



E-News

June 2011

WHAT'S NEW

Checkmark Promotion

This year one of the focus areas for COABC is promotion of the Checkmark. Thanks to Mary Forstbauer this promotion has been moving forward. Using a shared payment model, we have been able to publish two ads in large lower mainland publications. We will look to expand to the Interior and Island regions in the coming months to create a valuable promotional opportunity for all our members.

The first of two ads in the Edible Vancouver has been published. The Edible Vancouver Summer edition, featuring our ad is on shelves now in the lower mainland. It is now posted to <http://onlinedigeditions.com/publication/?i=70840&p=1>.

In addition, on June 15 the Vancouver Sun will publish its Summer Food Extra. The COABC has secured a space in the pullout section to promote the checkmark and COABC. A number of our members have purchased ad space and will be featured as well.

So far this promotional campaign has been made possible by the support of individual members. Each member appearing in these ads has purchased their spot and in doing so has helped pay for the ad itself. These mutually beneficial projects are a great example of how the organic community can work together to achieve goals. Thank you to everyone who has purchased ad space.

If you would like to participate in this campaign or if you have suggestions of publications that would be willing to work with COABC, please email the office at admin@certifiedorganic.bc.ca.

ONGOING

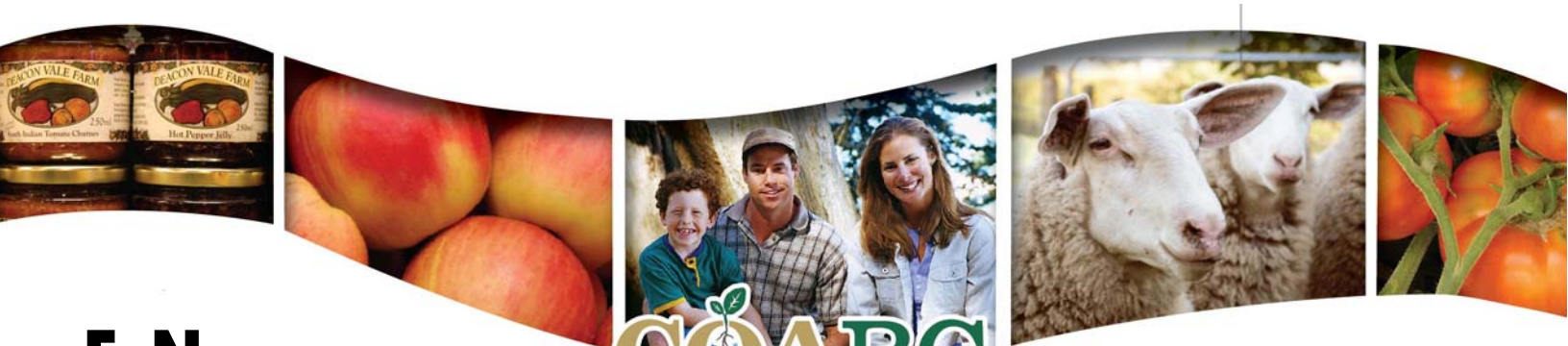
Newsletters for supporting organizations

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. http://www.bcac.bc.ca/index.php?page_id=2
- **BCSPCA** [HTTP://SUPPORT.SP.CA.BC.CA/SITE/MESSAGEVIEWER?EM_ID=3361.0&DLV_ID=7761](http://support.sPCA.bc.ca/site/messageviewer?em_id=3361.0&dlv_id=7761)
- **OFC** <http://www.organicfederation.ca/>
- **BCFMA** http://www.bcfarmersmarket.org/ind/news/bcaf_m_v19_may11.htm

BC CERTIFIED ORGANIC CHECKMARK LOGO

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.



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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.

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.

INTERESTING

OSDP DEADLINE APPROACHING

Intake Deadline: June 24, 2011

Contact: Paddy Doherty, osdp@certifiedorganic.bc.ca

The Organic Sector Development Program Strategic Initiative is a fund for the development of the BC organic sector. This is a funding program with the objective of facilitating the agriculture, agri-food, and agri-based products sector's ability to seize opportunities, to respond to new and emerging issues, and to path-find and pilot solutions to new and ongoing issues in order to help it adapt and remain competitive.

THE RUMINANT

BCOG contributor Jordan Marr has been collecting farming tricks and tips for his website blog, <http://theruminant.ca/>. Checkout the latest post *Rock Picking Made Easier*. Watch for Jordan's call on the COABC listserv for solutions to his next problem and send him your ideas.

BC Ag CLIMATE ACTION INITIATIVE

COABC members have been invited to participate in the BC Agriculture Adaptation Risk & Opportunity Assessment. If you are interested in participating in focus groups please let the COABC office know. For more information about this initiative read their project introduction at

<http://www.bcagclimateaction.ca/wp/wp-content/media/CAI-handout-Adapt-Risk-Opp.pdf>

Project Contact: Emily MacNair, Emily@BCAgClimateAction.ca

MY GARDEN FOOTPRINT

My Garden Footprint is an online community focused on the development of the local food movement. They are currently signing up local producers and businesses and hope to be BC's leading online community for the local and sustainable movement by summer of 2011. Joining the MGF community is 100% free and could be the online marketing avenue that could grow your business within your local community. Go to MyGardenFootprint.com and sign your business up now for free!



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EVENTS

OVERCOMING INSPECTION DREAD: A WORKSHOP ON AUDIT TRAIL PAPERWORK

Date: June 9th, 2011 at 7pm

Location: People Place, 101-3402 27th Avenue, Vernon, BC

Contact: Cara Nunn, 250-540-2557

Email: northorganics@gmail.com

Does your paperwork terrify you? Do you consistently ignore it until just before your annual inspection? Do you suffer from paperwork anxiety? NOOA is here to help! This workshop is aimed at making your inspection a breeze. We will be focusing on how to organize your paperwork throughout the year so that the inspection appointment doesn't fill you with dread.

BEE KEEPING 365

Date: Sunday, June 19th, 2011, 8:30am – 4:00pm

Location: Centre for Arts, Ecology, & Agriculture, Foxglove Farm, Salt Spring Island

Cost: \$95 +HST (includes lunch)

Contact: 1-250-931-5336 or programs@foxglovefarmbc.ca

Brian Scullion speaks about how keeping bees provides us with honey and pollen, pollination, and an intimate relationship with the fascinating world of bees. This one-day workshop will present a year's cycle, including all of the steps from building boxes and selecting queens to extracting honey. The workshop will provide an emphasis on bee health, including nutrition, diseases, pests, and various ways to manage your bees in harmony with the landscape and your neighbours.

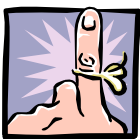
BC FOOD SYSTEMS NETWORK 13TH ANNUAL GATHERING: DIVERSITY AND RESILIENCE

Date: July 7-10, 2011

Location: 100 Mile House, BC

Registration online at: <http://drupal.fooddemocracy.org/gathering-registration>

The BCFSN is looking forward to hosting discussions and activities that will bring participants to a dynamic "learning edge" and promote healthy associations between the people, plants and animals in the bioregions that have recently formed within the network. We have some really amazing sessions planned for the gathering and are looking forward to coming together to celebrate the resiliency that has been demonstrated within the diverse relationships that have been formed and maintained within the network!



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.