



In This Issue...

- Ontario Organics on the Air
- Myths and Reality of Organic
- Organic Standards Interpretation Q & A
- Organic Products Regulations: How do they impact your activities?
- Pest Management in Organic Crops
- OMAFRA Food Safety Resources
- Publications
- Funding
- Industry News
- EMC Food Sector Network Events
- Training
- Events

Welcome to “ON Organic”

Hugh Martin, Organic Crop Production Program Lead, OMAFRA

Time to gear up for winter. Winterize equipment as needed. Get out the seed books and review your record on the best varieties on your farm and compare with others. Winter brings lots of learning opportunities.

1. Take time to relax and review your past season, congratulate your team on your successes
2. Finalize your records from 2010;
3. Analyze weaknesses and opportunities to improve for next year;
4. Go to conferences. Network with colleagues, attend grower meetings. Learn from the experiences of others;
5. Take courses that improve you and your business;
6. Look for new information. Be open to new ideas and what will work in your operation;
7. Critically analyze new products to determine their worth;
8. Order new products for next season as needed;
9. Plan equipment renewal and modifications for 2011;
10. Enjoy the winter season and family activities.

Thanks to the contributing authors and to OCO and EFO and others who pass it on to other colleagues in the organic sector. We always appreciate your comments.

Subscription to this newsletter is easy and no cost. For details go to the webpage:

<http://www.omafra.gov.on.ca/english/subscribe/index.html#organic>

The newsletter is also posted on the OMAFRA website at:

<http://www.omafra.gov.on.ca/english/crops/organic/news/organic.html>

The French version of these newsletters is available at:

<http://www.omafra.gov.on.ca/french/crops/organic/news/organic.html>

The OMAFRA Organic pages are linked from:

<http://www.ontario.ca/organic> and <http://www.ontario.ca/biologique>

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Ontario Organics on the Air

By Liane Fisher, Foodland Ontario

Traffic, weather and a reminder to look for Ontario organics - radio listeners from Windsor to Ottawa got a bit of everything this fall.

In September and October, Foodland Ontario ran 10-second radio tags in key markets across the province telling the audience to "look for fresh, Ontario organic foods in grocery stores, butchers and specialty food shops and farmers' markets." The tags ran in prime parts of the day, mainly from 6am to 8pm on weekdays, and Foodland Ontario staff say they are a particularly cost-efficient way to let commuters know about fresh food that's available right at that moment.

Radio tags are a great way to promote produce at the peak of its harvest season, or anything else consumers should look for right away. Radio traffic, weather and news reports are of interest to commuters, so running the tags next to these segments is a good way to get their attention. Usually, this sort of advertising will reach about 25% of the food shoppers in the broadcast market where it runs.

Foodland Ontario will again be promoting fresh Ontario organic food, along with other Ontario products, through 10-second closed captioning spots on television. The spots will run over a six-week period in February and March. The early fall radio tags gave shoppers a taste of the larger Foodland Ontario media campaign that kicked off across the province on October 25, promoting all of the good things that grow in Ontario. Ads on television and the radio, as well as transit and online ads and a billboard at the Ontario Food Terminal highlight the incredible variety of Ontario's fresh food. The campaign encourages Ontarians to "Choose the Good" and "Share the Good," pairing a wide variety of Ontario products with touching moments of families sharing food and, of course, the familiar "Good Things Grow in Ontario" jingle.

From late October to the end of November, shoppers can also taste Ontario's bounty at their local grocery store. A Foodland Ontario sampling program at six different grocery store banners in 130 locations across the province will encourage shoppers to "Sample the Good."



Myths and Reality of Organic

By Hugh Martin, OMAFRA Organic Crop Production Program Lead

1. Organic is a fad.

Organic has growth steadily over the years from retail sales of less than \$1B in 1990, and \$5B in 1999 to nearly \$25B in 2009 in the USA. In Canada the retail organic food sales for 2009 are estimated to be \$2B and globally over \$50B in sales. While growth slowed in 2009 and 2010 to lower levels than in previous years due to the recession, indications are that organic grew by over 5% in 2009 and continues to grow in 2010. Acreage and number of organic farmers in Ontario also continues to grow. In 2008, 680 farmers had 114,000 acres of certified organic crops in Ontario. The farm gate value of organic production in Ontario was estimated to be \$126 million in 2009. However this is only about 1.3% of the total production in Ontario, while organic food sales are about 2% of the total.

