FOR IMMEDIATE RELEASE

Media contact: Amy Brown
503.341.3795, amyb@seed-pr.com

Governor Kulongoski Proclaims September 13-19, 2010 "Organically Grown in Oregon Week"

Annual celebration of the state's organic agriculture includes Oregon Organic Coalition's Awards in Excellence; nomination deadline is August 1

SALEM, Ore. – *July7, 2010* – In recognition of the importance of organic farmers, processors and distributors to the State of Oregon, Governor Ted Kulongoski has issued a proclamation declaring **September 13-19, 2010, *Organically Grown in Oregon Week***.

The week-long celebration of the organic agricultural industry, including its certifiers, farmer's markets and consumers, will include farm tours, grassroots events, a public awareness campaign, in-store tastings, and the presentation of the 2010 Oregon Organic Coalition's Awards in Excellence on September 15, during a luncheon ceremony at the Ecotrust Building in Portland, which will be keynoted by organic farmer Zoë Bradbury and her father, Bill Bradbury, former Oregon Secretary of State and longtime legislator. For information about participating in *Organically Grown in Oregon Week* contact Stacy Kraker at 541.461.6473 or skraker@organicgrown.com.

"Oregon's organic agricultural trade is a vital segment of Oregon's economy, and I'm proud to recognize it and its leaders with *Organically Grown in Oregon Week*," says Governor Kulongoski. "Thanks in large part to the Oregon Organic Coalition, Oregon has always been at the national forefront of sustainable, environmentally-responsible farming. *Organically Grown in Oregon Week* is a great way to highlight our continued innovation in and commitment to the field of organics. "

Call for Nominations for Oregon Organic Coalition Awards for Excellence
As part of the *Organically Grown in Oregon* week of awareness and celebration, the Oregon Organic Coalition will honor 11 of the state's organic innovators with 2010 Awards in Excellence. Awards will be given to individuals and organizations across a variety of categories,

including innovation in organic practices, service to the industry, expansion of organic business opportunities, and overall achievement in the state's organic industry. **The nomination deadline is August 1,** and applications are available at www.oregonorganiccoalition.org.

2010 marks the 22nd anniversary of *Organically Grown in Oregon Week*, a tradition that began in 1988 as a means for celebrating Oregon's organic industry and recognizing the leaders of Oregon's organic movement. The Governor's proclamation highlights the rapidly expanding organic sector of the state's agricultural economy. In the past five years (2004 – 2009), the amount of land being used to produce certified organic products has expanded from 31,092 acres to 137,000 acres, with more than 435 certified organic farms. In 2008, Oregon's organic agricultural trade brought in over $89 million in farm gate sales.

In his proclamation, Governor Kulongoski also acknowledges Oregon's unique stature as a leader in organic agriculture, highlighted by the first organic standards legislation in 1973, the first published organic certification standards in 1987, and the first establishment of a statewide advocacy group – the Oregon Organic Coalition – to help promote the organic industry.

Organically Grown in Oregon Week is presented by the Oregon Organic Coalition, with generous support from Organically Grown Company, Oregon Tilth, Stahlbush Island Farms, Organic Valley and the Oregon Department of Agriculture.

About Oregon Organic Coalition
The Oregon Organic Coalition (OOC) was formed in 2005 to advance the development and growth of the state's organic agricultural community and trade. OOC brings together representatives of the organic trade as the stakeholders of the organic food system. Together, they support research on organic systems at Oregon State University, advocacy, alliances with like-minded groups, marketing programs and conferences, and provide direction and endorsements for activities that promote Oregon's organic industry.

# # #