

Conference Program

Adding Value through Environmental Marketing: Opportunities for Food Producers, Processors and Retailers

A two-day conference with special focus on production, marketing and distribution of field crops, meat and dairy products in the upper midwest and Ontario

Final Program

Monday, December 6, 1999

- 7:00 AM Registration and Continental Breakfast
- 7:45 AM **Welcome and Introduction**
Thomas Green, Ph. D., President, IPM Institute of North America, Inc., Madison WI
- 7:55 AM **Room for Improvement in Production Practices**
Harold Coble, Ph. D., IPM Coordinator, USDA, Washington, D.C.
- 8:15 AM **The Market for Environmentally Identified Products**
Consumers Demand for "Green" Products
Harvey Hartman, President, The Hartman Group, Seattle WA
- 9:00 AM **Lessons from the Organic Experience**
Katherine DiMatteo, Executive Director, Organic Trade Association, Greenfield MA
- 9:20 AM **Establishing the Largest Organic Brand**
Mark Retzlöff, Senior Vice President, Horizon Organic Dairy, Longmont CO
- 10:00 AM *Break*
- 10:30 AM **IPM Label Products on supermarket Shelves**
William Pool, Manager, Agricultural Production and Research, Wegmans Food Markets, Rochester NY
Curt Petzoldt, Asst. Director, NYS IPM Program, Cornell University, Geneva NY
- 11:15 AM **Audience-Led Discussion with Presenter Panel**
Coble, Hartman, DiMatteo, Retzlöff, Pool, Petzoldt

- 12:00 Noon *Lunch and Presentation:*
Environmental Management Systems and Standards: ISO 14000
 Jeff Wilson, Owner, Birbank Farm, Orton Ontario
 Tom O'Neill, Manager, Norfolk Fruit Growers, Ontario
- 1:15 PM **Exporting Environmentally Identified Grains**
 Dan Burke, President, Pacific Soybean and Grain, San Francisco CA
- 1:55 PM **Natural Foods Distribution and Marketing**
 Ron Lautrup, National Commodities Mgr., United Natural Foods, Inc., Dayville CT
- 2:35 PM *Break*
- 3:05 PM **Key Lessons from New Experiments**
The Food Alliance
 Deborah Kane, Executive Director, Portland OR
- 3:20 PM **Ontario Farm Plan**
 Ellen Wall, Research Scientist, University of Guelph Ontario
- 3:35 PM **Chesapeake Milk™, Eco-labeled by Environmental Quality Initiative**
 Lori Sandman, Executive Director, Kutztown PA
- 3:50 PM **IPM Institute of North America**
 Thomas Green
- 4:05 PM **Audience-Led Discussion with Presenter Panel**
 Wilson, Burke, Lautrup, Kane, Wall, Sandman, Green
- 4:50 PM **Closing Remarks**
 Harold Coble
- 7:15 PM *Reception*

Tuesday, December 7, 1999

7:00 AM Continental Breakfast

- 7:50 AM **Charge for Breakout Sessions: Ensuring Environmental Marketing Success**
 A facilitated opportunity to examine in detail the issues common to a specific food production chain, make connections with other decision makers in your own and related businesses, and explore opportunities to create ongoing relationships.
 Breakout 1: Feed Grains, Meat and Dairy Products
 Breakout 2: Processed Food Grains and Sugar

Breakout 3: Potatoes, Fresh and Processed Fruit and Vegetables

9:30 AM	<i>Break</i>
10:00 AM	Repeat of Breakout Sessions (to allow your participation in more than one chain)
11:30 AM	Self-Guided Walking Tour of Posted Reports from Breakout Sessions
12:00 Noon	<i>Lunch, informal presentations and open discussion:</i> Where to from here? Brief comments from designated listeners on key issues raised during the conference followed by open discussion on needs and plans for the future.
2:00 PM	Conference Close

Biographies for Presenters and Contributors

Harold Coble

Harold Coble Ph.D. is the USDA National IPM Coordinator in Washington, D.C. Dr. Coble also fills both research and extension roles as Professor of Weed Science at North Carolina State University (NCSU). His major research efforts have been in weed biology and ecology and in developing economic weed control systems for cotton, peanuts, corn and soybeans. Dr. Coble received his B.S. and M.S. degrees in Crop Science from NCSU and his Ph.D. in agronomy from the University of Illinois. In addition to serving as Council for Agricultural Science and Technology representative, Dr. Coble has served as President of the Weed Science Society of America, and the Weed Science Society of North Carolina.

