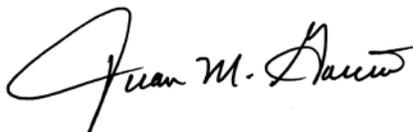


For: State and County Offices

Releasing Educational Materials About Organic Agricultural Production

Approved by: Administrator



1 Overview

A Background

Organic agricultural production has grown dramatically over the past decade, and the Department has set a goal of increasing organic farming operations by 25 percent by 2015. The following educational materials were developed to educate employees and alert customers of services provided by USDA:

- AgLearn organics training course
- organic brochure
- organic poster
- organic resource guide.

B Purpose

This notice provides information to State and County Offices about actions to take to be ready to serve organic customers and resources for interested customers.

2 AgLearn Organics Educational Materials

A Employee Training

USDA employees do **not** need to be organic experts to support USDA’s organic program, but they do need to be ready to serve organic customers. The AgLearn Organics training course consists of 2 modules as follows:

- 101, that should take about 15 minutes to complete, provides a broad overview of organic agriculture
- 201, that should take about 30 minutes to complete, provides more in-depth coverage about standards, certification, and enforcement.

Disposal Date	Distribution
May 1, 2013 12-4-12	State Offices; State Office relay to County Offices

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2 AgLearn Organics Educational Materials (Continued)

A Employee Resources (Continued)

After completing the AgLearn Organics training course, employees will know where to go to find organic resources, including how to contact USDA employees with expertise in organics.

B Brochure and Resource Guide

The brochure titled, “Is Organic an Option for me?” is designed to provide information to customers that are considering organic production.

The resource guide provides a description of USDA programs.

C Accessing Organic Educational Materials

All educational materials are available at <http://www.ams.usda.gov/AMSV1.0/organicinfo>. State and County Office employees are encouraged to familiarize themselves with the materials and to take the Organic 101 training module.

3 Action

A State Office Action

Sixty thousand brochures have been mailed to the State Offices, along with printed copies of the resource guide, and several 8½ x 11 posters. State Offices shall distribute the educational materials as follows:

- about 25 brochures per County Office
- 1 resource guide per County Office
- 5 posters per county office.

If additional copies are needed, reproduce locally from the web site in subparagraph 2 C.

B County Office Action

County Offices shall place the brochures and at least 1 poster where they are accessible to customers. If County Office is located in a Service Center, provide the other Agencies with 1 or more copies of the poster.