



DEMETER USA

The Biodynamic Collective | 2015 Toolkit

Paradise Springs Farm in Victor, ID.

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THE EMERGING BIODYNAMIC MARKETPLACE AND WHAT IT MEANS FOR YOU

The Biodynamic Collective – farms, food companies, and retailers committed to bringing Biodynamic® products to the U.S. marketplace in advance of broad consumer recognition – is catalyzing an emerging marketplace that will take its place at the very top of the food pyramid. Within the next ten years, U.S. Biodynamic agriculture will represent 100,000 acres and there will be thousands of Biodynamic products on store shelves and available in fresh produce.

For those participating in the Biodynamic Collective (Bio-Collective) now, there is significant opportunity to leverage your early adoption and advocacy to connect with consumers who are deeply concerned about product quality, health, animal welfare, and the environment.

The Biodynamic Toolkit provides the information and resources you need to be able to simply and directly communicate the features and benefits of Biodynamic, and creates a shared platform of common language for the Bio-Collective. Growing sales of Biodynamic products in turn drives conversion of organic farmland to Biodynamic, just like the emergence of organic many years ago convinced conventional farmers to transition to organic. The Collective is moving the needle further in the arc towards ultimate sustainability. Let's join together to help *heal our planet, and its people, through agriculture!*



FIRST STEPS

SPREAD THE LOVE BY SHARING THE NEWS ABOUT YOUR BIODYNAMIC PRODUCTS

Congratulations! You have the products; now shout it from the rooftops! Here are some simple steps you can take right now to get the word out about your Biodynamic products.



Cowhorn Vineyard & Garden in Jacksonville, OR.

CREATE A PRESS RELEASE

Demeter is here to help. Please send us your draft press releases for review. Final press releases can be broadcast via Twitter and Facebook, and can be added to the media section of our website. And check out the "BD Language" section of this ToolKit for common language all Bio-Collective members are welcome to use. The simpler we talk about BD, the better.

Here are some examples of current press releases from Collective members:

www.demeter-usa.org/news-events/for-media.asp

USE THE DEMETER SEAL

This seal is historic – it has been used on Demeter certified products in Europe since the 1930s and is the oldest ecological certification seal in the world. Use it with pride- cause only those products that are certified can fly this flag. Please refer to the labeling standard for its use on products, and feel free to use it on your website calling out your Demeter membership.

Download the seal:

www.demeter-usa.org/media

SOCIAL MEDIA ROCKS!

Social media loves a good story, and we sure have a lot of them- including yours! Let your Facebook fans know about your commitment to the highest form of ecological farming. Tweet about the delicious and nutritious products that you are putting on grocery store shelves.

Find us on:



LEVERAGE PRINT AND PRESS

Check out the Demeter website for the latest print and media coverage. And our press bureau will copy you on any Biodynamic press your company receives that crosses the Demeter desk.

See the latest press:

www.demeter-usa.org/news-events/great-press.asp

www.demeter-usa.org/news-events/news.asp



BIODYNAMIC LEXICON

How do we take a complex subject like Biodynamic and talk about it in a way that is easy and interesting for people to understand and repeat? By keeping it simple, creating layers of definition, and focusing on key selling points.

DEFINITION

Biodynamic is a whole farm approach to healing the planet through conscious agriculture.

SUSTAINABLE FARMING MEANS HEALTHY FARMS

Biodynamic farming is a holistic approach to organic agriculture that emphasizes self-sustainability

WHOLESOME FOOD MEANS HEALTHY PEOPLE

Biodynamic farmers never use GMOs, synthetic chemicals, fertilizers or pesticides

HOLISTIC STEWARDSHIP MEANS A HEALTHY PLANET

Biodynamic farms integrate plants, animals, water, air and soil into a regulating ecosystem

KEY TALKING POINTS

BIODYNAMIC FARMING IS ECOLOGICAL FARMING – ORGANIC AND SUSTAINABLE

While a Biodynamic farm meets all the requirements of an organic farm, it is also managed as a closed system. That means that it not only aims to be free of outside inputs like fertilizer and pesticides, it actually contributes to increased soil quality, water quality, and carbon sequestration through the vitality of the farm system itself.

BIODYNAMIC FOOD IS WHOLESOME FOOD: HEALTHY, SAFE, AND DELICIOUS!

No hormones, pesticides or GMOs allowed, and the integrity of the agricultural ingredients define the finished product. After all, products are only as good as the farming that creates them.

