



Even Better

On September 13, The Rodale Institute unveiled draft standards for a new Regenerative Organic Certification, developed by Rodale and a coalition of farmers, ranchers, nonprofits, scientists, and brands. When finalized, the certification will go “beyond organic” by establishing higher standards for soil health and land management, animal welfare and farmer and worker fairness. OCA and our Regeneration International project fully embrace this new venture to make organic more climate friendly, humane, just and environmentally positive. “Sustainable” doesn’t cut it anymore. Certified USDA organic, though far better than GMO, chemical and energy-intensive agriculture, doesn’t go quite far enough. It’s time to recognize that regeneration, not “sustainable,” is the next stage of organic food and farming—and civilization. And that organic is good, but organic plus regenerative is better. This new Organic Regenerative Certification will help consumers identify those products that not only nourish their bodies, but also the planet. organs.org/2h4hfio



New Rules

The job of Chief Scientist at the USDA is supposed to be reserved for “distinguished scientists with specialized or significant experience in agricultural research, education, and economics.” But if Trump has his way, this key USDA appointment will go to Trump’s former Iowa campaign manager, Sam Clovis—who isn’t even a scientist, much less a “distinguished” one. It’s bad enough that Clovis has no background in agricultural science. But Clovis is also a self-described climate skeptic—not exactly what the USDA needs during a time when global warming and extreme weather events are damaging crops and farmers’ livelihoods, degenerative industrial agriculture is accelerating global warming, and real scientists understand that organic and regenerative agriculture hold the most promise for reversing climate change. Clovis isn’t the only unqualified candidate for a USDA position. A *Politico* review reveals that the department is “stocked with Trump campaign staff and volunteers who in many cases have little to no expressed experience with federal policy, let alone deep roots in agriculture.” What do the USDA appointees have? *Politico* examined the resumes of 42 USDA political appointees and found that 22 of them listed Trump campaign experience—and most of those “lack direct experience working in agriculture.” Tell Your Senators to vote NO on Trump’s Pick: organs.org/2xoeDta

The Plastic Inside You

If you drink tap water, you’re probably drinking plastic fibers. According to 10-month investigation conducted by journalists and scientists at *Orb Media*: “Microscopic plastic fibers are flowing out of taps from New York to New Delhi, according to exclusive research by Orb and a researcher at the University of Minnesota School of Public Health. From the halls of the U.S. Capitol to the shores of Lake Victoria in Uganda, women, children, men, and babies are consuming plastic with every glass of water. The authors of *Invisibles: The Plastics Inside Us*,” report that 83% of water samples collected across six continents contained plastic fibers. That means billions of people are drinking plastic-contaminated water. Read *Invisibles: The Plastics Inside Us*: organs.org/2jfAh4b

Piling On

Some of you have asked why we’re so focused on Ben & Jerry’s. Aren’t there worse companies we could be going after? The answer to the second question is, yes. The answer to the first is more complex. Ben & Jerry’s has built its brand by convincing consumers like you that the company cares about the environment, cares about the climate, cares about the issues dear to progressives’ hearts. But if you look at Ben & Jerry’s support of industrial dairy, that’s a myth. Ben & Jerry’s can’t hold onto its lead in ice cream sales if we destroy that myth.

If you agree that Monsanto’s GMO crops, with their toxic pesticides, herbicides and synthetic fertilizers, are destroying the soil, polluting our water and making us sick, then you can’t support Ben & Jerry’s. Nearly 90,000 acres of Vermont’s farmland is planted in GMO crops, to feed the dairy cows that supply milk and cream to Ben & Jerry’s. And Ben & Jerry’s also sources cream from GMO-fed cows on the West Coast.

That’s reason enough for Ben & Jerry’s to go organic. But Ben & Jerry’s support of conventional and GMO dairy is also hurtling dairy farmers into bankruptcy, hurting migrant workers and perpetuating animal abuse. We need to turn up the heat on Ben & Jerry’s. We’re grateful that other organizations think so, too.

About 140 organizations and businesses have signed on to a letter to Ben & Jerry’s CEO Jostein Solheim, asking the company to go organic. And between today and October 1, in a show of solidarity, six other organizations are sending Ben & Jerry’s petitions to their members. Those groups are Beyond Pesticides, Daily Kos, Food Revolution Network, Friends of the Earth, Label GMOs, Presente.org To make this joint effort a success, we need you to sign this new version of the Ben & Jerry’s petition—even if you signed our original.

Read our organization/business sign-on letter: organs.org/2eGqUL3 (To sign your organization or business on to this letter, email campaigns@organicconsumers.org). Take Action: organs.org/2wPoIWO Support our ‘Ben & Jerry’s: Go Organic!’ campaign (donations to OCA, a 501(c)(3) nonprofit, are tax deductible): organs.org/2ujbkha

What to Do?

These have been difficult weeks, watching the death and destruction wrought by hurricanes and massive flooding. You want to help those in need. We all want to do something. We can’t undo the wrath of storms past. But each of us can do our part to help cool the planet. Scientists are clear: If we cool the planet, we won’t stop every hurricane, every flood—but we will reduce the amount of rain, flooding, damage and despair.

What can you do? Buy consciously. When it comes to food, that means supporting the farmers and brands that use regenerative farming and land-management practices—practices that restore the soil’s capacity to draw down and sequester carbon.

Next week, our Regeneration International project will bring together about 110 scientists, farmers, activists, educators, climate experts and environmentalists to collaborate on global strategies to scale up regenerative organic agriculture.

We know you’re being asked to donate to many worthwhile causes, including hurricane relief efforts. We are grateful for any support you can provide for our work around food and farming, and their relationship to climate, healthy economies and communities, and your own health.

Support OCA’s Regeneration International project, a 501(c)(3) nonprofit. Donations are tax-deductible: organs.org/1knve2W