2. Organic fresh fruits and vegetables are the main organic food products.

Fresh fruits and vegetables comprise approximately 35% of organic food sales. They are also one of the first organic products that consumers will purchase. Milk and soy drinks are also big categories for organic. Processed foods (cereals, sauces, beverages, baby food, canned and frozen products, etc) make up a large part of the organic food basket. Organic grains are used in both processed foods as well as for livestock feed for dairy, egg and meat products.

3. Organic competes with conventional commodities.

Consumers want to buy organic products and the stores will supply it. If Ontario does not produce it, it will be imported. Currently it is estimated that over 70% of the organic fresh fruits and vegetables and 90% of the processed organic foods are imported. Approximately 75% of these imports come from the U.S.A.

4. There is no nutritional difference between organic and conventional food.

There have been several research studies published recently and some have said there is no difference and others refute this, especially for antioxidants, and Vitamin C. Organic foods were found to have higher phosphorous levels and lower nitrate levels, both favourable to organic foods. Studies however have not been done to link positive health aspects to these claims. Nutrition however is not the major reason that consumers buy organic.

5. There are no pesticides used in organic.

One of the primary reasons that consumers buy organic is because of the perception that organic farmers do not use pesticides and organic products do not contain residues of

pesticides. The answer here is complex. Organic farmers chose not to use most synthetic pesticides (not allowed by their standards) which includes most of the pesticides that over the years have gained headlines for various negative aspects. The potential for pesticide residues of these products tend to be of the most concern. The organic standards do allow many natural pesticides to be used in organic production. These include some derived from plant extracts and plant oils (some of which are food ingredients), some derived from beneficial microorganisms, and some other products such as sulphur, copper, kaolin clay, potassium bicarbonate, etc.

In summary some organic farmers do use low risk pesticides when there are no alternatives, however many small organic vegetable farms and most organic grain and livestock farms do not use any pesticides.

6. Pest Control – what can growers use?

Organic farmers are encouraged to use crop rotation, pest resistant varieties, mechanical methods, and physical barriers such as row covers among many other strategies to keep pests from attacking the crops. Encouraging biodiversity and non-crop eco-reserves on farms also encourages beneficial insects, birds and other beneficial organisms on the farm. Organic farmers also accept some damage and lower yields.

7. Organic is better for the environment.

Research in this area is still gaining momentum. Studies have found that organic farming systems have potential for carbon sequestration. They are energy efficient, largely due to less use of nitrogen fertilizers. It has been found that that organically managed soils exhibit larger earthworm, microbial and mycorrhizal populations than conventionally managed soils. Biodiversity of wildlife species and their frequency of occurrence have also been found to be greater on organic farms.

8. Why do consumers buy it?

Organic consumers are typically looking for more than a product. They are looking for added value traits that are linked to the product. They may feel that their buying decision can make a difference as a solution to their ecological concerns. They see organic food as healthier (no pesticides), a preferred taste, or no GMOs. Many prefer to buy direct from the farmer. Some just want to buy a new product. The main barriers to buying organic are the higher prices, limited availability, product quality and a lack of understanding on the meaning of organic labels. It is interesting to note that about 50% of all organic food sales are purchased by only 5% of consumers but over 60% purchase organic occasionally.

9. Why do farmers grow organic?

The primary factors for most organic farmers is usually the health and safety of their families and employees and environmental motivations. Profitability and economic factors are important but most surveys put these well down the list of reasons they became organic. Lower yields, lack of information, costs of transition, and marketing issues all make organic farming challenging but personally very rewarding for successful organic farmers.

10. Where do the organic standards come from? How do we know it is organic?

Organic standards are the result of extensive consultations both nationally and internationally. They have continued to evolve since the first organic standards in the 1970's.

Governments in over 70 countries provide oversight to the certification processes and Canadian standards are substantially equivalent to the major standards in the USA and Europe. Look for recognized organic certification.



Organic Standards Interpretation Committee (SIC) Releases Q & A

The [Organic Standards Interpretation Committee \(SIC\)](#) provides to the Canada Organic Office interpretive guidance on issues related to the National Standards for Organic Agriculture (CAN/CGSB 32.310 and CAN/CGSB 32.311).