BIODYNAMIC FARM ANIMALS ARE HAPPY AND HEALTHY

The goal of a Biodynamic farm is to allow its animals to naturally express their innate behaviors. Cows keep their horns; pigs their tails; chickens their beaks. They have extensive free range, and a warm and safe place to sleep.



ADDITIONAL MESSAGING

- Absolutely NO GMOs
- NO Synthetic Fertilizers or Harmful Pesticides
- Nutrient-Rich by Nature (for real)
- Holistic Management of the Farm's Ecosystem
- Conservation of Soil, Water & Air
- Great Respect for Animal Welfare
- Oldest Ecological Certification Program



BIODYNAMIC LEXICON (CONT.)

MARKETING COPY

Here is some boilerplate copy to use in your press releases, website, product sheets. And don't forget there's lots more content on the Demeter website.

The Demeter USA certified Biodynamic program represents a new era for sustainable agriculture. Our unwavering standards ensure conscious, holistic stewardship of the farm and good, wholesome ingredients for certified products.

Demeter USA, a non-profit, is the US representative to Demeter International, the oldest ecological certification organization in the world. Demeter USA is the only certifier of Biodynamic farms and products in the USA. Demeter's vision is to heal the planet through agriculture.

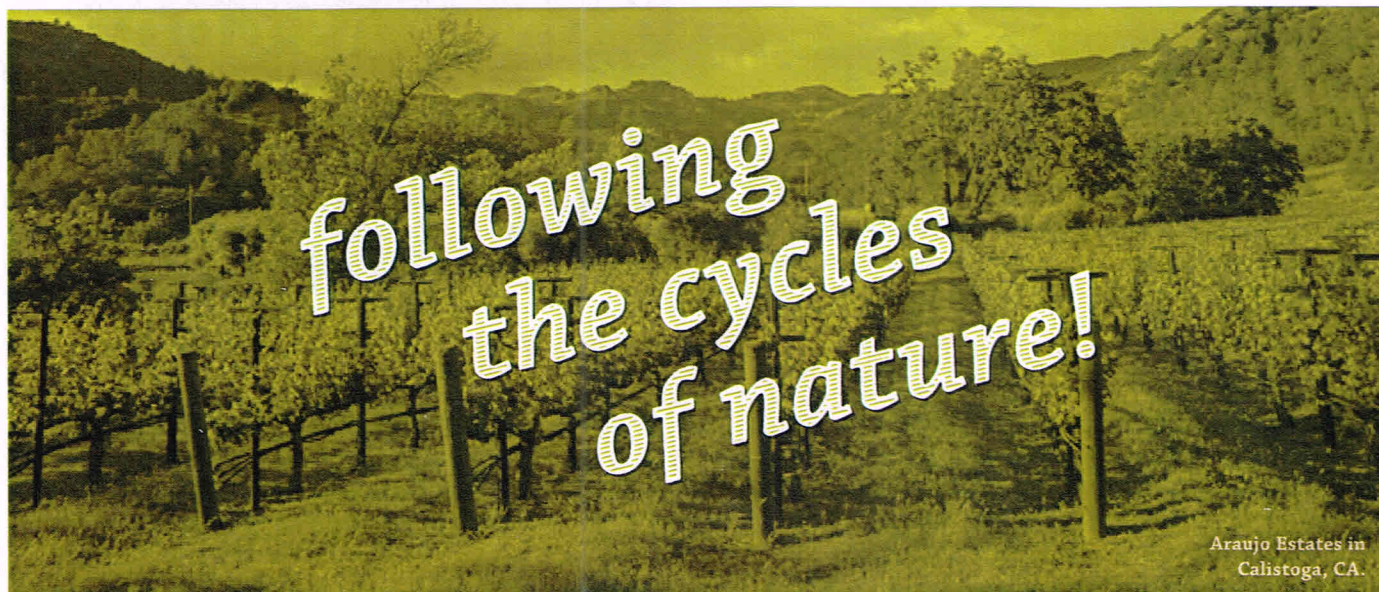
Biodynamic agriculture was first described in the 1920's as a response to the industrialization of farming. It suggested that instead of thinking of our farms as factories, we should think of them as living organisms: self-contained, self-sustaining, following the cycles of nature. The term "organic" was coined over ten years later from this original idea of the farm as organism.

Demeter USA holds the term BIODYNAMIC as a certification mark (a type of trademark). Only farms and agricultural products in the marketplace that are certified by Demeter may use the term in their description. Demeter holds this certification mark to protect the standards that define their use, the members who meet these standards, and consumers- who have a right to know how their food is grown and processed.

Visit www.demeter-usa.org for more!



Cowberry Crossing
in Hudson, NY.



