

ASSEMBLY SELECT COMMITTEE ON
SUSTAINABLE AND ORGANIC AGRICULTURE

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**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 Weinkauff – Vintner, Spottswoode Estate Vineyard & Winery, St. Helena***
Organic certification of wine and the difference between organic grapes and organic wine

VI. Public Comment