Click on the link below for answers to questions, raised by organic stakeholders, regarding the National Standards for Organic Agriculture. The proposed responses are subject to a 60 day comment period. These should be appearing on the Canada Organic Office web page within the next few weeks.

The comment period for [Questions 34-51, which are currently posted on the COO web page](#) will be extended an additional 60 days. Questions 52-68 should be posted soon. (<http://www.inspection.gc.ca/english/fssa/orgbio/comqueste.shtml>)

All comments regarding these answers should be sent to OPR.RPB@inspection.gc.ca.

Organic Products Regulations: How do they impact your activities?

The Canadian Organic Products Regulations (OPR) came into force on June 30, 2009.

In order to ensure an orderly implementation of the Regulations, the Canadian Food Inspection Agency adopted a Stream of Commerce and Enforcement Policy. The objective of this policy is to provide some flexibility and time for the government and the industry to adapt to the new mandatory organic certification system. But this policy with its “soft and educational” approach to enforcement is scheduled to end in June 2011.

Will you be ready for the full implementation of the Regulations? Are the rules clear enough?

The Organic Federation of Canada (OFC) has identified a number of unresolved issues that could prevent some operators from complying with the OPR. In order to present the challenges faced by the Canadian organic industry to the federal government, the OFC would benefit from getting your input on regulatory or standards issues as you experience or observe them.

This survey is private and anonymous. However, should you wish to provide your personal information, you may do so on the last page of the survey. The data you may provide will be highly valuable. Thank you for taking the time to complete the short survey found at: <http://www.surveymonkey.com/s/8VRCGJ7>

Pest Management in Organic Crops

By Hugh Martin, OMAFRA Organic Crops Production Program Lead

I am on several pest management committees and the question often being asked is what are the major insects, diseases, weeds and other issues being faced by organic farmers. Some pests have easier answers than others. For example I find late blight in tomatoes and potatoes, Swede midge in broccoli, and downy mildew in cucumbers to be very difficult to manage on organic farms.

I am interested in your responses to these questions as well as how you solve or reduce these problems. Please email or fax me your responses: email hugh.martin@ontario.ca; Phone 519-826-4587; Fax 519-826-4964

- What are the most difficult insect problems in your crops? What methods do you use to reduce the problem?
- What are the most difficult disease problems in your crops? What methods do you use to reduce the problem?
- What are the most difficult weed problems in your crops? What methods do you use to reduce the problem?
- Comments on other pests or pest solutions?

OMAFRA Food Safety Resources

In response to heightened consumer awareness about food safety, OMAFRA has created a new user-friendly CD to make food safety practices easier for you. The interactive *iGAP* CD contains the entire *Advantage Good Agricultural Practices* manual plus tools to help you implement food safety on any farm.

As a producer, the *iGAP* CD walks you through how to get started in food safety, evaluate food safety risks and what practices apply on your farm. *Advantage iGAP* explains on farm food safety in a simple straight forward manner, with great resources to help you.

- *Advantage Good Agricultural Practices* to help you manage risks on your farm
- 3-2-1 Assessment to compare your current food safety practices against best practices
- Can be tailored to any farm, and supports all food safety programs
- Customizable procedure and record templates provide proof of your ongoing commitment to food safety
- Videos on water sanitation to demonstrate proper pre and post harvest water use
- Traceability success stories featuring livestock and crop farmers who talk about how traceability has impacted profitability

Factsheets on irrigation water quality, manure, and many more, to help you find solutions.

New Workshops

OMAFRA has a number of new workshops coming to a community near you beginning early in 2011, including Food Safety for Multi-Commodity Farms and Getting Started in Food Safety.

Please check our website at www.ontario.ca/foodsafety for dates and locations.

Other Resources

The *Advantage Producer Checklist* is a tool that can help you conduct self-audits. It allows you to demonstrate to buyers what food safety practices are in place on your farm.

For more information Check the OMAFRA website for the most up-to-date information on any of our products and services or call us at 1-877-424-1300 and get your free copy of the *Advantage iGAP* CD.

