Promoting economic justice and defending authentic organic agriculture since 2004

Last year was a big one for Cornucopia, as we evolved from a founder-led organization. Our dedicated, talented staff and board swam the tide and gratefully welcomed Jonathan Rosenthal onto the team as interim executive director.

In the coming months, you will see that Cornucopia is moving forward powerfully. We will publish new and updated scorecards, continue to build relationships with like-minded organizations, and provide leadership and accountability within the organic movement.

You will see more farmer profiles, continued bold insight and investigation, and resolute focus on safeguarding the marketplace for truly organic and local farmers.

We are evolving toward a positive future, pursuing accountability—in the marketplace and the environment—and working with trusted partners to build a more ethical and vibrant good food movement. We are excited to represent you in the organic landscape. We welcome your feedback; please be in touch at: CULTIVATE@CORNUCOPIA.ORG

ON THE COVER: EARL RANSOM AND AMY HYUFFER OF STRAFFORD ORGANIC CREAMERY (ONE OF CORNUCOPIA’S TOP-RATED DAIRIES) ARE COMMITTED TO THE GUIDING PRINCIPLES OF ORGANIC. THEY PAY CLOSE ATTENTION TO BUILDING SOIL FERTILITY, PROTECTING THEIR WATERSHED, AND MANAGING THEIR BELOVED HERD WITH ANIMAL WELFARE AS A TOP PRIORITY. YOU CAN TASTE THE LOVE IN STRAFFORD PRODUCTS!
Marie Burcham, Cornucopia’s director of domestic policy, excels at regulatory analysis, research, and writing. Their broad expertise and interest are in areas of policy, including law creation and analysis, environmental and natural resource issues, animal welfare, and economic justice for ethical farmers.

Burcham was the principal author on Cornucopia’s recently released Poultry Report. They are currently working on research for the upcoming Beef Report and Scorecard, while continuing to author many articles for the organization and providing much of the regulatory analysis and commentary on USDA actions.

Burcham’s ability to see and articulate all sides of an issue is of enormous value to Cornucopia as we seek to offer more nuanced messaging to consumers. Your investment in Cornucopia allows us to retain talented and passionate staff. Thank you!

We sent our print newsletter, the Cultivator, to more than 10,000 households quarterly.

**STAFF SPOTLIGHT**

**MARIE BURCHAM, JD**

Marketplace Activism

Consumer education drives organic market share away from industrial faux-organic, while rewarding committed, authentic organic farms and processors. Our recently released popular Reports and Brand Scorecards identify the very best and worst organic brands available in the marketplace today.

This past year, we rated organic poultry, plant-based beverages, cottage cheese, and even certifiers. These tools empowered consumers (and farmers!), while enabling organic advocates to make purchasing decisions that reward authentic organic farmers and marketers who care for human health, the environment, and animal welfare.

Policy & Industry Watchdogging

Cornucopia calls out factory-farm organic operations, reports on regulatory decisions, and promotes public engagement in the rulemaking process at the national level.

Organic advocates stay informed by following Cornucopia’s live coverage of biannual National Organic Standards Board (NOSB) meetings. Additionally, Cornucopia regularly submits Freedom of Information Act (FOIA) requests, which help illustrate the inner workings of the National Organic Program and inform our policy strategies. We make these documents available on our website in the FOIA Reading Room, including assessment and background information.
"As the pressures on organic integrity mount, I count on Cornucopia to watch out steadily for our interests and to let our community know in a timely way how we can participate in the struggle to keep organic standards intact. Thanks for being there."

—JOAN DYE GUSSOW, AUTHOR, COLUMBIA UNIVERSITY PROFESSOR, PIERMONT, NEW YORK

"We appreciate you Cornucopia. Thank you for staying strong and courageous in the great work that you do for all of us—a watchdog for the organic choice: organic farming and organic food, organic community and organic integrity."

—DR. JENNIFER TAYLOR, ORGANIC FARMER, SMALL FARM PROGRAMS, FLORIDA A&M UNIVERSITY

"As a fully committed organic farmer, I never have enough spare time to spend defending the integrity of organic against the shenanigans of the USDA National Organic Program. Fortunately, Cornucopia is there to fight the good fight for the rest of us."

—ELIOT COLEMAN, ORGANIC FARMER, FOUR SEASON FARM, HARBORSIDE, MAINE

"The year 2019 marks the end of a chapter and the turning of a new page. The year 2020 is our springboard, and we are doubling down on protecting the integrity of authentic organic agriculture. We have never been in a better position to execute our mission than we are now. Our team is smart, capable, ambitious, and eager to continue our important work. Through extensive planning and strategy meetings, we laid out the groundwork for our vision. With your support, we will collectively build and restore integrity to our label. This is our commitment to you."

—CAMERON MOLBERG, CORNUCOPIA BOARD PRESIDENT

Cornucopia International Policy Director Anne Ross has had a busy year. She traveled to Ukraine, where she met with its new Minister of Agriculture, while investigating imported corn, soybeans, and other commodities.

Cornucopia’s efforts to address import fraud extend beyond the grain sector. Fumigation of organic commodities at US borders has emerged as another concern and area of investigation.

Among other things, Ross’ busy schedule last year also included a trip to Lithuania, participation in the IFOAM training course, and a presentation of her international work at EcoFarm 2020.

Why does Cornucopia deploy resources internationally? As US farmers operate in an increasingly interconnected global food system, preserving organic agriculture requires an understanding of the international landscape.

The survival of authentic organic farmers in the US requires that organic food produced both domestically and abroad adheres to the organic principles on which the movement originated. Cornucopia continues to protect and promote these founding principles.

Ross is available to speak at your farm conference or event. We are grateful to have such an amazing researcher and educator on our team!

Above: Cornucopia Board and Staff

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