Greetings. Welcome to today's webinar, entitled fundamentals of food labels: Organic, salmon safe, bee better. My name is Jennifer Ryan and I am a natural resource specialist for the east national technology support center and I will be your host. We will get started with the presentation in just a moment, but first a few logistical items. This webinar is being recorded. All participants joining today's webinar are in listen only mode and all audio is broadcasted through your device's speakers, computer or mobile device head sets can help with audio quality and volume. We want you to be able to participate in today's webinar, so please type your questions or comments into the Q & A box. You can submit your divisions or comments throughout the presentations; however, questions will be answered at the end during the question and answer session. Today's webinar offers closed captioning. To access the closed captioning feature, click on the cc icon at the top of the screen. Alleges, in the handout box is a copy of the handouts. Today's webinar offers continuing education units. To earn CEUs, use step two in the browser window to take a brief post test, enter your credentials, and receive your certificates. We will submit the CEUs in 30 days. We encourage all participates to complete the webinar using the step two process. Completing the webinar provides an opportunity to rate it using a five-star system and you can submit optional comments that are helpful to our webinar program. When rating the webinar, please focus on the technical training provided by today's presentation and what you learned by participating. The on demand regarding of today's webinar will be available from the webinar's web page at the science and technology training library by early next week. I want to remind participates that the use of trade names during any of our webinars is for information purposes only. Mention of a trade name does not constitute a guarantee of the product by the U.S.

department of agriculture nor does it imply endorsement by the department over comparable products not named. With that, we will now begin. At this time, I would like to welcome Marina Oriel. Marina Oriel is a conservation specialist. She works to provide training to staff on organic topics. You may now begin.

>> MARINA ORIEL: Thank you so much, Jenn. I am excited to welcome our speaker today, Connie Karr. Connie is the certification director for Oregon Tilth. She specializes in solving certification challenges and works with her team of dedicated individuals to hold organic integrity high in all aspects of her work. Connie is a strong believer in the power of positive thinking and collaboration to impact change. In addition to managing the (indiscernible) program daily, Connie is the chair of accredited certifiers association, where she has helped to bring consistency and collaboration across organic certification agencies nationally and internationally. Connie resides in the beautiful valley in Oregon, where she also helps with the family farm to keep her passion for agriculture and generational farming close. Thank you so much, Connie, for being here, and I will turn it over to you.

>> CONNIE KARR: Thank you, Marina. Good afternoon, everybody. I'm happy to be here and have the opportunity to talk about the fundamentals of food labels. I will be covering three different labels today: The organic label, bee better, and salmon safe and in this order. So the organic is more of the international, well-known, federal regulations, and bee better is a national, growing into an international category, of private standards. Salmon safe is more of a regional label well-known here in the Pacific northwest. All of these labels and programs work to support conservation practices on farms in different ways. As my team mentioned, I will have time at the end for any questions, so please note them down as I'm talking or enter them into the Q & A chat as they come up. I will be sure to make sure we have lots of time at the end to

cover any of those questions.

Let's first talk about organic certification and the USDA organic program here in the U.S. In the United States, to market, sell, our represent any product as organic, it must be certified to the USDA organic standards, which are codified in the federal register. Etch international products imported must meet these standards or did certified to another international standard that is deemed equivalent by the USDA. The USDA organic standards were first published in 2002. The National Organic Program, NOP, is the office in the USDA that administers this program. Of the three labels I'm discussion today, the organic label is unique in that it's the only one that is a federal law and is federally defined within a standard of production. Every part of the supply chain, from field to that final finish product purchase, must be certified to the set of standards in the U.S. to be labeled as organic. Some of the main requirements of organic production include organize producers are required to protect natural resources and support biodiversity, build soil health true practices such as cover croppings and crop rotation; and support animal health if there are animals certified on the farm. Organic production prohibits synthetic fertilizers, soil fumigants and toxic pesticides in chemicals. Overall, organic is good for the planet, it's good for people, and it's good for business. This sustainability wheel that's produced by the organic trade association outlines the different areas, where organic supports these areas of planet, people, and business, and I'm going to get into them a little bit more.

