Eliot Coleman's approach to tools and equipment

7th Organic Producers' Conference

22-23 January 2013

Making producer-led innovation a reality





It is obvious that the USDA 'Organic' standards were designed more for the marketing convenience of large scale industrial food processors than for the nutritional quality concerns of the food buying public. We think there ought to be a 'beyond organic' label to distinguish the higher quality produced by conscientious local farmers who are focussed on the positive practices they do use rather than just on the negative inputs they don't use.

"REAL FOOD" - THE BEYOND-ORGANIC LABEL

The **"Real Food"** label identifies <u>fresh</u> foods from <u>local</u> growers who strive to produce food of the <u>highest nutritional quality</u>. The **"Real Food"** label means:

- all foods are produced by the growers who sell them.
- all foods are produced within 50 miles of their place of final sale.
 soils are nourished, as in the natural world, with plant and animal wastes plus mineral particles from ground rock.

• green manures and cover crops are included within broadly based crop rotations to maintain biological diversity.

 • a 'plant positive' rather than 'pest negative' philosophy is followed, focusing on correcting the causes of pest and disease problems rather than treating the symptoms.

livestock are raised out of doors on grass-based pasture systems to the fullest extent possible.

 the growers' fields, barns, and greenhouses are open for inspection at any time so the customers themselves can be the certifiers of their food.

 the goal is vigorous, healthy crops and livestock free of chemical contamination and endowed with their inherent vitality and resistance.

At FOUR SEASON FARM our crops are grown on land farmed organically, with great care, since 1968.





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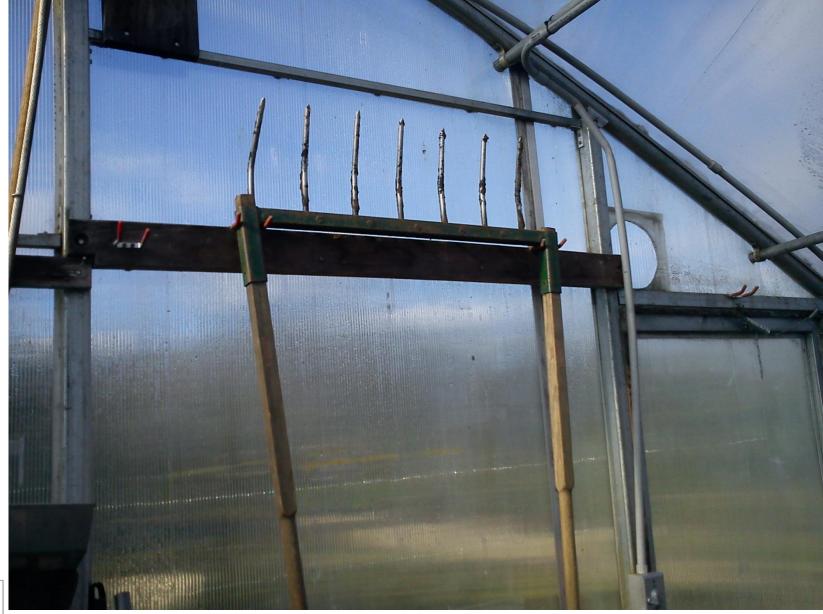
































































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