

# UPDATE FOR FRIENDS OF OGC SECOND QUARTER, 2021



**ORGANICALLY™  
GROWN CO**



# INTRODUCTION

## GREETINGS,

There is no natural pause in the world of fresh produce. As summer vacations ramped up this last quarter and the regional veg started flowing in, it's been hard to do anything except the tasks right in front of us. Slowing down to listen takes time, but sometimes you have to go slow to go fast. And so, we recently spent time connecting with OGC Stakeholders, like you, to ensure that our priorities are correctly calibrated and focused where they need to be.

Nothing matters more at OGC than our people – coworkers, growers, investors, customers, and our larger community of organic produce lovers.

Over the past few months, we've continued to explore opportunities for cultivating the best experience for our team. We've raised the internal minimum wage, laid the groundwork to begin equity and inclusion training, scheduled listening sessions to hear from coworkers, and launched a survey to identify opportunities to increase workplace satisfaction.

Our listening has also extended outward. Through a stakeholder survey we've heard that you feel like we're 'kindred spirits,' our 'mission and purpose is baked into our DNA,' and that OGC supports relationships where everyone wins. And while we love this affirmation, you've also provided helpful suggestions, constructive feedback and great insights into how we can grow, adapt, and continue being your best partner for organic produce.

Summer compels us to savor - the flavors, our family and friends, the sun and water, and all the stories we create together. So as we consider all we've learned these past few months, we're gearing up to make exciting investments in our community, in our business, and across the organic supply chain.

As always, thank you for your partnership, your voice and your shared commitment to our purpose. 🌿

### – OGC Mission Team



Carla Balen



Everet Chenevert



Matt Mroczek



Mike Boyle



Sarah Brown

# SUSTAINABLE FOOD & AGRICULTURE PERPETUAL PURPOSE TRUST UPDATES

## SAVE THE DATE FOR THE 2021 SFAPPT GATHERING

### Join us for the 2021 Stakeholder Gathering of the SFAPPT on Thursday, November 4, 2021, from 1 – 2 PM PST!

This virtual event will offer fast-paced and informative updates from representatives of the SFAPPT, Organically Grown Company and Alternative Ownership Advisors. We'll introduce you to recipients of OGC Mission Fund grants and you'll hear from candidates running for Trust Protector Committee seats.

Don't miss this hour-long stakeholder gathering. Watch your email for an opportunity to register in September.

### Become a Qualified Stakeholder!

As a member of our community, please consider becoming a Qualified Stakeholder of the SFAPPT. Stakeholders are individuals or organizations with interest in the ongoing operation of a company owned by the trust (OGC!). Those who complete the qualification process are able to participate in the TPC's election process.

Stakeholder qualifications can be found [here](#). If you belong to one of the five designated stakeholder groups (OGC coworkers, suppliers, purchasers, investors, or community allies) and are interested in becoming a Qualified Stakeholder, please follow [this link](#) to submit a simple Expression of Interest form, and we will follow up with more information.

### Vote in the Trust Protector Committee (TPC) Election This Fall!

The TPC acts as a "steward" to ensure that the companies in the SFAPPT stay aligned with the purpose and principles of the Trust (learn more about SFAPPT's governance [here](#)). All Qualified Stakeholders in the SFAPPT have an opportunity to vote in TPC elections.

### TPC Candidate Recommendations

Qualified Stakeholders are invited to submit nominees for the TPC. We are holding an election later this year for one open seat. Please share candidate recommendations with the Nominations Committee by emailing [trust@organicallygrown.com](mailto:trust@organicallygrown.com). To learn more about desired qualifications for a member of the TPC, please follow [this link](#).



### 2021 TPC Election: *Important Dates*

**November 12, 2021** – Last day to submit an Expression of Interest (EOI) to become a Qualified Stakeholder

**November 18, 2021** – Voting opens at 8 AM  
**December 1, 2021** – Voting closes at midnight

Visit the SFAPPT website in early November for TPC candidate announcements, or meet the candidates "in person" by attending the virtual SFAPPT Gathering on November 4.



## SMALL FRUIT PACKING LINE UPDATE

OGC's 2021 Small Fruit Packing Line operation began with a dynamic mix of circumstances at the start of the season, creating a series of challenges that our seasoned team overcame.

First, a recent investment in new packing line equipment added operational steps to our pre-season preparations. With this exciting investment, OGC will remain competitive as a produce packing partner for organic growers. Next, we took precautionary measures to ensure that our small fruit packing line processes supported all pandemic-related safety measures to keep coworkers healthy.

