



10TH ANNUAL CONFERENCE AND MEMBER MEETING

Reviewing the Decade and Planning for the Millennium

NOVEMBER 29 - DECEMBER 1, 2012

Holiday Inn, Helena, MT

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Welcome!

Welcome to the 10th annual conference of the Montana Organic Association. Thank you for being part of the celebration to mark this important anniversary.

MOA is a vibrant organization that advocates passionately for its members and the diverse agricultural interests they represent. MOA conferences and farm tours provide cutting edge ideas for producers, consumers, retailers and researchers and help create valuable friendships, networks and support systems for our members and their communities. Over the last ten years, MOA has formed valuable connections with a variety of farm organizations and earned a place at the table with state, national and international government agencies to better serve its members.

While it's a time to look back and enjoy the progress that's been made, it's also a time to identify and grapple with some of the challenges that lie ahead and plan for the opportunities that present themselves as we move into the next ten years. To frame the conversation of what lies ahead for

Conference Program

organics, we have not only called on some of our highly respected Montana leaders but have also invited three of the most knowledgeable and far thinking individuals in the organic movement today. We are honored to have Jeff Moyer, Farm Director at Rodale Institute and past chair of the National Organic Standards Board, who brings his expertise in organic crop production systems; Gary Zimmer, renowned farmer, agri-businessman, author and educator who has dedicated his life to improving farming through restoring and balancing soils; and Atina Diffley, an organic consultant, educator and author of the 2012 memoir, *Turn Here Sweet Corn: Organic Farming Works*.

We have received amazing support from our sponsors, exhibitors, and advertisers. Please be sure to visit them in the exhibit area, get to know them and support their businesses. Without them, we could not hold this conference. This is also true for all the farmers and ranchers who have generously donated their products for our meals and breaks.

continued on p. 3

Best wishes to MOA on your 10th anniversary.

**In 2013, we celebrate our 30th year of
GROWING ORGANIC TOGETHER.**



Welcome continued from p. 1

The fun we had last year at our auctions and Winter Table Raffle inspired us to continue them again this year. Please note the generous individuals and businesses who have donated their wares and be sure to support them when you return home. Let them know how much we all appreciate their support of organics in Montana.

Before you leave, please take a few minutes to tell us how we did. Your feedback will help us continue bringing you the most relevant topics and speakers at future conferences

The Conference is an easy way to learn about organics and the latest developments in the field. It's an opportunity to network with others who are just beginning, established experts, or somewhere in between. The Conference features delicious organic food, thought-provoking discussions, profitable business networking and fun entertainment—a perfect gathering to learn, relax, get energized, *be inspired and be inspiring*.

MOA Conference Planning Committee:

Lou Ann Crowley - Chair

Daryl Lassila

Nate Brown

Wes Henthorne

Charles Holt

Judy Owsowitz



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Session Spotlight

Session: Organic Trade Association Presentation—
Developing a Research and Promotion Check-off
Program for Organics

Presented by: Gwendolyn Wyard, Regulatory Director
of Organic Standards and Food Safety for the Organic
Trade Association

When: Saturday, 10:00 am - 11:45 am

Join us on Saturday to learn about the proposed
Organic Research and Promotion Program (ORPP)
and add your voice to the most important initia-
tive shaping the industry's future.

The ORPP Steering Committee has developed
guiding principles for the proposed research and
promotion program effort:

- An ORPP should support and not burden organic farmers first and foremost—assessments would not be made at the producer level, but producers should be involved as key stakeholders in decision making.
- All parameters of an ORPP would be determined by the industry itself, not by the Organic Trade Association (OTA)—OTA's role is only to facilitate the process.
- It is important to have engagement of all stakeholders in Phase 2 (the current phase of this exploration).
- Also key are proactive communication and transparent political work.
- OTA recognizes that a U.S. Department of Agriculture (USDA) administered check-off program is one potential vehicle for pooling resources to grow organic. Alternative and voluntary vehicles can and should be explored via steering committee analysis and Town Hall meetings.
- We recognize the need for robust oversight of promotion orders, both in terms of financial stewardship and investment. Metrics for success should be set by the industry.
- The governing board should be representative of the diverse stakeholders in organic agriculture.

