Fuelled by rising consumer awareness and demand in Canada and abroad, the organic movement continues to build momentum. National Organic Week, held from September 19-27, celebrates a community that strives to provide healthy, toxin-free products while creating sustainable ecosystems and food security for future generations.

Organic Growers (COG) and the Canadian Organic Trade Association (COTA), Canadian Organic Grocers (COG) and the Canadian Health Food Association (CHFA), the largest annual celebration of organic food, farming and products builds awareness about what the sector has to offer across the country. It’s also a chance to take note of important achievements.

Among the milestones to celebrate are the imminent release of updated national organic standards, says Rochelle Eisen, president of COG. “Organics are now available in every province and territory and there are 900,000 hectares of organic product being grown in Canada,” she adds. “Twelve per cent of organic farmers in Canada are under the age of 35 and, “It’s the only national event where the focus is on their food comes from and how it gets to us all.”

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Canada-wide celebration gaining ground

Get inspired! National Organic Week events are happening all across the country. Visit organicweek.ca to find one in your area.

Online? Visit globeandmail.com/adv/organicweek for more information.

For Helen Long, president of the Organic Farmers Association (OFA), the campaign is a chance to “shine a spotlight on the important impact of the organic industry. “The national reach of Organic Week allows Canadians to celebrate in their individual way. As more organic products emerge on the market, it’s becoming increasingly easier to go organic,” she says. “The events represent the creative ways Canadians are choosing to add organic products to their lives while protecting their environment and their bodies, and supporting local farmers.”

SPOT THE LOGO CONTEST

Online?

SPOT the Canada Organic logo on your product purchase and, for a chance to win a prize basket, share your photo on Instagram, Pinterest, Facebook or Twitter with the hashtag #SpotCanadaOrganic (www.organicweek.ca/contest).

This content was produced by Randall Anthony Communications, in partnership with The Globe and Mail’s advertising department. For The Globe and Mail’s editorial department. The Globe’s editorial department was not involved in its creation.

Inside

By the numbers

The organic market is worth over $4-billion per year.

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98% of Canadians purchase some organic products every week.
Vote organic

Many organic farms look exactly the way people would imagine a farm, says Cynthia Benette of Benette Farms. SUPPLIED

**Beretta Farms**

*What is your community and the ecosystem?*

Organic farming looks like...  

Organic meat comes from animals that have not been fed anything grown with herbicides, fungicides or manure. “That is a huge factor,” says Benette. “It’s not only what you’re ingesting yourself but what it’s doing to the environment.”

Benette is a working farmer, but she also has a private practice as an organic food consultant. “I’m working with a different population, with people who want to eat organic, but who also want to know what they’re eating,” she says.

**FROM PAGE 1**

**COTA 2 • SPONSOR CONTENT**

The globe and mail • Tuesday, September 22, 2015

Organic Week is supported by regional partners, and organized by Canadian Organic Growers, the Canada Organic Trade Association, and the Canadian Health Food Association.
Federal investments help address production gap

A national organic sales surge has now valued at more than $5.5 billion in 2015, doubling Canada’s key organic products every three years. Yet certified organic operations still represent just 0.1% of all farms in Canada. To boost organic production, federal funding measures announced this May promise to help address that gap, as well as expand international and domestic markets, reports Matthew Holmes, executive director of the Canadian Organic Trade Association (COTA).

The fund for “Agribusiness Growth and Export Development: Export Oriented Organic Program” (AOEP), providing $2.4 million in a single dedicated fund, is projected to result in more than $5 million in Canadian organic export growth, will include technical assessments of new and emerging markets for government and industry and will enable COTA to boost on-farm

Organic Week

Stay involved for 2015

Organic Week is a major event for organic farmers and consumer advocates. The week-long event is dedicated to highlighting the benefits and growing demand of organic products. This year, Organic Week will be held from September 21 to September 27.

Organic Week is organized by the Canadian Organic Trade Association (COTA) and supported by Environment Canada, Health Canada, the Canadian Food Inspection Agency, and Agriculture and Agri-Food Canada. The event is also supported by the Government of British Columbia, the Government of Ontario, and the Government of Nova Scotia.

