

# Organic: 'We're all in this together. People, planet and profit.'

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of course. Producers disagree over the proposed organic checkoff, for example, and whether a "transitioning to organic" label is proper for growers who are headed that way but aren't yet certified.

And although organic product sales grew 11 percent to reach \$43.3 billion in 2015, and have undoubtedly topped that in the interim, the number of organic farmers has actually dropped. Organic products now make up nearly 5 percent of U.S. food sales, but organic acreage is less than 1 percent of U.S. cropland, according to the Organic Trade Association.

It appears millennials, the 18 to 34 age group, account for more than half of organic purchases. That means a lot of people still aren't convinced they should pay more for something that often looks and tastes the same as conventional vegetables, fruit, grains and meat.

"It would be shortsighted if we strive only to fill the shopping baskets of millennials and be happy at that," warned Drew Katz, who coordinates farm transitions for Oregon Tilth, an organic certification group.

But it's creeping bigness that seemed to bother many of the 1,100 growers, processors and activists who attended the three-day Organicology conference and trade show in Portland earlier this month. One of the panel discussions was even titled, "Challenging the Empire: Forming a Rebel Alliance."

The rebels might have reason to worry. Phil Howard, a Michigan State University professor, has tracked the acquisitions of organic operations by the biggest "Deathstars" in America's food system.

Organic activists can recite some of them from memory: General Mills now owns Annie's Homegrown and seven other organic brands. Coca-Cola owns Odwalla and Pepsi owns Naked Juice. Kellogg owns Morning Star and Kashi, plus two other brands.

## Price check: organic vs. conventional

Non-discount prices for organic foods versus their conventional counterparts at select Portland-area groceries.

Item	Organic	Conventional
Bananas (each)	\$0.29	\$0.19
2% milk (gallon)	\$5.99	\$3.49
Dried mango slices (pkg.)	\$3.99	\$2.99
Brown eggs (dozen)	\$3.99	\$2.49

Item	Organic	Conventional
Boneless, skinless chicken thighs (lb.)	\$5.99	\$3.99
Corn puff cereal (per ounce)	\$0.42	\$0.27
Turkey burger patties (lb.)	\$10.99	\$4.50
Red leaf lettuce (bunch)	\$1.99	\$0.99
Honeycrisp apples (lb.)	\$3.29	\$2.49

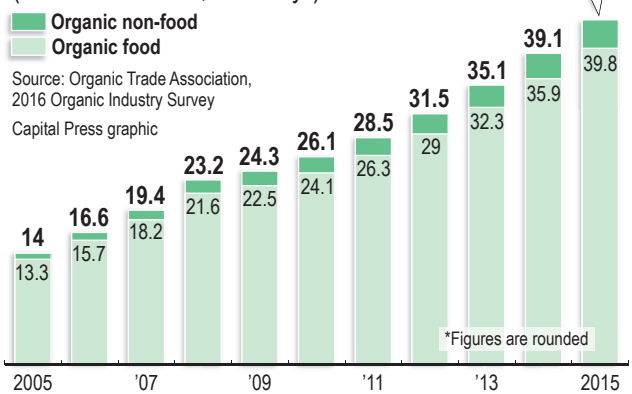
Item	Organic	Conventional
Ground beef (lb.)	\$7.99	\$6.99
Apple juice (per ounce)	\$0.10	\$0.06
Seeded bread (loaf)	\$5.99	\$1.99
Yellow onions (3 lb. bag)	\$3.99	\$1.99
Pre-made tea (jug)	\$4.79	\$2.79
Unsalted butter (pkg.)	\$5.99	\$5.69

NOTE: Portland-area prices as of Feb. 5-8, excluding membership card discounts.

Eric Mortenson and Alan Kenagal/Capital Press

## U.S. organic sales

(Billions of dollars, annually\*)



J.M. Smucker bought R.W. Knudsen, Millstone, Santa Cruz Organic and Enray. Food giants Foster Farms, Tyson, Hormel and Nestle also own several organic brands.

Costco helped another company buy 1,200 acres in Mexico, and will use it to supply its membership warehouse stores with organic products.

Wal-Mart barged into organics 10 years ago, vowing it would bring cheaper organic food to the masses. Critics soon alleged Wal-Mart's organics were coming from

factory farms and from China, with its checkered food safety and regulatory history.

Food writer Michael Pollan said the company's low-price promise "virtually guarantees that Wal-Mart's version of cheap, industrialized organic food will not be sustainable in any meaningful sense of the word."

Meanwhile, the Washington Post reported Feb. 9 that mass-market retailers now account for 53 percent of organic sales and that Whole Foods, one of the pioneering



Eric Mortenson/EO Media Group

Organic greens bask in the sun at a Sherwood farm in this 2015 photo. Organic product sales exceed \$43 billion annually, a fact that's caused big companies to jump into the market.

organic chains, is closing nine smaller, older stores and only opening six.

## Soul vs. integrity

Brian Baker, a Eugene organic consultant who moderated the "Empire" panel discussion at Organicology, said it's not the soul of the industry he's worried about, but rather its integrity.

