



2019 PROSPECTUS



16TH ANNUAL BENEFIT DINNER
March 6, 2019 • Anaheim, CA



UNRESTRICTED GIVING



ORGANIC CONFLUENCES SUMMIT
Fall, 2019 • Baltimore, MD



GRO Organic Campaign
Soil Health and Climate Change Mitigation



RESTRICTED GIVING



**PARTNERSHIP WITH
1% FOR THE PLANET**

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WHY SPONSOR?

- The Organic Center's Annual Benefit Dinner is the organic sector's premier executive-level event at Natural Products Expo West.
- Funds raised through the event will help to advance research on organic and set the record straight when misleading media coverage arises.
- 500 organic industry leaders are expected to attend.
- Complimentary tickets and VIP reserved seating.
- Brand recognition and promotion through e-blasts, social media promos and event signage.

The Organic Center's 16th Annual Benefit Dinner

March 6, 2019 | Anaheim, CA

Tax-deductible* sponsorship opportunities are available for you to showcase your commitment to The Organic Center's much-needed efforts to verify the benefits of organic. This year's keynote speaker is Shannon Allen from *grown!* *grown!*'s restaurant concept evolved from her family's dietary needs and a passion for organic.

	\$50,000	\$25,000	\$10,000
VIP RESERVED TABLES	2 (20 tickets)	1 (10 tickets)	½ (5 tickets)
PRODUCT PLACEMENT	✓	✓	✓
EVENT SIGNAGE	Large Logo	Medium Logo	Small Logo
EVENT SCREENS	Large Logo	Medium Logo	Small Logo
WEBSITE LISTING	Large Logo	Medium Logo	Small Logo
E-BLASTS	Large Logo	Medium Logo	Small Logo
EMCEE ANNOUNCEMENT	✓	✓	✓
SOCIAL MEDIA PROMOS	3	2	1

OR PURCHASE A RESERVED TABLE: 1 TABLE (ADMITS 10) FOR \$5,500

* Sponsorship levels include a tax-deductible donation (sponsor amount less value of complimentary tickets).

** Tickets are not included for restricted donations. However, tickets can be purchased separately and used for reserved seating.



2018
Sponsors

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Unrestricted Giving

The Organic Center is a small organization achieving big results. It serves as a bridge between the voices of organic farmers and industry representatives with academia. It also goes a step beyond traditional farmer and consumer communication to reach policymakers. The Organic Center manages its projects through the lifespan of the research, then leverages the research results into actionable next steps. Unrestricted money helps the organization run smoothly, enabling innovation and providing fuel for growth. [Set up a recurring gift today!](#)

Help us redesign the Organic Center website to engage consumers and researchers!



HELP US ADVANCE ORGANIC THROUGH RESEARCH WITH AN UNRESTRICTED GIFT:

- Supporting specific research projects is vital, but it doesn't keep The Organic Center open and actionable.
- At the end of the day, we can't do any of this work without unrestricted funds.
- Unrestricted funding helps the organization leverage large-scale federal grants.
- Discretionary money can also be used to pay overhead costs or provide the organization flexibility to take advantage of opportunities as they arise.



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WHY SPONSOR?

- Position yourself as a leader in the convergence of scientific, consumer, industry, farmer, and policy collaborations to understand organic's current impact on mitigating climate change and direction for the future.
- Brand recognition and promotion through e-blasts, social media promos and event signage
- Complimentary registration(s)
- Product donation opportunities

The Organic Center's 2019 Organic Confluences Summit

Focus on climate change mitigation and resilience in the organic sector.

The Organic Center's annual Organic Confluences Summit brings together organic stakeholders to address large-scale multidisciplinary issues faced by the organic sector.

	PRESENTING	\$5,000	\$2,500
COMPLIMENTARY REGISTRATIONS	Custom Agreement*	2	1
CONFERENCE PROGRAM	XL Logo	Large Logo	Medium Logo
EVENT SIGNAGE	XL Logo	Large Logo	Medium Logo
EVENT SCREENS	XL Logo	Large Logo	Medium Logo
WEBSITE LISTING	XL Logo	Large Logo	Medium Logo
E-BLASTS	Sponsored Blasts	Large Logo	Medium Logo
EMCEE ANNOUNCEMENT	✓	✓	✓
PRODUCT PLACEMENT	✓	✓	✓

2018 Sponsors



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GRO ORGANIC

The U.S. Department of Agriculture has stopped the process that would have established an Organic Check-off.

