

Bob Anderson, Sustainable Strategies

When did this individual get involved with the organic industry and in what capacity?

Bob operated the Walnut Acres brand of products and built it over thirty years (1969-1999), He was the first chairman of the USDA National Organic Program.

How has this individual demonstrated personal commitment, leadership and vision with regard to advancing and growing the organic industry?

For decades, Bob has lead on international standard issues related to organic, opening markets for organic producers.

How has this individual been a “game changer” through action in areas such as consumer education, new market development, public relations, standards development, advocacy, or research?

He served for decades as the go to person for leading organic delegations to Europe with the goal of building relationships and encouraging trade. He encouraged organic producers nation wide (including from the West Coast) to participate in building European trade relationships. he has been organic's chief ambassador in opening organic trade with Japan and the EU and has worked tirelessly to gain access to the Chinese marketplace for US organic producers.

How has this individual’s efforts led to the growth of organic trade and/or wider use of organic products among the public? Please be as specific as possible with measurable outcomes cited.

Bob's leadership leading to organic equivalencies around the world have saved organic operations and farmers hundreds of thousands of dollars and eased regulatory burdens to support international trade of US organic products. With regard to organic wine, Bob was instrumental in protecting US organic wine from European wine produced to different standards.

Has this person been an OTA member and/or made positive contributions to OTA? Yes. In what capacity do you know the nominee?

Bob has long worked with directly with CCOF members to assist them in trade matters. He has worked closely with CCOF Certification Services and its President Jake Lewin to ensure that as a certifier, CCOF could provide international market access. When I participated in the California Governor's Trade Mission to China several years ago, Bob took the time to brief me on key issues which allowed me to play an important leadership role in agricultural delegation meetings.

Other comments you wish to add about why this individual should receive the OTA Organic Leadership Award.

The importance of international market access for US organic producers is often overlooked. Bob's leadership and hard work are central to decades of success in this arena for CCOF members and US organic producers as a whole.

How has this individual distinguished himself/herself professionally for his/her pursuit, zeal or notable advancements to programs, initiatives, new categories, or product development that promotes the growth, sustainability, or influence of organic agriculture and trade?

Please be as specific as possible with measurable outcomes cited.

The breadth of Bob's experience -- as a producer, appointee to USDA advisory bodies, and industry international trade adviser distinguishes him in his contributions to the organic sector. He is further distinguished by a the long list of specific accomplishments (cited above) that the organic sector has achieved as the result of Bob's contributions.

Do you plan to submit endorsement letters for this nomination? YES

Submitted by
Cathy Calfo, CCOF

April 20, 2017

Dear OTA:

California's organic sector has no shortage of leaders, innovators and impactful personalities. Bob Anderson, while not a Californian, has been instrumental in growing the California organic industry. Over his career, Bob has championed organic standards, helped grow our organic businesses, and served as a domestic and international ambassador of all things organic. I write in support of his nomination for the OTA Growing the Organic Industry Leadership Award.

California has experienced sustained growth in the state's organic industry. California's \$2.2 billion organic production accounts for more than 40 percent of the nation's total (USDA-NASS). The growth in California's and our nation's organic industry is due in no small part to California producers' ability to export. Bob has worked for decades on international standards issues, including directly with trade, certifiers and farmers/processors of all kinds. He has also worked to develop organic trade standards for many critical California markets such as the European Union, Japan and Mexico.

Bob is the greatest and has worked tirelessly for all of us on the international and standards front while effectively being an important ambassador for us all domestically and internationally. He also gave freely of his time and knowledge to help establish the standards we have, serving as the first chair of the NOSB.

Bob Anderson believes in standards as the cornerstone of the organic marketplace. He knows what they mean to organic growers, marketers and consumers. In policymaking circles, it is simply invaluable to have someone at the table who knows the business from soils to sales, and Bob is always that resource. We want him in the room, and organic growers – even those who have never met him – are fortunate to have him on their side.

Bob helps his colleagues through customs on yet another trade mission; he delves into the differences between the rules for exporting to Japan and Germany; he injects a timely bit of common sense into a discussion of certification paperwork – and a thousand other things, day-in and day-out. But most importantly, no matter the outcome, those who have the privilege of working with Bob end the day wanting to work with him again. That's the hallmark of a true professional and a man who sincerely believes in the value of this work on behalf of organic growers and consumers.

