



# ORGANIC INTEGRITY

## PAST, PRESENT, AND FUTURE

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A vertical photograph on the left side of the slide showing a bunch of green onions. The green stalks are at the top, and the roots are visible at the bottom, extending into a dark soil. The roots are light-colored and fibrous.

# Why Organic?

- Relies on renewable resources
- Supports local economies
- Builds soil and water quality
- Promotes environmental stewardship
- Enhances biodiversity
- Innovates, benefitting all agriculture



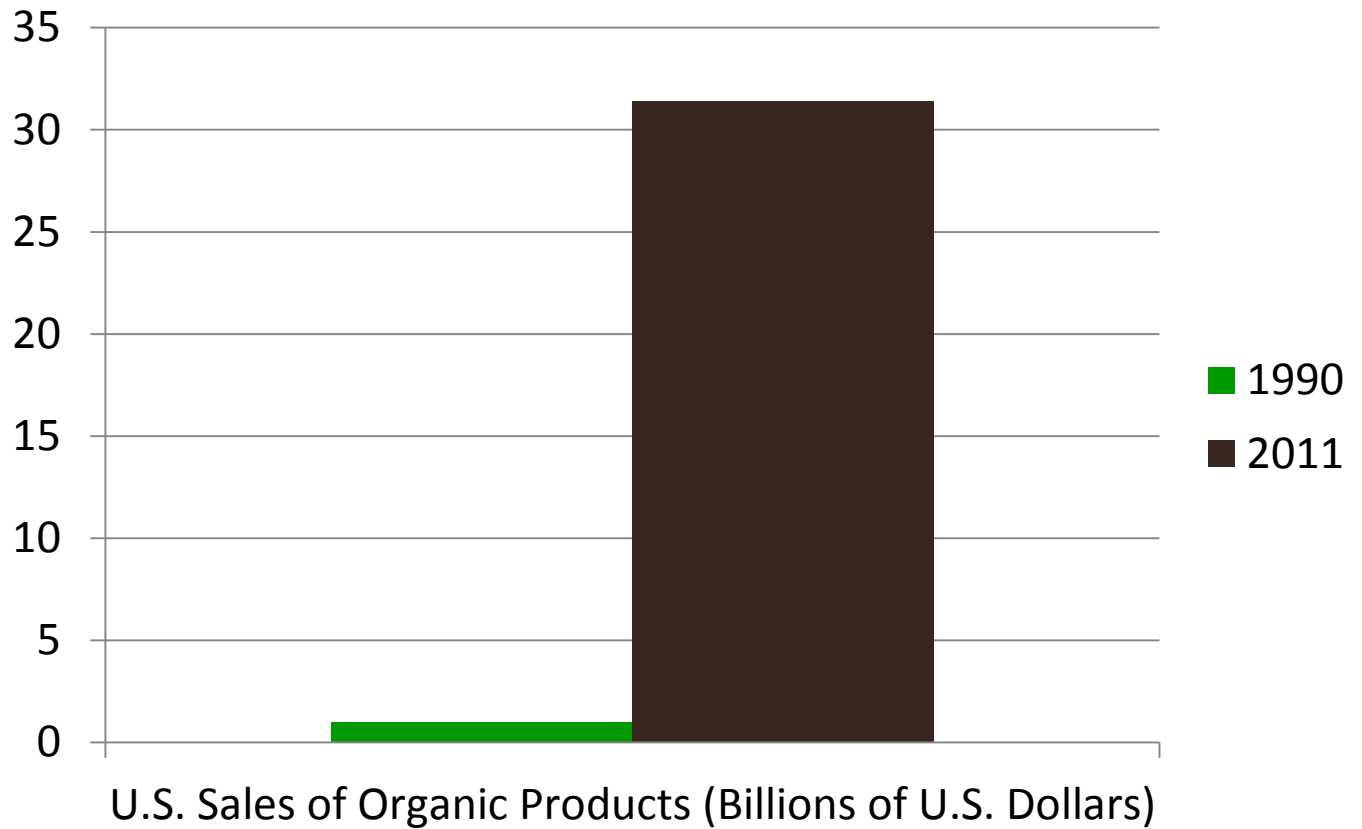
# Why Focus on Certification?

