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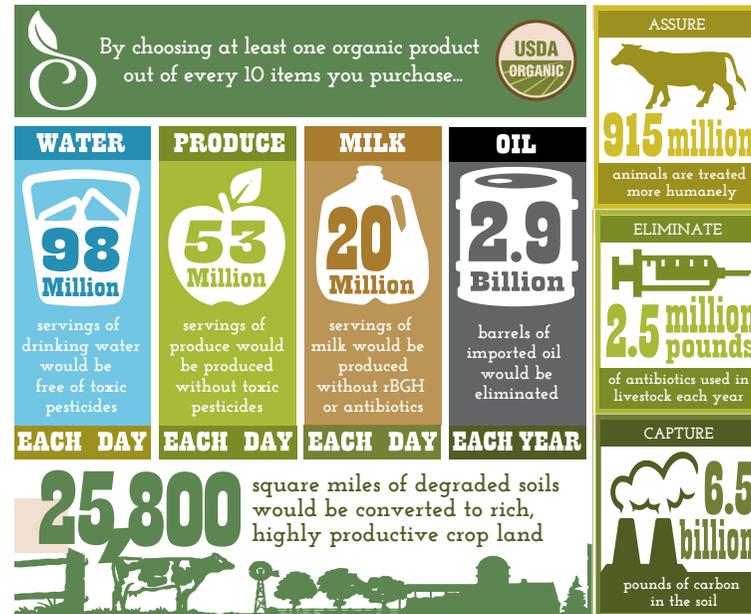
Mark Retzliff  
Alfalfa's

Susan Shields  
Jamba Juice, Inc.

Sara Snow  
SaraSnow.com

## Communication (cont'd)

The Organic Center also published an infographic about how choosing organic can help the world. The Infographic was a huge success, and featured in such outlets as KIWI magazine.



The Organic Center provides information about research supporting the benefits of organic food and farming.

To learn more, follow our blog or sign up for our Newsletter, please visit [organic-center.org](http://organic-center.org)

### HEADQUARTERS

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Follow The Organic Center on Twitter, Facebook, YouTube, and RSS:



## Finance

This has been a successful year financially for The Organic Center. We sold 456 tickets to our benefit dinner in March, and had a total of 125 donors. We also applied for seven grants, and were awarded five for future research. So, stay tuned to hear about new research that we'll be launching in 2014!



2013 Organic Center Expense Breakdown\*



\* Unaudited

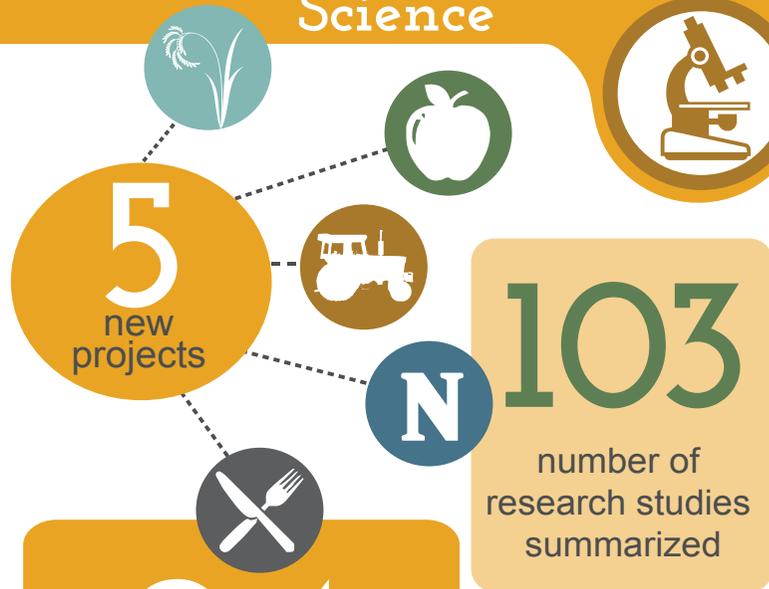


Established in 2002 and based in Washington DC, The Organic Center is a nonprofit organization that is a trusted source of

information for scientific research about organic food and farming. We cover up-to-date studies on sustainable agriculture and health, and collaborate with academic and governmental institutions to fill gaps in our knowledge.