“Integrity” is a word we hear a lot in organic farming circles – how important it is for customer loyalty or for gaining the confidence of a trading partner. Bob understands that integrity doesn’t just apply to making deals; it’s applies to the soil itself, to the people at your farmer’s market booth, to the time you spend listening and the effort you invest in understanding an issue before you weigh in on it.

For that, I wholeheartedly support Bob Anderson’s nomination.

Sincerely,

Karen Ross
Secretary

ML

Mark Lipson

Reply all

Fri 4/21, 7:50 PM

Tessa Young

Flag for follow up.

Hi Tessa,

I would like to add my voice to nominating Bob Anderson for the Growing the Organic Industry Award. It's hard to overstate Bob's influence over so many years, in so many ways. His career and his attitude practically defines organic leadership.

During my term inside USDA at the office of the Secretary, I was always impressed (but never surprised) by the level of respect that Bob had attained among USDA decision-makers. In varied areas of the Department, he was looked to for decisive advice. His presence was always a major asset for any meeting or event he attended.

Also, of course, Bob is simply a very kind and thoughtful human being. This has always been part of my experience with him and it is a key aspect of his leadership.

Sincerely,
Mark

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Mark Lipson
[408-497-3673](tel:408-497-3673)

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April 20, 2017

Ms. Laura Batcha
Ms. Tessa Young
Organic Trade Association
444 N. Capitol St., NW, Suite 445A
Washington, D.C. 20001

Dear Laura and Tessa,

It is an honor to join the legion of people who support Bob Anderson for the Growing the Industry Award. The leadership, integrity, optimism, constructive nature, and dogged determination that he has put in service to the organic industry for so many years compel me to recommend Bob. My only hesitation is I would have thought that Bob would already hold every organic award that exists.

Like so many in the organic industry, Driscoll's has benefited from Bob's counsel on matters related to international trade. But my view of Bob goes back far deeper, into some of the dark days of the organic regulatory process. I was a political appointee at USDA when Bob chaired the National Organic Standards Board and when USDA released its wildly unpopular first attempt at defining organic agriculture. That attempt was so bad, it could have been a career limiting experience for anyone near the process. As Bob and I traveled the country to listen to concerns, Bob was unfailing in his criticism of the proposal, but also in his determination to fix the problems and arrive at rigorous standards that would reflect the expectations of the organic community.

Throughout the process, I marveled at Bob's ability to maintain his credibility, even as the credibility of so many around him crumbled. What is more, Bob served as the bridge between the organic community and the USDA leadership that ultimately resulted in better rules. I can honestly say that the USDA effort at organic standards would have ended in disaster without Bob's counsel.

Somehow, that was 20 years ago, but that was neither the starting nor the stopping point for Bob's service to the organic community. Without reservation, I recommend Bob for this award; we are all better for his service.

Yours,



Tom O'Brien

Hi Tessa –

I'd like to lend my support for the nomination of Bob Anderson for the Growing the Organic Industry Award.

Bob has been promoting the Organic industry for decades. He has worked on international standards issues, including directly with trade, certifiers and farmers/processors of all kinds. He has been instrumental, essentially as organic's ambassador, with every win we've had with Japan, the EU, and has worked tirelessly on gaining access to China for organic products. Bob Anderson continues to be extremely responsive to international and trade concerns, it is fitting that he should receive this award for his years of commitment and service promoting the Organic industry.

Sincerely,

Jean Zielinski
International Sales Coordinator
Excel Trade LLC

Forest Lake, MN (651) 206-4790

Hi Tessa,

Bob Anderson is such an asset to the global organic community I would like to nominate him for the Growing the Organic Industry Award.

I cannot imagine where USDA organics would be, or more importantly would not be, without Bob's enduring support and commitment to gaining and maintaining access to global markets for NOP-USDA products. He is a true world class professional.

There is not a more worthy recipient of this award.

Sincerely,

Sally Cox

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Visit us at SIAL China - Shanghai - May 17-19, 2017 - Booth #W1-A068

Hi Tessa -

Bob Anderson is a great organic ambassador and has worked tirelessly for decades advancing Organics in the US and around the world. He has contributed in so many ways. Leading the National Organic Standards Board during the development of foundational recommendations for the National Organic Program and the USDA organic regulations. Working as an organic ambassador in many trade efforts - Promoting the US organic standards and regulatory structure, being an advocate for organic integrity and fairness in the marketplace.

