



CREATING WINS,
cultivating relationships

CA | STATE ORGANIC PROGRAM

MMAPS Survey Results



FLAGSHIP
MARKETING



Background & Objective



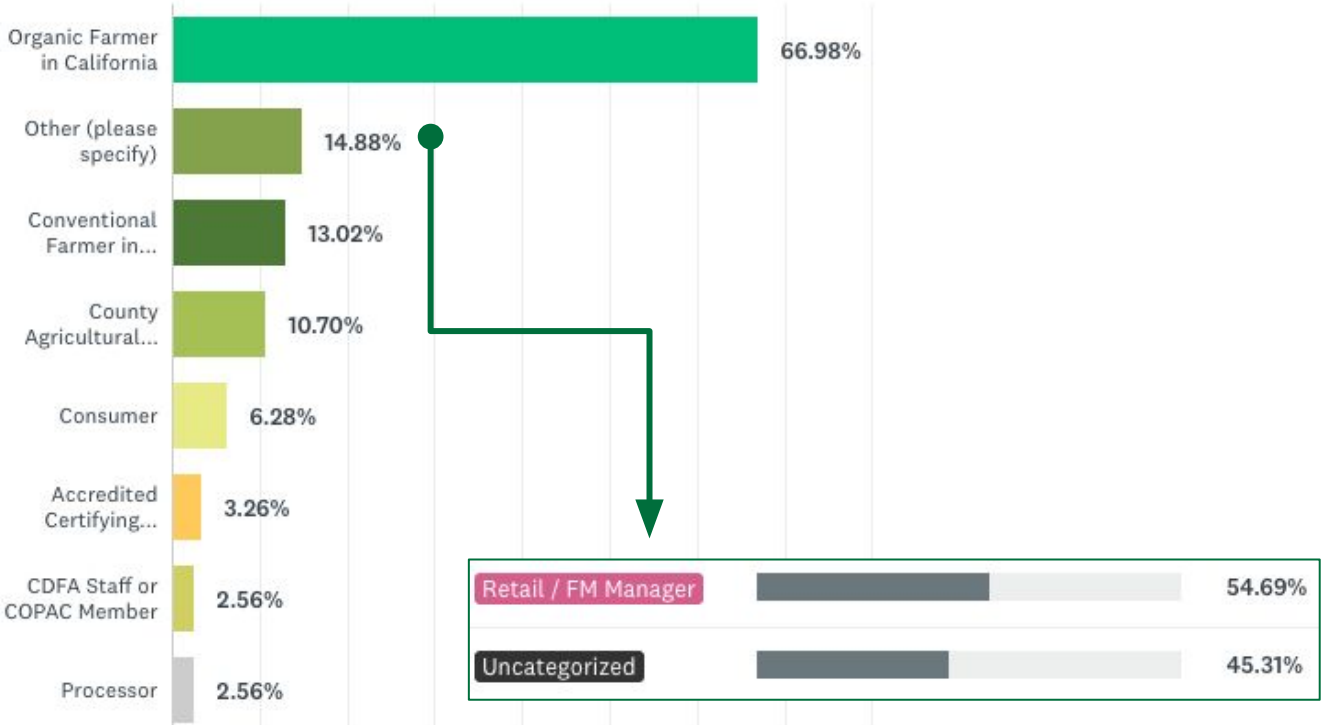
The California Department of Food & Agriculture is responsible for enforcement of the federal Organic Foods Production Act of 1990, and the California Organic Food and Farming Act of 2016. These statutes protect consumers, producers, handlers, processors and retailers by establishment of standards under which fresh agricultural products/foods may be labeled and/or sold as “organic”.

In order to shape the types of messaging and materials that will be used to communicate about this program in the future, the CDFA needed feedback regarding the California State Organic Program.

Methodology

- A quick 5-minute survey was sent out February 1, 2018 to a list of relevant individuals in the fields related to organic farming
- 21 questions were approved and distributed to qualified recipients to assess their impression of the California State Organic Program
- 430 responses were collected overall to provide feedback on the California Organic Program