Harvey Hartman

Harvey Hartman is the President of The Hartman Group in Seattle, Washington. Mr. Hartman works with senior management of companies to ensure the success of strategic marketing programs. He has lectured on environmental business and marketing strategy at leading business schools and co-authored major studies including: *Natural Sensibility: A Study of America's Changing Culture* (1998); *The Evolving Organic Marketplace* (1997); *The Hartman Report, Food and the Environment, A Consumers Perspective* (1996 & 1997); and *The Greening of Consumers: A Retailers Guide* (1997). Mr. Hartman has consulted to Fortune 500 companies, EPA, FDA, USDA, World Wildlife Fund and others.

Katherine DiMatteo

Katherine DiMatteo is the Executive Director of the Organic Trade Association in Greenfield, Massachusetts. Ms. DiMatteo has led the OTA since 1990, overseeing its growth to over 1000 members including growers, shippers, retailers, processors, certifiers, farmer associations, brokers, consultants and distributors. OTA promotes organic products, protects the organic standards and serves as the leading voice and resource on organic agriculture and products. OTA is an active participant in the International Federation of Organic Agriculture Movements, creating a global system of organic production and verification.

Mark Retzliff

Mark Retzliff is the Senior Vice President of Corporate Development, Horizon Organic Dairy in Longmont, Colorado. Mr. Retzliff is in charge of mergers, acquisitions and co-branding. Horizon is the #1 organic brand in the US, producing certified organic milk, cheese and other dairy products nationwide through a network of organic milk producers and processors. The company's products are sold by more than 8,000 conventional supermarkets, specialty retailers and natural foods stores. Horizon has experienced 67% sales growth over the past year.

William Pool

William Pool is the Manager of Agricultural Production and Research at Wegmans Food Markets in Rochester, New York. Since 1995, Mr. Pool has led Wegmans' innovative Integrated Pest Management (IPM) food product marketing program. The project involving land-grant universities like Cornell, Penn State, and Rutgers, fresh market and processing vegetable growers

in 4 states, and processed vegetable packers in two states. Wegmans is a privately held retailer with 59 retail stores in three states.

Curtis Petzoldt

Curtis Petzoldt Ph.D. is the Assistant Director of the NY State IPM Program at Cornell University in Ithaca, New York. Dr. Petzoldt's responsibilities have included managing Cornell's IPM-labeling effort, including working with organizations such as Wegmans Food Markets and the New York State Berry Growers Association to establish their Cornell-licensed IPM food product labels. Dr. Petzoldt's publications include IPM systems for onions, sweet corn, snap beans, potatoes and cabbage. Dr. Petzoldt holds a Ph.D. in Plant Pathology from the University of California at Davis.

Jeff Wilson

Jeff Wilson is the owner of Birbank Farms in Orton, Ontario. Mr. Wilson has operated Birbank Farms since 1976, producing small fruit and vegetable crops on 300 acres. Birbank Farms has completed a structured self-assessment of environmental issues on the farm, as part of the Ontario Farm Plan. Mr. Wilson is former chair of Agricultural Groups Concerned about Resources and the Environment (AGCARE), a member of the Ontario Farm and Environmental Coalition, and has addressed international audiences on his experience with environmental management systems in agriculture.

Daniel Burke

Daniel Burke is the President of Pacific Soybean and Grain in San Francisco, California. In 1974, Mr. Burke founded Pacific Soybean & Grain, an international supplier of organic and non-GMO ingredients for specialty food processors, with offices in San Francisco, CA, Story, City, IA and Tokyo, Japan. The company has innovated identity-preserved systems for improved seed selection, post-harvest handling, storage and distribution of premium food-grade soybean varieties for use throughout the soyfoods industry. Mr. Burke has held numerous leadership roles in various trade organizations, including the Soyfoods Association of North America, the Organic Trade Association and IFOAM, and has addressed numerous industry conferences in Asia, Europe, North America and Central America.

Ron Lautrup

Ron Lautrup is the National Commodities Manager of United Natural Foods in Dayville, Connecticut. Mr. Lautrup is responsible for procurement strategies and grower/supplier relations for all unbranded and bulk products. United Natural Foods is the largest natural foods distributor in the U.S., supplying more than 6,500 retail stores in 46 states. UNFI is a full line distributor offering natural and organic products. The company achieved \$729 million in sales in 1998, representing 73% growth over the previous year. UNFI achieved \$857 million in sales in 1999 and is targeting 1 billion in sales for the near future.