Organic farmers are required to maintain or improve the natural resources on and around their farms, including soil, water, wetlands, and wildlife habitats by avoiding toxic chemicals. Many studies have shown that organic practice can increase overall biodiversity by 30% and specific diversity by up to 50% and the practices can work to reduce nitrates released into ground water by up to 50% to their conventional

counterparts. So organic apartments are key in the fight in the climate crisis. A few references, so organic farms and production practice can emit 18% less global warming causing gases and use approximately 50% less reactive nitrogen. These are important and potent green house gases. Organic practices produce healthier soils that contain 13% higher total organic matter and capture 44% more table sequestered carbon. Organic farms release 40% fewer carbon emissions. While organic practices are key in helping to fight the climate crisis, they're also good for helping people and animals. Organic is the only label claim federally certified to always be non-GMO and produced without the use of toxic pesticides, chemical preservatives, or antibiotics that can be harmful to consumers, farm workers, and animals.

I'm not focussing on animal production too much today, but organic standards also cover animal production. The standards support the health and accommodate the natural behavior of the animals. A few of the main requirements in the organic animal production standards include animals are raised without the use of antibiotics or growth or monies. -- hormones. Animals must have success to pastures. Any feeds, supplements, medications, health production aids must be specifically allowed for production and heavy scrutinized and reviewed by certifiers for allowances. Ultimately, organic is good for business. Organize is recognized and is known on a national and international level by consumers. Consumers ultimately want to align their values to the products that they buy. Customers want to know that brands and retailers have carefully considered their values and integrated purpose and societal impact into the products that they sell. Most consumers surveyed reported that organic was the label that really best embodied their own values and their organic foods and what they're eating. This consumer demand and awareness is demonstrated through the continued growth in organic -- in the organic label and the organic marketplace, reaching a

record high of over $63 billion in 2021. While most of the sales are in the food category, the non-food category, which includes cotton, has seen substantial growth between 2020 and 2021. There's over 16,000 organic farms certified around the world, with 5.5 million acres in organic production. So there are many parts of the organic supply chain and, ultimately, organic production that can be profitable for farms and other businesses that engage in the organic supply. By protecting and building the natural resources on the farm, caring for the people and animals on the farm, and engaging in good farm business practices, organic is good for the planet, the people, and is good for business. When something is so good, it can always sometimes attract bad actors, who may want to take advantage of the system. Some may have read stories or heard about organic fraud cases in recent years. I wanted to quickly highlight, going back to something I said at the very beginning, that the organic label is unique today, as it's the only federally backed regulation that I'm talking about today. I believe this is what truly gives organic the teeth or the tools it needs to address those issues of fraud. Organic is backed by third-party certifications, it's federally enforced, and it is the only label brand today that I'll be talking about where you'll be finding somebody potentially sentenced to jail time for fraudulently organic sales or activities. A little bit about the certification process in organic. From the land on which an organic product is grown to the producers growing the product all the way through post harvest facility production, every step must be certified to the federal standards. One an operation is certified, it must go through annual reviews and inspections. And unannounced inspections. The basic process starts with an application, OSP. It's reviewed is by a staff member to determine if the operation is able to comply with the set of standards and the application is complete. An inspection will then occur on the farm to verify the application form is in compliance with the standards and everything

represented in the OSP is being done on the farm, so that is the verification step. The inspector then writes up the report, and this is review and evaluated for compliance by another person in certification staff. Certification is granted once everything is lined up, all T's are crossed and the I's are dotted and the evidence shows the operation is fully compliant. The process completes every year. The only difference is a new plan doesn't have to be submitted is. We request updates or changes to what that production plan doesn't look like but the same inspection process and reviewed process for continued compliance continues every year. Certifiers are accredited by the USDA to be able to certify to the organic regulations. Oregon Tilth is one of many accredited certifying agents, who are currently certifying to the USDA organics. Oregon Tilth certifies approximately 1200 operations across the U.S. and Mexico. About 300 include organic livestock of some category, usually dairy, beef cattle, or chickens. We do work out of our home state of Oregon and certify operations in 48 states. This shows our heat maps of those locations of those operations. We have about 100 staff members, who work are all over the country, serving all the various time zones in our fully remote organization. So for more information about the USDA organic program, you would encourage you to visit the Oregon Tilth website. We have lots of information there. The USDA national home page program, please go through to find more information and don't hesitate to reach out to me. I'm going to pause and bring some water. Now let's get into bee better certified. This set of production standards was developed and implemented by the Xerces society in collaboration Oregon Tilth many years ago. The work was highly supported by the NRCS. I find it fun that I'm able to talk about this to you all today. This standard was created to support pollinator habitat and pollinator populations. It can be an add-on to organic certification, but organic is not required as the baseline either. Our species and particularly our pollinators are

