



**CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE (CDFA)
CALIFORNIA ORGANIC PRODUCTS ADVISORY COMMITTEE (COPAC)**

January 21, 2016

Meeting Minutes

800 Asilomar Ave. Pacific Grove, CA 93950

MEMBERS PRESENT

Melody Meyer- Chair
Garff Hathcock
Patrick Kennelly
Mindee Jeffery
Stacy Carlsen
Vernon Peterson
Sean Graham
Thomas Chapman
Jennifer Shawgo
Chad Sokol
Christina Jensen Augustine
Mio Owens
Steven Sherman
Heather Podoll

MEMBERS ABSENT

David Will

INTERESTED PARTIES

Mark Lipson
Steven Koretoff, Purity Organics
Malcolm Ricci, Bolthouse Farms
Blake Alexandre, EcoDairy Farms
Gay C. Timmons, Oh, Oh
Organics
Ed Williams, Los Angeles County
Miles McEvoy, USDA, National
Organic Program
Cathy Fisher, Santa Barbara
County
Jake Lewin, California Certified
Organic Farmers
Stephen Grealy, Quality
Assurance International
*This is not a complete list;
Department maintains a full list of
all interested parties

CDFA

Steve Patton
Marcee Yount
Rick Jensen
Jenny Lester Moffitt
Danny Lee
David Carlson
Paul Collins
Scott Renteria
Laurel Rudolph

ITEM 1: ROLL CALL

The Committee was called to order at 10:05 am by Ms. Melody Meyer, Committee Chair. Roll was called, and introductions were made.

ITEM 2: STATE ORGANIC PROGRAM PRESENTATION

Mr. Scott Renteria gave a presentation regarding the State Organic Program (SOP). In his presentation Mr. Renteria gave a brief history of the SOP, and an overview of the collaboration between the SOP, the National Organic Program (NOP), and Accredited Certifying Agencies (ACA). He also spoke about the SOP's enforcement model and the GMO testing pilot program. Mr. Renteria then went on to give the final results of the Organic Survey.

ITEM 3: ORGANIC DISCUSSION

The Organic discussion consisted of four panels, of three people each, representing different roles within the organic industry.

Mr. Mark Lipson and Ms. Melody Meyer moderated the discussion.

Panel 1, consisted of Producers. Those on the panel were: Steven Koretoff from Purity Organics; Malcolm Ricci from Bolthouse Farms; Blake Alexandre from EcoDairy Farms. The panelists discussed the importance of equity in the marketplace, and what attributed to growth within their industry. They also discussed what challenges producers may face in California, and if the SOP was one of those challenges. The panelists also examined which aspects of the SOP added the most value to them.

Panel 2, consisted of Retailers and/or Processors. Those on the panel were: Gay C. Timmons from Oh, Oh Organics; Tom Chapman from Clif Bar; and Mindee Jeffery from Good Earth Natural Foods. The panelists identified industry trends and where they saw their industry going in the next five to ten years. They also discussed what they think their customers value most when purchasing organic products, how to gain and keep consumer trust, and how to regain that trust in the event of a real or alleged organic misrepresentation or fraud allegation. The panelists examined how the collaboration between the SOP, NOP and ACA's assisted in developing and maintaining customer trust.

Panel 3, consisted of those who provided Enforcement within the organic industry. Those on the panel were: Ed Williams, Deputy Director, Los Angeles County Agricultural Commissioner's Office; Miles McEvoy from the United States Department of Agriculture, National Organic Program; and Cathy Fisher, Agricultural Commissioner, Santa Barbara County. The panel discussed their roles and the activities conducted to enforce organic regulations. They also discussed how those enforcement activities were funded, and the importance of the funding in allowing them to continue enforcement activities. The panelists also debated the idea of civil penalties being a sole source of funding.

Panel 4, consisted of organic Certifiers. Those on the panel were: Jake Lewin from California Certified Organic Farmers; Stacey Carlsen from Marin County; and Stephen Grealy from Quality Assurance International. The panelists discussed how important the SOP's registration data, (which identifies crops of organic production to the organic community as a whole), was to the certifier's specific clients. They also discussed relationships between the certifiers and the SOP, potential barriers, benefits and opportunities to build those relationships. The panelists also shared how they handle complaints from their clients regarding potential violations of non-certified and/or operations certified by another ACA's, and how they would handle those complaints coming from outside of California.

ITEM 4: Public Comments

There were numerous public comments, several of the comments addressed the SOP's registration fees.

ITEM 5: ADJOURNMENT

Ms. Melody Meyer, Chair, adjourned the meeting at 3:00 p.m.

Respectfully submitted by:

A handwritten signature in blue ink, appearing to read "Danny Lee", is written over a horizontal line.

Danny Lee, Supervising Special Investigator
State Organic Program