During this quarter, we also felt the impacts of the labor shortage, prevalent throughout our industry and the nation, and worked hard to recruit a seasonal workforce to help run the line. Finally, we grappled with the late-June record-breaking heatwave that hit the Northwest and threatened the quality of blueberries throughout the region.

Luckily, OGC has a deep bench of coworkers, growers and external partners that have been working together through multiple seasons. We leveraged our shared wisdom to meet the new challenges while keeping our core processes and business in place. In addition to packing certified organic berries in OGC's Ladybug Brand, we have expanded private label and alternative packing to support our partners.

Look for and enjoy Ladybug Brand blueberries, kiwi berries and cranberries now through fall at your favorite retail stores. 🍓





## OGC'S JUICY GEMS CAMPAIGN CELEBRATES STONE FRUIT SEASON



As the Northwest was reveling in all things spring, our grower partners in California began their celebration of stone fruit, offering OGC an array of juicy gems that delivered an early taste of summer to our customers.

OGC's stone fruit program is fast-paced and very specialized, with dozens of varieties sourced from a curated group of growers. OGC Buyer Brian Keogh selects the best of the best, which can change year over year, making this program exciting and worthy of education and engagement.

OGC's Marketing team took advantage of Brian's long-term relationships with our suppliers to create a stone fruit campaign, complete with attention-grabbing content and tools to support sales. Our theme, Juicy Gems from OGC, distinguishes OGC's stone fruit offering by its incredible quality and diversity. The months-long campaign features a dedicated [stone fruit page](#) on OGC's website, short tasting videos hosted by Brian and OGC Ambassador Tom Lively, materials featuring handling and ripening tips, blog and social media content and more.

Many thanks to our customers for supporting our fantastic community of stone fruit growers – from California to the Northwest. Look for more juicy gems to experience in the weeks ahead! 🍃



# OGC INVESTS MORE THAN \$30K IN LOCAL NONPROFITS IN Q2 2021

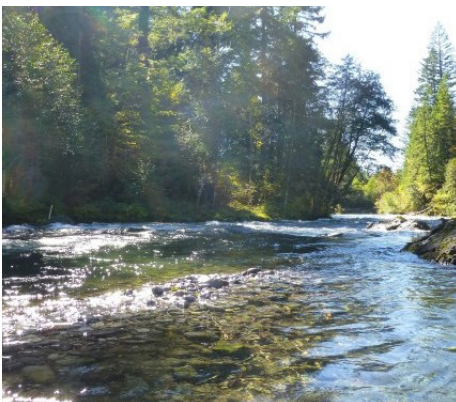


*Washington Farmland Trust*

OGC's success is directly linked to the partnerships, friendships and the communities where our coworkers, growers and customers live, and to the organizations working on causes we believe in. Throughout the year, we donate fresh organic produce and a portion of net profits to nonprofits that advance organic agriculture, food and farming education, environmental and community health, and sustainability and food equity.

During the second quarter of 2021, recipients of OGC donations included: Eco Generation, Rogue Farm Corps, Tilth Alliance, OSU Small Farms School, McKenzie River Trust, Organic Farming Research Foundation, Organic Seed Alliance, Culinary Breeding Network/OSU Agriculture Research Foundation, Washington Farmland Trust, and more.

We appreciate the vision and dedication of these community allies and are honored to support their work. 🌿



*McKenzie River Trust*



*Organic Seed Alliance*



*Culinary Breeding Network*

# OGC DONATION SUPPORTS BUDDING ENTREPRENEURS AT “FEED THE FOLKS” FARMERS MARKET



OGC is excited to support the Urban League of Portland's *Feed the Folks* farmers market as their fresh produce supplier. The project is led by BIPOC youth interested in entrepreneurship, urban farming and helping their local community. The summertime pop-up style market provides affordable, healthy food options to communities of color.

“Since its launch in early July, the market has seen consistent sales and interest from the community, and we’ve been able to make non-traditional produce items available to market attendees,” said Cinna’Mon Williams, Director of Education and Workforce Development at the Urban League of Portland.

“The success of this project is in large part possible due to weekly in-kind produce donations from OGC and consistent mentorships and coaching about farming, produce safety and produce trends.”

Each week, the youth-led team reviews availability from OGC, selects items to feature, sets up their market, conducts promotions and handles the sales. This unique project incorporates every aspect of running your own business. As a result, the participants will finish the summer with a strong resume, hands-on experience, and increased knowledge about organic produce.