critical to diversity and our food supply. One in three bites of food you eat is the result of insect pollination. There are roughly 3600 species of bees native to North America. Of those, 28% had in decline. I remember when I first started my own educational journey around poll make and Xerces showed this picture what it would like without pollinators. It was showing limited options in the grocery store. So much of the food relies on the pollinators. That's is one of the main purposes and reasons that this standard exists and is so important. The objectives of the bee better standards include three primary objectives. Number one, protecting pollinators. By providing abundant sources of native plans, pollen, and nectar throughout the growing season, this is working to protect the pollinators on the farm. Number two, protecting pollinators from pesticides, mitigating exposure to pesticides and limiting or eliminating the use of high risk pesticides. We utilize the determined high risk pesticides by utilizing the university University of California's IPM bee precaution ranking tool. The third objective is protecting pollinator populations. Supporting plant diversity, functional eco systems while also working with the wildlife on the farm. The main general farm requirements under this standard for certification, they're all in regards to pollinator habitat. That's probably the main one that most people have questions about, and that's all about building and implementing that habitat to protect the species. Overall, at least 5% of the certified acreage must be in pollinator habitat. Of that 5% in pollinator habitat, 4% should be designated as permanent, like hedges, trees. 1% needs to be temporary that are attracting in the species. Further, that pollinator habitat has additional restrictions and guidelines as to what sort of species and types could be considered permanent habitat. So it's pushing for that proper or good high quality pollinator habitat within these standards as well. So the habitat must have at least three flowering plant species within permanent habitat areas across all growing seasons of operation's

region. Permanent habitat areas must achieve areas of common bloom abundance of 11% bloom. So we're looking at the bloom times and rates to make sure it's helping the pollinators. It must establish a pesticide-free buffer around all of that permanent habitat to protect the habitat. The permanent habitat must contain a significant portion of native pollinator attractive plants. This is defined by a percentage, depending on whether the habitat is being newly established or was already there and is natural or has been mature. Now new plannings are requirements around characteristics, so looking at stems, nesting materials. Operations are encouraged to prioritize larval host plants for species of butterflies that are also shown to be in decline. Bee better producers cannot use certain types of pesticides within permanent habitat areas that may cause damage to pollinators and it must not have used any of certain pesticides within the last two years in any areas that have been designated as pertinent habitat. In addition, we're working to impact -- reduce our impact of tillage on ground nesting bees. If tillage is used, two areas must be addressed, including depth, timing, frequent l, equipment type or location of tillage. There's also some additional requirements around use of pesticides. This includes pest/disease monitoring records must be developed, implemented, and recorded. You must record the scouting and monitoring to be able to justify the use of certain pesticides. Records mostly sunny maintained that verify all instances of pesticides use. They must prove outbreak before pesticide use is resorted to. In all cases, conventional soil fumigants or GMO crops that are resistant to herbicides must not be used. Aerial application, spraying of pesticides, is generally prohibited. There's a lot of care and concern about proper equipment calibrations and practices anywhere around the buffer zones around permanent habitat. Oregon Tilth, so Oregon Tilth is approved by Xerces society to offer the certification services to the standards. We are one of two third party certification agencies. We