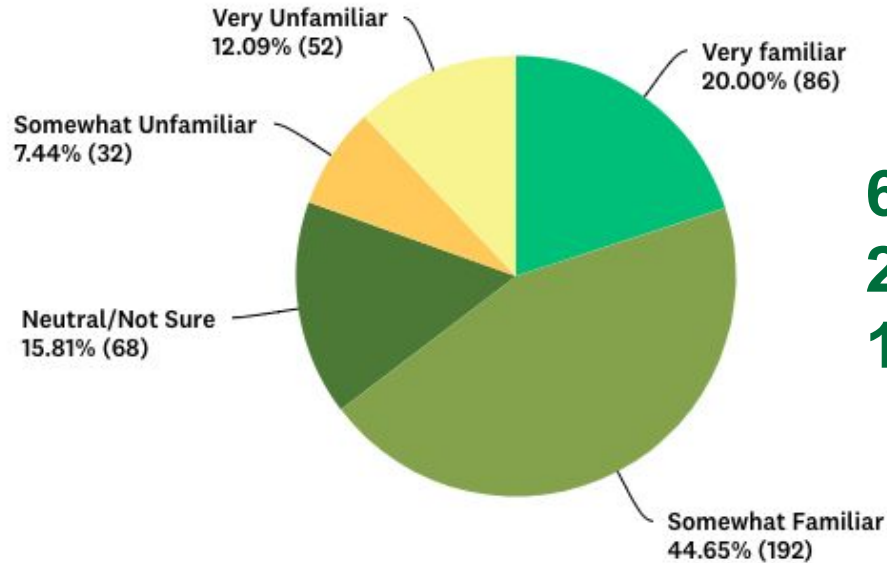
Respondent Demographics



Q1. Indicate your current job function or role associated with agriculture: (check up to two)
Respondents: 430

Awareness

Q2. How familiar are you with COFFA?



65% Familiar
20% Not Familiar
15% Not Sure

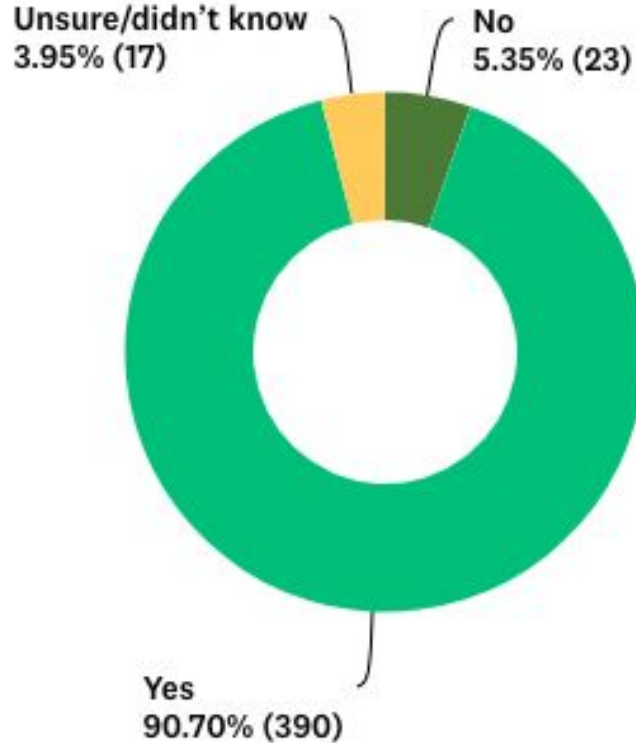
Q2. The California Organic Food and Farming Act (COFFA), formerly the California Organic Products Act, established regulations for organic producers, handlers, and processors. How familiar are you with COFFA?

Respondents: 430

Awareness

3a. Prior to this survey...

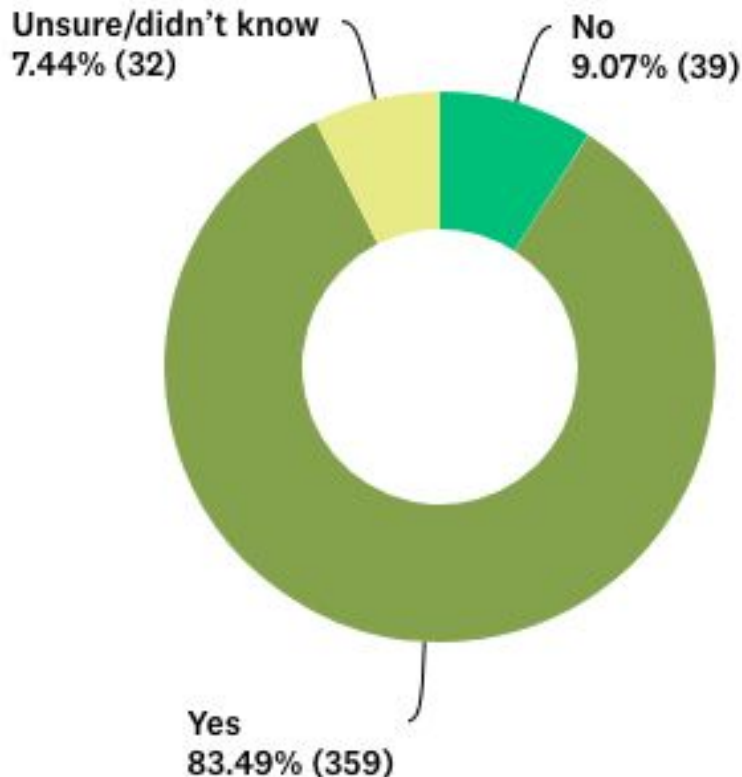
were you aware that California has its own State Organic Program that acts as both a regulatory and enforcement program for organic standards?