Everyone involved in any part of the organic sector should get involved and help shape opportunity.

Agenda

Thursday, November 29, 2012

7:00 pm - 8:00 pm: Social Hour – no host bar and appetizers

8:00 pm - 9:30 pm: Conference Kick Off with the screening of the documentary, *In Organic We Trust*, “which explores the content beneath the label and the truth behind the marketing.”

Friday, November 30, 2012

8:00 am - 9:00 am: Complimentary Breakfast and Registration

9:00 am - 9:15 am: Conference Opening
Daryl Lassila, MOA Board Chair

9:15 am - 10:15 am: Retrospective on Montana Organic Association's Ten Year History
Panel: Bob Quinn, Kamut; Wes Henthorne, B Bar Ranch; and Judy Owsowitz, Terrapin Farm.
Followed by roundtable discussion.

10:15 am - 10:30 am: Break and visit with Vendors (downstairs)

10:30 am - 12:00 pm: Planning for the Millennium: Challenges and Opportunities
Panel: Gary Zimmer, farmer and agri-businessman; Jeff Moyer, Rodale Institute; Atina Diffley, Organic Farming Works; Margaret Scoles, International Organic Inspectors Association; Jeff Schahczenski, National Center for Appropriate Technology; and Kikki Hubbard, Organic Seed Alliance.
Followed by roundtable discussion.

12:00 pm - 1:00 pm: Lunch
Special Presentation by Margaret Scoles of IOIA: Pictures and commentary on a recent tour of Montana operations by the National Agricultural Products Quality Management Service of Korea.
Guest Speaker, Ron de Yong, Director, Montana Department of Agriculture
Introduction of new Organic Program Manager, Georgana Webster

1:00 pm - 2:00 pm: Session 1: Retailers' Panel: Buying and Selling Organic Products
Michael Vetere of 2J's Fresh Market; Ed Tyanich, Real Food Store; Perry McNeese, Good Earth Market; Shawnae Ellsworth, Third Street Market; Jill Owen, Mountain Front Market; and Atina Diffley, formerly of Wedge Co-op, Minneapolis, MN

1:00 pm - 2:00 pm: Session 2: New Developments in Organics at Montana State University: Fabian Menalled, Chaz Holt and Karin Neff (downstairs)

2:00 pm - 2:15 pm: Break and visit with Vendors (downstairs)

2:15 pm - 3:00 pm: Updates from the Field
Montana Department of Agriculture's Drift-Watch™ Program: Lynn Knight, Program Manager

Montana Organic Advisory Council: Georgana Webster, Manager of Certification Program
Organic Advisory and Education Council: Sam Schmidt, Montana Milling, Inc.

National Organics Standards Board: Barry Flamm, retiring NOSB Chair

Center for Diversified Farming Systems, UC Berkeley: Liz Carlisle, Program Coordinator
Native Seed School: Karl Sutton, Mission Mountain Food Enterprise Center

3:00 pm - 5:00 pm: Session 1: Livestock Pasture and Soil Restoration
Gary Zimmer, author of *The Biological Farmer*

3:00 pm - 5:00 pm: Session 2: Organic Seed Alliance: Fighting to Protect the Integrity of Organic Seed: Kiki Hubbard, Director of Advocacy and Communications, OSA (downstairs)

5:00 pm - 6:00 pm: Happy Hour and visit with Vendors (downstairs)

6:00 pm - 9:00 pm: Montana Organic Dinner
Keynote Speaker: Jeff Moyer, Rodale Institute
Awards Ceremony: Lifetime of Service and Leadership in Organics awards presentation
Silent and Live Auctions

Saturday, December 1, 2012

7:30 am - 8:30 am: Complimentary Breakfast

8:30 am - 9:45 am: Inspectors' Panel: Learn How Your Inspector Approaches Certification

Margaret Scoles, IOIA; Sean Mulla, Montana Department of Agriculture; Wendy Paulsen, Independent Inspector, Wisconsin; and Jack Reams, Global Organic Alliance

9:45 am - 10:00 am: Break and visit with Vendors (downstairs)

