



Our Vision: To foster healthy viable farms, the foundation of a vibrant organic sector. To work for a diversified organic production system in Manitoba that provides for local food security, enhances export opportunities and contributes to sustainable economic development.

WHO IS MOA?

The Manitoba Organic Alliance (MOA) is *THE VOICE* of Manitoba's organic sector. The MOA represents and promotes the interests of the entire provincial organic value chain.

MOA is the unified, representative voice of a diverse and growing organic sector, with a democratically elected 14-member board made up of people involved in all aspects of organics—from field crop farming to horticulture to processing, and everything in between. MOA is supported by liaison officers from both the federal and provincial government, and acts as a much needed bridge and conduit between government and the sector, strategically poised to advance the organic agenda in years to come.

MOA represents Manitoba on the Organic Federation of Canada (OFC) with an elected MOA director serving on the OFC board.

MOA is also a voting member of the Canadian General Standards Board's Organic Technical Committee, which is the organization responsible for the maintenance of the Canadian Organic Standards.

WHAT DOES MOA DO?

MOA tackles issues that build strength for organics

- MOA supports the Manitoba government in becoming the first province or territory to write the national organic regulation into provincial legislation.
- MOA commissioned a study on the pending impact of the new provincial organic regulations on small-scale organic growers, including a certification cost comparison and analysis.
- MOA is making recommendations to the provincial government based on the small-scale grower study, lobbying for a rebate on certification costs for small growers and continuation of the Manitoba Organic Transition Program certification cost rebate.
- MOA proposes amendments to the Canadian Organic Standards.
- MOA works on equivalency issues between Canada and the US, such as parallel production.
- MOA seeks ways to build organic markets.
- MOA is actively working to protect the organic sector against the negative impact of GMO contamination.
- MOA promotes organic food and agriculture, and the benefits of both organic certification systems, and eating organic food.

SOME OF MOA'S RECENT ACTIVITIES...

- Planned and delivered two informative Annual General Meetings with fabulous organic fare.
- Organized and hosted the first Eastern Prairies Organic Tradeshow, November 2009.
- Promoted certified organic production at Manitoba Ag Days in Brandon, January 2010.
- Joined in the lobby to get the Canadian Organic Standards for free — and now they are!
- Created a free web directory of all certified organic farmers and businesses, as well as community gardens, farmers markets and CSA's in Manitoba (registration is required).
- Commented on the proposed Organic Aquaculture Standard to ensure that it is true to the organic principles that form the foundation of the Canadian Organic Standards.
- Participated in the Winnipeg Green Lifestyle and Organic Living Show, September 11-12, 2010.



WHAT'S NEXT?

- Conduct an environmental scan of the organic industry in Manitoba to identify organic production, capacity, and marketing challenges and opportunities for growth with funding received from the Agricultural Sustainability Initiative.
- Launch the MOA website: www.manitobaorganicalliance.com
- Launch a regular e-newsletter and a printed review.
- Launch a functional, provincial listserv or blog to facilitate online discussion of issues that are important to the provincial sector.
- Participate in the following events: Canada Organic Week, All Things Organic Tradeshow in Boston, OPAM's Organic Marketing Conference, Organic Connections in Saskatoon, and Manitoba Ag Days 2011.
- Continue to lobby for a national, organic input products Brand Name Directory.
- Build a solid and stable financial foundation for the ongoing work of the MOA.

MOA'S PARTNER ORGANIZATIONS

MOA's founding members and partners are the **Organic Producers Association of Manitoba (OPAM)** and the **Organic Food Council of Manitoba (OFCM)**.

What are the roles of each of these unique organizations?

- OPAM is an accredited certification body (CB) under the new Canada Organic Regime and is one of a number of CBs providing organic certification services to Manitoba's farmers, processors and handlers of organic products. OPAM has provided certification services to its members and clients for over 20 years and this is its primary function.
- OFCM is the Manitoba chapter of the Canadian Organic Growers (COG) with head offices in Ottawa. COG is known for its excellent organic handbooks — crops, livestock, potato production, crop planning for vegetable growers — and educational workshops. As a chapter of COG, the OFCM has a history of providing educational services to facilitate organic stewardship. Its most recent contributions to the organic sector in Manitoba are two outstanding programs: *Growing Up Organic* and *Manitoba Farm Mentorship*.
- MOA is a lobby group that works on projects and issues that benefit both OPAM and OFCM, as well as many other producers, producer groups and organic interests.



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Consider how your participation and membership could make a difference in your sector of the organic value chain.

FOR MORE INFORMATION, CONTACT:

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