Age of enforcement =

- Compliance with USDA organic regulations
- Guarantee to consumers
- Trust in USDA organic label



# Growth of U.S. Organic Sales





# Oversight

- 93 certifying agents
- Almost 30,000 operations certified to USDA organic regulations across 133 countries
- Export
  - New markets for USDA organic products
- Import
  - Off-season and tropical organic commodities



# NOP Accomplishments

## Accreditation and International

- Audited domestic and foreign certifying agents
- Established trade partnership with the EU
- Streamlined trade of ruminant livestock products to Canada

## Compliance and Enforcement

- Published fraudulent organic certificates online
- Last 6 months – completed 141 complaint investigations - led to 4 civil penalties (\$48,500 in fines)



# NOP Accomplishments

## Standards

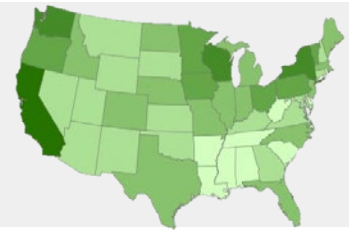
- Implemented pasture rule, new policies on GMOs, textiles, residue testing
- Published National List amendments and published guidance per NOSB recommendations

## NOP-Wide

- Improved website and communication (NOP Organic Insider)
- Increased participation in the Organic Certification Cost Share Programs by 20 percent



Geographic-specific challenges



Not applying standards uniformly

Lack of data



Insufficient technology

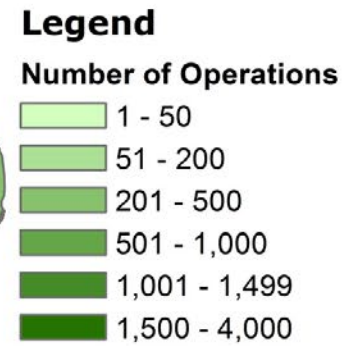
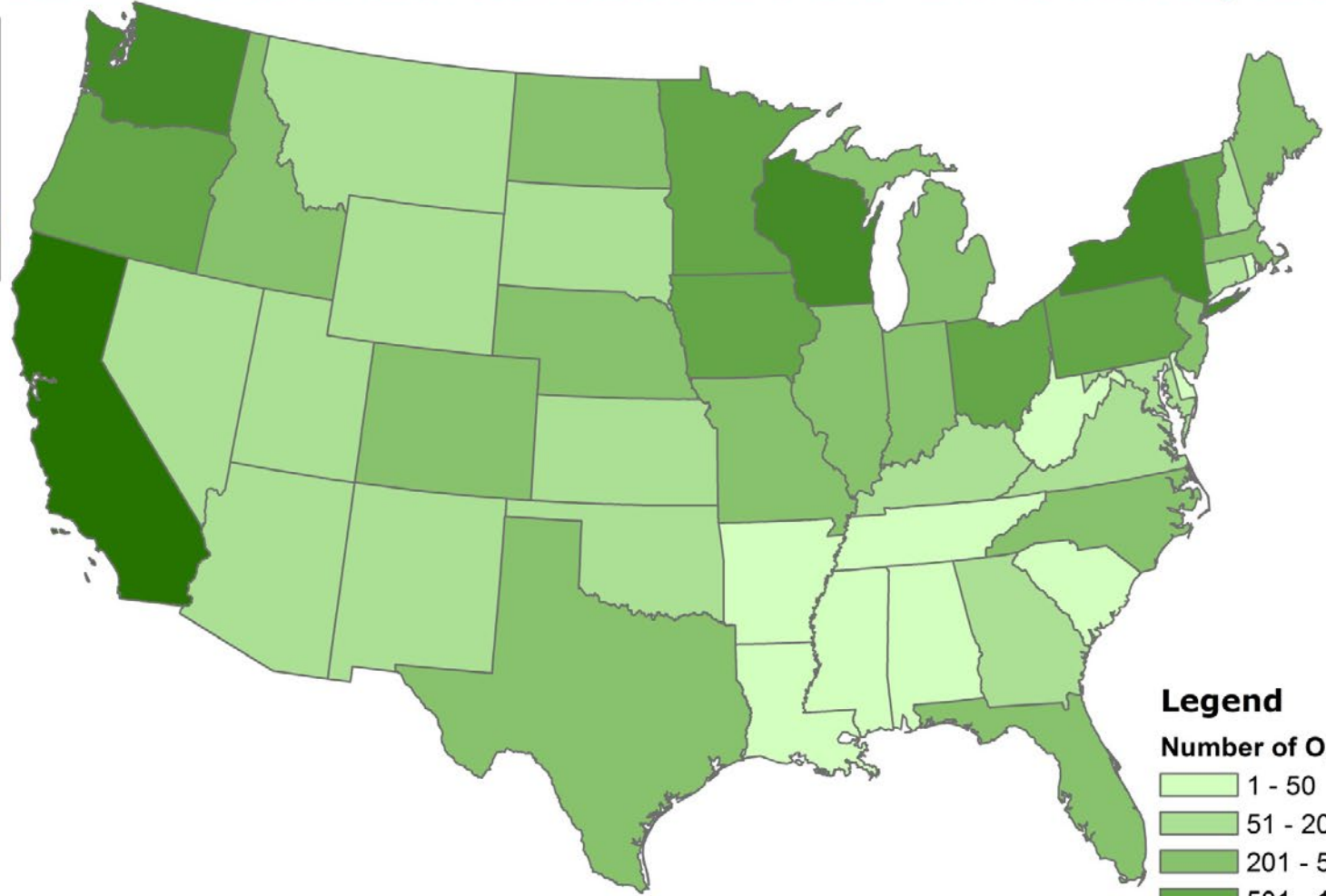