Always with a smile and warm heart. Reaching across social, cultural, and political divides. A true friend to organic farmers and trade.

Best,

Miles V McEvoy
Deputy Administrator
USDA National Organic Program

Hi, Tessa,

I hope you are doing well and enjoying Spring! I retired from Whole Foods Market last fall but continue to stay tuned to all things organic. To that point, I want to add my name in support of Bob Anderson receiving the OTA Leadership Award in 2017.

I have known Bob since 1995 when we began our terms on the National Organic Standards Board together. And talk about a “game-changer” making significant contributions to growing the organic industry through leadership and action—Bob nailed it on day 1. His extensive knowledge about agriculture, standards development, trade, and business has provided the organic industry and the USDA true expert input. But it is his extraordinary diplomacy and leadership that has helped the organic industry working through countless situations with maturity, depth, grace and style—elevating the working relationship between the NOSB and the USDA while he was on the Board, as well as through his very successful work helping to create organic equivalency with the EU and countries throughout the world. In the meantime he has helped many companies learn what it takes to be organic, which has helped increase the integrity and number of organic products available to us. I have worked with Bob on several other projects, as well, always seeking his counsel and participation. His expertise, integrity, and passion for organic is unsurpassed. Bob is our OTA Leadership Award winner for 2017

Many thanks,
Margaret

Hi Tessa,

Please add this message to the growing pile of praise and backing for Bob Anderson for the OTA Leadership Award.

Bob has always been a reliable presence on any issue international as well as historical. In my past capacity as Global Program Manager during the tumultuous time when COR was being released and Equivalency was coming into vogue Bob was a true conduit liasian, listening to our war stories of actual versus hypothetical challenges with customs, importers, foreign clients and certifiers while also always knowing the latest details of where the agreements were going. Where they were working and not working.

As a fairly close neighbor here in PA I have had the privilege several times to ride with Bob to Organic events, during which time we peeled back the layers to learn the background stories of the very early days of NOSB and NOP standards development. That institutional knowledge was incredibly helpful in understanding many of the current situations as we continue to make progress with the NOP.

The OTA has spotlighted some great people with the Leadership Award. Bob is a great example and would be a great addition to the list.

peace

jim pierce

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Hi Tessa,
I too fully support Bob Anderson for the Leadership Award.

Kim Dietz | Senior Manager, Environmental, Natural and Organic Policy
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Hi Tessa,

I am writing to you on behalf of everyone at Wolf, DiMatteo + Associates to strongly support the nomination of Bob Anderson to receive the "Growing the Organic Industry" award this year. Bob Anderson has worked tirelessly to do just that for decades, from his roots in the soil to his volunteer work as chair of NOSB to ongoing international trade work.

This recommendation will be shorter than I would like, as I am just returning from the NOSB meeting. Katherine DiMatteo and I could each write about numerous accomplishments and efforts to help farmers, the trade, OTA, the NOP, and numerous NGOs to understand and strengthen organic, locally, nationally, and globally. Both Katherine and I have worked directly with Bob for so many years it is hard to imagine that he had not received this award before.

Thank you for taking these thoughts into consideration. Please feel free to contact me with any questions.

Sincerely,
Bill Wolf
President
Wolf, DiMatteo + Associates

Dear Tessa:

I want to second the nomination for Bob Anderson to receive the Growing the Organic Industry Award.

I met Bob soon after joining the Organic Trade Association in 2000, and he was instrumental in growing my knowledge of organic processing and assisting to help Nature's SunGrown Foods and the entire organic industry expand exports of USDA organic food and beverages.

Number 1, he was open from the start. Call him with any questions, and he answered them directly. If he did not know the answer, he would point me in the right direction.

I remember a dinner we had together when I was just starting out in organic. We spent two plus hours together talking about business in general and how to expand organic sales. I received many insights that night. We learned we had many of the same interests, and through the years, that has meant our conversations were both personal and business.

Exporting has become challenging as many countries and regions have implemented their own organic regulations. I have worked with Bob on either maintaining or reopening markets such as Korea, Japan and Taiwan, and without his help, these markets might not be as open as they are today.