Awareness

3b. Prior to this survey...

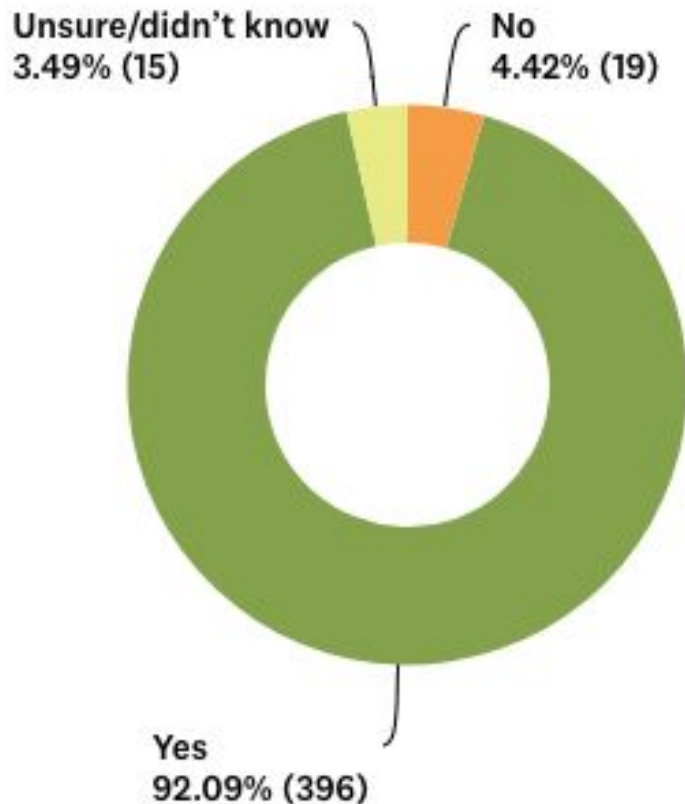
did you know that the County Agricultural Commissioners (counties) adhere to the regulatory and enforcement standards set forth by the SOP?



Awareness

3c. Prior to this survey...

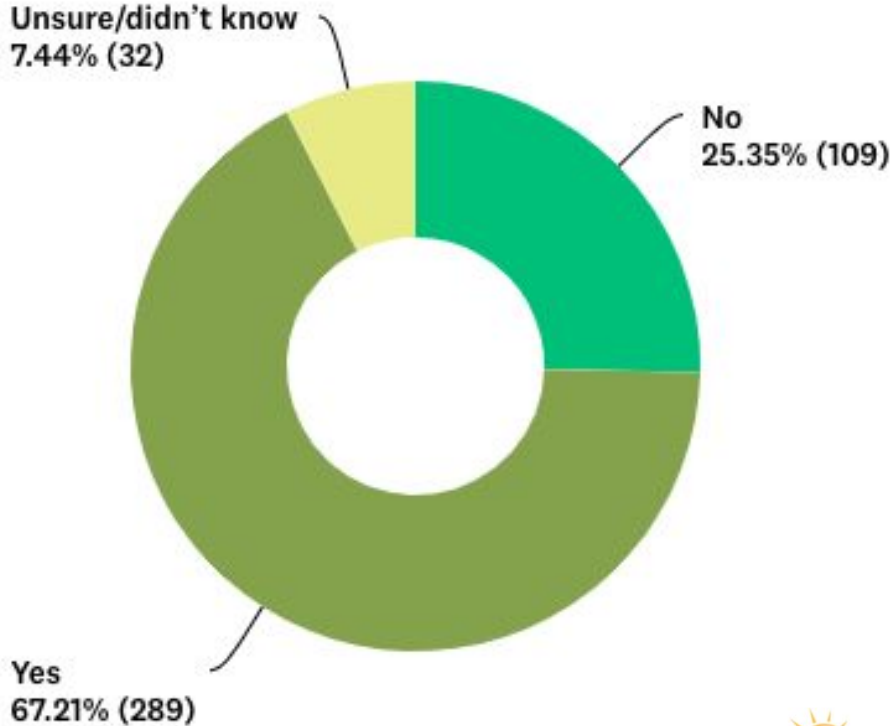
did you know that organic producers, handlers, distribution centers, and processors in California are required to register with the State Organic Program (SOP)?



Awareness

3d. Prior to this survey...

