

## PRESS RELEASE

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### Florida Organic Growers partners in launch of video series to help demystify organic certification

(GAINESVILLE, Fla. – November 12, 2015) – Florida Organic Growers (FOG) and Little Bean Productions have cooperated with the United States Department of Agriculture (USDA) National Organic Program to launch a video series called *Organic Certification Made Simple: Bite by Bite* as part of the USDA Sound and Sensible Initiative, a campaign that aims to make organic certification more accessible, affordable and attainable.

The multi-part series provides a step-by-step overview of organic production requirements and the process of organic certification—by farmers, for farmers. Featuring both farm footage and animation, the videos aim to be easily digestible and succinct; each video covers a different topic so viewers can pick and choose to watch the videos that correspond directly with their interests or questions. Viewers can watch the whole series to get a holistic overview of the entire certification process.

"Our series is meant to help direct-market growers who are using sustainable practices understand that getting certified organic may not be a huge stretch for them," said FOG Executive Director Marty Mesh, "and many consumers and wholesalers are looking for certified organic products, so getting certified could open up markets for them and make their businesses more viable."

Throughout the 26 videos, farmers discuss their firsthand experiences with obtaining organic certification and why they decided to pursue it. One segment follows a direct market farmer on his journey through the organic certification process to show viewers how the United States Department of Agriculture (USDA) organic regulations translate to practices on the ground.

"Many see organic certification as a daunting process, but *Bite by Bite* is full of visually engaging practical information while highlighting peer-to-peer communication with all the organic farmers we feature," said Shelley Rogers of Little Bean Productions, director/producer of the series.

FOG was one of 14 organizations awarded a project contract with a goal to advance the USDA National Organic Program's (NOP) Sound and Sensible Initiative by identifying and removing barriers to certification and streamlining the certification process.

For more information and to view the series, please visit the FOG [website](#).

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#### *About Florida Organic Growers*

Florida Organic Growers (FOG) is a non-profit organization founded in 1987. FOG promotes organic agriculture and healthy and just food systems. FOG's mission is to inform producers, consumers, media, institutions and governments about the benefits of organic and sustainable agriculture. For more information, please visit [www.foginfo.org](http://www.foginfo.org).