Visit us at [organic-center.org](http://organic-center.org)

## Science



24 members on our new SCIENCE ADVISORY BOARD



launched a new website

## Communication



web traffic increased by 3.42 times since 2012



80%



50%



38%

Social Media Presence Increase Since 2012

## Finance

125

donors in 2013

456

number of benefit dinner tickets sold

5

number of grants awarded in 2013



# Science Advisory Board

24

new members

**Catherine Badgley**  
*University of Michigan*

**Chuck Benbrook**  
*Washington State University*

**Jeffrey Blumberg**  
*Tufts University*

**Asa Bradman**  
*University of California, Berkeley*

**Andre Brito**  
*University of New Hampshire*

**Patrick Carr**  
*North Dakota State University*

**Cindy Daley**  
*California State University, Chico*

**Kathleen Delate**  
*Iowa State*

**Eric Gallandt**  
*University of Maine*

**Nguyen Hue**  
*University of Hawaii*

**Molly Jahn**  
*University of Wisconsin*

**Carlo Leiffert**  
*University of Newcastle*

**Alex (Chensheng) Lu**  
*Harvard*

**Bruce Maxwell**  
*Montana State University*

**Charles Mohler**  
*Cornell*

**Joji Muramoto**  
*University of California, Santa Cruz*

**Warren Porter**  
*University of Wisconsin*

**Alex Pacelis**  
*University of Texas*

**Chris Reberg-Horton**  
*North Carolina State University*

**Jim Riddle**  
*The Ceres Trust*

**Erin Silva**  
*University of Wisconsin*

**Phil Stansly**  
*University of Florida*

**Danielle Treadwell**  
*University of Florida*

**Mark Williams**  
*University of Kentucky*

## Science

The Organic Center (The Center) in 2013 initiated five new projects, targeting emerging issues that covered a range of topics.



### Decreasing arsenic uptake in organic rice systems

The Center has partnered with the U.S. Department of Agriculture's (USDA's) Agricultural Research Service (ARS) to conduct targeted research on the factors affecting the presence of arsenic in organically grown rice. ARS scientists are testing stored samples of organic rice grown under controlled organic conditions at USDA research facilities, and examining the factors that directly impact the rate of arsenic accumulation in rice grown organically—varietal selection, flooding and organic compliant fertilizers. The goal is to offer future strategies to the organic sector to minimize such accumulation.

### Organic fire blight prevention project

The Center is working on a project to provide critically needed information on how to prevent fire blight from decimating apple and pear orchards without the use of antibiotics. Fire blight is a serious problem for U.S. apple and pear growers because it is highly contagious, and is able to kill entire trees. In the past, the antibiotics streptomycin and oxytetracycline have been the key fire blight controls used by most organic growers. However, the use of oxytetracycline will sunset in October 2014, and streptomycin is likely to sunset soon thereafter, so growers will need to implement non-antibiotic control programs within the next year. The publication produced by The Center, in collaboration with David Granatstein and Harold Ostenson, will give growers information they need to create a holistic, antibiotic-free management system to control fire blight in time for the 2014 sunset of oxytetracycline.



### The effects of organic farming practices on nitrogen pollution

The Center is working with Professor James Galloway, Ariel Majidi, and Allison Leach at the University of Virginia to investigate the effects of different farming systems on nitrogen pollution. Nitrogen pollution is a problem, because it can lead to eutrophication of aquatic environments and "Dead Zones" in the coastal ocean. It also contributes to climate change, acid rain, smog, biodiversity loss, and more. This project focuses on how farming practices can have an impact on the amount of reactive nitrogen released into the environment.

