

ORGANIC USDA 2012

National Organic Standards Board
Providence, Oct. 15, 2012

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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**

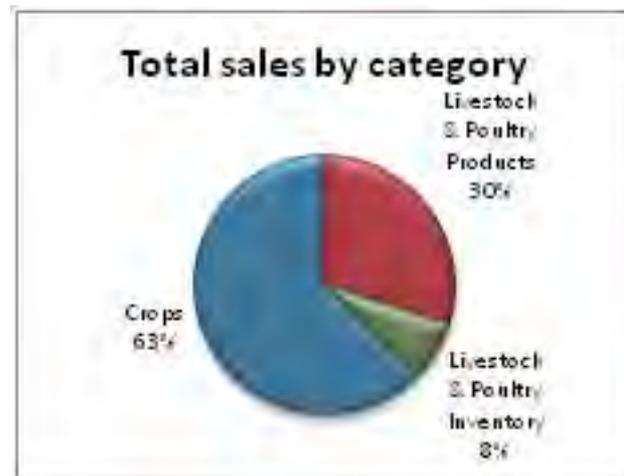


Farm Bill Results

- 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





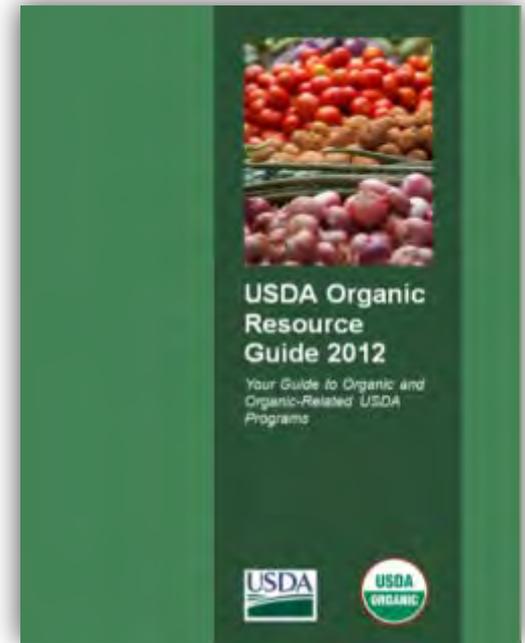
Ever struggle to find info on a USDA program?

USDA's Organic Literacy Initiative:

- Helps users find information on organic and related USDA programs.
- Improve s 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



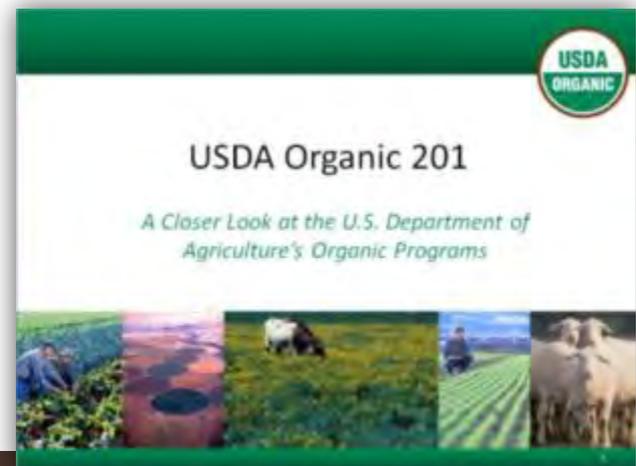
Training Modules

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



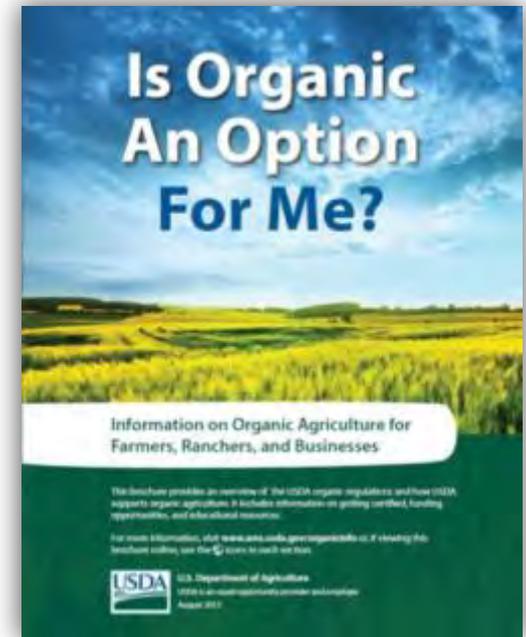
Toolkit: Is Organic an Option for Me?

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.usda.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



**KNOW YOUR FARMER
KNOW YOUR FOOD**

Resources

- > KYF2 Home
- > Our Mission
- > Grants, Loans, and Support
- > Tools and Resources
- > Our Partners
- > Blog

KYF Compass



KYF Compass Map





**EVERY FAMILY
NEEDS A FARMER.**

DO YOU KNOW YOURS ?