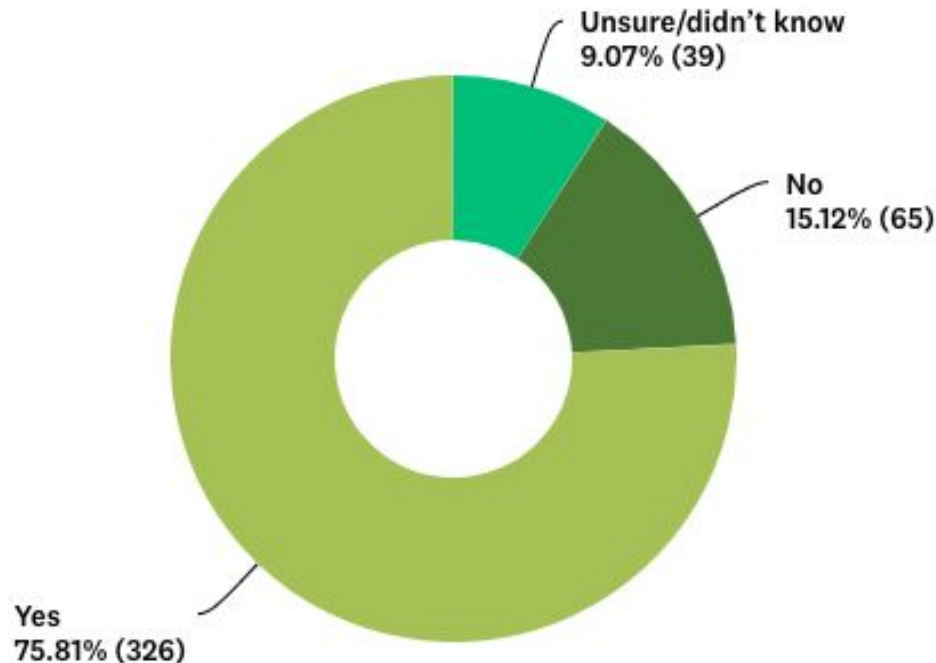
did you know that organic producers, handlers, distribution centers, and processors in California with less than \$5,000 in gross sales are exempt from obtaining organic certification?



Awareness

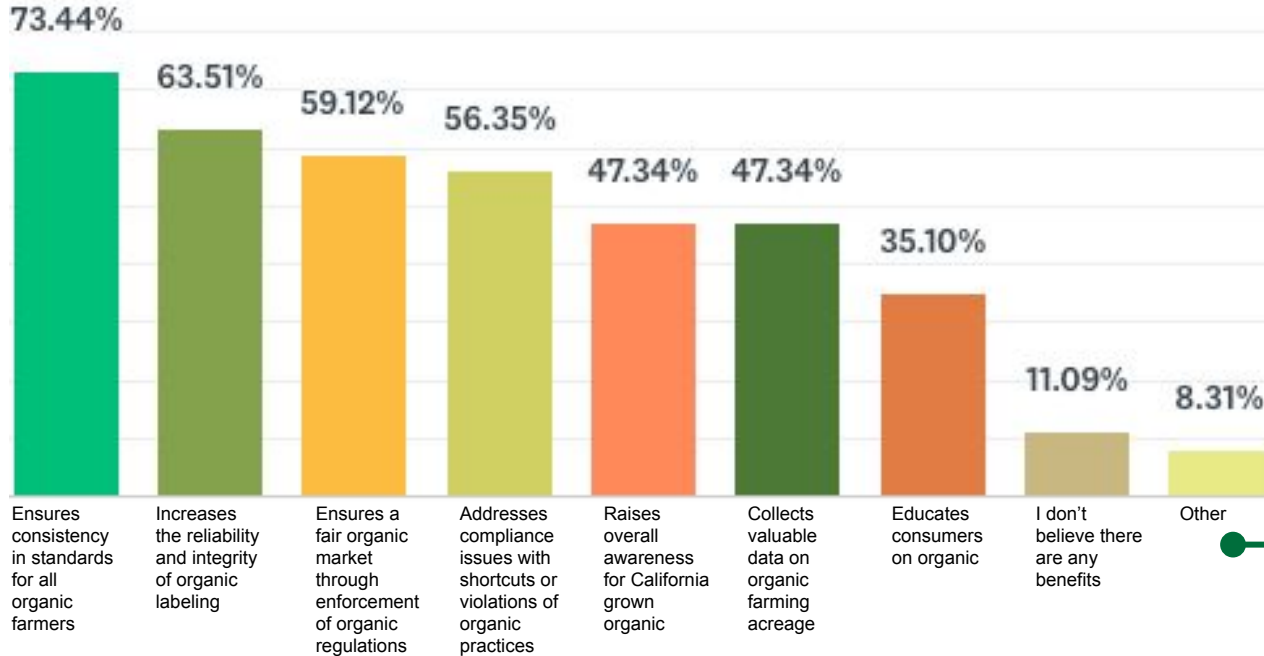
3e. Prior to this survey...

did you know the SOP has the authority to verify organic product labeling in the State including produce boxes and goods sold at farmer's markets?