Publications

Production Recommendations for Greenhouse Floriculture, Publication 370 cost is \$20.00;

<http://www.omafra.gov.on.ca/english/crops/pub370/p370order.htm>

10-063: *Nutrient Management Act, 2002*, Composting of Cattle On-Farm, <http://www.omafra.gov.on.ca/english/engineer/facts/10-063.htm>

10-065: Downy Mildew in Cucurbits, <http://www.omafra.gov.on.ca/english/crops/facts/10-065.htm>

Guide to Custom Farmwork and Short-Term Equipment Rental, Order No. 10-061

<http://www.omafra.gov.on.ca/english/busdev/facts/10-049.htm>

Programs and Services for Ontario Farmers, Order No. 08-037, <http://www.omafra.gov.on.ca/english/busdev/facts/progserv.pdf>

Value-Added Agriculture - Welcome to the Beyond Production Agriculture Business Information Bundle - your one-stop resource centre for information on establishing and managing a value-added business:

<http://www.omafra.gov.on.ca/english/busdev/valueadd-bib/index.htm>

Starting a Farm in Ontario - Business Information Bundle for New Farmers Planning to start a new farm business, here are numerous resources to help you: <http://www.omafra.gov.on.ca/english/busdev/newentrant/newent.htm>

Funding

Available to Bring Local Foods to Government

More local foods will soon be available in the cafeterias of hospitals, schools and other public sites. It's a move made possible through the Broader Public Sector Investment Fund.

The Fund will bring together farmers, food processors and distributors. The initiative will include:

- Funds for local projects that encourage business between institutions and farmers.
- The development of an electronic marketplace that links buyers with sellers across Ontario.
- A province-wide report to track positive support of local foods in the public sector.

The Broader Public Sector Investment Fund: Promoting Ontario Food program is a \$4 million dollar grant-making program to enable producers, processors, distributors, contract caterers and other partners to find ways to significantly increase the amount of Ontario food purchased by the broader public sector. The program runs until March 31, 2012.

The fund will be administered by the Greenbelt Fund, a sister organization of the Friends of the Greenbelt Foundation. The application process for the next two rounds is a two step process. The first step requires the applicants to send in a Letter of Intent describing the project. Based on the Letter of Intent, a full application will be required from those invited to participate.

Round Two: Letter of Intent due **February 15, 2011**; Application due **April 1st, 2011**. Round Three: Letter of Intent due **June 15, 2011**; Application due **August 1st, 2011**. Learn more about the fund by calling 416-960-0001 or at www.Ontariofresh.ca and check back for future updates on applying through the Letter of Intent process.

About the Tax Credit for Scientific Research and Experimental Development (SR&ED)

Is your organization taking advantage of a major tax break to support your research and development (R&D) efforts? The SR&ED program is a federal tax incentive program. It encourages Canadian businesses of all sizes to conduct R&D in Canada. It offers cash refunds and/or tax credits for your expenditures on eligible R&D work done in Canada.

Ready to learn more? Plan to attend a free public information session. The following chart shows the fall 2010 schedule.

General information sessions (English)

City	Date
Hamilton	January 11
London	December 7
Ottawa	November 22
Toronto	November 18
	November 23
	December 1
	December 10
Waterloo	November 10
Windsor	February 15

Financial issues seminars (English)

City	Date
Toronto	December 7
Ottawa	January 24

[Learn more now and enrol!](#)

Industry News

New committee to advise federal government on small business

Canada's Economic Action Plan announced the creation of a new private sector Advisory Committee on Small Business and Entrepreneurship (ACSBSE). The Committee will be composed of experienced small business owners and entrepreneurs. It will build on the work of the former Advisory Committee on Paperwork Burden Reduction. That working group played a key role in helping the Government of Canada achieve its goal of reducing the paperwork burden on small businesses by 20 percent.

Why is this good news for the Ontario food industry? The Committee will be working to further reduce the burden of paperwork on small business and improve access to federal programs and information.

What You Need to Know if you are Exporting Food to the European Union

If your company or organization exports food additives to the European Union, you should know about the European Food Safety Authority's (EFSA's) call for data on selected food additives.

EFSA has issued a call for scientific data, by December 9, 2010, on food additives permitted in the EU belonging to the functional class of miscellaneous food additives. These data will be used for EFSA's re-evaluation of all food additives permitted before January 20, 2009, as required by Article 32 of Regulation (EC) 1333/2008.

The call for data applies to the following selected miscellaneous food additives:

- Preservatives and antioxidants;
- Flavour enhancers;
- Acidity regulators
- Emulsifiers, stabilizers, gelling agents, and anti-caking agents.

Step 1: By the **December 9, 2010 deadline**, interested parties must submit a description of the available information for each food additive or given group of food additives, as well as their contact details.

