockholders and lenders by providing an excellent return on their investment.

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Printed on 100% post-consumer recycled paper with vegetable-based ink.