Benefits of SOP

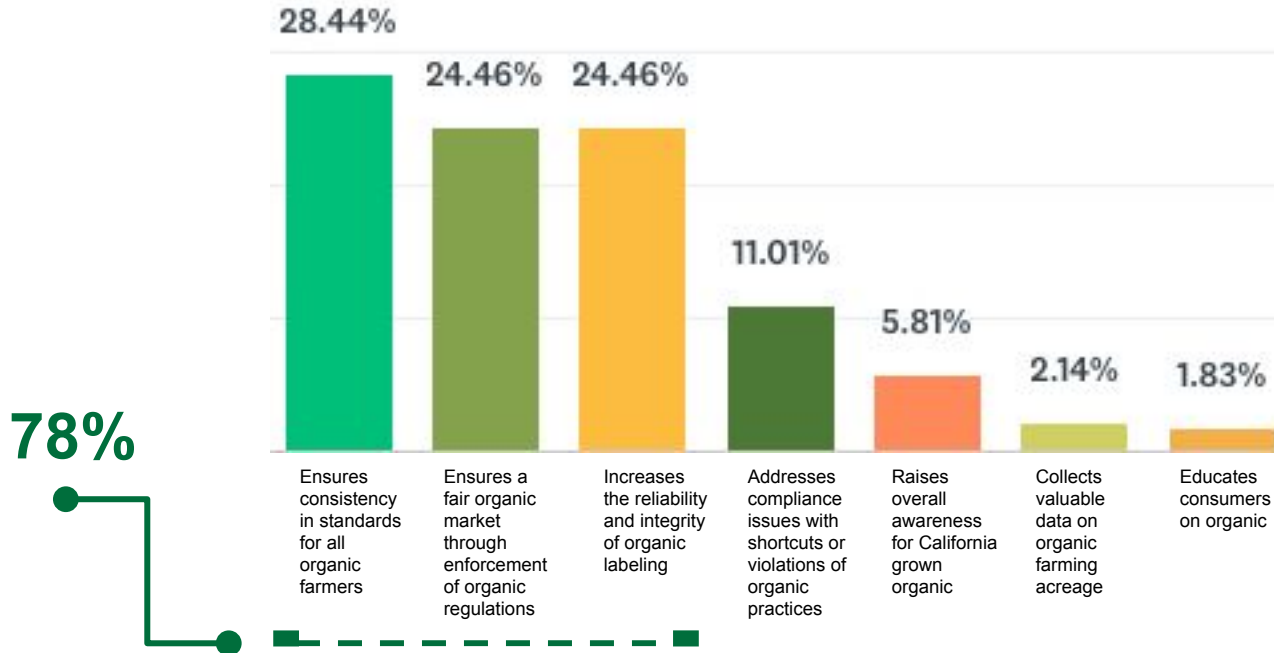
4a. What do you believe are the benefits of having the (SOP)? (check all that apply)



**Those who didn't see a benefit primarily felt that the SOP was redundant to the NOP, did not see its enforcement, & that it was only an additional fee to pay in CA. Noted that the CCOF certification was sufficient.*

Benefits of SOP

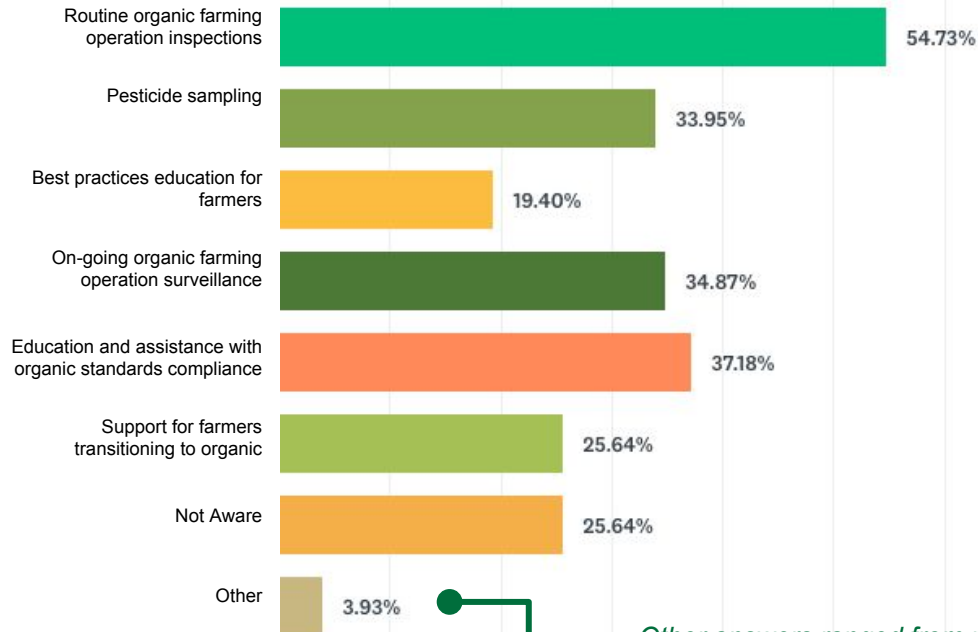
4b. Of the benefits you selected, what do you believe is the single most important benefit to having the (SOP)?