**Virtual Conversation
About Local Food**

Photo: On March 5, Deputy Secretary Kathleen Merrigan and Jon Carson from the White House Office of Public Engagement hosted a virtual conversation about local foods.



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Latest Blogs

Oct 02, 2012 **Updated Food Environment Atlas Provides Rich Data on Local Foods**

This post is part of the Science Tuesday feature series on the USDA blog. Check back each week as we showcase stories and news from USDA's rich science and research profile. Interest in local and regional food systems has expanded in recent years. The evidence is everywhere: from the number of farmers markets more than [...]

Oct 01, 2012 **Specialty Crop Grants Make a Difference for Farmers and Businesses**

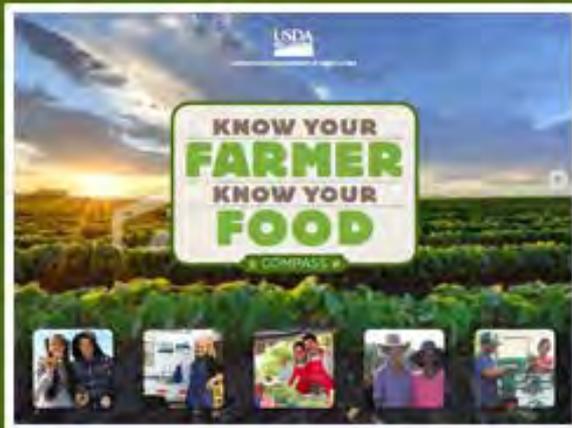
Earlier today, Secretary Vilsack announced the Specialty Crop Block Grant awards totaling \$55 million dollars. These grants will fund over 748 initiatives across the United States and its territories, and help expand opportunities for local and regional farmers. Specialty crops produced in the U.S. include fruits, vegetables, tree nuts, dried fruits, horticulture and nursery crops, [...]

Sep 25, 2012 **Increasing Opportunities and Expanding Possibilities through the Farmers Market Promotion Program**

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.



For the best experience, save the KYF Compass PDF file to your computer and open it with Acrobat Reader.