handle the review of the application, the inspection completion and final review for compliance of bee better standards, and we issue the certificates as well. Xerces provides certification and is able to work with the farms to develop the bee better plans. We also handle all aspects of the renewal process for bee better at Oregon Tilth. The steps to certification in bee better are similar to organic but I'm going to start out further in the beginning because there's a big educational component to review the bee better standards and all the requirements and develop the application, which is including your planting list, your maps, pesticide use records. A lot of operations work Xerces society in development of plant before they submit to Oregon Tilth for review. The application is submitted to us, along with planet. Oregon Tilth reviews the application. It undergoes an initial review. We may go back and forth a little bit with the farmer to collect additional information or clarify what's in the plan or ask for additional records. Once the application is all complete, we do an inspection. In most cases, it is an onsite inspection to actually look at the habitat and the management of the farm. After that inspection report comes back, a review is done and a certificate is granted. Another difference with bee better is that although the certification needs to be renewed and you need to communicate with Oregon Tilth what the changes are in each year, the inspection, in this case, only occurs every three years unless there's some sort of risk or flag or reason that Oregon Tilth feels we need to go out there more often than once every three years. So for more information on the bee better certified program, I would recommend going to beebettercertified.org. They have a lot of documents and information there that you can download and review. You can also contact the Xerces society directly to talk to them about it and Oregon Tilth is happy to direct you to resources, supply and application or communicate and talk about any questions you might have about the bee better program.

I'm going to pause for a second, drink some water before we move on to Salmon Safe. So let's get into salmon safe production standards. Salmon safe is a nonprofit organization here in the Pacific northwest, and we worked with them for many, many years. As a reminder, I'm highlight salmon safe today, as it is a more regionally recognized third party set of standards. Salmon safe was founded by Oregon based river and native protection Oregon Pacific Rivers in the late '90s. It started is here on Oregon's river. I've been fishing along the river and tried to kayak down it as well. It's a beautiful river. If you're out in this area, I recommend. Salmon safe was started with the of finding market-based incentives to find water quality on lands. Let's sit here a minute and gaze on this. Salmon safe works across a range of specific salmon. Oregon Tilth has assessed organic growers for salmon safe from British Columbia and eastern Washington D.C. I did want to highlight that this standard is not based on organic. An operation can be certified to salmon safe even if they're not implementing organic practice. Here in the Pacific northwest, we see a lot of vineyards and other non-organic production interested in the salmon safe standards as a way of showing their commitment to water quality. Salmon safe and Oregon Tilth have partnered with a natural organic program in. That work, we do a gap analysis that compared salmon safe standards to the organic standards. We developed the salmon safe overlay that focuses on habitat conservation and water quality that aren't addressed or indirectly addressed in the organic standards of the USDA. This overlay helps farmers to achieve certification under both standards and helps them reduce audits and audit fatigue by combining it into one inspection, which is ultimately saving them time. Salmon safe works across multiple land use sectors in addition to the organic farming sector, which is an interesting point I'm going to point out here and it is through the peer reviewed standards that range from urban development to large scale transportation

infrastructure. Across all these programs, the focus is reducing water shed impacts from land management. So they work with development of an urban campuses. I do believe that Nike is a good example, the Nike campus here in the Pacific northwest up in Portland is operation. They look at the salmon safe standards. There's parks and recreation areas that are certified to salmon safe, golf courses in addition to what I'm talking about today with the farms and vineyards. Salmon safe's peer reviewed farm standards are based on biological needs of Pacific salmon across seven key categories, which include in stream habitat, Riparian and wetland areas, impacting erosion and erosion on the farm, water use and irrigation, integrated pest management or IPM, biodiversity conservation, and climate resiliency. It's important to note that salmon safe focuses on in spring water quality protection but it's delivering benefits with respect to climate resiliency. Additional benefits is reduced tillage and soil building, which is leading to enhanced soil health; irrigation efficiency, which is leading to drought mitigation. We talked about the pesticide reduction through integrated pest management protocols. That's help protect water quality with less pesticides in the waterways. And stream restoration and integration of natural biodiversity to enhance the farm eco systems. So it's doing a lot of activity just beyond the in spring water quality as well. Salmon safe works across many crop sectors. In their partnership here with Oregon Tilth, we've worked with a company called OGC. They are a large brand of fruit and vegetables. This shows the lady bug brand. They entire chain is certified to the salmon safe standards. Like I say, OGC helped lead the transition of over 40 organic farms and supplying into that lady bug brand into salmon safe. When we did this, we celebrated in the Portland area with a bus side campaign. Look at the food for the northwest grown, organic, and salmon-safe produce. If our ever in Oregon in the Portland area, keep your eye out for this bus side sign and now you have history

