

# OUR CANADIAN ORGANIC IDENTITY CONFERENCE

**January 28-31, 2010**  
**Guelph University Centre**  
**Ontario, Canada**  
www.guelphorganicconf.ca

## GOLD FUNDERS (\$3250)



The Big Carrot  
Organic Foods



Organic  
Meadow Inc.



Ontario Natural  
Food Co-op



Pfenning's Organic  
Vegetables

## SILVER SPONSORS (\$1750)

CSI - Centre for Systems Integration  
Field Gate Organic Meats  
Harmony Organic Dairy Products  
Nature's Path Foods • Pro-Cert Organic Systems Ltd.  
Stonyfield Farm • SunOpta  
Willis Horticultural Equipment Manufacturing & Sales

## BENEFACTORS (\$650)

The Stone Store Natural Foods

## SUSTAINERS (\$200)

- Crofters Foods
- De Dell Seeds
- Eating Well Organically
- Fromagerie L'Anceêtre
- Global Repair
- Harmony Whole Foods Market
- Heifer International - Canada
- Informa Market Research
- Lyn-Dys Health Food
- Nuts to You Nut Butter
- Pleno Organics
- The Cottage Gardener
- Heirloom Seeds
- The Gentle Rain Natural Foods

**29th Annual Conference,  
Expo and Tasting Fair**  
Founded by students in 1982

## Highlights (see payment details on Registration Form)

- KEYNOTE - Margaret Webb, Toronto, author of popular book *From Apples To Oysters* and writer of a recent major Toronto Star series *Crisis On The Farm*. Keynote title: "Think Big Canada - The Organic Food Fix." NOTE: separate Keynote payment \$15.
- Jan. 28-29 - EFAO training courses over 2 days at Guelph OMAFRA building. Details: 519-822-8606 or info@efao.ca (register separately with EFAO - see insert, this mailing)
- Jan. 28 - *Livestock/Marketing Barriers* by Organic Council of Ontario - Guelph U.C. - Room 103, 1:00-4:00 p.m. - (register on enclosed Advance Registration Form; see details on enclosed insert)
- Jan. 29 - 4 X 3-hour seminars, 2 distinct streams, a.m. & p.m. Stream #1: Research (social/natural sciences); Stream #2: Production (biodiversity-organic seeds/organic market gardens)
- Jan. 29 - Meet The Presenters Organic Dinner: 4:10 pm - 6:50 p.m. Meet friends, speakers, Eco-Scholars (eco-students: inquire about program via scroggins@rogers.com)
- Jan. 29 - Public Forum Panel, 7p.m., *Organic values & ethics vs. the goals of a competitive marketplace*. Wide-ranging forum featuring leading activists. Open mike.
- Jan. 30-31 - Guelph U.C.: Organic Trade Expo & Tasting Fair. Many organic seeds, books, products for sale, expected 160 tables. Expo FREE to general public - just walk in.
- Jan. 30-31 - organic food entrée served noon, each day - U.C. Café (show your intended purchase on back of Registration Form)
- Jan. 30-31 - Keynote + 15 workshops (Saturday), 8 seminars (Sunday). Saturday eve - see web list for Guelph restaurants serving organic/local food. Sunday Expo at 4:30 p.m.: bargains!
- Jan. 28-31 - huge workshop range offered: from 'worm ranching' to 'urban ag.' Proposals for 2011 being accepted.
- Hotels, B&Bs (reserve early!): www.guelphorganicconf.ca.
- Volunteers inquire: kbok@sympatico.ca 100 volunteers needed!
- MEDIA: passes available from 519-824-4120 x56205
- Supported by these Organic Media Partner Publications:
  - Alternatives Journal
  - Healthy Directions Magazine
  - Canadian Natural Health Retailer • SAGE / Outward Bound Magazine
  - Ecological Farming in Ontario
  - VISTA Magazine
  - Escarpment Views
  - Vitality - Toronto's Wellness Journal
  - Natural Health Products Canada Guide 2010