On a recent visit to the *Feed the Folks* market, we got the opportunity to witness their work – organized organic produce displays, complete product signs and great customer service.

**Thanks to the Urban League of Portland for creating this terrific learning experience. *Feed the Folks* farmers market is open to the public from 11 AM to 2 PM, Thursdays through August 12, at 10 N. Russell St. in Portland. 🌿**



## MEET OGC'S NEW FOOD SAFETY AND COMPLIANCE MANAGER

Humberto Maldonado has joined OGC as the new Food Safety and Compliance Manager. He is stepping into an important role previously filled by longtime coworker Mike Dill, who can now focus his talents and expertise full-time on OGC stakeholder engagement.

Humberto brings a deep expertise in food safety and organic agriculture. He started his career working for the Mexican government and then moved to Driscoll's, where he spent 11 years as Director of Food Safety for Mexico and Latin America. He was also their first Organic Program Manager and developed the organic integrity program for the company. After that, he started his own business providing training and consultancy services for the food industry. Humberto is also a partner in an organic blackberry farming business.

*Currently, Humberto is immersed in all things OGC. "Joining a company that's focused on the organic supply chain, where I can apply my experience in developing food safety and compliance systems, is the perfect fit for me," said Humberto. "In addition, OGC's emphasis on purpose over profit aligns with my values."*





# ALTERNATIVE OWNERSHIP ADVISORS UPDATE



ALTERNATIVE  
OWNERSHIP  
ADVISORS

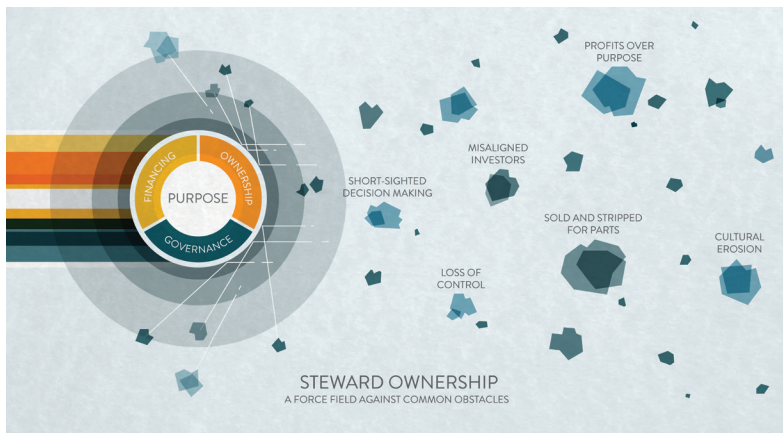
The team behind OGC's subsidiary, Alternative Ownership Advisors (AOA), spends a lot of time thinking about how to make complicated concepts simple to understand. Important topics, like Steward Ownership, aren't easily captured in a few sentences.

A few months ago, they set their sights on making this sophisticated idea easy to comprehend. They created visuals, that you can see below, to tell the story of people who are venturing into the world of alternative ownership to satisfy their vision of a future where their company's independence and purpose is secured for generations to come.



The first image illustrates The Founders Dilemma, the feeling of being pulled in two different directions - protecting mission and independence while also focusing on having sufficient capital for their goals. Time and again, AOA hears from owners that they want both liquidity and legacy.

The second illustration speaks to AOA's belief that by aligning ownership, governance and financing, founders can create an enduring forcefield to protect against unwanted outcomes that sometimes occur when bringing on investors or selling the company. And in doing so, they can protect purpose and secure independence for the long term.



Do these images resonate with you? The team at AOA would love to hear your thoughts, [contact us](#).

In addition to the messaging strategy work featured above, during the second quarter, AOA's Capital Strategy Advisor Peter Koehler and OGC's VP of Finance Matt Mroczek teamed up for a panel on "The Impact Spectrum: From Steward Ownership to IPO" at the [American Sustainable Business Council + Social Venture Circle 2021 conference](#). The panel also featured Jason Jones (co-founder of Vital Farms) and Nancy Rosenzweig (Principal, Values Aligned Capital). You can still catch the conversation, [here](#). 🌿

## PROGRESS AT THE STATE & NATIONAL LEVEL INFLUENCED BY OGC'S COLLABORATION WITH OREGON ORGANIC COALITION



OGC's Mike Dill meets with Briana Connolly of Congressman Bentz's (R-OR) staff and fellow organic policy advocates.