Araujo Estates in
Calistoga, CA.



BIODYNAMIC LEXICON (CONT.)

TRICKY TOPICS

The proper use of the certification mark is paramount in maintaining its understanding and integrity in the marketplace, and the topic of Biodynamic can be tough for the most seasoned marketing professional. Here are some of the more tricky topics that come up:

Demeter requests that Bio-Collective members allow Demeter the opportunity to proof press releases and any other communications that reference Biodynamic farming and products.



An example of cow horns used in Preparation 500 from Beaver Creek Vineyards in Middletown, CA. The resulting soil has many farming benefits.

THOSE DARN COW HORNS!

Long Answer: Much to-do is made about use of the Preparations (numbered 500 – 508), including Preparation 500. Utilizing a cow horn as a receptacle for cow dung, the horns are buried over the winter, and then excavated in the spring. The material that results smells of rich earth and looks like beautiful soil. Back in the day, it wasn't unusual for farmers to utilize animal parts as storage vessels, and by putting the horns underground in the winter, the constant temperature allows the dung to ferment, creating a welcoming environment for colonies of microbes to flourish. Once taken out of the horn, this fermented soil is placed in water that is vigorously stirred, and applied in homeopathic quantities to the soil. One need only consider how healthy fermented foods are for our own digestive system to understand why Preparation 500 does such an outstanding job increasing the microbial life of the soil. You can read more about that here:

www.demeter-usa.org/for-farmers/science.asp

Short Answer: Science shows that these materials result in superior soil quality, more fertile and stable compost piles, stronger crop vitality, and decreased reliance or complete elimination of outside inputs like fertilizers and pesticides. So there!

LUNAR WHAT?

Long Answer: These skeptical queries always make us grumpy. After all, the age-old practice of performing farm chores by the moon stems from the simple knowledge that the moon influences moisture. Anyone who goes to the beach knows that. Waxing moon pulls water and the waning moon pushes it. Understanding the astronomic rhythms influences farmers' decision making around sowing and planting. This thinking forms the basis of the Farmer's Almanac, still in print today, and which our grandparents depended on.

Let's think about it this way. Surfers depend on the energy of the wave to propel their surfboards through the water. The surfer harnesses waves, which are being pushed and pulled by the lunar cycles, in order to have a great ride. Biodynamic farmers are agronomic surfers, and their farms harness these forces resulting in more vibrant farm systems that produce the most energetic foods. Make sense?

Short Answer: Check out a Farmer's Almanac, or better yet a Biodynamic calendar like Maria Thun or Stella Natura.

www.almanac.com | bit.ly/MariaThunAmazon | www.stellanatura.com



Hawthorne Valley Farm
in Ghent, NY



BIODYNAMIC LEXICON (CONT.)

THE BIODYNAMIC POSITION ON GMO'S

Since the requirements of organic form the base of the Demeter standard, our members must do everything they can to avoid GMO contamination. However Demeter is taking this one step further. Products deemed most at risk of contamination will be tested, and those found to have any detectable trace of GMO will be decertified. Demeter holds this position because we believe that consumers should rest assured that the Biodynamic products they purchase are not just non-GMO, but NO GMO.

WEB RESOURCES

MISSION, VISION, HISTORY AND DEMETER GOALS | www.demeter-usa.org/about-demeter

FARM AND PROCESSING STANDARDS | www.demeter-usa.org/for-farmers/farm-processing-standards.asp

FACT SHEETS | www.demeter-usa.org/learn-more/fact-sheets.asp

DIRECTORY OF BIODYNAMIC FARMS AND PRODUCTS | www.biodynamicfood.org

SOCIAL MEDIA

With a growing fan base on Facebook and Twitter we have a big audience of supporters who are crazy about Biodynamic farming and products. In your own social media efforts, one thing to definitely emphasize are photos and video, because nothing conveys Biodynamic farming more gracefully than images. People understand health by experiencing it, and can recognize it immediately, whether it is a vibrantly healthy person, animal, farm. Remember to post lots of pictures!