Ellen Wall

Ellen Wall is a Research Scientist at the University of Guelph - Farming Systems Research in Guelph Ontario. For the past five years, Dr. Wall has worked with an inter-disciplinary team examining sustainable agriculture issues, including a comprehensive analysis of the international standard for environmental systems, ISO 14001, and its implications for the agricultural sector.

Deborah Kane

Deborah Kane is the Executive Director of The Food Alliance (TFA) in Portland, Oregon. Deborah is the Executive Director of The Food Alliance, a non-profit organization dedicated to promoting increased adoption of sustainable agriculture practices. To accomplish its mission, The Food Alliance operates a recognition program called "Food Alliance Approved" in order to recognize and reward farmers who practice sustainable agriculture. Much like the Good Housekeeping seal of approval, consumers now look for The Food Alliance's seal in grocery stores, farmers markets, and roadside stands throughout the Northwest.

Deborah has over ten years experience in agricultural, environmental, and international non-profit management. As TFA's executive director, Deborah is charged with organizational development, overall project administration, board development, and fiscal oversight. During Deborah's tenure, the TFA program has grown tremendously, not only increasing the types and volumes of fresh fruits and vegetables carrying the TFA-Approved seal, but expanding to frozen and processed products, as well as dairy and livestock products. Under her leadership, The Food Alliance has attracted numerous partners and developed fruitful collaborations with retailers throughout the Northwest. Deborah received a BA from the University of Virginia, and a MS in Conservation Ecology and Sustainable Development, with an emphasis on sustainable agriculture, from the University of Georgia.

Lori Sandman

Lori Sandman is the Executive Director of the Environmental Quality Initiative, Inc. (EQI) in Kutztown, Pennsylvania. Ms. Sandman served as Project Manager for the Dairy Network Partnership (DNP), a coalition formed by the Chesapeake Bay Foundation, Pennsylvania Association for Sustainable Agriculture, Penn State University, Rodale Institute and US EPA. DNP is now succeeded by EQI, developing incentives for reducing environmental impacts of agriculture. Chesapeake Milk™ bears the EQI eco-label, and is currently being test marketed in the Mid-Atlantic region.

Thomas Green, Ph.D.

Tom Green is the President of the IPM Institute of North America, Inc. in Madison, Wisconsin. Dr. Green founded an IPM supply business, now part of GEMPLER'S, Inc., a national direct marketer to agriculture. He provides consulting services to industries and organizations working to broaden adoption of IPM. He co-founded the IPM Institute, a non-profit organization developing IPM practice guidelines and certification for agriculture, buildings and grounds. He holds a Ph.D. in Entomology from the University of Massachusetts.

Thomas O'Neill

Thomas is the Manager of the Norfolk Fruit Growers Association in Simcoe, Ontario. NFGA is a grower cooperative dealing in the storage, packing, and marketing of apples, and presently consists of 32 grower members. Empire is the predominant variety grown and is marketed mainly in the United Kingdom. Retailers in the UK are exerting influence on produce growers and packers to develop quality management systems. In response to these demands, NFGA is working towards registration for ISO 14001. NFGA expects to complete its final audit for ISO 14001 Certification in March of 2000.

Ann Woods

Ann Woods is the President of the Organic Alliance, an organization devoted to promoting an agriculture that is environmentally friendly. The Alliance promotes organic products to consumers nationally and develops the supply of organic products at the farm level in the Upper Midwest. Ann was born and raised on an organic farm in Iowa. Her father began following organic methods in 1933 when he first learned of the term organic. Prior to joining the Alliance, Ann was in business for 20 years in marketing. She worked for Fortune 500 companies prior to her switch to the sales and marketing of organic products. Her marketing expertise includes managing product lines nationally and internationally, market research, marketing and strategic planning, and sales.