Organic Week aims to raise awareness and educate Canadians on the benefits of organic products. The week includes a variety of activities such as panel discussions, workshops, and events that highlight the importance of organic farming and its impact on the environment.

This year, Organic Week will feature talks on the benefits of organic farming, discussions on the impact of organic products on the environment, and insights into the challenges and opportunities faced by organic farmers. The event will also feature a variety of interactive activities, including tours of organic farms and workshops on topics such as soil health and sustainable agriculture.

Organic Week is an important opportunity for Canadians to learn more about organic products and the farmers who produce them. The event aims to raise awareness of the benefits of organic farming and encourage Canadians to incorporate organic products into their lives. The event will be held from September 21 to September 27, and is open to the public.

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Organic food is great tasting and nutritious; it reduces our exposure to pesticides and GMOs; it’s produced and certified to meet national organic standards; it’s healthy for soil, plants and animals and reduces our carbon footprint.

Organic food is great tasting and nutritious; it reduces our exposure to pesticides and GMOs; it’s produced and certified to meet national organic standards; it’s healthy for soil, plants and animals and reduces our carbon footprint.
A three-pronged approach to seed security:
Research, education, policy

O
one of the challenges Canadian organic growers face is finding high-quality organic seed. According to a recent study, the majority of organic farmers in Canada rely on seed from international suppliers. This reliance can pose several issues, including limited access to diverse crop varieties, potential environmental impacts, and a lack of transparency in the sourcing and production of seeds.

Seed security is a critical component of organic farming, as it ensures that farmers can grow high-quality crops that meet the stringent national standards required for organic certification. To address this challenge, a three-pronged approach to seed security is recommended. This approach includes research, education, and policy interventions.

Research:
Research is essential to understanding seed security issues and identifying potential solutions. Organic crop breeders and universities are working to develop new crop varieties that are well-adapted to local conditions and meet the needs of organic farmers. By conducting research on seed security, we can gain insights into how to improve access to high-quality organic seeds.

Education:
Education is necessary to raise awareness about seed security issues and to empower organic farmers to make informed decisions. By educating organic farmers about the importance of seed security, we can help them make better choices when selecting seeds for their crops.

Policy:
Policy interventions are also critical to addressing seed security issues. Governments can play a role in supporting seed security initiatives, such as seed banks and breeding programs, to ensure that farmers have access to diverse and locally adapted crop varieties.

In conclusion, a three-pronged approach to seed security is necessary to address the challenges faced by organic farmers in Canada. By investing in research, education, and policy interventions, we can work towards ensuring that organic farmers have access to high-quality organic seeds that meet the needs of their crops and their communities.

TRENDS
Organics – a robust and growing market

L
ong gone are the days when buying organic at the grocery store meant avoiding a small selection of items with high prices. Today, organic products are available in a wide variety of categories, from fresh produce and meats to household essentials like cleaning supplies and personal care products.

Consumer demand for organic products has continued to grow, and this trend is expected to continue. According to a recent report, the global organic food market is projected to reach $130 billion by 2025, driven by increasing consumer awareness and demand for sustainable and healthy products.

Organic food is associated with quality – which do you think it will continue?

CEO & co-founder Mike Fata
Loblaw Companies Ltd., which includes From niches to mainstream, and today’s natural food departments were small organic means meeting strict national standards of how the product is grown and how it is manufactured. For farmers, it is about showcasing how organic farming is prosperous. Certified organic means meeting strict national standards of how the product is grown and how it is manufactured. For farmers, it is about showcasing how organic farming is prosperous. Certified organic means meeting strict national standards of how the product is grown and how it is manufactured. For farmers, it is about showcasing how organic farming is prosperous. Certified organic means meeting strict national standards of how the product is grown and how it is manufactured. For farmers, it is about showcasing how organic farming is prosperous.
Over the past 14 years, we’ve introduced hundreds of fresh and packaged PC® Organics foods, all of which adhere to the Canadian Organic Standards. So when you walk through our aisles, you’ll discover how organic is so much more than just fruits and vegetables.

pc.ca/organics

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