Limited resources





# CERTIFIED ORGANIC OPERATIONS BY STATE, 2011



Source: USDA AMS National Organic Program, database of certified operations, 2011.



# National Organic Program Current Initiatives

Clear  
Standards

Consumer  
Protection

Market  
Access

Information  
Technology



Clear  
Standards



Fairness and  
Transparency

To level the playing field:

- Publish clear standards
- Address gray areas
- Continue to collaborate with National Organic Standards Board
- Increase transparency



Clear  
Standards



Fairness and  
Transparency

## Areas of Focus:

- Residue testing
- Apiculture
- Aquaculture
- Mushrooms
- Pet food
- Origin of livestock
- Permitted substances



Market  
Access



Economic  
Opportunity

To increase organic agriculture in the U.S.:

- Enhance local and regional connections
- Promote USDA technical and financial assistance
- Provide access to additional foreign markets
- Ensure uniform application of standards



Consumer  
Protection



Consumer  
Confidence

To protect the integrity of organic products:

- Continue rigorous investigations
- Conduct more audits
- Initiate market surveillance program
- Enhance enforcement actions
- Ensure terms of trade partnerships are being met



Information  
Technology



Organic  
Integrity

## List of certified organic operations

State	Country	Products Produced
alabama	▼	hay
Alabama	United States	Hay, Hay and Pasture, Pasture
Alabama	United States	Cattle (Dairy- Transitioned- Not for Meat), Fallow, Hay, Hay and Pasture, Milk
▶ 10 ▼		View 1 - 2 of 2
California	United States	herbs, lettuce



Information  
Technology



Organic  
Integrity

Are they still  
certified?

Has their certificate  
been suspended or  
revoked?

Do they have  
organic hay  
available?