10:00 am - 11:45 am: Organic Trade Association Presentation—Developing a Research and Promotion Check-off Program for Organics

Gwendolyn Wyard, Regulatory Director of Organic Standards and Food Safety for the Organic Trade Association

11:45 am - 1:15 pm: Lunch and Member Meeting

Treasurer's Report

Old Business

New Business

Chair's Report

Board Elections

1:15 pm - 2:10 pm: Bees and Other Pollinators

Anna Jones-Crabtree, Vilicus Farms; and Peter Husby, Natural Resources Conservation Service

2:10 pm - 2:20 pm: Break and visit with Vendors (downstairs)

2:20 pm - 3:20 pm: Finding Your Fit in the Organic Market

Atina Diffley, Organic Farming Works

3:20 pm - 4:45 pm: Soil Balancing from Gardens to Grain Fields

Gary Zimmer, farmer, agri-businessman, author and educator

4:45 pm: Conference Wrap Up and Winter Table Raffle Winners Announced

Visit and thank Vendors (downstairs)

Sampling of Presenters

Liz Carlisle coordinates the Center for Diversified Farming Systems at UC Berkeley, where she is a Ph.D. Candidate in the Department of Geography. She is currently working on a book based on her dissertation research with diversified farmers on the northern Great Plains, tentatively titled, *Lentil Underground*. She sits on the Steering Council of the Sustainable Agriculture Education Association, and her professional background includes work as a Legislative Correspondent for Agriculture and Natural Resources in the office of United States Senator Jon Tester.

Ron de Yong was appointed the Director of the Department of Agriculture by Governor Brian Schweitzer in 2007. A member of the National Association of State Departments of Agriculture, de Yong serves as chairman of the Rural Development and Financial Security Committee, which advises federal officials and Congress on farm program and policy issues. He also served as the President of the Western Association of State Departments of Agriculture from September 2009 through September 2010. de Yong owns a 320-acre family farm near Kalispell that produces wheat, barley, peppermint, peas, lentils and alfalfa. For seven years prior to becoming director, he was a lecturer at Cal Poly State University, teaching agricultural policy and economics. de Yong earned a master's degree in economics at the University of Montana and undergraduate degrees from Montana State University in agricultural science and philosophy. He has participated in national and international policy discussions as a Montana state committeeman for the USDA Farm Service Agency; state director, lobbyist and national economist for the National Farmers Union; and a member of Senator Max Baucus's delegation to the 1999 World Trade Organization ministerial meeting in Seattle. In his capacity as director, de Yong serves on the Rail Service Competition Council, Noxious Weed Summit Advisory Committee, Montana Wheat & Barley Committee, Montana Agriculture Development Council and various other committees. He and his wife Dee have three children and five grandchildren.

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Atina Diffley is an organic consultant with Organic Farming Works LLC, an educator, public speaker, and author of the 2012 memoir, *Turn Here Sweet Corn: Organic Farming Works*. From 1985 to 2008, she and her husband Martin ran the Gardens of Eagan, one of the first certified organic produce farms in the Midwest.

Barry R. Flamm was one of the founders of MOA, served as Vice Chair and Board Member and is a Life Member. He served on the Governor's Council to help develop the Montana's DOA organic certification program and owned and operated the first certified organic sweet cherry orchard in Montana. Barry received a BS in forest management from Colorado A&M (now CSU), MPA in public administration/ policy from the American U. and Ph.D. from George Mason U with research on the silvicultural effects on biodiversity in the George Washington National Forest. In 2008, he was appointed by the Secretary of Agriculture to a 5 year term on the National Organics Standard Board in an environmental position. Barry is chair of the NOSB Policy Development Committee and serves on the Executive, Crops and Compliance/ Accreditation/ Certification Committees.

Wes Henthorne has managed the B Bar Ranch in Big Timber since 1983 and oversaw the transition to organic production in 1989. The ranch now sells organic grassfed beef from Ancient White Park cattle in stores across Montana. Wes has been active in MOA for several years and has served as the Secretary and is currently the Treasurer.

