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**ARE YOU AN ORGANIC INNOVATOR?
APPLY NOW FOR OREGON ORGANIC COALITION'S 2011 AWARDS FOR
EXCELLENCE**

Governor Kitzhaber Proclaims September 12-18, 2011 "Organically Grown in Oregon Week"

SALEM, Ore. – July x, 2011 – Nominations are now being accepted for candidates for Oregon Organic Coalition's 2011 Awards for Excellence, the annual recognition of farmers, food processors, researchers, organizations and individuals who are leading the state's organic sector. Winners will be announced during the Oregon Organic Coalition's awards luncheon on Tuesday, September 13, 2011, a highlight of Organically Grown in Oregon Week.

To be considered for this prestigious award, nominees are required to qualify in 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 <http://www.oregonorganiccoalition.org/award.html>.

In recognition of the importance of organic farmers, processors and distributors to the state, Oregon Governor John A. Kitzhaber renewed a proclamation declaring **September 12-18, 2011, Organically Grown in Oregon Week**.

"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 Kitzhaber. "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. "

2011 marks the 23rd 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 week-long celebration of the organic agricultural industry will include regional events such as screenings of the movie *Fresh* in Eugene, Portland, Salem, Ashland and Corvallis, along with tastings of local organic foods and beverages, farm tours, grassroots events, and the Oregon Organic Coalition's Awards Luncheon on September 13th, at

the Ecotrust Building in Portland. This year's luncheon will be keynoted by Jim Weaver, local politician, author and environmental activist. For information about participating in *Organically Grown in Oregon Week* contact Stacy Kraker at 541.461.6473 or skraker@organicgrown.com

The Governor's proclamation highlights the rapidly expanding organic sector of the state's agricultural economy. According to the most recent data, the amount of land being used to produce certified organic products has expanded to 137,000 acres, with more than 435 certified organic farms. Today, Oregon's organic agricultural trade brings in more than \$106.46 million in farm gate sales annually.

In his proclamation, Governor Kitzhaber 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.

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