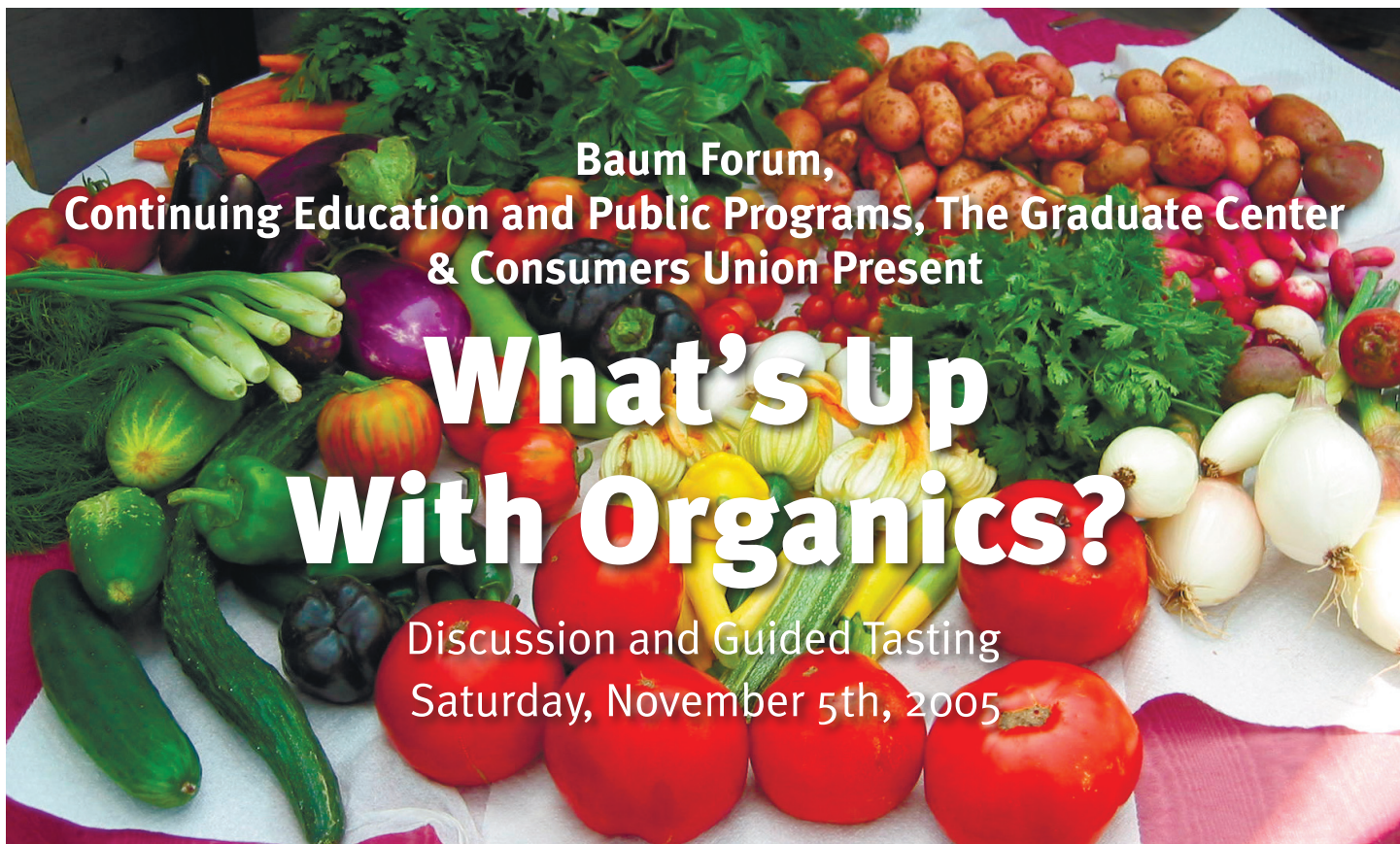


## Organics websites

Amy's Bread  
[www.amysbread.com](http://www.amysbread.com)  
Center for Food Safety  
[www.centerforfoodsafety.org](http://www.centerforfoodsafety.org)  
The Cleaver Company  
[www.cleaverco.com](http://www.cleaverco.com)  
Consumers Union, Eco-Labels  
[www.eco-labels.org](http://www.eco-labels.org)  
Eat Well Guide  
[www.eatwellguide.org](http://www.eatwellguide.org)  
GRACE, Sustainable Table  
[www.sustainabletable.org](http://www.sustainabletable.org)  
The Green Guide  
[www.thegreenguide.com](http://www.thegreenguide.com)  
Greener Choices  
[www.greenerchoices.org](http://www.greenerchoices.org)  
Greenmarket Farmers Market  
[www.cenyc.org/HTMLGM/maingm.htm](http://www.cenyc.org/HTMLGM/maingm.htm)

Jim's Organic Coffee  
[www.jimsorganiccoffee.com](http://www.jimsorganiccoffee.com)  
Local Harvest, Organic Food  
[www.localharvest.org/organic.jsp](http://www.localharvest.org/organic.jsp)  
National Campaign for Sustainable Agriculture  
[www.sustainableagriculture.net](http://www.sustainableagriculture.net)  
Michel Nischan  
[www.michelnischan.com](http://www.michelnischan.com)  
Northeast Organic Farmers Association-NY  
[www.nofan.org](http://www.nofan.org)  
Organic Consumers Association  
[www.organicconsumers.org](http://www.organicconsumers.org)  
Organic Trade Association  
[www.ota.com](http://www.ota.com)  
Organic Valley Family of Farms  
[www.organicvalley.com](http://www.organicvalley.com)  
The Soil Association  
[www.soilassociation.org](http://www.soilassociation.org)



Baum Forum,  
Continuing Education and Public Programs, The Graduate Center  
& Consumers Union Present

