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Organic Grower Summit to look at the future of regenerative organic ag

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As regenerative agriculture is reshaping how food is grown, a panel of organic industry leaders will address the trends and standards of regenerative organic marketing and certification at the [Organic Grower Summit](#) 2022 Presented by Western Growers and OPN, slated for Nov. 30–Dec. 1 in Monterey, CA.

“Regenerative Organic Marketing and Certification—What Lies Ahead?” will feature panelists representing an organic grower, a regenerative organic certifier and one of the nation’s largest marketers of organic food offering their insight on growing regenerative crops, the future of regenerative production and how the retail community can manage and market these items to consumers.

Moderated by Jessy Beckett Parr, chief program officer of CCOF, the session will feature panelists Scott Park, owner of Park Farming Organics; Elizabeth Whitlow, executive director for Regenerative Organic Alliance; and Ann Marie Hourigan, senior team leader of quality standards team at Whole Foods Market.

Regenerative agriculture has been described as an alternative means of producing food, which advocates claim lessens negative environmental and social impacts. Regenerative organic agriculture prioritizes soil health and includes high standards for animal welfare and worker fairness. The idea is to create farm systems that work in harmony with nature to improve the quality of life of every creature involved.

“As an organic community we need to stay informed and integrated into the regenerative conversation. And as market forces push for the adoption of regenerative claims and language, what does this mean for the organic brand and label?” said Parr. “This panel will address the trends and standards of regenerative organic marketing and certification.”

The fifth annual Organic Grower Summit is designed to provide information vital to organic growers and producers as well as an overview of the opportunities and challenges in the production of organic fresh food.

OGS booth and general registration is currently open. With only five trade show booths available before the trade show floor sells out, OGS features exhibitors including soil amendment, ag tech, food safety, packaging and equipment manufacturers who will have the opportunity to connect with organic field production staff, supply chain managers, pest management advisors and food-safety experts.

"In partnership with Western Growers, this year's OGS will provide up-to-date resources and information to support the continued success of organic producers, with an emphasis on the changing organic production landscape as well as the role of ag technology," said Matt Seeley, co-founder and CEO of Organic Produce Network. "From seed to soil to harvest, our goal is to present the most relevant and timely information on the most important subjects and issues facing organic production."

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