Step 2: Following the receipt and screening of all submissions, EFSA will request copies of selected documents only. No general deadline has been established by EFSA for step 2.

For more information on the EFSA's call for scientific data on food additives permitted, and the EFSA's program for re-evaluation, please go to the following links:

EFSA Call for Data (English website):

<http://www.efsa.europa.eu/en/data/call/ans100609.htm>

General information on EFSA's program for the re-evaluation of food additives: <http://www.efsa.europa.eu/en/ansttopics/topic/additives.htm>

EMC Food Sector Network Events

Winning Together: Insights to Action

**Canadian Council of Grocery Distributors Conference
November 17, 2010**

This yearly event will give you insights into key industry issues, trends and topics most relevant to the food industry in Ontario. This year's high profile speakers include:

- David Suzuki, in a rare keynote presentation on environmental initiatives
- Kevin Martin, skip of Canada's gold medal Olympic curling team, on teamwork

- Retail briefings from David Cheesewright, Walmart; David Jeffs, Sobeys; Grant Froese, Loblaws; and an executive from Metro.

You will:

- hear new research from Nielsen on the impact of social media on marketing to consumers
- connect with your key customers and learn about their expectations
- enjoy networking opportunities with more than 300 retailer reps in attendance.

Cost: special OMAFRA fee of just \$325 if you register by November 10, 2010 (regular \$725)

[Register now](#)

Ontario Food Protection Association's Annual Meeting Mississauga Convention Centre November 17, 2010

The Ontario Food Protection Association's Annual Meeting is a great opportunity for safety professionals to learn and exchange information with other safety professionals. The morning sessions will focus on Risk Assessment/Risk Management and the afternoon sessions will focus on Regulatory Update and Hot Topics.

[Register now](#)

Innovation Breakfast: Best Equipment Practices in the Food Processing Plant November 25, 2010 – 8:00 to 10:30 am Pearson Convention Centre, Brampton, ON

Dr. Ruby Lee, chief microbiologist of the Guelph Food Technology Centre, will discuss equipment-related food safety control. The event will review recent food safety recalls and examine the preventative maintenance needed to guard your facility against a food safety crisis. The presentation will also include equipment-related hazards including sanitary design and examples of plant-related challenges. This session is free for GFTC members.

[Learn more and enrol](#)

Training

OMAFRA Food Safety Training

As food processors, you want to ensure your product is safe. You take pride in what you produce. You do everything you can to create safe food for your customers. And your customers expect it.

We can help! The Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA) provides training workshops for you. These workshops explain food safety practices and help you apply them at your facility. Using real-life, practical examples, you will learn how to improve food safety where you work from instructors with industry experience.

Upcoming Workshops

Workshop	Date	Cost
Developing a HACCP Plan	November 26, 2010	\$95 plus HST
Personnel Practices/ Handling	February 1, 2011	\$45 plus HST
Sanitation/Receiving and Shipping	February 22, 2011	\$45 plus HST

[Learn more now](#)

Natural Resources Canada – Energy Management Trainings

Dollars to \$ense Energy Management Workshops

Since 1997, over 15,000 representatives of Industrial, Commercial and Institutional organizations from across Canada have enrolled in Dollars to \$ense workshops offered by Natural Resources Canada's Office of Energy Efficiency.

There are four workshops to choose from:

- [Energy Management Planning](#)
- [Spot the Energy Savings Opportunities](#)
- [Energy Monitoring](#)
- [Energy Efficiency Financing](#)

Cost: For one workshop \$340; two workshops \$595; register two or more people from the same organization and pay only \$255 per person for each workshop.

[Learn more and register online](#)

New College Programs Starting in January 2011 Georgian College (Owen Sound)

The brand new Alternative Opportunities in Agriculture program starts in Owen Sound in January 2011 with 2 course offerings.

Alternative Opportunities in Livestock

Jan 13 to March 31 2011 – Thursdays 6-9:30pm

After a brief look at the current dominant livestock production systems, this course will explore the broad spectrum of alternative opportunities in livestock production—dairy sheep and goats, grass fed ruminants, wild stock, pastured poultry and pork, and more, much of which is already underway in Grey Bruce. Guest speakers, case studies and farm trips will provide participants with an understanding

of the array of potential opportunities that exist for livestock production.