# What's Up With Organics?

Discussion and Guided Tasting  
Saturday, November 5th, 2005

# PROGRAM

Welcome

*Hilary Baum, Baum Forum*

Eco-labels and Consumer Trust  
*Urvashi Rangan, Consumers Union*

Organic Farming and Marketing in NY  
*Sarah Johnston, NOFA-NY*

Balancing Family, Regionality, and Big Business  
*Sara Tedeschi, Organic Valley Family of Farms*  
*Travis Forgues, Organic Valley Dairy Farmer*

Communicating Values in the Marketplace  
*Morse Pitts, Greenmarket Farmer*  
*Tom Strumolo, Greenmarket Director*

Dialogue: The Organic Movement and Sustainability  
*Michel Nischan, chef, author*  
*Joan Gussow, professor, author*

# TASTING MENU

Ancho-Orange Chili *Oak Grove Plantation* Popcorn

Cornucopia of Greens  
*Windfall Farm Greens and Sprouts*  
with *Rapunzel* Extra Virgin Organic Olive Oil and *Rapunzel* Organic Balsamic Vinegar

Beet Soup *Markristo Farm* with *Ronnybrook* Crème Fraiche

*Organic Valley* Cheese & *Organic Valley* Ham Sandwiches  
On *Amy's* Organic Bread

Apples and Pears  
*Blooming Hill Orchards*

*Blooming Hill* Apple Cider  
*Riverkeeper* Water  
*Jim's Organic* Coffee  
*Ronnybrook* Milk for Coffee  
Sugar

SPECIAL THANKS TO TASTING CHEF MARY CLEAVER AND PARTICIPANTS Oak Hill Plantation, Blooming Hill Orchards, Windfall Farms, Rapunzel, Ronnybrook, Dairy, Markristo Farm, Amy's Bread, Organic Valley Family of Farms, Jim's Organic Coffee, Riverkeeper Water

...AND TO David Levine, Scott Voorhees, The Graduate Center; Elizabeth Mathews, Bullfrog and Baum; Mary Cleaver, The Cleaver Co and The Green Table; Heather Eisen and Kingsborough College Hospitality students; Liz Alper and French Culinary Institute students; Michael Straus, Straus Communications; Richard Stein and Jim Biolos.