Respondents: 325

SOP Services

5a. Of the following, what types of services are you aware the (SOP) provides statewide:



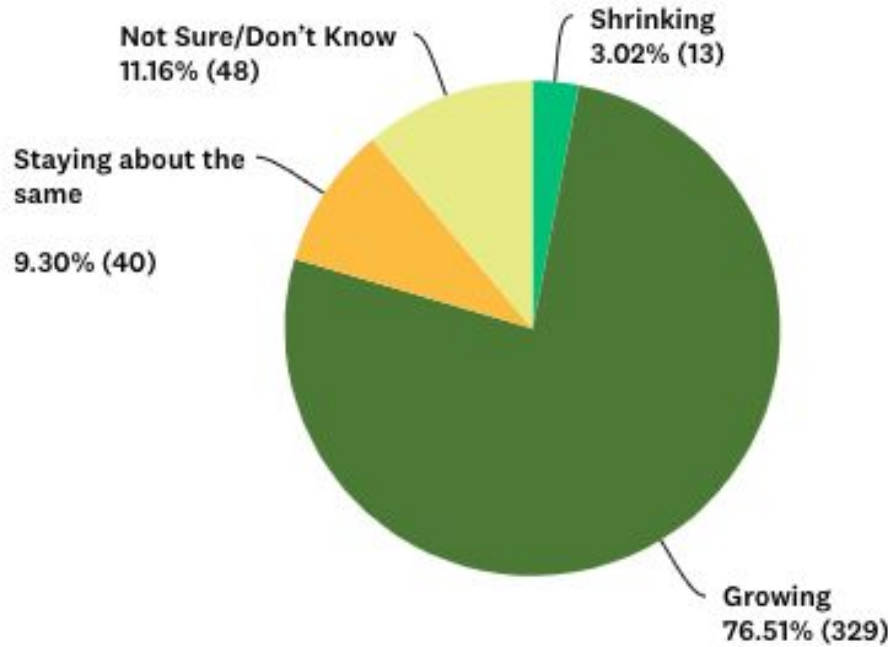
Other answers ranged from people not seeing any of the above benefits or noting that they duplicated from another certification.

5b. What services would you like to see the SOP provide?

Of the 141 suggestions provided, the most frequent services desired included:

- More Education to the Public on What Organic Really Means
- Education to Small Farmers on Transitioning to Organic and Resources
- More Tailored Standards/Processes Based on Size of Farm
- Better Enforcement of the Organic Standards Set in Place
- More Regulatory Inspections to Keep People Following Standards Equally

Industry Information

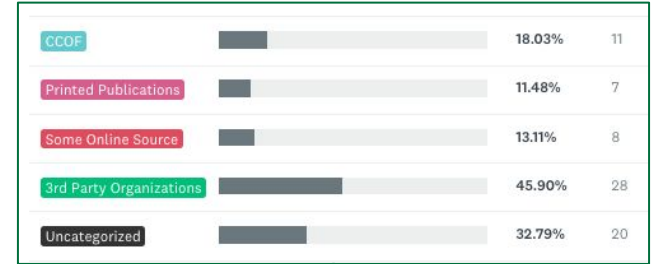
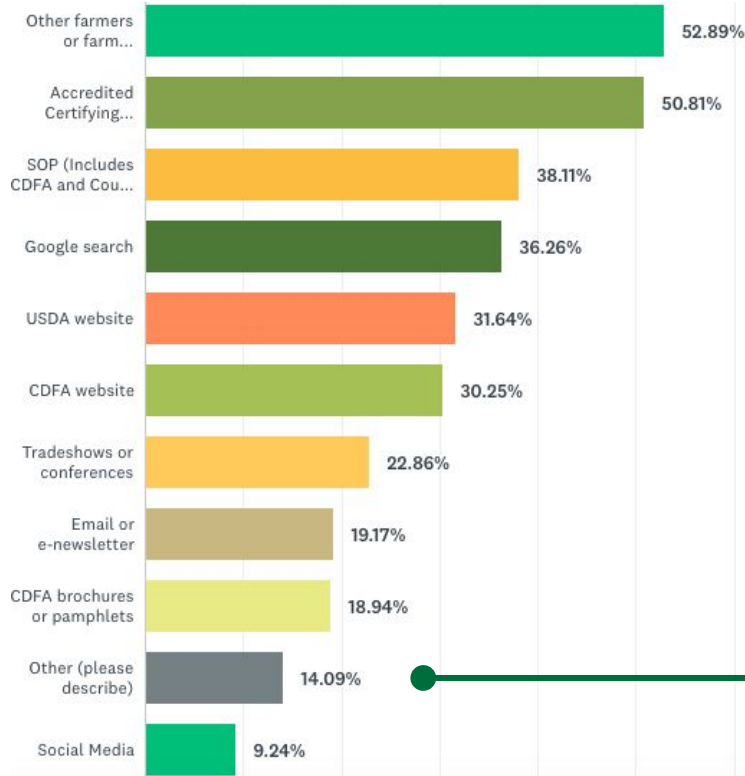


