



405 Senda Ladera Road, Suite A
Watsonville, CA 95076
www.protectedharvest.org

Protected Harvest certifies farms that meet measurable and verifiable environmental production standards.

Our label makes it easier for consumers to identify and support farmers and food companies that are truly making a difference.



Printed on recycled paper.



GETTING STARTED WITH PROTECTED HARVEST

WHY BECOME CERTIFIED BY PROTECTED HARVEST?

CREDIBILITY. Third-party certification is essential to the credibility of any farm or company that is engaged in “green” production practices. As an independent certifying agent, Protected Harvest is responsible for documenting that your product has met soil, water, and pesticide risk-reduction standards that are environmentally sound and scientifically based.

CONSUMER LOYALTY. An eco-label must ultimately make a real difference in environmental protection in order to gain consumer confidence. The Protected Harvest label communicates the authenticity of your marketing message to your customers, giving you a competitive edge in the marketplace.

Protected Harvest validates your efforts to protect the environment and distinguishes your product in the marketplace.

WHAT OTHER BENEFITS DOES PROTECTED HARVEST HAVE TO OFFER?

MARKET SUPPORT. Protected Harvest is actively engaged in building industry recognition for Protected Harvest certification through trade shows, trade articles, point-of-sale materials, direct mailings, publicized retailer success stories, and recognition of pioneers. Assistance may also be available for presentations to buyers and training for sales people.

LEADERSHIP. Protected Harvest will work with policy makers and industry managers to provide the services and infrastructure needed in the field and in the marketplace. We will continue to build strategic alliances with environmental, consumer, and sustainable agriculture organizations, so that their combined membership can actively support the Protected Harvest label—and support farmers and food companies that are making a difference.



“Like the wildlife around us, the family farmer is an endangered species.

Protected Harvest offers new hope for both.”

Justin Isherwood
fifth generation potato farmer,
author and country humorist



The Earth is Our Bottom Line



HOW DO I APPLY FOR PROTECTED HARVEST CERTIFICATION?

STEP 1: CONTACT US

Our staff will let you know if standards have been developed for crops in your region. Due to the vastly different growing conditions throughout the United States and the world, standards are established to reflect the unique growing requirements and environmental considerations of each bioregion. International inquiries are welcome.

If standards have been developed for your crop in your region, we will send you an application (proceed to Step 4).

STEP 2: ASSESSMENT

We welcome the opportunity to develop new standards and broaden the reach of our certification program. At this time, in order to have the maximum impact, we can only consider requests from trade or marketing associations, farmer cooperatives or other organizations, and food companies. Individual farmers wishing to apply should not hesitate to contact us—we may be able to steer you towards an appropriate association.

Before we can get started, we need to evaluate what resources will be required to develop *Protected Harvest Production Standards* for a new crop. Please send us a *Letter of Inquiry* addressing the following questions and detailing the measures that have already been taken to minimize your impact on the environment. Please feel free to contact us with any questions you may have.

Questions to address in a *Letter of Inquiry*:

What steps has your farm/association/company taken to:

- ...adopt BioIPM practices and minimize the use of high-risk pesticides?
- ...adopt practices to improve soil and water quality, wildlife habitat, and ecosystem health?
- ...demonstrate your commitment towards improving the environment?
- ...demonstrate leadership in your community or industry?

Have BioIPM best practices for your crop already been developed?

If so, are your practices available for peer review and public comment?

How will you implement a BioIPM program?

How do your performance measures compare to conventional industry performance?

Is there ongoing research by university, extension, or crop consultants to support your adoption of alternative practices?

How will the Protected Harvest label be used? Does your plan provide for a fair return to growers?

Are handlers, packers and shippers in your industry willing to undergo chain-of-custody certification?

Is support of a relevant trade association or commodity group likely? If not, why not?





Scouting is an integral part of Biointensive IPM.
Credit: Glades Crop Care

STEP 3: STANDARDS DEVELOPMENT

Upon approval by the Protected Harvest Board of Directors, Protected Harvest will provide the necessary technical support to integrate your practices into our point-based system. We require verifiable performance measures that represent a significant improvement in soil and water quality, wildlife habitat, ecosystem health, and the reduction of pesticide use. Protected Harvest certification validates the commitment of farmers and food companies to protecting the environment. Our requirements are realistic and economically viable.

STEP 4: APPLICATION AND CERTIFICATION

Once standards have been developed, individual farmers can submit an application for certification¹. Farmers applying for certification must participate in a third-party inspection of his or her operation and provide access to necessary documentation. The third-party auditor meets with each applicant on-site at a designated time and verifies the completion of *Protected Harvest Production Standards*, calculates a BioIPM score (must exceed an established minimum score), and confirms each grower's total toxicity unit calculation (tabulated for the active ingredients in individual pesticides).

Immediately after harvest, the third-party auditor submits a file for each grower to the Protected Harvest Certification Committee. The Committee reviews each file and determines, according to established baseline criteria, whether certification is warranted. Protected Harvest staff informs each grower of the results no later than two working days within receiving the completed file from the third-party auditor.

Growers must store Protected Harvest certified crops in a Protected Harvest chain-of-custody certified storage and shipping facility. Storage facilities and handlers must undergo their own separate Protected Harvest certification.

STEP 5: CERTIFICATION FEE STRUCTURE

Applicants must pay an administrative fee to Protected Harvest and cover the cost of site inspection and associated travel costs. Rates vary according to location, crop, and acreage; please inquire.

For further information, or to submit a *Letter of Inquiry*, please contact us at:

Protected Harvest
405 Senda Ladera Road, Suite A
Watsonville, CA 95076
Phone: (831) 786-0997
Fax: (831) 786-0999
www.protectedharvest.org
info@protectedharvest.org



DEFINITION OF BIOIPM

"Biointensive Integrated Pest Management (BioIPM) is a systems approach to pest management that is based on an understanding of pest ecology. It begins with steps to accurately diagnose the nature and source of pest problems, and then relies on a range of preventative tactics and biological controls to keep pest populations within acceptable limits. Reduced risk pesticides are used if other tactics have not been adequately effective, as a last resort and with care to minimize risks."

— Excerpted from the 1996 Consumers Union Report, *Pest Management at the Crossroads*.

¹ Farmer associations or food companies that have committed resources towards developing standards for a specific new crop may, upon approval from the Protected Harvest Board of Directors, be granted a limited agreement to exclusively market their product with the Protected Harvest seal.