of why that is there. Here, the salmon safe logo appears along site the Oregon Tilth on organic eggs from the beautiful lamb valley. You can see the Oregon Tilth, which indicates it's organic certified eggs along with the salmon safe and others as well. Additional benefits of certification for salmon safe, of course, every certification mark has additional benefits. Of course, one is market access. In the case where I was talking about the OGC and that lady bug brand, it gave farmers access into that brand by having certification. That can add more certainty to the supply chain. Additional benefits of certification include operational efficiencies. By looking at that pest management program, you might efficiencies or your irrigation management plans, whereas different efficiencies could save money as well as improve the soils on the farm. Risk mitigation is always a big one. There's always risk mitigation by helping you be suitable and ready for drought or climate change or other weather issues. Of course, regulatory acknowledge, acknowledge and recognition with this label that a farm has taken additional steps and invited a third party in to come in and verify that what they're doing is truly what they say they're doing. The mark of that label means something to consumers. For more information about the salmon safe program, please visit salmonsafe.org. They have resources and further information on their website swell. I would encourage you to feel free to reach out to either one of these gentleman, Dan or Brian from salmon safe. Their emails are here. If you need more information they would be happy to talk to you about their learned lessoned and what they're doing. Please visit there. We also have information on the Oregon Tilth website about the salmon safe certification as well or contact myself. So it is looks like I did run through a little bit faster than I had anticipated, which means that we have more time for questions from any members. I'm happy to answer any questions, Marina. I believe I've left plenty of time to do so.

>> MARINA ORIEL: Thank you so much, Connie. We have a question. Have any producers outside the U.S. sought certification under these programs?

>> CONNIE KARR: Good question. Outside of the U.S., definitely, the organization certification standards are in had high demand. That's actually a very global recognized program because to ship into the United States, you have to be certified to those standards or an equivalent standard. So organic, definite, a lot of international. In bee better certified, there has been some interest from Latin America, Mexico and Costa Rica we've heard interest. There's some interest from people there, particularly with fruits we're seeing is, like blueberries that are marketed in the U.S. Salmon safe is definitely the regional. We have not seen interest internationally, at least myself, I have not seen that in the agricultural space but there may be some in the non-agricultural space. Good question.

>> MARINA ORIEL: Thank you. We have a comment that I may turn into a question as well about if there's a risk of buying produce from outside the U.S., and I'm curious if you could share a little bit about how that integrity, maybe specifically for organic but any of them is maintained when products are being imported.

>> CONNIE KARR: Sure. So there's a lot of additional requirements on products that are being imported. I will say that outside of the U.S., the operations, they either have to be certified to the same standard that U.S. producers are, so the same USDA standard by a certifier, or they have to be certified to an international standard. Whether it's produced by the U.S. or another country, the standards are still the same. That's one important step. In addition to that, there's some new requirements that you may have heard of what's called the strengthening organic enforcement act that is out. We're under a one-year implementation on the update. It is working to strengthen the oversight in the supply chain from products imported from other countries. There's new

and additional requirements being put on operations, who are shipping from outside of the U.S. into the U.S. over this next year, and that's going to include things like import certificates. So in addition to getting your annual certification, whenever something gets shipped, it needs to be additionally verified through what's called a transaction certificate or import certificate, that that particular product on that particular lot on that particular day was certified, so that's one example, where importers are held -- having to do a little bit more.

>> MARINA ORIEL: Great. Thank you. Could you share a little bit about how the organic standards are developed or decided? Yeah, absolutely. The organic standards, like I said, they're a federal regulation, so there's a lot of steps and processes in getting through a federal regulation, but what's unique about the organic standards is that there's a public/private partnership in developing and managing the standards. There's what's called the national organic standards board or the NOSB. The NOSB actually is a bunch of community members and private individuals, who will work through, thank you through, strategize and recommend changes. Material has to be re-reviewed every five years. There's a constant evolution back and forth of changes through the private board then there's all lefts of the USDA that any regulatory changes have to go through to get clearance to make into the CFR.

