Market Development Programs for Organic Growers

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Organic Cost-Share Program

• Part of the National Organic Program (NOP)
• Certified organic producers may be reimbursed up to 75%.
• Maximum reimbursement up to $750
• Current agreement in effect between October 1, 2012 and September 30, 2013.
• For new or continued certification by accredited USDA organic certifying agency
Marketing Organic Products

• Most USDA-accredited certifying agents are allowed to certify farms and businesses anywhere in the world.
• Certain locations pride themselves on carrying a high number of USDA organic products.
• USDA organic certification is a great way to brand your product and add value!
Step By Step: Certification

Find an **accredited** Certifying Agency

- Not required to use closest agency
- Know that costs varies between agencies

Submit application packet, which includes methods of farming/handling, use of fertilizers/pesticides, invoices, breeding records, tax returns, and purchase orders

Agency reviews application and equipment, buildings, land, harvesting methods, etc.
Outcomes

1) Approved: Applicant can market organic products and use USDA seal

2) Minor Discrepancies: Must address issues or provide additional information before certification

3) Denied: Applicant has violated standards that can’t be addressed in short-term
Hawaii Seal of Quality

• Hawaii-specific branding

• High Quality, Made in Hawaii

• For both organic and conventional farmers
Mahalo!

• Questions?
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www.ams.usda.gov (See: National Organic Program)