There is broad agreement on the critical need for more research, more promotion and more technical assistance.

Organic businesses, farmers and industry leaders are ready to work together on innovative solutions that will have key benefits for organic.



**WE ALL HAVE A STAKE IN
ELIMINATING CONSUMER
CONFUSION, GROWING THE
MARKET, AND BUILDING
THE ORGANIC BRAND.**

SOIL + CLIMATE RESEARCH

In partnership with **THE ORGANIC CENTER**, we will advance a portfolio of soil health and climate change research with universities like Harvard and UC Berkley.

Climate change is collectively our most pressing issue. These projects will fill vital gaps in our knowledge and meet essential needs for on-farm solutions.

COST: \$100K in year one

WE NEED TO POSITION ORGANIC AS PART OF THE SOLUTION TO CLIMATE CHANGE.

GRO ORGANIC





Restricted Giving

Research review: Techniques for building soil health in organic systems

A growing body of scientific literature suggests that soil management strategies commonly used in organic systems improve overall soil health. The Center recently completed a groundbreaking study showing that organic management increases carbon sequestration. Now we are expanding our soil work to look at the relative importance of particular soil characteristics and the indicators used to assess them.

Significant variation in characteristics assessed and the methods used to gauge soil health mean that oftentimes results across different studies are not comparable. Reaching solid conclusions on best-management practices for achieving optimal soil health and fertility can be difficult, particularly for organic farmers who cannot rely on formulaic recommendations for fertilizer application.

The Organic Center has developed a comprehensive review of the most current science that evaluates organic compliant methods for optimizing soil health to develop best practices for organic farmers. Help us make this work public by funding our outreach companion document and sharing it widely with farmers, policy makers, industry members, and the media.

In collaboration with:



BE A PART OF THE WORK

Understanding the impact of organic compliant farming techniques on soil health will allow us to:

- 1) Review the literature comparing soil health on organic and conventional farms and identify practices that contribute to soil health.
- 2) Understand variance in characterization of soil health and indicators used to assess it within the scientific literature.
- 3) Share optimal organic practices for geography, climate, soil type, or commodity.
- 4) Identify science-supported best practices for maintaining and building soil health in organic systems.
- 5) Identify areas where more research is needed.

The report will be submitted for publication in a peer-reviewed journal and summarized.

YEAR	PROJECT PLANS	NEED
2018-2019	Soil management practices literature comparison and evaluation	FUNDED
2019-2020	Communications and dissemination of publication	\$35,000

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Restricted Giving

Connecting Yields with Soil Building Strategies

This project merges farmers' abilities to support soil health with economic incentives for maintaining rich soil. While most farmers are committed stewards of the land, many operations maintain thin margins of return. Thus, when considering the adoption of new practices, it is important for farmers to be able to evaluate which practices are most likely to promote environmental sustainability while simultaneously maintaining (or increasing) their bottom line. Understanding the interaction between different management practices on soil health and yield is important for any farm operation but perhaps even more so for organic farmers whose success is directly tied to the health of their soils. The Organic Center is partnering with the University of California, Irvine to conduct a rigorous review to quantify the effect of specific management practices on yield performance and provide farmers with actionable recommendations.

In collaboration with:



BE A PART OF THE WORK

Your project funding directly supports:

- Provide farmers with direct guidance on how soil-building strategies can also improve yields.
- Identify organic techniques that simultaneously improve soil health and support farmer bottom lines.
- Publish a scientific article that highlights the environmental and economic benefits of organic.

YEAR	PROJECT PLANS	NEED
2019-2020	Development of a report to connect soil-building strategies with on-farm yields	\$40,000

\$16,025 has been raised toward this study, but we are seeking an additional \$40,000 to complete the project



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Net-Positive Impacts of Organic

The Organic Center is collaborating with the Sustainability and Health Initiative for NetPositive Enterprise (SHINE) at the Harvard School of Public Health to look at the benefits of organic for the environment and human health. Traditional models of examining environmental and health effects focus on ways to decrease negative impacts. This project takes a different perspective by focusing on the positive aspects of organic. By combining the benefits of organic as well as reduced negative impacts, this project will be able to identify the net positives of organic food and farming to combating climate change and supporting human health.

