

August 20, 2009

Dear Farmers Market Manager,

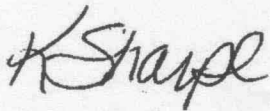
I am writing on behalf of the Going Organic Network of Alberta and Alberta Agriculture and Rural Development to explain the enclosed pieces of information.

On June 30, 2009 the Canadian Organic Regulation was enacted and this impacts the organic industry across Canada and in Alberta. The nature of the regulation has left each province in a unique position of being in control of enforcement of the standard. This has led to multiple angles of interpretation and the information on this postcard is to explain some key points and to provide key contacts for questions and complaints.

It is the clear desire of the organic sector, the Canadian Organic Office and the Canadian Food Inspection Agency, that the key to enforcement of this new regulation is education and we are keen to hear if this document helps to inform vendors and consumers about the Canadian Organic Regulation.

If you need more copies, please contact Keri Sharpe at 780 968 6556 or keri.sharpe@gov.ab.ca.

Yours truly,



Keri Sharpe

Enclosure





Canadian Organic Regulation Support

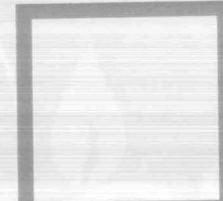
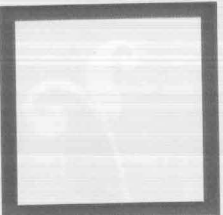
As of June 30, 2009, consumers can now be 100% confident that all products that include the word organic are regulated and guaranteed to meet the new Canadian Organic Standard.

If you are

- A vendor of organic products
- A consumer at a farmers market
- A consumer of farm direct products
- Just curious about organics

Then turn over for more information ...

"Organic products are an agricultural product that has been certified as organic in accordance with the Organic Product Regulations or that has been recognized as such under section 29 of the Regulations." (Source Canadian Organic Office)



- Only producers and processors that comply with the Canadian Organic Regulation (COR) can use the term organic. Compliance requires being certified by an approved and accredited certifying body.
- The COR applies directly to trade between provinces and other countries, however the intent of the Going Organic Network of Alberta and the provincial government is to uphold the regulation and standard within the province.
- In addition it has been emphasized by the Canadian Organic Office (COO) that under the Canadian Food Inspection Agency (CFIA) Labeling regulations the use of the word organic for products not certified is considered illegal as misleading and fraudulent claims.
- Farmers market vendors and direct marketers not certified but making organic claims risk formal complaints being sent to CFIA and follow up action .
- If consumers have concerns about a seller's qualifications the simplest thing is to look for a current certificate (inspections are carried out yearly).
- For further action see the contacts shown on right.

Growing Forward

Complaints regarding organic product claims can be reported to the CFIA by telephone at 1-800-442-2342 or by contacting a local CFIA district office.

Elizabeth Corrigan, Regulatory Standards Officer, Canadian Organic Office. Telephone 1-613-773-6221

General information about organics in Alberta can be found at Going Organic Network of Alberta: goingorganic.ca

**Government
of Alberta ■**