Alternative Opportunities in Crops

April 4 to July 4 2011 - Wednesdays - 7-10 pm

After a brief survey of advances in crop production since the mid-20th century and the implications for farmers, the soil and agro-ecosystem, and consumers, this course explores a spectrum of alternative cropping enterprises, including many already found in Grey Bruce. Topics covered include various crops and agronomic practices, marketing, processing, and product quality. **To register:** call 519-376-0840 x 2600

Fleming College

<http://www.flemingc.on.ca/index.cfm/go/programs/sub/display/code/SAG.cfm>

The three-semester Sustainable Agriculture program is designed for new and beginner farmers seeking an intensive, applied learning experience in sustainable, ecological or natural farming methods. Farming practices in this program are based on the principles of environmental stewardship, farmer profitability, social responsibility and community health.

Farmers Growing Farmers (FGF)

Everdale's Farmers Growing Farmers is a multi-week program that takes you through the step-by-step development of a comprehensive farm plan to help make your business a successful one. FGF is now accepting registrations for the fall and winter sessions. FGF offers:

- one-on-one mentorship with expert farmers
- access to a network of other farmers who are at the same stage as you are
- potential funding and support for your farm launch

Where: 10 Carden Street, Guelph

When: October 24th Starting date

For more information: Contact David at david.alexander@everdale.org for registration and details or <http://www.everdale.org/node/173>

Courses in Organic Agriculture

The Organic Agriculture Centre of Canada has listed a number of on-line course that are available on organic agriculture. These are listed on their website - http://www.oacc.info/Courses/course_welcome.asp

- [Web-based courses](#)
- **Campus-based courses**
 - [Credit](#)
 - [Non-credit](#)
- [International courses](#)

Events

EFAO Western Region Fall Seminar and AGM

Co-operation will be the theme of the day with speakers and discussions on how farmers can work together on the local scale to the larger scale. Lunch will be available either by catering or potluck or a co-operative mix of both.

When: November 17th (Wednesday), 9:30am - 3:30 pm

Where: the St Brigid Villa, Ignatius College, 5420 Hwy 6 N. Guelph

For more information: check the EFAO website or email Karen info@efao.ca.

Oxford Organic Growers Fall Meeting -Norwich

November 18th (Thursday) at 8 pm at the Driesses, 325569 Norwich Rd, Norwich.

Sean McGivern, owner of Grassroots Organics and provincial NFU co-ordinator o will speak about the 2010 crop season as well as marketing this years crop. We will be asking for a \$40 per farm membership fee for the coming years. This will include the fall, winter and spring meetings as well as the summer crop tour. For more info call 519-424-3113.

Organic Small Berry Production Workshop

John Wise will lead this workshop which will focus mainly on organic strawberry production, with some discussion of raspberries as well. General topics such as site, soil type, planting, varieties, renovation and mulching will be dealt with, as well as specific organic techniques such as the use of geese for weeding and using trap crops and parasitoids for bug control. We will also touch on aspects of tree fruit management.

When: November 20th (Saturday) - 10 a.m. to 3 p.m.

Where: Whole Village Farm, 20725 Shaws Creek Rd., Caledon <http://www.wholevillagefarm.ca>

To register: EFAO office, 1 877-822-8606 or info@efao.ca. Pot luck lunch.

Guelph Organic Conference, Jan 27-31, 2011, Guelph
<http://www.guelphorganicconf.ca>

Ontario Fruit & Vegetable Convention, Feb 23-24, 2011
St. Catharines, ON www.ofvc.ca

Environmental Farm Plan Workshops

<http://www.ontariosoilcrop.org/en/programs/workshops/programscalendar.htm>

Grow Your Farm Profits Workshops

<http://www.ontariosoilcrop.org/en/programs/gyfp091.htm>

Links to Organic Agriculture Information

Organic Council of Ontario (OCO)

<http://www.organiccouncil.ca>

Canadian Organic Growers (COG)

<http://www.cog.ca>

OMAFRA Organic Agriculture

<http://www.ontario.ca/organic>

Ecological Farmers Association of Ontario (EFAO)

<http://www.efao.ca>

Organic Agricultural Centre of Canada (OACC)

<http://www.oacc.info>

Agricultural Information Contact Centre: 1-877-424-1300

E-mail: ag.info.omafra@ontario.ca

Northern Ontario Regional Office: 1-800-461-6132

www.ontario.ca/omafra