"My point was that corporations that enter the organic sector through the acquisition of organic enterprises behave differently from operations that have gone through the hard work of transition or have practiced organic production and handling from the beginning," he said in an email.

Conventional food corporations generally don't understand what it takes to become organic, Baker said. They know the organic sector is growing and sells at a premium price, but lack organic production experience and don't have a first-hand understanding of organic standards.

"The concern is particularly acute if the corporations behave as if the rules that applied to the companies they acquired do not apply to them," Baker said.

While some attending Organicology hold tight to the "purity" of the movement's

hippie, back-to-the-land origin, as one observer described it, others are seeking a better balance.

## Values-based

The Cornucopia Institute, based in Wisconsin, has served as a watchdog on organic issues, battling the USDA, the Organic Trade Association and corporations such as Wal-Mart when it believes the spirit or letter of organic guidelines are violated.

But Mark Kastel, co-director and senior farm policy analyst, said Cornucopia's message is more nuanced than "big is bad."

"The issues are not corporate scale, they are about corporate ethics," he said. "This is a values-based industry."

It's grown to \$43 billion (in sales) because consumers wanted an alternative to standard practices in growing agricultural commodities and in processing, too.

"If you respect the wishes and values of consumers, there is money to be made here and profit to made here at the farm gate and in the boardroom."

## 'In this together'

Gina Colfer, a key account manager with Wilbur-Ellis in Salinas, California, is on the frontlines as a big, conventional ag company transi-

tions itself to join the organic marketplace.

Colfer, with experience in agronomy, pest control and food safety, was working for Earthbound Farm, which itself had grown from a small startup farm to a national organic producer, when Wilbur-Ellis came calling.

Wilbur-Ellis has been around nearly 100 years, and provides fertilizers, pesticides, seed and crop monitoring services to farmers in the West and into the central states. Growers began asking Wilbur-Ellis reps about organics, and the company decided it didn't want to get left behind, Colfer said.

"We didn't want to tell our growers we didn't know," she said.

She was brought on board to help growers answer those questions and become organic producers. She offers options and advice on methods, employing what she calls a whole systems approach.

"We want to help these growers learn that you're not going to spray your way out of a problem," she said. "You have to address the soil, and build soil health first and foremost."

Other things follow, like improving pollinator habitat by planting native, perennial flowering plants and faster growing annuals in strategic areas.

Growers who follow a whole systems approach, no matter their size, advance organics, she said.

"For me, I look at the greater good," Colfer said. "If we can keep more synthetic pesticides and fertilizers out of the environment, it's a win-win for everyone. Building soil health, I think, crosses over all lines."

And having organic products in larger marketplaces, she said, opens opportunities for consumers who might not otherwise be able to buy organics.

"We're all in this together," Colfer said. "People, planet and profit. All three of those have to be in place for it to be sustainable."



Gina Colfer

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### Legal Notices

AB6141 CITY OF ASTORIA NOTICE OF PUBLIC HEARING

The City of Astoria Planning Commission will hold a public hearing on Tuesday, February 28, 2017 at 6:30 p.m., in the Astoria City Hall, Council Chambers, 1095 Duane Street, Astoria. The purpose of the hearing is to consider the following request(s):

1. Conditional Use CU17-01 by Steel & Timber Construction to locate light manufacturing (with shop space and storage) in approx 1,000 square feet of an existing building at 1820 SE Front in the S-2, General Development Shorelands zone.

2. Conditional Use CU17-02 by Lacy Brown to use 2 bedrooms in an existing single family dwelling for homestay lodging at 409 2nd Street in the R-1, Low Density Residential zone.

For information, call or write the Community Development Department, 1095 Duane St., Astoria OR 97103, phone 503-338-5183.

The location of the hearing is accessible to the handicapped. An interpreter for the hearing impaired may be requested under the terms of ORS 192.630 by contacting the Community Development Department at 503-338-5183 48 hours prior to the meeting.

The Astoria Planning Commission reserves the right to modify the proposal or to continue the hearing to another date and time. If the hearing is continued, no further public notice will be provided.

THE CITY OF ASTORIA Sherri Williams Administrative Assistant

Published: February 21st, 2017.

AB6155 Main Street Storage (South) Pursuant to its lien rights Intends to sell at Cash only Public oral auction The property of: Jan Stewart #170 Cynthia Bryden #180 Sale to be held at 1805 S. Main Ave. Warrenton, Oregon 3/8/17 11:00 am (503) 861-2880 Published: February 21st and 28th, 2017.

### Legal Notices

AB6215 CIRCUIT COURT OF OREGON CLATSOP COUNTY In the Matter of the Estate of: HENRY A. EVERS, Deceased No. 17PB00800 NOTICE TO INTERESTED PERSONS

Notice is hereby given that Stephen Robert Evers has been appointed and has qualified as the personal representative of the estate. All persons having claims against the estate are hereby required to present them, with proper vouchers, within four months after the date of first publication of this notice, as stated below, to the personal representative at: c/o Brent E. Corwin, P.C., PO Box 1336, Cannon Beach, OR 97110 or they may be barred.