OGC's Elizabeth Nardi, along with allies from the Oregon Organic Coalition (OOC), presented public testimony in front of Oregon's House Committee on Economic Recovery and Prosperity. Elizabeth shared where our partners are struggling and how OGC is helping to cover the gaps in state funding through the OGC Mission Fund. She also emphasized that technical investments at Oregon State University and Oregon Department of Agriculture would ensure organic growers have the resources they need to succeed and the support systems in place to navigate shifts in production. She emphasized that an investment in Oregon's organic sector is an investment in Oregon's farmers, farmland, and regional food security. At the end of the legislative session, OGC learned that our advocacy and testimony achieved a major win, the ODA will be adding a Soil Health position.

On the national stage, OGC contributed meaningful written comments and public testimony to the National Organic Standards Board (NOSB) on behalf of the Organic Produce Wholesalers Coalition. Most notably, we voiced strong support for keeping liquid nitrogen out of organic farming because of its similarities to conventional nitrogen and practices. We also presented a breakthrough, new pathway for assessing sanitizers, which will help the organic industry determine which sanitizers are compatible with organic systems. Other notable contributions were suggested regulatory corrections on the petitions for paper-based planting aids and biodegradable biobased mulch film. More details will be available when the NOSB publishes its agenda and votes in the fall at their October meeting. [Click here](#) for a summary of positions on the topics covered at the Spring 2021 NOSB meeting.

OGC continues to engage with the Organic Trade Association to move legislation through the U.S. House of Representatives to address the backlog of 23 previous NOSB recommendations and create a process for USDA accountability. OGC reached out to Oregon representatives and has so far secured three of the remaining four members of Congress to co-sponsor the bill. This is quite a feat considering that there are currently only 19 bill sponsors, four of whom are from Oregon. We are still in discussions with the Congressperson from Oregon's second district, so don't forget to check OGC's Q3 Update to see if support is won, and follow the bill's ([H.B. 2918](#)) progress through the Legislature. 🌿

## NEARLY A YEAR SINCE THE DEVASTATING WILDFIRE, WHITEWATER RANCH IS HARVESTING BEAUTIFUL BLUEBERRIES FOR OGC



*Jim and Jane are hands-on farmers, both in the fields and on the harvester.*

On a recent early morning, OGC traveled down the McKenzie River Highway to visit Jane Haake-Russell and Jim Russell at their organic blueberry farm, Whitewater Ranch.

A long-time grower partner and land-steward, Whitewater Ranch is as picturesque a location as anyone could hope to farm. Bordered by the river on one side and hugged by a forested ridge on the other, the farm's rows of blueberries are stunning against their natural backdrop.

Though traces of morning mist illuminated by golden light embraced the edges of the property, adding extra romance to the already gorgeous scenery, it was hard not to notice the impact of last year's fire.

In September of 2020, the Holiday Farm Fire barreled down the McKenzie River Valley, devastating the natural environment and the residents who call the river home. Among them was Whitewater Ranch.

Although Jane and Jim's home was spared and their crops left virtually unscathed, a historic barn, a bridge, their irrigation system and thousands of acres of timber were consumed by the fire. Thankfully, the couple and their workers safely evacuated.

The response by local and national agencies to help mitigate fire damage to the farm and natural resources was immediate. OGC quickly joined the recovery effort by providing Whitewater Ranch with funding to help rebuild their irrigation system.

With the necessary infrastructure restored, Whitewater Ranch kicked off the 2021 growing season with optimism and vigor. The addition of a recently acquired second mechanized harvester promised a season marked by extra efficiency.

Mother Nature will always have the final word, though, and like other growers in the Pacific Northwest, Whitewater Ranch's blueberries were impacted by June's heat dome. Though the extreme temperatures did impact the quality of early berries in July, the outlook for the rest of the season is positive and delicious!

OGC is grateful to partner with Whitewater Ranch as a longtime supplier of blueberries packed for our Ladybug Brand line. 🌿



Organically Grown Company appreciates the leadership, experience and guidance provided by our dedicated Board of Governors and the SFAPPT Trust Protector Committee and Trust Enforcers.

## **BOARD**

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## **ARE YOU AN OGC CUSTOMER, GROWER, INVESTOR, COMMUNITY ALLY OR COWORKER?**

If you fall into one of these groups, you have the opportunity to influence how our business is run by becoming a Qualified Stakeholder.

➡ [Consider Submitting an Expression of Interest.](#)

[organicgrown.com](https://www.organicgrown.com)