At his suggestion, I joined one of USDA's Agricultural Trade Advisory Committees, and that has brought me even closer to our USDA regulators and trade Advisors than I would have been to help effect the way forward to US organic exports to East Asia.

Bob and I continue to work closely today to advance the acceptance of US organic products throughout the world.

I would be happy to expand on the above even further.

Best regards,

Hal Shenson

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Growing The Organic Industry Award.

As a person involved with the organic industry since 1996 I just want to show my support for Bob Anderson. I have known Bob for many years and he is the perfect recipient for this award. Always encouraging and always improving.

Luke R Howard
Homestead Farms Inc
Millington MD 21651.

Greetings-

I am writing to express my heartfelt support for Bob Anderson, Senior Trade Advisor at OTA, to receive the Growing the Organic Industry Award. Bob has worked tirelessly on myriad trade issues, navigating this often delicate area of business with expertise and grace, to help open markets to U.S. organic product around the globe. In my own experience, Bob has not hesitated to work through issues on behalf of our agency and our clients when a shipment has been held up or questioned. Bob has strived to ensure an even playing field for all and doesn't hesitate to reach out to other contacts and resources to ensure as quick a resolution to an issue as possible.

Bob is deeply deserving of this award and I hope you will recognize him for all his efforts.

Kind Regards,

Scott Rice

Outreach & Accreditation Manager

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Hi Tessa,

I'm not sending a formal letter – just haven't had the time to put one together but I want to express my complete support for the nomination of Bob Anderson for the Growing Organic Industry Award. Bob has been instrumental in leading the work on organic regulations/standards analysis and equivalency negotiations which has led to opening markets around the world for U.S. organic products. He is masterful at diplomacy and is truly a remarkable ambassador for OTA and for the U.S. organic sector. In addition to his international work, Bob has had a long history in organic – as a farmer, as a businessman, as a member and Chair of the National Organic Standards Board, and as a volunteer to many food and ag organizations such as Pennsylvania Certified Organic and PASA in his home state. Of course, Bob was also instrumental in growing OTA as a member and President of the Board in the 1990s. He is smart, kind, passionate and this award is long overdue!

Best

Katherine

Katherine DiMatteo
Executive Director
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www.sustainablefoodtrade.org

Hello Tessa,

I would like to add my vote to the hat for Bob Anderson to receive the Growing the Org Industry award. His consistent dedication to preserving the quality of our food and making it easier for organic business owners to operate are without parallel, especially when it comes to international sales. He's quite a gem and deserves recognition for his many decades of service to our shared cause.

Mr. Kory Keeney
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April 7, 2017

Tessa Young
Organic Trade Association
444 N. Capitol St. NW, Suite 445A
Washington D.C. 20001

Dear Tessa Young,

I am writing to support the nomination of Bob Anderson for the OTA's Growing the Organic Industry award.

QAI's had the privilege of working with Bob for many years, during which time he played a pivotal role developing our national organic standards. I've personally worked closely with Bob while hosting foreign delegations during important international trade negotiations. Bob not only is a driving force to help US organic operators gain access to foreign markets, he is also a sincere ambassador for the organic industry at large.

As a consultant, Bob also works directly with organic operators to help them achieve organic certification. QAI and many of our clients have benefited from his expertise, passion and dedication to growing the organic market. There could not be a more aptly named award for Bob Anderson to receive.

For these reasons and my person knowledge of Bob Anderson, please present him with the OTA Award for Growing the Organic Industry.

Sincerely,



Alexis Randolph
Technical Manager
Quality Assurance International (QAI)



April 18, 2017

Re: Support Bob Anderson for the OTA Growing the Organic Industry Award

To whom it May Concern,

I am nominating Bob Anderson for the OTA Organic Growing the Organic Industry Award. Nature's Path has had many occasions to rely on Bob's expert opinion and advice, and I personally have deep respect and admiration for his dedication and knowledge of organic issues, and international trade in particular. I've had the privilege of sharing podiums with Bob at tradeshow presentations, and attended high-level trade meetings with foreign delegations. His strong and focused, yet very diplomatic leadership has opened many a closed door, and has been an essential component of success in countless instances.

It would please me if Bob would receive the OTA Growing the Organic Industry Award, and receive the recognition he deserves after years of dedication to organic trade.

Yours sincerely,

A handwritten signature in black ink that reads "Dag Falck". The signature is written in a cursive, flowing style.

Dag Falck
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