Steve Stevenson

Steve Stevenson is an Associate Scientist and the acting director for the Center for Integrated Agricultural Systems at the University of Wisconsin - Madison. Steve's interests and work areas include sustainable agriculture, regional food systems, alternative food enterprises, rural community development, farmer career structures, and multi-professional research approaches. A former president of the Agriculture, Food and Human Values Society, he is currently on the society's governing council. Steve also serves on the board of directors for the Sustainable Woods Cooperative, a new wave co-op involving over one hundred owners of small hardwood forests in southern Wisconsin. Steve's participation in the Wagpol Policy Project stems from his commitment to and interests in participatory political processes and the importance of rooting policy formulation firmly in local and regional contexts.

Prior to his arrival at the University of Wisconsin, Steve was the Director of the Sustainable Agriculture Public Research Project, Wisconsin Rural Development Center, a self-employed beef farmer in Wisconsin, and an Associate Professor and Chairperson of the department of Sociology, LaSalle University, Philadelphia, Pennsylvania. He did his undergraduate and graduate work at the Universities of Minnesota, Michigan, and Wisconsin in history and sociology.

Cynthia Barstow

Cynthia Barstow is a marketing lecturer in plant & soil sciences at the University of Massachusetts/Amherst. She provides training and consultation in the natural products industry and for organizations working on sustainable agriculture and environmental stewardship. She is on the coordinating committee for the Northeast Sustainable Agriculture Working Group (NESAWG) and on the board of the Biodynamic Conservation Farmland Trust/Brookfield Farm CSA. She speaks extensively on consumer behavior and marketing throughout the Northeast.

Genevieve Carruthers

Genevieve Carruthers (B. Sc. Hons., Dip. Ed.) is employed by the New South Wales Department of Agriculture as the Environmental Systems Specialist. She has statewide responsibilities, covering education, extension, research and policy development. She is also playing a major role in coordinating EMS research and policy development within Australia.

Genevieve is an ecologist and entomologist by training, and has research experience in the areas of sustainable agriculture, effects of chemicals on non-target organisms, and the impacts of low-tillage on soil fauna. In addition, she has also worked as a science teacher in NSW high schools.

Prior to her appointment in NSW Agriculture, Genevieve was employed by the Commonwealth Environment Protection Agency (now Environment Australia), in the Chemical Hazard Assessment Section. This work involved the risk and eco-toxicological assessment of agricultural and veterinary chemicals prior to their release for sale by chemicals companies.

Genevieve's research interests now involve the integration of regulatory relief and environmental management into farm planning processes, encouraging adoption of sustainable agricultural practices and in the social mechanisms that encourage attitudinal change amongst farmers. In addition, she is interested in ways in which farmers can receive rewards (both market and social) for adoption of sustainable practices, and how such rewards can serve as motivation for farmers behavioral changes.

Genevieve is also involved in the development of training for farmers on the development and implementation of practical and relevant on-farm EMS.

Gilles Grolleau

Gilles Grolleau has an engineering degree in agriculture - (ENESAD, 1997) and is a Ph.D. student (University of Burgundy, since 1998). My current work focuses on understanding the conditions of adoption of environmental management systems (ISO 14001) by farmers and the opportunities to differentiate environmentally friendly agro-food products.

Richard Castelnovo

Richard Castelnovo is the Government Affairs Coordinator with the national office of Farm*A*Syst / Home*A*Syst. Richard has written on wide variety of environmental management and land use subjects including source water protection and private property rights. Before returning to graduate school at University of Wisconsin-Madison for a master's degree in environmental studies, he worked as a government attorney.

Emil Morhardt

Emil Morhardt is a Roberts Professor of Environmental Biology and Director of the Roberts Environmental Center, an endowed environmental research institute, at Claremont McKenna College. He is also on the biology faculty of Scripps and Pitzer Colleges, all members of the Claremont Colleges. Prior to coming to Claremont four years ago, he was a Senior Vice President in charge of the strategic environmental management consulting practice of EA Engineering, Science, and Technology and headed the San Francisco office of this Baltimore-based firm.

Richard Riddiford

Richard Riddiford is Managing Director of Palliser Estate Wines of Martinborough Ltd one of New Zealand's elite wineries. Palliser Estate Wines is a member of Tradenz's Top Exporters Club, having won a Tradenz Export Award in 1993 and 1996. The company achieved ISO 9002 accreditation in 1995, the first New Zealand wine company to do so. Palliser Estate was one of

the first wineries in the world to implement an environmental management system. On February 20th 1998 this was formally recognized with their certification to ISO 14001.