Chaz Holt has been working in Montana since 2003 in value-added and organic agriculture through farming and consulting. In 2009 he began working for MSU managing Towne's Harvest Farm for the Sustainable Foods and Bio Energy systems degree program. Since 2011, he officially certified three acres of this land as organic as well as for educational purposes and for proof of organic farm management. His two greatest priorities in life are creating an intact northern Rockies food system and being a good family man for his wife and three children.

Kristina (Kiki) Hubbard is the director of advocacy and communications for Organic Seed Alliance. She's worked for a decade as an

organizer, researcher, and writer on projects involving agricultural biotechnology, antitrust issues in the seed industry, and organic agriculture. Hubbard serves on the board of directors for the Montana Department of Agriculture's Organic Commodity Advisory Council.

Anna Jones-Crabbtree and her husband Doug Crabbtree own and operate Vilicus Farms, a diverse dryland crop farm 35 miles north of Havre, MT. Growing heirloom and specialty crops within a 5 year rotation of small grains, oilseeds, broadleaf and legume crops, Vilicus Farms practices advanced land stewardship at a scale that matters. Pursuing sustainability for their farm as a whole, they are partnering with MSU-Northern to further the use of biodiesel and the Xerces Society through an NRCS Conservation Innovation Grant to develop pollinator practices that are more aligned with organic farming systems. Anna holds a PhD in Civil and Environmental Engineering with a minor in Sustainable Systems. She is a Sustainability Institute Meadows Fellow, and has been recognized as a Presidential Sustainability

Hero... and serves as maintenance supervisor for Vilicus Farms.

Daryl Lassila worked for Western Montana Co-op for four years and ten years at what is now Mountain View Co-op in the fertilizer/chemical department. In 1998, Daryl started transitioning to organic. Wheat, barley, lentils, peas, flax, and spelt are the main crops grown. Daryl has become an advocate for organic agriculture being elected to the Board of Directors of the Montana Organic Association in 2010 and serving as its Chairman in 2011 and 2012. He is a Torchbearer and member of the Montana Farmers Union, twice visiting Congressional members in Washington, DC, on ag issues. Daryl is a founding board member of the Organic Advisory and Education Council. Daryl and his wife, Linda, have been very fortunate to raise their children Trista and Brady on the fourth generation family farm east of Great Falls.

Fabian Menalled is a Cropland Weed Specialist. His research and extension programs are focused in developing and delivering information on the

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integrated management of agricultural weeds. He is interested in understanding the mechanisms conditioning the abundance and distribution of annual and perennial weeds in agricultural systems. Current research includes weed population and community dynamics, crop-weed competition, herbicide resistance, and weed management in conventional and alternative cropping systems.

Jeff Moyer is the Farm Director at the Rodale Institute and an expert in organic crop production systems including weed management, cover crops, crop rotations, equipment modification and use and facilities design. He is a past chair of the National Organic Standards Board. Jeff authored the book, *Organic No-Till Farming*.

Sean Mulla received a B.A. in Sociology from Xavier University in 1987 and a B.S. in Horticulture from Colorado State University's College of Agriculture in 1995. He has worked as an Educator/Teacher, an Urban Tree Care & Pruning

Technician, Greenhouse Grower (vegetable starts, and floral crops), Woody Plant Nursery Manager, Native Plant Grower, and managed his own landscape design/build company. Currently, Sean is a full time field inspector employed by the Montana Department of Agriculture, working as an IOIA trained Organic Certification Inspector, and is a USDA APHIS/PPQ trained Phytosanitary Certification Inspector. He also manages a small farming operation (80 acres), share cropping irrigated hay and raising poultry, which has included (over the past 8 years) chickens, turkeys, and game birds – pheasant, quail, and chucker partridge. He also grows a nice variety of fruits and vegetables for home consumption.