Like us on Facebook: [Demeter USA](#) | Follow us on Twitter: [@DemeterUSA](#)

BIODYNAMICS ON YOUTUBE

A preview of the film "The Challenge of Rudolf Steiner" is also a wonderful primer about Biodynamic farming.

youtube.com/watch?v=U5G40qCDv6A

From Bio-Collective member Isis Biodynamic, and featuring Demeter Board Member Fred Kirschenmann, discuss closed system farming.

youtube.com/watch?v=sX14OZh2feQ

A tour of our annual installation at the National Heirloom Expo – the 2012 Demeter's Biodynamic Garden and Lounge hosted by Growing Your Greens.

youtube.com/watch?v=7XSofTDpkPg

Great interview with Biodynamic winery owner Dr. Robert Gross, proprietor of Cooper Mountain Vineyards, who came to understand Biodynamic through his views on the health and wellness of his patients.

youtube.com/watch?v=IyRHRZq1AZo

Featuring Cynthia Sandberg of Biodynamic Love Apple Farm, who grows all the produce for world-renowned restaurant Manresa. A good discussion of the differences between organic and Biodynamic.

youtube.com/watch?v=TYMA7W62OzM

And of course there is no better teacher of Biodynamics than the late great Alan York, filmed at Collective member Benziger Winery. In this series of videos he talks about the four basic principles of Biodynamic farming.

Closed System

youtube.com/watch?v=CMH_Hq2ZcuQ

Biodiversity

youtube.com/watch?v=7MGeKKWcyN0

Biodynamic Preparations

youtube.com/watch?v=SeQWxW0oA_k

Holistic System


youtube.com/watch?v=QcPcphtuiHw







DEMETER BIODYNAMIC DIRECTORY


The Demeter Biodynamic Directory is the go-to resource for consumers and retailers looking for Biodynamic farms and products. The more each member of the Bio-Collective leverages the Directory, the more the Bio-Collective benefits overall. It's the rising tides raises all boats thing.



[Member Login](#)



"Healing the planet through agriculture"

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[meet your farmer](#)
[learn more](#)
[news & events](#)
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Apricot Lane Farms

Biodynamic | Farm



10700 Broadway Road
Moorpark, CA 93021, United States

www.apricotlanefarms.com

ABOUT US

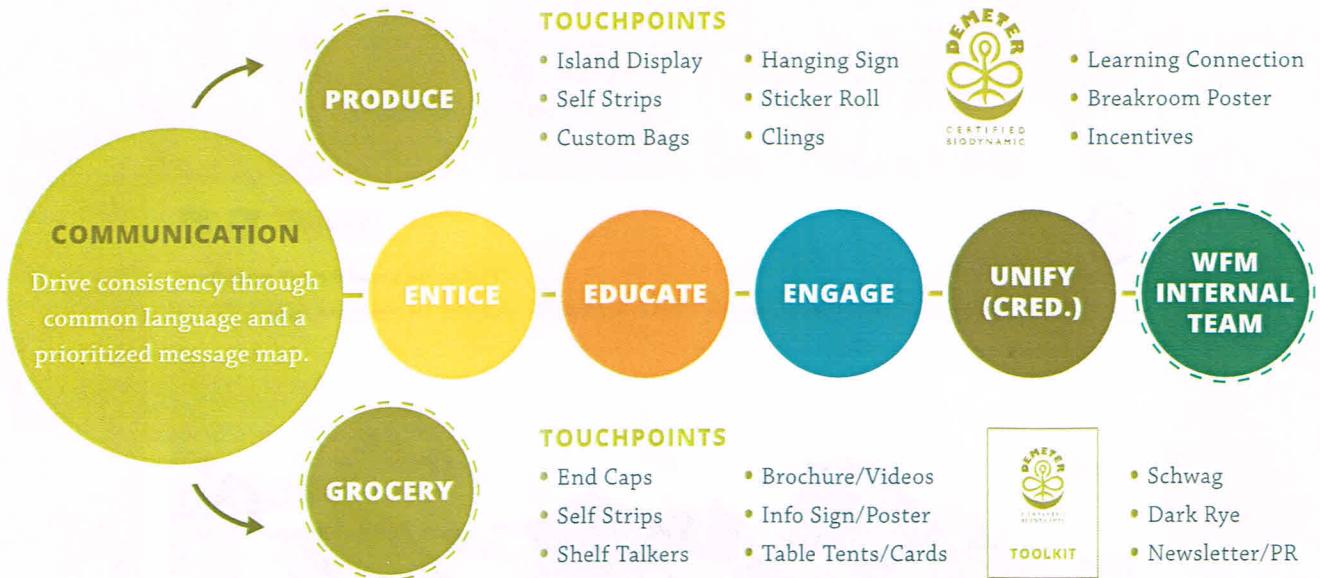
Farmers John and Molly Chester lead Apricot Lane Farms in practicing organic and biodynamic farming techniques to create healthy soils that in turn produce nutrient dense foods. We do this without the use of pesticides and harmful chemical inputs on our plants and trees. We never feed our animals hormones, antibiotics, soy or GMOs. Resting on over 200 acres of beautiful rolling countryside, we are just 45 minutes north of Los Angeles and 25 minutes east of Ventura, CA.