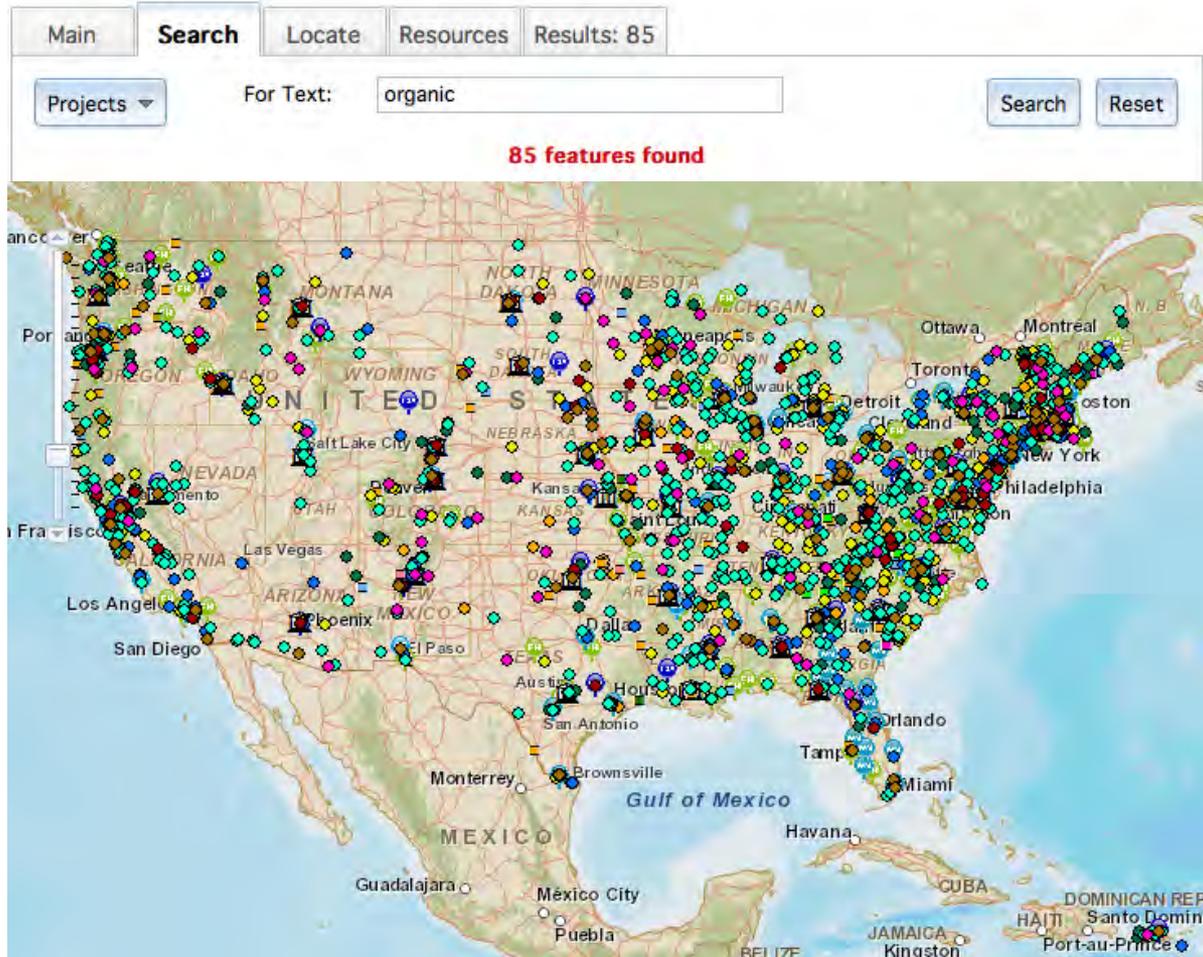
USE

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.

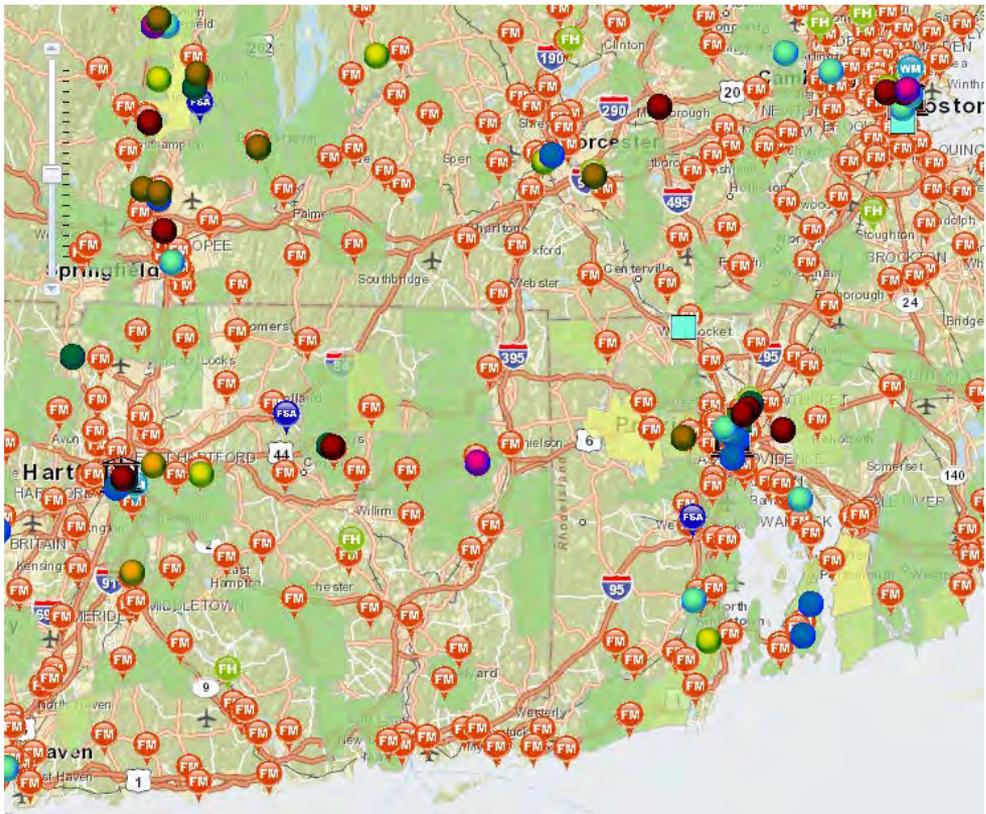


www.usda.gov/kyfcompass

Organic is on the map!



What's Happening in Your Community?



(2 of 6)

USDA Project: Improving the Viability of Business Cooperative for Small-Scale Specialty Crop Growers

Description	Strengthen local specialty crop producers through the creation and distribution of promotional materials as well as the provision of technical support
Recipient	Southside Community Land Trust
Year	2010
More	More Info
Information	
Funding Amount (\$)	\$8,000
Program Name	Specialty Crop Block Grant
Funding Type	Grant
USDA Agency	AMS
USDA Mission Area	Marketing and Regulatory Programs
Zoom to	

(1 of 10)

USDA Project: Farm Fresh Rhode Island

Description	Analyze Market Mobile's market share in the context of Rhode Island's wholesale market for specialty crops
Recipient	Farm Fresh Rhode Island
Year	2009
More	More Info
Information	
Funding Amount (\$)	\$13,500
Program Name	Specialty Crop Block Grant
Funding Type	Grant
USDA Agency	AMS
USDA Mission Area	Marketing and Regulatory Programs
Compass Theme	Marketing and Promotion
Zoom to	Infrastructure