In collaboration with:



BE A PART OF THE WORK

Identify the specific areas that organic excels when it comes to mitigating climate change

Highlight the practices used by organic that support human health

Share critical information with scientific, consumer, and industry audiences about why the data for organic life cycle analyses needs to be updated – and why past life cycle analyses may have been unintentionally biased against organic products.

YEAR	PROJECT PLANS	NEED
2017-2019	Data review, statistical model development, literature incorporation into LCA database	Funded
2019-2020	Project Publication and dissemination of publication	\$35,000



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Literature Review: Organic Control of Citrus Greening Disease

The Center is collaborating with university professors, USDA scientists, farmers, and other nonprofits on research examining organic alternatives for controlling citrus greening disease. Citrus greening is a disease spread by the Asian Citrus psyllid, and has been negatively affecting both organic and conventional farms. The Center has completed research looking at the efficacy of organic controls for psyllids and antimicrobials, and is completing a project that pulls together existing literature identifying protocols for organic farmers.

Specifically, we collaborated with USDA, Agricultural Research Service (ARS) scientists Dr. Kim Bowman and Ellen Cochrane to develop a farmer-friendly report that consolidates existing literature on allowable methods for combating citrus greening in organic groves. The report details science-based best practices for organic citrus growers, and will be published and distributed free of charge to organic citrus growers across the U.S.

We are currently seeking funding to help communicate and disseminate the final report, which is set to be released in early 2019.

BE A PART OF THE WORK

Understanding the efficacy of organic controls for Citrus Greening Disease will allow us to:

- 1) Prevent and reduce the spread of citrus greening
- 2) Provide organic growers with currently documented methods for preventing and controlling citrus greening
- 3) Identify areas of research need that can be leveraged for larger-scale federal grant applications

YEAR	PROJECT PLANS	NEED
2017-2019	Research on efficacy of organic controls	FUNDED
2019-2020	Development of Communications Companion for Farmers	\$35,000

\$15,335 has been raised toward this study, but we are seeking an additional \$35,000 to complete the project.



Restricted Giving

Comparison of Organic and Conventional Cotton: From Field to Fabric

Cotton is one of the most widely grown crops in the world, and conventional cotton is one of the most chemically intensive crops with serious consequences for both the environment and farm workers. Furthermore, post-harvest treatment of cotton and fabric production practices can further contribute to environmental degradation. Organic cotton and textile production likely provide a sustainable alternative. However, no assessment has ever been conducted for organic cotton past the stage of cotton ginning and baling of raw cotton.

The Organic Center is collaborating with Iowa State University to create a report comparing organic and conventional U.S. cotton and textile production, covering everything from soil preparation to fabrication aids to marketing.

This report will educate both industry and consumers on the benefits of organic cotton and textiles, thereby increasing demand for organic, increasing support for organic cotton farmers, and encouraging transition to organic.

In collaboration with:



BE A PART OF THE WORK

Your project funding directly supports:

- Report Development
- Report Dissemination
- Public Awareness Campaign, leveraged by collaboration with the Organic Trade Association, Texas Organic Cotton Marketing Cooperative, the Textile Exchange, and GOTS

YEAR	PROJECT PLANS	NEED
2018	Cotton Report Development and Dissemination	\$20,000



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Reducing exposure to chemicals by consuming organic dairy

Milk consumption in the United States is decreasing and is thought to be caused, in part, by consumer concern regarding the use of production-enhancing hormones, pesticides, and antibiotics in the dairy industry. The results will provide much needed information about the risk of exposure to pesticides, antibiotics and hormones through consumption of conventional milk, and the extent to which these exposures can be avoided by choosing organic dairy.

Preliminary results show that organic samples collected show no detectible levels of currently used pesticides or antibiotics, and significantly lower levels of growth hormones. These results will be of high interest to consumers interested in avoiding chemical exposure for their family.