Karin Neff is a Ph.D. candidate at Montana State University, looking at the relationship between soil organic matter content and vegetable crop performance. Her background in the culinary arts and plant ecology have given her the perspective that healthy plants make good food and good soil

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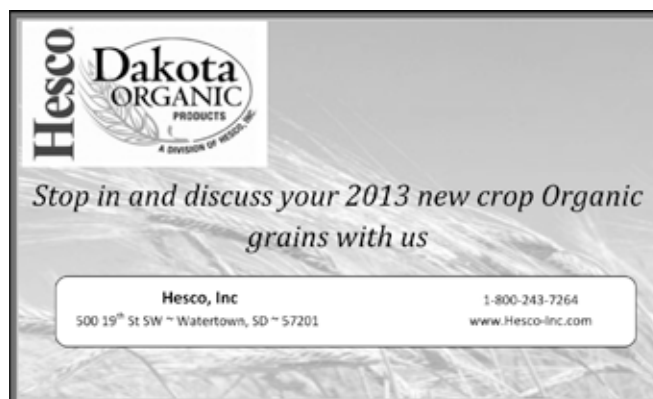
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makes healthy plants. Through her graduate work, she recognizes the difficulties in really understanding how soils work (it's dark! And everything is tiny!) and so she is designing a computer simulation of soil processes to help students, land managers, farmers and researchers conceptualize the world beneath our feet.

Judy Owsowitz has been farming in the challenging climate of Northwest Montana for over 30 years. She is the head seeder/weeder at Terrapin Farm, a certified organic farm and greenhouse near Whitefish. Growing over 500 varieties, she also produces her own selections of vegetables and herbs. She was a member of the steering committee to set up the Montana certification program and served on the first Montana Organic Commodity Advisory Council. Judy was influential in the establishing of the Montana Organic Association, serving as it's first Chairperson, and continuing to serve on the board. She also is active with the Montana Seed Producers Steering Committee.

Wendy Paulsen has been an independent organic inspector since 2005. After working on many organic farms across the northern United States, she landed in Missoula and ran an ecologically oriented garden service for five years. She is originally from and now lives in Minnesota, but maintains close connections with friends in Montana and with the MTDA Organic Program. She has worked for eight different certifiers doing hundreds of inspections and definitely has some ideas on how to make inspection more efficient!

Bob Quinn is a Montana organic farmer and recent winner of the Organic Trade Associations' Organic Leadership Award. Quinn, a fourth-generation Montana farmer, converted the family farm to organic production in 1988. Today, the 4000 acre farm produces 100% organic crops, including wheat, alfalfa, hay, peas, lentils, buckwheat, safflower oil for cooking and biofuel and the ancient KAMUT® Brand khorasan wheat which is sold globally. Bob has also been recognized by the Montana Organic Association, AERO, Montana State University and the USDA-

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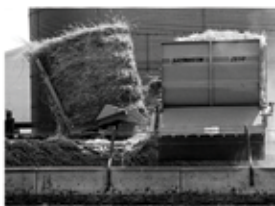
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Presenters continued from p. 9

SARE program for his work in sustainable agriculture and soil conservation.

Jeff Schahczenski is Agriculture Policy and Funding Research Director with the National Center for Appropriate Technology (NCAT). His recent work includes publication of studies on agricultural policy, crop insurance, the role of agriculture in climate change, and the economics of biodiesel production in Montana. He was past Executive Director of the Big Hole River Foundation and Western Sustainable Agriculture Working Group. Jeff has been adjunct instructor for University of Montana, Western Montana College, and Montana Tech. Before moving to Montana in 1991, Jeff started one of the first Community Supported Agriculture (CSA) farms in New Jersey, received graduate degrees in agricultural economics and political science, served in the Peace Corps in Belize, Central America, and worked many summers on his grandfather's dairy farm in Wisconsin.

Sam Schmidt is the Purchasing Manager for Montana Milling, Inc. He is a Board Member of

MOA and the Chair of the Farm Tour Committee, and is also a Board Member of the Organic Advisory and Education Council. Sam has over 20 years experience in the grain industry and holds B.S in Grain and Milling Science from Kansas State University. He and his wife Roberta currently live in Great Falls.

Margaret Scoles serves as Executive Director of the International Organic Inspectors Association (IOIA), maintaining the IOIA office in Montana since January 1999. She has 24 years of organic inspection experience for numerous certifiers (mostly in the US), including inspection of farms, livestock, and processors and has been teaching organic inspector training courses since 1989. She holds a B.S. in Agriculture (Agronomy Major) from the University of Arizona and has served in many IOIA roles since 1991, including founding board member, Chair of the Membership Committee, and Chair of the Accreditation Review Panel. She serves frequently as a speaker on organic topics. Margaret and her husband manage a cow/calf operation in southeastern Montana.

