

Join Us!

February 26th, 2009

Portland, OR



The Study of a Sustainable Food Future

Sustainable Business Intensive: Organic and Sustainable Food and Agriculture



There is growing recognition that over the next 100 years our agricultural and food systems will change dramatically; many of the resources we have taken for granted for so many years are in decline or have been contaminated. Is your business prepared? This one-day program, presented in two parts will feature leading thinkers on how to prepare and adapt your business to respond to emerging trends.

Whether you are a new to the industry or one of the founders of the organic movement, this intensive will provide insight, discussion, and information sharing that can help you improve your efficiencies, educate your customers, and continue to evolve towards sustainability. Aimed at business people involved in all aspects of food and agriculture—including retail and food service, farmers, manufactures and distributors.

In the morning, Gil Friend will lead an interactive workshop on the principles of sustainability and systems thinking in your business design. You will learn the foundational frameworks to help you understand and communicate the basics of “sustainability”, as well as practical tools to evaluate your day-to-day business practices.

In the afternoon, Frederick L. Kirschenmann who was recently nominated by Food Democracy Now! to be a People’s “Sustainable Choice” for President Obama’s Secretary of Agriculture <http://www.fooddemocracynow.org/> will share research on the specific ways food and agriculture is likely to be impacted by climate change, increasing energy prices, water issues and other trends. He will speak to the continued challenges and the role of the organic and sustainable agriculture movements in leading us towards new models.

To round out the day, a panel of four organic industry leaders will share stories of how they have successfully implemented sustainable practices.

Presenters:

Gil Friend is President and Chief Executive Officer of Natural Logic, Inc
Frederick L. Kirschenmann, Distinguished Fellow, Leopold Center
Elysa Hammond, Ecologist Founder of Sustainability Program at Clif Bar
Albert Strauss, Strauss Creamery
Diana Crane Sustainability Director at PCC Natural Markets
Ron Katz, Founder Organic Apparel

Registration cost**: \$400 for Intensive (Thursday) or \$500 for all three days (registration includes all meals and special events that day)

Register online at:
www.tilth.org/organicology

Contact Oregon Tilth with Questions: 503.378.0690



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Gil Friend is President and Chief Executive Officer of Natural Logic, Inc., a consulting and software development company that helps companies and communities prosper by embedding the laws of nature at the heart of enterprise. Tomorrow Magazine called him "one of the country's leading environmental management consultants - a real expert who combines theoretical sophistication with hands-on, in-the-trenches know-how." He has spoken on business strategy and environmental policy at the World Bank, Sierra Business Council, Nike Training Center, National Institute for Standards and Technology, Environment Canada (Canada's EPA), Oregon Solar Energy Association, Industrial Ecology Summit, American Association of Petroleum Geologists, just to name a few.

Frederick L. Kirschenmann was recently nominated by Food Democracy Now! to be a People's "Sustainable Choice" for President Obama's Secretary of Agriculture. He is a longtime leader in national and international sustainable agriculture, shares an appointment as Distinguished Fellow for the Leopold Center for Sustainable Agriculture at Iowa State University and as President of Stone Barns Center for Food and Agriculture in Pocantico Hills, New York. He also oversees management of his family's 3,500-acre certified organic farm in south central North Dakota and is a professor in the ISU Department of Religion and Philosophy. Kirschenmann holds a doctorate in philosophy from the University of Chicago, and has written extensively about ethics and agriculture. He served as the Leopold Center's second director from July 2000 to November 2005.

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****Organicology is offering a \$100 discount on registration cost for farmers and students who qualify. If you are a farmer with net reported income less than \$50,000 you will qualify for this discount!**