The Organic Center needs funding to make sure these results are not misinterpreted by the media and public. We will launch a communications campaign once the data is published, including a full report that covers the benefits of organic dairy.

BE A PART OF THE WORK

We are currently raising funding to publish and disseminate these results. We are also raising funds for follow-ups to this project, on the following timeline:

YEAR	PROJECT PLANS	NEED
2017-2019	PUBLICATION, OUTREACH, AND COMMUNICATION OF RESULTS	\$65,000
2019-2020	ORGANIC DAIRY DIET IMPACT	\$85,000

Leveraging your donation

The pilot studies funded by your donations will not only provide important information for consumers and their families, but the results from these studies will also provide the scaffolding of evidence needed to apply for large-scale federal funds from institutions such as the National Institutes of Health (NIH) to assess long-term, large-scale health benefits of consuming organic milk. This important work can only be completed with your support. Join the effort today!

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Restricted Giving

Protecting Organic Ag from Inadvertent Pesticide Residues

This project looks at methods to protect organic agriculture from inadvertent pesticide residue contamination. Several studies have shown that organic products contain residues less frequently than conventional products, and when residues are present, they tend to be at much lower levels. To ensure that organic maintains its integrity, this project identifies areas that need strengthening where pesticide drift to organic could occur.

The Organic Center will develop a guide detailing the most common areas where pesticide drift and contamination could occur from conventional to organic crops, and provide management steps that can be taken to ameliorate instances of pesticide contamination or prevent pesticide spread proactively.

BE A PART OF THE WORK

Developing a guide that helps prevent pesticide contamination will

1. Provide proactive support to organic farmers who struggle with pesticide drift from neighboring farms
2. Give farmers, buyers, and certifiers action points that can be taken to ensure the integrity of organic products

YEAR	PROJECT PLANS	NEED
2018-2019	Development of a guide for organic farmers and certifiers identifying methods for preventing contamination	\$50,000



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Restricted Giving Measuring On-Farm Biodiversity

In collaboration with Furman University, The Organic Center developed a calculator that helps farmers translate the Natural Resources and Biodiversity Conservation Guidance into clear steps that farmers can take to easily adhere to the guidance.

We completed the calculator design, including input gathered from grower meetings, academic conferences, and a group of farmers who beta tested the tool.

We are now looking for funding to present our tool to audiences that will be able to help us implement its usage and improve the data collection and user interface to maximize usability and farmer-friendliness.

In collaboration with:



BE A PART OF THE WORK

Developing a tool for farmers to measure their year-to-year on-farm biodiversity will:

- 1) Give organic farmers the resources they need to comply with the new NOP biodiversity guidance
- 2) Help overcome a barrier to transition by providing tools for farmers to navigate the complex aspects of certification requirements when it comes to biodiversity
- 3) Provide a calculator that will allow farmers to customize their approach to preserving biodiversity and take into account their specific farm conditions.

YEAR	PROJECT PLANS	NEED
2016-2017	DEVELOPMENT OF CALCULATOR	FUNDED
2017-2018	TOOL TESTING AND IMPROVEMENT	FUNDED
2018-2019	COMMUNICATION OF TOOL AND ADOPTION	\$35,000

\$25,000 has been raised toward this study, but we are seeking an additional \$55,000 to complete the project.



The Organic Center is a connected partner of 1% for the Planet, a global network of businesses that donate one percent of annual sales directly to organizations addressing critical environmental issues.

The Organic Center's current work focuses on human health, conservation, and on-farm solutions for organic farmers. Through your support, our organization will continue to:

- help farmers
- protect consumers
- preserve our environment for future generations



WHY GIVE?

This valued partnership will affirm your organization's support of The Organic Center's mission *to conduct and convene credible, evidence-based science on the environmental and health effects of organic food and farming and communicate the findings to the public.*

Consider choosing
The Organic Center
as a beneficiary for your
1% For The Planet giving.



ANNUAL BENEFIT DINNER

MARCH

6

Anaheim, CA



2019
SAVE THE
DATE!

ORGANIC CONFLUENCES

Fall
2019
Baltimore, MD



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