All persons whose rights may be affected by the proceedings in this estate may obtain additional information from the records of the court, the personal representative, or the attorney for the personal representative.

Dated and first published on: February 14th, 2017.

BRENT E. CORWIN, P.C. Brent E. Corwin Brent E. Corwin, OSB #004569 PO Box 1336 Cannon Beach, OR 97110 Telephone: 503-436-8800 Fax: 800-520-0503 Attorney for Personal Representative

Published: February 14th, 21st, and 28th, 2017

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### Legal Notices

AB6217 IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR THE COUNTY OF CLATSOP (Probate Department)

In the Matter of the Estate of MARY ANN WOOD Deceased.

Case No. 17PB00553

NOTICE IS HEREBY GIVEN that the undersigned has been appointed personal representative. All persons having claims against the estate are required to present them, with vouchers attached, to the undersigned personal representative at 20 Basin Street Suite 105, Astoria, OR 97103, within four months after the date of the first publication of this notice, or the claims may be barred.

All persons whose rights may be affected by the proceedings may obtain additional information from the records of the Court, the personal representative or the lawyers for the personal representative, DAN VAN THIEL.

Dated and first published on February 14, 2017.

LINDA J FORD Personal Representative

Personal Representative: LINDA J. FORD C/O DAN VAN THIEL 20 Basin St., Suite 105 Astoria, OR 97103 Ph: 503-325-5911 Email: danvanthiel@gmail.com

Lawyer for the Personal Representative: DAN VAN THIEL 20 Basin St., Suite 105 Astoria, OR 97103 Ph: 503-325-5911 Email: danvanthiel@gmail.com

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### Legal Notices

AB6088 IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR THE COUNTY OF CLATSOP

Case No. 16CV27939

SUMMONS THE ESTATE OF MANFRED BEIL; THE UNKNOWN HEIRS AND ASSIGNS OF MANFRED BEIL; THE UNKNOWN DEVISEES OF MANFRED BEIL; AND ALL OTHER PERSONS OR PARTIES UNKNOWN CLAIMING ANY RIGHT, TITLE, LIEN, OR INTEREST IN THE REAL PROPERTY COMMONLY KNOWN AS 1339 NW WARRENTON DRIVE, WARRENTON, OR 97146

WELLS FARGO BANK, N.A., Plaintiff, v. THE ESTATE OF MANFRED BEIL; THE UNKNOWN HEIRS AND ASSIGNS OF MANFRED BEIL; THE UNKNOWN DEVISEES OF MANFRED BEIL; DAGMAR E. BEIL; THE SECRETARY OF HOUSING AND URBAN DEVELOPMENT; STATE OF OREGON, DEPARTMENT OF HUMAN SERVICES (ESTATE ADMINISTRATION UNIT); and ALL OTHER PERSONS OR PARTIES UNKNOWN CLAIMING ANY RIGHT, TITLE, LIEN, OR INTEREST IN THE REAL PROPERTY COMMONLY KNOWN AS 1339 NW WARRENTON DRIVE, WARRENTON, OR 97146, Defendant.

This is an action for Judicial Foreclosure of real property commonly known as 1339 NW Warrenton Drive, Warrenton, OR 97146. A motion or answer must be given to the court clerk or administrator within 30 days of the date of the first publication specified herein along with the required filing fee.

TO DEFENDANTS THE ESTATE OF MANFRED BEIL; THE UNKNOWN HEIRS AND ASSIGNS OF MANFRED BEIL; THE UNKNOWN DEVISEES OF MANFRED BEIL; AND ALL OTHER PERSONS OR PARTIES UNKNOWN CLAIMING ANY RIGHT, TITLE, LIEN, OR INTEREST IN THE REAL PROPERTY COMMONLY KNOWN AS 1339 NW WARRENTON DRIVE, WARRENTON, OR 97146:

IN THE NAME OF THE STATE OF OREGON: You are hereby required to appear and defend the action filed against you in the above-entitled cause within 30 days from the date of service of this Summons upon you; and if you fail to appear and defend, for want thereof, the Plaintiff will apply to the court for the relief demanded therein.

### NOTICE TO DEFENDANT/DEFENDANTS READ THESE PAPERS CAREFULLY

You must "appear" in this case or the other side will win automatically. To "appear" you must file with the court a legal paper called a "motion" or "answer". The "motion" or "answer" must be given to the court clerk or administrator within 30 days (or 60 days for Defendant United States or State of Oregon Department of Revenue) along with the required filing fee. It must be in proper form and have proof of service on the plaintiff's attorney or, if the plaintiff does not have an attorney, proof of service on the plaintiff.

If you have questions, you should see an attorney immediately. If you need help in finding an attorney, you may contact the Oregon State Bar's Lawyer Referral Service online at www.oregonstatebar.org or by calling (503) 684-3763 (in the Portland metropolitan area) or toll-free elsewhere in Oregon at (800) 452-7636.

Katie L. Riggs, OSB #095861 (858) 750-7600 (503) 222-2260 (Facsimile) kriggs@aldridgepte.com

Aldridge Pite, LLP 111 SW Columbia Street, Suite 950 Portland, OR 97201

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