



CORNUCOPIA
I N S T I T U T E

VIA: E-MAIL

March 6, 2012

Joan Boykin
Executive Director
The Organic Center
PO Box 20513
Boulder, CO 80308

Dear Ms. Boykin,

As you may know (see news story link below) we have become increasingly concerned about the professional and ethical conduct of your former board president, and upcoming keynote speaker at your annual fundraiser, Dr. Alan Greene. His public persona seems to be an artificial construct. In reality he appears to operate as a corporate spokesperson and marketing entity rather than a practicing physician sharing independent knowledge.

We have also linked a backgrounder piece on Dr. Greene (see below).

At the last National Organic Standards Board meeting in Savannah, Georgia, representing Dean Foods (WhiteWave), and working in concert with Martek Biosciences, Dr. Greene attempted to use his reputation to offset the preponderance of published scientific literature indicating that Martek DHA/ARA lacks efficacy.

In a true disconnect, with the values that organic agriculture is based upon, in his public testimony (available on video or transcript at the NOP website) Dr. Greene argues in favor of gimmicky Martek supplementation, rather than eating nutrition-rich organic food, after going through a dissertation concerning how Americans are receiving inadequate DHA in their diets. One of the factors he cited was the changing of how we feed livestock in this country.

However, that's just the point of organic livestock production—there is superior nutrition because it is a shift away, at least theoretically if the standards are enforced, from intensive confinement and high production that depends on grains (thus shifting to an unhealthy ratio of omega-3 to omega-6 fatty acids).

We would highly suggested replacing Dr. Greene at your annual fundraising banquet in order to insulate the organization, and the organic industry as a whole, from questions of ethical improprieties.

Please feel free to call or write if you have any questions.

Sincerely yours,

Will Fantle
Codirector
The Cornucopia Institute

News story link:

<http://www.cornucopia.org/2012/01/largest-corporate-dairy-biotech-firm-and-usda-accused-of-conspiring-to-corrupt-rulemaking-and-pollute-organics/>

Dr. Greene Backgrounder:

www.cornucopia.org/DHA/DrGreene_backgrounder_2012_FINAL.pdf