## OFFICIAL SPONSORS / CONFERENCE COMMITTEE

- Canadian Health Food Association - Organic Advisory Council
- Canadian Organic Growers
- CSI - Centre for Systems Integration
- Ecocert Canada
- Ecological Farmers Association of Ontario
- International Organic Inspectors Association
- National Farmers Union
- Ontario Ministry of Agriculture, Food & Rural Affairs
- OCIA-International
- Organic Agriculture Centre of Canada
- Organic Council of Ontario
- Organic Trade Association - Canada Office
- ProCert Organic Systems
- Quality Assurance International
- REAP-Canada/Resource Efficient Agricultural Production
- Society For Biodynamic Farming & Gardening in Ontario
- University of Guelph Organic Agriculture Program

# 29<sup>TH</sup> ANNUAL ORGANIC AGRICULTURE CONFERENCE

**Thursday and Friday, January 28-29**

The Ecological Farmers Association of Ontario (EFAO) offers a series of organic farming courses and workshops prior to the Conference. *Transition to Certified Organic Farming* as well as *Introduction to Ecological Agriculture* runs from **January 28 to January 29**. *Market Garden Crop Rotation* as well as *Pastured Poultry* runs on **January 28**. *Composting and Finding the Balance: Reading Soil Tests* runs **January 29**. All workshops to be held at the OMAFRA building, 1 Stone Rd. W. Contact EFAO at 519-822-8606 or info@efao.ca for information and registration confirmation. See insert for details in this brochure mailing.

**Thursday, January 28 (1:00 - 4:00 pm) Organic Council of Ontario and Guelph Conference Committee** present: *Talking Turkey: Supply Management and the Freedom to Farm Progressively*. A recent TFO ruling prevented turkey quota holding producers from complying with the Canadian Organic Standard. This unwarranted restriction could be the "thin edge of the wedge," signaling a coming battle between mainstream agriculture and those who present alternatives. The half-day session looks closely at the threats to the organic system and how to respond.

Note: See the OCO Symposium brochure insert for full seminar details. Register on the Advance Registration Form or use PayPal on-line: www.guelphorganicconf.ca

## Seminar Schedule - Friday, January 29 (more details at www.guelphorganicconf.ca)

**Friday morning (each \$30 advance/\$45 at door) (9:00 a.m. to noon)**

### Seminar 'A' - Advanced

*Social Research in Organic Agriculture:* Seminar focuses on Organic Connections/Sustainable Solutions. As people search for alternatives to the threat of economic, environmental and social collapse, this seminar will explore the role organic agriculture can play in the search for sustainable solutions. It will ask whether organic agriculture can contribute to such issues as food security, energy consumption and water accessibility. Will organic agriculture evolve to meet these growing challenges or become part of the problems we face? For more info, see the Call for Papers.

Jennifer Sumner

OR

### Seminar 'B' - Advanced

*Blueprint for farm-based seed breeding systems: building bioregional diversity.* Genetic biodiversity: highlights of projects for seed breeding involving sustainable farmers. Numerous co-presenters will continue the 'seeds' theme of previous years. Target: growers, seed breeders, interested gardeners, consumers and researchers. See website for details.

Workshop leader: Andrew McCann

**Friday afternoon (each \$30 advance/\$45 at door) (1:15 p.m. to 4:15 p.m.)**

### Seminar 'C' - Advanced

*Natural Sciences Session.* OACC presents a seminar on weed management research from across Canada with an overview of weed science as it relates to organics; also 2-3 presentations relating to weed management or associated areas. For more info, contact ahammermeister@nsac.ca or access website at Workshops/Call for Research Papers.

Andy Hammermeister (OACC) and academic presenters

OR

### Seminar 'D' - Advanced

*Expert market gardening:* NOFA-certified producers Pete Johnson and Meg Gardner will explain their complete production and marketing program in northern Vermont. Highlights: season extension, year-round sales, storage crops, greenhouse issues, key equipment used, harvesting efficiency, marketing to multiple markets (CSA, farmers' markets, farm stand, 50+ restaurants) and dealing with farm workers.