Information  
Technology



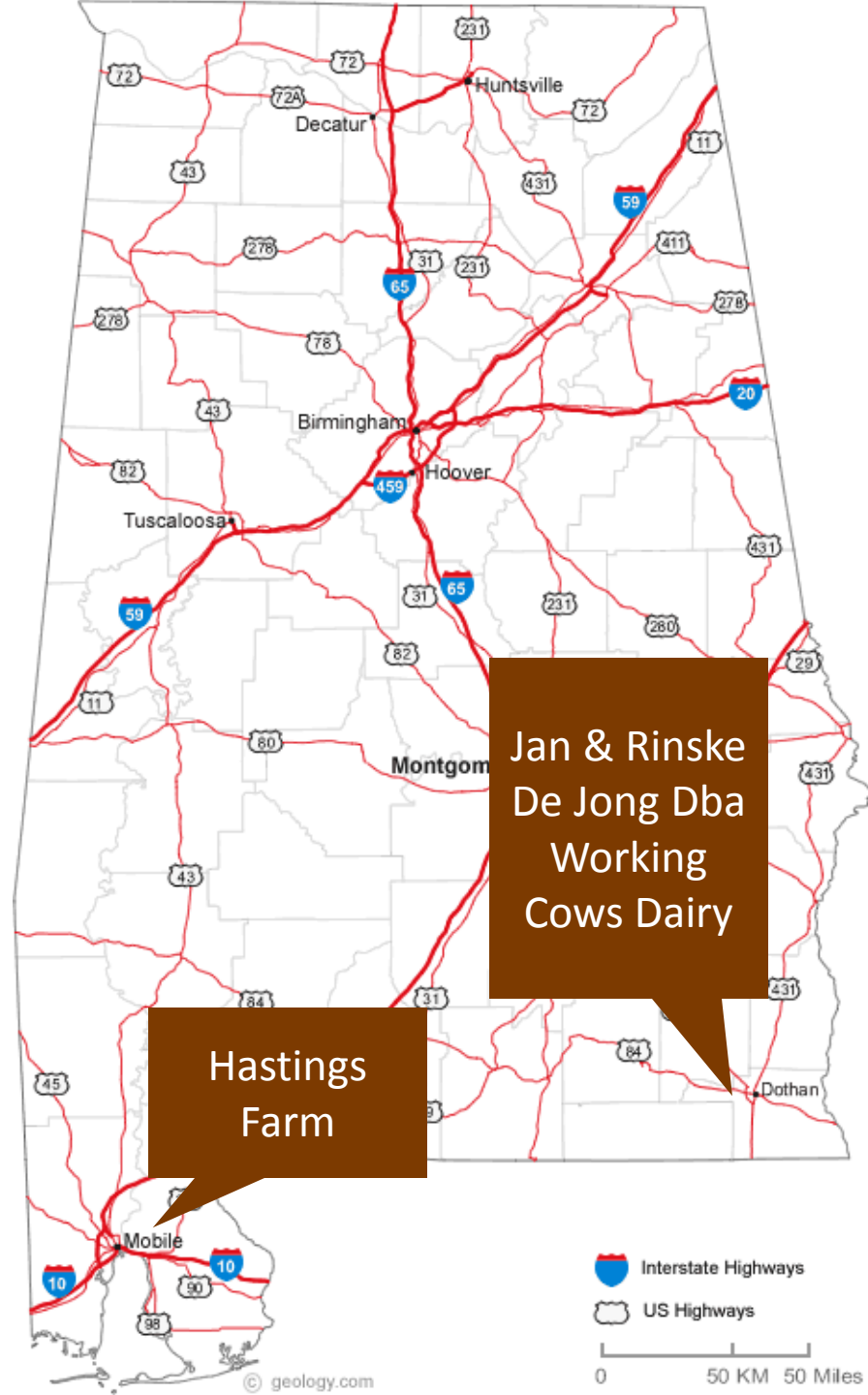
Organic  
Integrity

To better connect the organic community:

- Build a modern database
- Provide historic and current information on certification status
- Display search results in list- or map-based formats
- Allow all certifying agents to efficiently submit updates

# Search Results

- Hastings Farm  
Bay Minette, AL
- Jan & Rinske De Jong  
Dba Working Cows  
Dairy  
Sloccomb, AL





INTEGRITY Database

# Integrating for INTEGRITY



# Benefits of INTEGRITY

- Enhanced oversight of certifying agents
- Increased transparency
- Integration of multiple web resources into one
- Streamlined certification processes

# Effective Market Access



Integrity database could provide validated export certificates to Trading partners (Europe, Japan, Taiwan, Canada)



Clear Standards  
Consumer Protection  
Market Access  
Information Technology



**Level the playing field**

**Protect organic integrity**

**Increase number of organic farms and businesses**

**Connect organic community via INTEGRITY**