Majority agree that the organic industry is **GROWING!**

6a. Based on your current knowledge, is the organic industry in California:
Respondents: 430

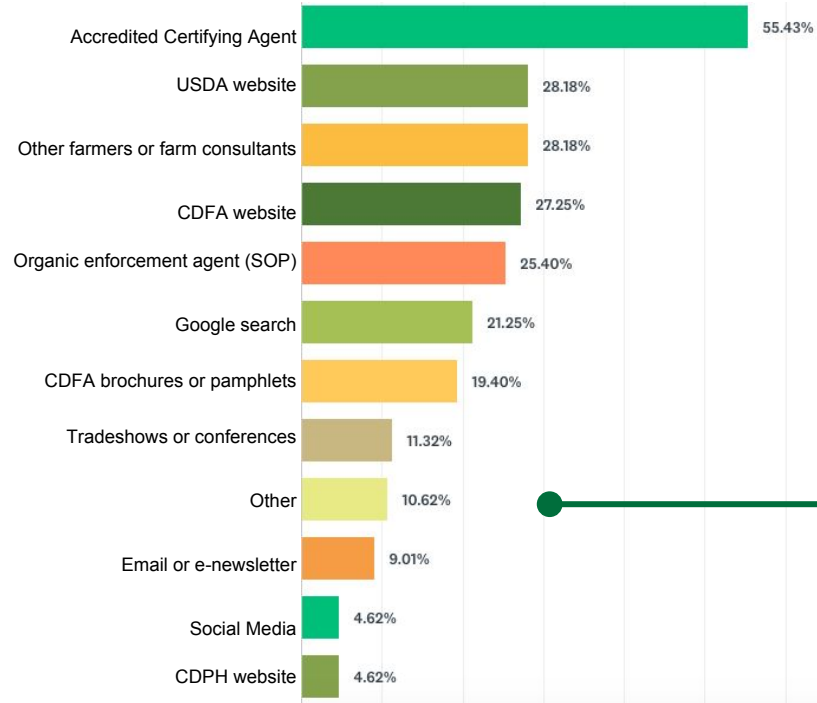
Access Information

6b. Where do you access information about organic farming practices? (check all that apply)



Access Information

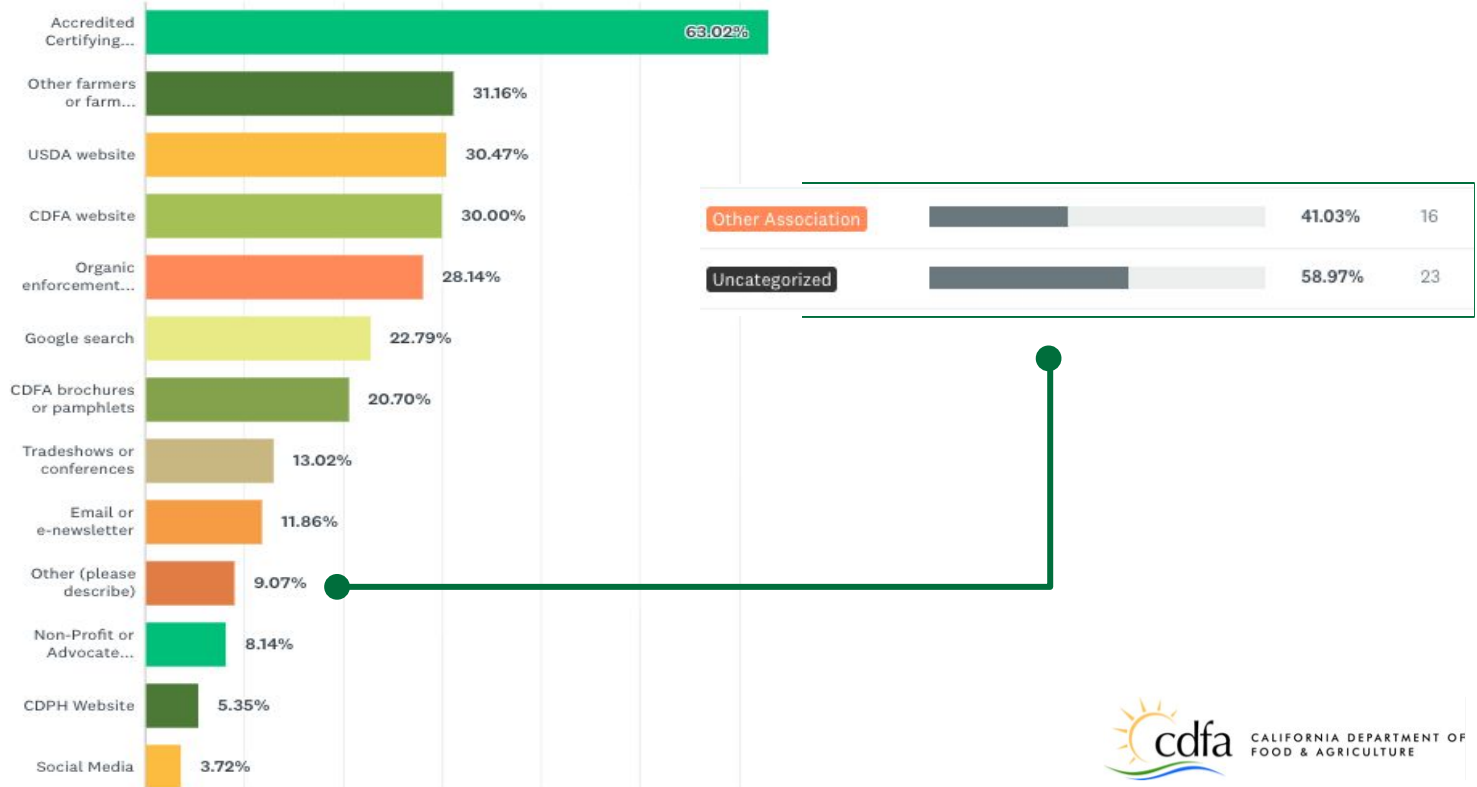
6c. Where do you access information about organic: labeling, processing, or products? (check all that apply)