Pete Johnson, Pete's Greens, Vermont  
Moderator: Lorenz Eppinger, Greenfields Farm

Friday 4:10 p.m. - 6:50 p.m. (NOTE: final dinner seating is at 5:15 sharp)

### Organic Food & Wine Dinner (\$50 - max 200 tickets)

Meet the conference speakers, traders and guests at the Guelph U.C. - PCH Auditorium, lower level

Friday 7:00 p.m. (sharp) - 9:30 p.m.:

The Guelph Public Forum (\$10/person - includes GST) at Thornbrough Hall Auditorium

### Organic values and ethics vs. the goals of a competitive marketplace

Moderator: Stephen Scharper / Panelists: Margaret Webb, Gary Hirshberg, Maureen Giffen, Dag Falck

# 29<sup>TH</sup> ANNUAL ORGANIC AGRICULTURE CONFERENCE

Note: the conference website [www.guelphorganicconf.ca](http://www.guelphorganicconf.ca) has numerous detailed workshop descriptions to guide you as well as detailed PayPal direct on-line registration information.

## Workshop Schedule - Saturday, January 30

9:00 a.m. (sharp) Opening Remarks <i>Hugh Martin</i> 9:15 a.m. (sharp) to 10:40 a.m. <b>KEYNOTE:</b> <i>Margaret Webb</i> <i>Leading Canadian Author</i> <b>"Think Big Canada"</b> The Organic Food Fix: A national food policy for Canada that will feed our future. (See full details at <a href="http://www.guelphorganicconf.ca">www.guelphorganicconf.ca</a> ) in Rozanski Hall - 150 m east of Guelph U.C. building (leave time for short walk)	WORKSHOP THEME <b>Organic Crop Production</b>	WORKSHOP THEME <b>Organic Soil Management</b>	WORKSHOP THEME <b>Canadian Organic Issues</b>	WORKSHOP THEME <b>Ecology &amp; Biodiversity</b>	WORKSHOP THEME <b>Farmer Direct Marketing Issues</b>
	11:00 a.m.-12 noon (advanced) The processor's view of quality organic grain production: dockage, grade, storage and price <i>Tom Manley</i>	11:00 a.m.-12 noon (advanced) Calcium: the answer to higher sugar levels in plants <i>Glen Rabenberg &amp; Pieter Biemond</i>	11:00 a.m.-12 noon (advanced) Overview of Canadian organic livestock production in light of the new federal regulation <i>Ted Zettel</i>	11:00 a.m.-12 noon (introduction) Practical worm ranching for farm and city <i>Cathy Nesbitt</i>	11:00 a.m.-12 noon (introduction) The Farmer's Market Forum: challenges/opportunities/connections for producers and communities <i>Anne Freeman &amp; panel of producers</i>
	1:30 - 3:00 p.m. (advanced) Weed control in organic crops <i>Darren Robinson, Ridgeway College</i>	1:30 - 3:00 p.m. (advanced) Soil health: building on your soil biology <i>Anne Verhallen, OMAFRA</i>	1:30 - 3:00 p.m. (introduction) New Farmer Panel: make your own living and lifestyle out of farming <i>Caitlin Hall &amp; panel</i>	1:30 - 3:00 p.m. (introduction) Eco-Writer's Intensive <i>Nicola Ross</i>	1:30 - 3:00 p.m. (introduction) The next big thing in CSA marketing: profitability <i>Maureen Giffen</i>
<b>Organic Table-Top Trade Show</b> Saturday: from 9 a.m. - 5:30 p.m. Sunday: from 9 a.m. - 4:30 p.m. Univ. Centre - main level, lower lobby and PCH auditorium	3:30 - 5:00 p.m. (advanced) Building organic field crop rotations with high fertility and weed control <i>Ulli Hack</i>	3:30 - 5:00 p.m. (advanced) Benefits of mycorrhizal fungal associations with plants: a soil insurance plan <i>Hida Manns</i>	3:30 - 5:00 p.m. (advanced) Growing Forward: discussion of federal-provincial-territorial organic program funding opportunities <i>OMAFRA &amp; Agri-Food Canada</i>	3:30 - 5:00 p.m. (introduction) Eat your weedies: turn persistent weeds into food and medicine <i>Kerry Hackett</i>	3:30 - 5:00 p.m. (introduction) Eco-grown cut flowers: introduction to production and marketing <i>Shane Eby</i>
<b>Saturday, 11:30 a.m.</b> - Organic food entrée served in the Centre 6 Café (U.C. Cafeteria). First come - first served!					