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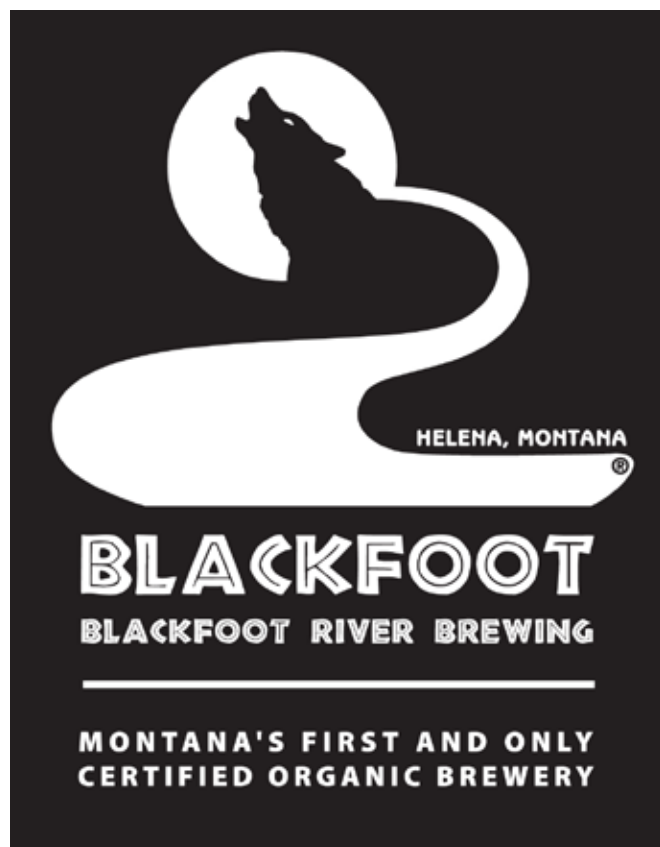




Presenters continued from p. 11

Georgana Webster is the Organic Program Manager for the Montana Department of Agriculture. She has a Bachelor of Science Degree in Animal Science from Cal Poly University and has been deeply involved in agriculture and livestock production. This has ranged from livestock management, clinical, research activities, 4H leadership, livestock judging, berry production, and Quality Assurance management in processing. Most recently she has worked for the Washington State Department of Agriculture's Organic Program as an Organic Livestock Field Specialist in two states including multiple types of crop and handling operations.

Gwendolyn Wyard has been actively working in the organic industry for 15 plus years. She serves as the Regulatory Director of Organic Standards and Food Safety for the Organic Trade Association (OTA). In this capacity she works on the development of policy strategy through regulatory engagement in the interest of OTA's mission and its members. Gwendolyn also serves on the Organic



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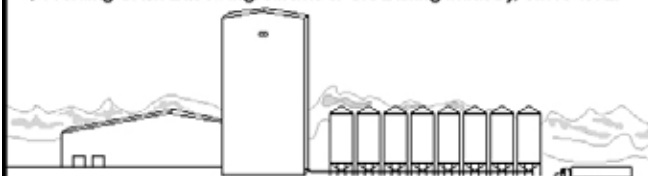
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Material Review Institute (OMRI) Board of Directors in the OTA designated seat. Prior to OTA Gwendolyn worked for an international certifier where she served as the Processing Program Technical Specialist specializing in policy analysis and technical review of materials for use in organic products. She holds a degree in Food Science with a Fermentation Science Option and a minor in Chemistry.

Gary Zimmer is a farmer, agri-businessman, author of *The Biological Farmer* and educator. He evaluates farming practices as a consultant, on his family's farm and as president of Midwestern BioAg. The Zimmer family's Otter Creek Organic Farms (1,000 acres including an organic dairy) utilize the ideas Gary has gleaned over a lifetime spent studying agriculture.

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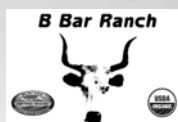
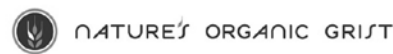
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