Do not look for this info	28.26%	13
Other Organizations	17.39%	8
Uncategorized	54.35%	25

Access Information

6d. Where do you access information about organic farming requirements and the organic industry? (check all that apply)



Respondents: 430

Additional Info

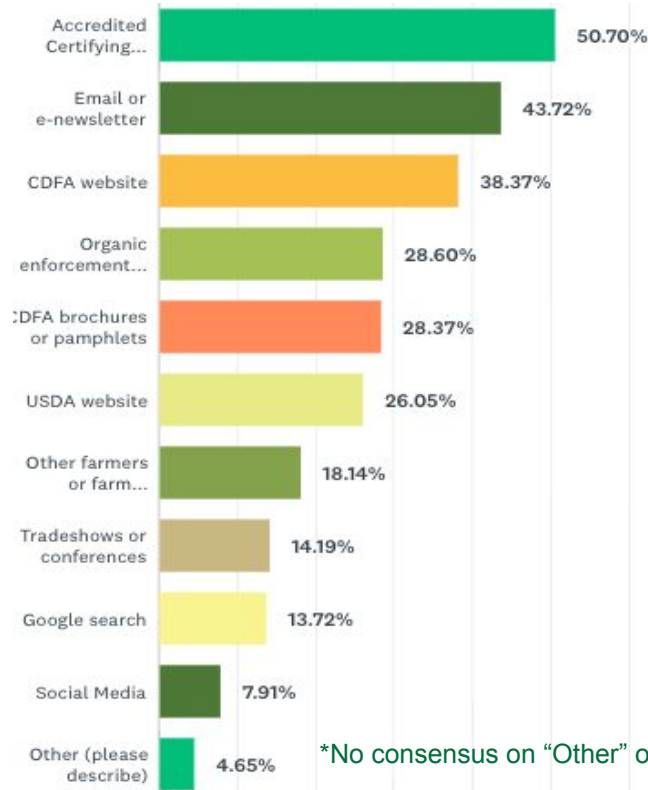
7. What do you believe is the most important information about the organic industry in California that CDFA needs to educate consumers on: (check up to two)



**Other: contained wide range of answers from better education on chemicals/sprays still used in organic to not seeing its importance at all.*

Additional Info

8. How would you like to receive trusted information about organic farming & labeling in the future?



*No consensus on "Other" option.

Respondents: 430

Additional Info

9. What languages do you find you need materials printed in or you think would be helpful to communicate information about organic standards practices and enforcement? (check all that apply)

English	98.37%	423
Spanish	44.42%	191
Hmong	9.30%	40
Vietnamese	8.14%	35
Chinese	7.21%	31
Punjabi	4.42%	19
Korean	3.95%	17
Tagalog	3.95%	17
Arabic	2.79%	12
Other (please specify)	Responses 2.79%	12
Portuguese	2.09%	9
Russian	2.09%	9
Persian	1.63%	7

*additional relevant suggestions included: Armenian, Japanese, Portuguese

Respondents: 430

10. Are there other tools, materials or strategies you can suggest that would help communicate this organic program to consumers that hasn't been addressed?

Additional suggestions ranged greatly but some notable and more frequent ones included:

- More education/outreach to the **PUBLIC** through Farmers Markets or Social Media
- Publicizing which farmers are in good standing and following practices
- Holding farmers accountable and publicizing enforcement to show program is cracking down on standards
- Assistance with transitioning smaller farmers to go organic

Respondents: 130