National Organic Standards Board
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Big Picture

- USDA 2010 Strategic Plan: **Performance Objective for 25% increase in certified operations by 2015:**
  - 2008 Farm Bill implementation
  - Organic Policy Advisor Position
  - Dept.-wide Organic Working Group
  - Inter-agency projects
  - Organic Literacy Initiative
Farm Bill Results

• Research & Extension - $100+ Million
• Data for financing/planning
• Crop insurance progress
• Cost-share - $21+ Million
• Conservation support - $60+ Million
2011 Certified Production Survey

- Funded by Risk Management Agcy. for crop insurance data.
- www.nass.usda.gov
Ever struggle to find info on a USDA program?

USDA’s Organic Literacy Initiative:
- Helps users find information on organic and related USDA programs.
- Improves USDA’s customer service.
- Helps farmers and businesses determine, “Is organic an option for me?”
Guide to Organic and Organic-Related Programs

- Outlines how each agency supports organic
- Details direct & indirect programs for organic agriculture
- Contains a description and contact info for each USDA program.
USDA Organic Resource Guide

- Direct Organic Producer Support
- Organic Research, Data, & Technical Info
- Marketing & Infrastructure
- USDA General Services
Training Modules

Training modules: Organic 101 & 201

• 101: Fundamentals of organic, 15 min.
• 201: Standards, certification, and enforcement, 30 min.

Each module:
• Presents information on organic agriculture for both USDA employees and the public
Toolkit: Is Organic an Option for Me?

Organic Brochure
• Provides information about organic standards and certification
• Answers FAQs
• Lists USDA resources in brief
• Online version provides links to other USDA programs

Poster and Postcard
• Provide brief overview and link to all resources:
  www.ams.uda.gov/organicinfo
Support for Organic Across USDA

“Organic agriculture is an important part of what we do at USDA. Every part of USDA has some responsibility for supporting organic farmers and ranchers. Thank you for taking the opportunity to learn this information, and for putting it to good use.”

- Deputy Secretary Kathleen Merrigan
Learn How USDA Supports Organic Agriculture

Information on Organic Agriculture for Farmers, Ranchers, and Businesses

www.ams.usda.gov/organicinfo

U.S. Department of Agriculture
The Know Your Farmer, Know Your Food Initiative

www.usda.gov/knowyourfarmer
READ
What is a local food system? How is USDA involved? With case studies, videos, links and photos from the field, the Know Your Farmer, Know Your Food Compass will help you discover how USDA resources can support this growing market segment.

USE
Updated in October 2012, the Compass map shows you the local foods landscape in your community and around the country. Data includes USDA and other federally supported local food projects, farmers markets, food hubs, meat processors and more! Now fully searchable.

www.usda.gov/kyfcompass
Organic is on the map!
What’s Happening in Your Community?