### Soil health on organic farms

Directed by Principal Research Scientist Elham Ghabbour and Professor Geoffrey Davies, the National Soil Project (NSP) at Northeastern University is collaborating with The Center to examine some of the benefits organic agriculture may have on soil health. We are also working with the Organic Farming Research Foundation (OFRF) on soil health communication. Specifically, this project will quantify the amount of sequestered carbon in hundreds of organic farm topsoil samples for comparison with corresponding conventional samples to determine differences in levels of humic acids (HA), fulvic acids (FA), and humin (HU) in the soils. These efforts will result in a reference database to help agronomists, farmers and environmental scientists correlate soil health and productivity with agricultural practices. This database is expected to become an essential tool for maintaining and improving the quality of our nation's soil through organic farming.





### Health effects of dietary pesticide exposure

This collaborative project of The Center and Professor Lu of Harvard University will examine the health effects associated with dietary pesticide exposure through meta-analysis of currently published data. This research is critically needed. Although many scientific journal articles have reported adverse health effects related to low-level chronic exposure to pesticides, many people are still confused about the benefits of avoiding pesticides in

food due to the narrow scope of these studies. This project will tie together information from previous publications, creating a meta-analysis that incorporates information from a multitude of different pesticide types and exposure levels.

### SCIENCE ADVISORY BOARD

The Organic Center convened a new Science Advisory Board this year to augment The Center's internal scientific expertise and act as an outside evaluator voice on issues that arise in the organic field. It will serve as a support system for internal scientific management, and provide oversight on the progress of The Center's scientific initiatives. The 24 members include scientists from academic institutions such as Harvard University, the University of California—Berkeley, Cornell University, the University of Michigan, Tufts University, the University of New Hampshire, the University of Maine, and the University of Wisconsin, as well as Newcastle University in the United Kingdom.

### STUDY SUMMARIES

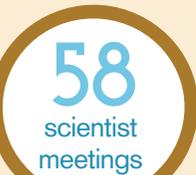
The Organic Center is your trusted go-to source for information about the most current research on organic issues. As soon as new studies come out, we publish non-technical summaries of them with links to the original papers. In 2013, we published 103 summaries of research studies of interest to the organic community.



### SCIENTIST MEETINGS

In addition to direct research and science communication, The Organic Center stays on top of emerging scientific issues by meeting with professors studying topics applicable to organic agriculture. These

meetings allow us to keep up to date with current research that has yet to be published. They also set up relationships with the scientific community and seed ideas for future areas of collaboration. In 2013, we met with 58 scientists to learn about their research and discuss gap areas that need further investigation.



# Communication

**NEW WEBSITE** The Organic Center launched a new website that maintains its scientific focus while making information more accessible to the public. Some of our new features include:



**"The Latest"** On the home page, viewers can now easily see all site updates, including recent scientific article summaries, interviews with scientists, and new recipes. This section is updated almost daily with all our most recent information!



**"Who We Are"** We have several new pages in the "Who We Are" section, including bios of all our Science Advisory members, our Board of Trustees, and our Director of Science Programs. Who we are now has Science Advisory Board and Board of Trustees section.

**"Organic Recipes"** Our "Organic Recipes" page now provides monthly instructions on preparing delicious organic dishes, as well as informative blurbs about the scientific background of the ingredients.



**"Featured Scientist"** The Organic Center is starting to conduct monthly interviews with scientists doing work of interest to the organic community. These interviews are published in our "Featured Scientist" section, and cover cutting-edge research and projects currently being undertaken by world-renown scientists.

**"Hot Science"** Our "Hot Science" section is updated multiple times a week, and covers all recently published research on organic topics. We publish non-technical, short descriptions of studies on organic issues as they are published.

### WEB TRAFFIC INCREASE

Since the launch of our new website, our web traffic has more than tripled! People love our new user-friendly content that gets updated on a daily basis.



### SOCIAL MEDIA PRESENCE

In 2013, our social media and communications presence has increased greatly. We share popular articles about the science behind organic on Facebook and Tweet meetings and events of interest to the organic public. We also publish a monthly newsletter, The Organic Scoop, which has been gaining traction in the organic community. Our Facebook "likes" have increased by 50%, our Twitter following has increased by 80%, and our newsletter gets sent out to 38% more people than in 2012.