Mr Riddiford was a Director of the New Zealand Wine Guild (from 1993 - 1996) and its successor New Zealand Wine Exporters (from 1996 - 1998). Mr Riddiford was Chairman of the New Zealand Wine Exporters. He was founding Chairman of the internationally recognized Toast Martinborough wine, food and music festival.

Closely involved with the New Zealand deer industry, Richard Riddiford was elected to the New Zealand Game Industry Board (NZGIB) in 1992 - 1998, and Chairman 1994 - 1998. He was Chairman of NZGIB subsidiary - The Cervena Council, responsible for the Cervena appellation marketing strategy in 1995/96. He was Chairman of the Joint Producer Boards from 1995 - 1998.

Palliser Estate Wines; the New Zealand Game Industry Board and The Cervena Council are all brand partners of the New Zealand Way Ltd, a promotional organization jointly developed by Trade New Zealand and the New Zealand Tourism Board.

In addition to his other responsibilities, Mr Riddiford farms in Martinborough, running deer, sheep and cattle. He believes that promoting fine foods and wines on a complementary basis in international markets should be encouraged, and finds many valuable parallels between his deer and wine industry activities.

He is currently a director of the New Zealand Wine Institute and Chairman of Pinot Noir 2001. In June of this year his contribution to the New Zealand deer and wine industries was recognized by his being made a member of the New Zealand Order of Merit (MNZM).

Magnus Ljung

Mr Magnus Ljung has a MSc in agronomy and is now a PhD-candidate at the Department of Landscape Planning Ultuna at the Swedish University of Agricultural Sciences, SLU. He focuses on farmers participation in the development of sustainable systems for food production, a research project within 'Food 21 - a sustainable agriculture', financed by MISTRA.

His research has so far covered a) farmers' attitudes and values related to sustainable production systems, b) multiple case studies concerning farmer participation in ongoing environmental management schemes and dialogue processes, c) new approaches which enhance farmers' and other local actors' participation in the development of sustainable agri-food systems, and finally d) participatory action research involving local actors in the development of these new approaches. For the time being he facilitates five regional processes in collaborative learning and decision making aiming to create more sustainable agri-food systems, ranging from milk production in Northern Sweden to nutrient leakage in Southern Sweden.

He can be reached through e-mail: magnus.ljung@lpul.slu.se

Allan Williams

Allan Williams was born and raised on a cotton farm in Wee Waa, New South Wales. He has degrees in Science and Law (Honours) and has practised as a lawyer in a large Sydney law firm

before returning to the country. Allan is the Executive Officer of the Australian Cotton Growers Research Association since July 1995. He is the author of the Australian Cotton Industry's Best Management Practices manual for pesticides.

Currently, Allan is conducting a study on the feasibility of upgrading the above Best Management Practices Manual to be a full environmental management system, with a particular focus on ISO 14001."

Anna Ridley

Anna Ridley holds a B. Agric. Sci. (2A Hons.) from La Trobe University and a Ph. D from the University of Melbourne, Australia. She has eighteen years of professional experience in farming systems research and extension, principally related to development of more environmentally sustainable farming systems, soil acidification, water and nutrient loss and persistence of perennial species on acid soils. Development of Environmental Management Systems (EMS) for farmers is likely to become an important part of farming more acceptably. Anna and her co-workers are working with two groups of farmers to develop a prototype EMS for the grains industry. This work incorporates all environmental aspects related to grain production and will produce a self-assessment questionnaire for farmers and tools for on-farm monitoring.

Anna's current work also involves determining the pathways of water and nutrient (N and P) loss in duplex soils under different pasture systems. This work is amongst the first in Australia to show the relative importance of subsurface flow compared with surface and deep drainage losses at a realistic field scale. The work has important implications for considering high rainfall agricultural zones in the Murray Darling Basin as suppliers of high quality water in addition to (or instead of) their traditional use in livestock production.

Anna can be reached by email: anna.ridley@nre.vic.gov.au

Neil Gunningham and Darren Sinclair

Australian Centre for Environmental Law, The Australian National University

Lisa Schulman, Sherry Marin, and Wesley Kelman

Yale University, Environmental Protection Clinic

Craig Hollingsworth

Craig Hollingsworth Ph.D. is an Extension Educator with University of Massachusetts Extension. He leads a project in integrated pest management education and certification, which develops and distributes IPM information to farmers, the pest control industry and consumers. Currently, he is working with the New England Pest Control Association in developing an IPM certification program for the urban pest control industry.

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