>> MARINA ORIEL: Thank you. We have a question about -- I know it wasn't a topic covered today but the difference between certified naturally grown and organic, if you want to share what that means.

>> CONNIE KARR: I can tell you what I do know. I'm not an expert on naturally grown and that's one of the reasons why I chose not to highlight it today. I don't know too much about it and I don't feel like I'm a content expert on that. What I can say is that certified naturally grown is not a federally recognized standard. That's the main

difference between it and organic. Organic is defined, federally mandated, written in law. The naturally grown term is not so much, so it's a private standard, meets the private standards and is developed in a process probably in a similar way but there's a nuances in the standard. It doesn't have the federal backing of the USDA and didn't defined in a CFR.

>> MARINA ORIEL: Could you share about how land is transitioned from conventional to organic production.

>> CONNIE KARR: Yeah, for sure. So in organic production, one of the baseline requirements for a farm to enter into organic production is that it has to be free of any prohibited materials for the past three years or 36 months from the day of the last prohibited input to the day of harvest of that organic crop, three years, 36 months. There's multiple ways of achieving that. We see people transitioning and entering into organic in different ways. Sometimes it is an operation, who wants to make that commitment to organic and they want to start to transition their fields, even though they were practicing conventional practices on that property last year. A lot of times we'll see farmers come to us, say, hey, I want to get certified at transitional now and I can get that at 12 months and I want to have that for two years and that will help make sure that I don't make a mistake, that when they three year comes, that I can be certified. The other way or the more common ways we see farmers enter in is they have left their land without any prohibited materials for the past three years and they can confirm to us and verify that the land that they're asking for certification has been free of any prohibited materials for the past 36 months. We do that by collecting affidavits, doing interviews, doing inspects to determine that that land is eligible. We can certify it as organic. There's two ways to that. I think there's value in the transition to certification. It's helping to make sure that when they hit the three-year mark, there's no surprises. It

breaks my heart and I've this happen where a farm thought they did everything right and they took three years and looked at their inputs and looked at their seed and thought they did everything right and it comes to that third year and they apply for certification and we found that the seat they used was treated with prohibited material. It breaks my heart when I see farms that have gone through a three-year process to get to the end line and not be eligible. I recommend the transition to make sure you're eligible when you hit the three-year mark.

>> MARINA ORIEL: Thanks, Connie. You mentioned at the beginning a survey, where consumers -- the organic label identified with the values that they, as consumers. Do you know offhand if those consumers were asked what organic means or maybe if you want to speak to generally the recognition amongst consumers in the marketplace of what the organic label really means?

>> CONNIE KARR: Sure, yeah. Absolutely. I will say that there's differences to what organic means to consumers out there, but the study that I did mention actually did go through some of those questions. If you download -- I'm pretty sure I had a link to the study in my PowerPoint slides, so if you wanted to follow up with me or download the PDF copy here, you might be able to see those note and have a link to that study if you wanted to get through it more. Feel free to email me directly and I'll be happy to supply you a link to that study. It did ask some questions about what consumers thought organic was and there are differences in the world how consumers interpret organic. Some people just think it means pesticide free. That's it. There's some with a more deep understanding of it. There's a lot of range out there in what consumers believe. Ultimately, that study did ask those questions, yes.

>> MARINA ORIEL: Thank you. For producers, who are growing conventionally and, perhaps, interested in switching to organic, where would you send those producers first,

just for resources and education or organic?

>> CONNIE KARR: I'd send them to Oregon Tilth, right to us. We're happy to help. There's also a lot of information, a lot of new things going on right now, so definitely reach out to Oregon Tilth if you're thinking about that transition or thinking about starting it. We are -- there's a funding available to align farms with mentors. We're developing a mentorship program right now as well at Oregon. There's a lot of resources that already exist on our websites and through conversations and webinars and conferences and stuff, but there's a lot more that's going to be coming out here in the next 12 months and more in development now. I would say contact Oregon Tilth. OTA is a great resource, the Organic Trade Association. A lot of those studies and things I was mentioning today, those are there. Those help you thank you through am I wanting to do this transition, am I not. The USDA website has a lot of information and resources as well about what's required in the standards. Another resource would be the organic materials review institute. They're a fantastic resource on what materials can I use on my farm. They're a great stop. Everybody in the industry, including Oregon Tilth, rely on OMRI on what can be used on the farm.

