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California Polytechnic State University

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FOR IMMEDIATE RELEASE

'What It Means to Eat Organic' To Be Focus of Feb. 27 Talk at Cal Poly

SAN LUIS OBISPO -- "Growing the Organic Food Market in the Post-10/21 World: What Does it Mean to Eat Organic?" is the title of a panel discussion to be held at Cal Poly on Feb. 27.

The discussion, hosted by Cal Poly's Agribusiness Department in cooperation with the Sustainable Agriculture Resource Consortium (SARC), will be at 5 p.m. in Room E-27 of the Science Building on campus.

The panel will discuss the trends and implications of marketing organic food since the USDA has established national organic standards, which were implemented Oct. 21.

Panel members will include Albert Straus, Cal Poly alumnus and president of the Straus Family Creamery; Rick Antle, Cal Poly alumnus and president, Tanimura & Antle; Tonya Antle, vice president, organic sales, Natural Selection Foods; Jill Jepson, executive vice president and managing director, Fetzer Vineyards; Bill Spencer, Cal Poly alumnus and owner of Windrose Farm in Paso Robles; and Steve Dominguez, San Luis Obispo store manager of New Frontiers.

The discussion is free and open to the public. More information can be found on the Web at <http://www.calpoly.edu/~nmacdoug> and at <http://events.calpoly.edu/> or contact Neal A. MacDougall, assistant professor of agribusiness at Cal Poly, at 756-5034 or nmacdoug@calpoly.edu <mailto:nmacdoug@calpoly.edu>

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