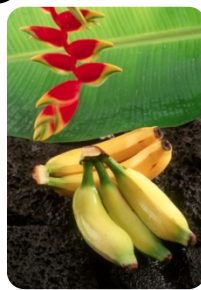


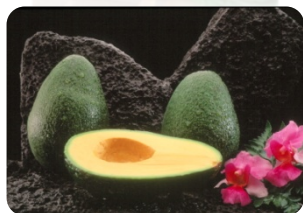


Market Development Programs for Organic Growers



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Hawaii Department of Agriculture



Organic Cost-Share Program

- Part of the National Organic Program(NOP)
- Certified organic producers may be reimbursed up to 75%.
- Maximum reimbursement up to \$750
- Current agreement in effect between October 1, 2012 and September 30, 2013.
- For new or continued certification by accredited USDA organic certifying agency



Marketing Organic Products

- Most USDA-accredited certifying agents are allowed to certify farms and businesses anywhere in the world.
- Certain locations pride themselves on carrying a high number of USDA organic products.
- USDA organic certification is a great way to brand your product and add value!

Step By Step: Certification

Find an **accredited** Certifying Agency

- Not required to use closest agency
- Know that costs varies between agencies

Submit application packet, which includes methods of farming/handling, use of fertilizers/pesticides, invoices, breeding records, tax returns, and purchase orders

Agency reviews application and equipment, buildings, land, harvesting methods, etc.

Outcomes

1) Approved:
Applicant can market
organic products and
use USDA seal

Three
outcomes:

3) Denied: Applicant
has violated
standards that can't
be addressed in
short-term

2) Minor
Discrepancies: Must
address issues or
provide additional
information before
certification

Hawaii Seal of Quality

- Hawaii-specific branding
- High Quality, Made in Hawaii
- For both organic and conventional farmers



Mahalo!

- **Questions?**

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www.ams.usda.gov (See: National Organic Program)