>> MARINA ORIEL: Thank you. I have a question about -- Jenn, I just saw your note. I'm going to spell out the resource Connie mentioned. It's OMRI. A question about bee better. Is there a certain type of cropping system that is more commonly certified with bee better? It is mostly mixed vegetable or green or --

>> CONNIE KARR: Good question. I would not say there's a specific type. It's open to all types of cropping systems. We've seen it in vineyards, grain production, almond production, blueberries, fruits, oranges. It's pretty diverse. I will say you there seems to be a lot of acreage certified to bee better that's in almond production. I think that's a lot to do with how almonds are pollinated and the bee better certification becomes

really, really important with almond production, specifically in California. That's where we see a lot of acreage under that type of certification. It can be open to just about anything. The only thing it does not address is animal standards right now. So livestock, there are working on that to talk about how bee better standards could apply to animal production facility. It doesn't apply to them yet but it is in the works for development in the future.

>> MARINA ORIEL: Great. You mentioned a change with strengthening organic enforcement. Are there other standards in organic that are changing or in the process of changing?

How often are those changing?

>> CONNIE KARR: Good question. The strengthening organic enforcement is the big one because it's that 20 year update to standards. It addresses a lot of different things like import, supply chain, calculating products, goes into review staff. It's the big one what's changing overall. In addition to that right now and over the past year, there's been a lot of updates to standards within the livestock area. There was a change to the regulations in the origin of livestock recently that we are implementing right now as well as there's some additional work coming down the pike in the future around what they're calling -- it's animal husbandry standards, addressing how those animals live and care, health aids, size requirements on land and pasture access and stuff like that. In the past year, there's been more work in updating the standards around livestock specifically. Those are the main ones, SOE, like I said, is the big one that's updating multiple sections across the board within the regulation.

>> MARINA ORIEL: Great. Another label question, what is real organic.

>> CONNIE KARR: The real organic project, I'm not an expert. I'm guessing you're asking about the real organic project. Is that right?

>> MARINA ORIEL: Yes.

>> CONNIE KARR: I'm not an expert in that particular standard. I've briefly reviewed it and been engaged. I kind of keep following what they're actively doing. There are some sets of the organic standard of the USDA that certain members of the organic community have not felt were held strong enough in the history, so specific things like non-soil based production is one of those areas where they're not happy and also care for animals in how animals are treated under the organic standards. So those were two areas that the real organic projected wanted to strengthen, if you will, and so to do that, they created their own private standards that basically said organic is the baseline but for our program we're going a little bit above and beyond that so we're doing additional criteria. It can be hydroponic. It's the USDA baseline with a few other requirements to gain their certification. That's the way I understand it but I'm not an expert in it.

>> MARINA ORIEL: Thank you, Connie. I am not seeing any other questions in the chat, and we are a minute away from our time here, so I'll just say thank you, again, so much, Connie, for joining us today. Oh, sorry, there's one more very quick question that just came in. Does your organization publish the Tilth magazine?

>> CONNIE KARR: The Tilth magazine, we used to. That was Oregon Tilth. That was publishing the magazine called In Good Tilth. It had many good years on the road. We no longer publish it in paper version. We do other news articles and things on our website. It's kind of went digital, if you will. Continue to check in on our website for the stories. Become a member with Oregon Tilth to gain access and information about the stories we publish. It's no longer that beautiful hand thing that you could touch that was delivered to you in your mailbox.

>> MARINA ORIEL: Excellent. Thank you so much for squeezing in that last minute

question and thank you, again, for being here today. Thank you, Jenn for helping us out here. I will pass it back to you.

>> Thank you so much. On the behalf of the USDA, I wanted to say thank you to Connie and Marina for providing an excellent presentation today and thank you for attending today's webinar. Participants, don't forget to provide your feedback about the webinar. If you selected to earn CEUs, return to your open browser window to continue step two. This concludes the webinar presentation.