Truth in Labeling:
How California Enforces Organic Standards

Monday, August 5, 2013, 3:00 pm
State Capitol, Room 126

AGENDA

I. Opening Comments

II. National Organic Program
   - Miles McEvoy – Deputy Administrator, National Organic Program, U.S. Department of Agriculture
     Overview of federal organic standards and the role of the federal government in enforcing those standards

III. California's Organic Program
   - Jim Houston – Deputy Secretary, CA Department of Food and Agriculture
     Introduction to the California Organic Program
   - Rick Jensen – Director of Inspection Services, CA Department of Food and Agriculture
     Overview of the California Organic Program and what the Department requires of organic certifiers and producers

IV. Organic Certifiers
   - Zea Sonnabend – Policy Specialist, California Certified Organic Farmers
     Overview of services provided by CCOF as a private certifier and how they ensure their certified producers maintain organic standards
   - John Young – Agriculture Commissioner, Yolo County
     Overview of the Yolo County certification program and the differences between a public and private certifier

V. Certified Organic: The Producer's Perspective
   - Thaddeus Barsotti – Owner, Capay Organic/Farm Fresh to You
     Overview of the organic certification experience relative to growing a variety of crops
   - Bryce Lundberg – Vice President of Agriculture, Lundberg Family Farms
     Overview of the organic certification experience relative to rice farming
   - Aron Weinkauf – Vintner, Spottswoode Estate Vineyard & Winery, St. Helena
     Organic certification of wine and the difference between organic grapes and organic wine

VI. Public Comment