WWW.BIODYNAMICFOOD.ORG



COMMUNICATION STRATEGY



SAMPLE POS



The REPUBLIC of TEA®



The Republic of Tea
@republicoftea

Explore the latest in #Biodynamic sipping with our newly certified teas!

republicoftea.com/biodynamic-tea... #tea

RE TWEET
1
FAVORITE
3
11:00 AM - 24 Jul 2014

The Republic of Tea
@republicoftea

Our Biodynamic #Organic Teas are sourced from a variety of Certified #Biodynamic Farms around the world! #SipbySip republicoftea.com/biodynamic-tea...

8:48 AM - 7 Dec 2014



why biodynamic'?

- Healthier soil = Teas and herbs with more intense flavor.
- Healthier crops = No artificial chemicals or sprays used.
- Healthier ecosystem = Biodiversity of plants and animals.

Demeter certified

Demeter Association is the leading organization responsible for certifying Biodynamic® ingredients and products around the world. Founded in 1985,

Demeter USA's mission is to enable people to farm successfully in accordance with Biodynamic® practices and principles, healing the planet through agriculture.

Learn more at www.demeter-usa.org



THE REPUBLIC OF TEA UNVEILS NEW BIODYNAMIC® TEAS

Leading Purveyor of Premium Teas Announces First Biodynamic Certified Teas

NOVATO, CALIF. (June 2014) – The Republic of Tea, leading purveyor of premium teas, today unveiled four new Biodynamic® teas as part of its 100% Biodynamic tea collection. To receive

Biodynamic certification, farms must meet the following standards: agronomic guidelines, greenhouse management, structural components, livestock guidelines, and post harvest handling and processing procedures.



Biodynamic® Teas

These premium, organic teas are sourced from a variety of Certified Biodynamic farms, committed to sustainable practices that improve the health of the farm's entire ecosystem and enrich the flavor of the teas and herbs.

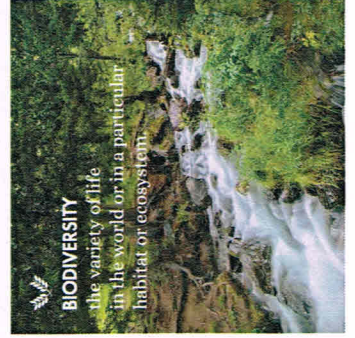
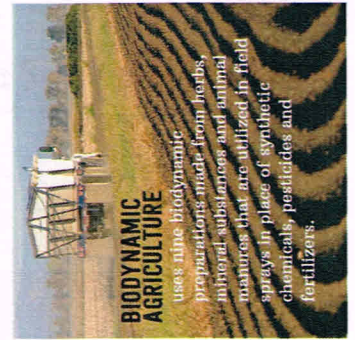
Shop Now >



#FarmFact of the day: Biodynamic farming emphasizes the relationship between soil, plants, and animals in one unified system. <http://shout.it/5zf1>



**Did you know, in Biodynamic farming,
10% of the total acreage must be set aside
as a biodiversity preserve? #FarmFact**



lundbergfarms

Follow

2 weeks ago · Lundberg Family Farms

Introducing the newest addition to our Lundberg product line: Biodynamic Organic Short Grain Brown Rice! #BiodynamicFarming is holistic stewardship that integrates plants, animals, water, air and soul into a self-regulating ecosystem. #sustainability #agriculture #RealFood



INSPIRE AND CONNECT

Our aim is to rethink and return our food and farming systems to a restorative and compassionate approach to agriculture; one that emphasizes minimal processing and maximal conservation of resources in order to produce nutrient rich foods with the flavor and innate vitality so depleted by today's 'industrialized' methods. By participating with the Biodynamic Collective, you are joining in the goal of helping to heal our planet through agriculture.

OUTREACH CHECKLIST

- ☐ Press Release announcing certification and new product launches
- ☐ Active engagement on Facebook and Twitter
- ☐ Add information on Biodynamic farms and products to your regularly scheduled social media posting schedule. Don't forget the pictures!
- ☐ Provide retailer materials for your sales teams
- ☐ Post information about Biodynamic farming and your products on your website.

STAY CONNECTED TO DEMETER USA!

Demeter is regularly posting news and information on our website, social media sites, and via periodic e-newsletters. Be sure to sign up, and stay in touch!



Rooster from the Ampelos Vineyard in Lampoc, California.

Demeter USA

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