NOTE: Please check regularly for full workshop descriptions and new/updated information at [www.guelphorganicconf.ca](http://www.guelphorganicconf.ca).

This paper meets many environmental goals/standards.  
[www.mohawkpaperstore.com](http://www.mohawkpaperstore.com)

## Seminar Schedule - Sunday, January 31

<b>Note:</b> OACC Research Needs Workshop at 11:45 am - 1:00 pm on Sunday. Farmers are invited to a workshop (room TBA), sponsored by the Organic Agriculture Centre of Canada (OACC), to suggest what research OACC should be initiating to meet farmers' needs. OACC relies on input from farmers to set research priorities. Check for updates at <a href="http://www.guelphorganicconf.ca">www.guelphorganicconf.ca</a> and/or <a href="http://www.organicagcentre.ca">www.organicagcentre.ca</a> .	9:30 - 11:30 a.m. (advanced) Holistic management: harmonizing your spiritual, social, environmental and economic values <i>Tony McQuail</i>	9:30 - 11:30 a.m. (introduction) Urban agriculture: opportunities for action, summary of the Urban Agriculture Conference and noon consultation <i>Shannon Lee Stirling &amp; members of Backyard Bounty Urban Farming Project</i>	9:30 - 11:30 a.m. (introduction) Permaculture on the farm and in the city <i>Brad Peterson</i>	9:30 - 11:30 a.m. (introduction) BIODYNAMICS SEMINAR A Challenges: anticipating the challenges facing agriculture in the decade ahead, how BioDynamic principles can help <i>Fred Kirschenmann</i>
	NOTE: 12:00 noon - 3:00 p.m. (introduction) Genetic engineering and corporate control: participatory workshop for advocacy <i>Lucy Sharratt &amp; GENEAction</i>	1:00 - 3:00 p.m. (introduction) Sheep husbandry forum: managing and controlling parasites <i>Achim Mahssen-Beyk &amp; Silvina Fernandez</i>	1:00 - 3:00 p.m. (advanced) A 2010 Climate Change Think Tank: how can the organic movement respond to the challenge of climate breakdown? <i>Phil Beard &amp; Rod MacRae</i>	1:00 - 3:00 p.m. (introduction) BIODYNAMICS SEMINAR B Solutions: creating a resilient agriculture. Can we build a certification system that can help? <i>Fred Kirschenmann</i>
<b>Sunday, 11:30 a.m.</b> - Organic food entrée served in the Centre 6 Café (U.C. Cafeteria). First come - first served!				

See Visiting/Location on website

- To all conference attendees, please note:
- The Conference Response Line 519-824-4120, ext.56205 is now active through January 31/10.
  - Saturday/Sunday lunch costs not included in registration fee. Large cafés in U.C. with others nearby.
  - Thursday and Friday seminars: strongly recommend you pre-purchase a \$12 (incl. GST) parking pass (park in lot P15 or P14).
  - Saturday/Sunday parking is free (see all "P" on map below). Public transit is available to Guelph and to campus.
  - Use Response Line above for most inquiries. For questions about Trade Show costs and sponsorships, call 705-444-0923.

See Visiting/Location on website