ORGANIC INTEGRITY DATABASE

Organic *INTEGRITY* Database Public Update Webinar

October 26, 2016
USDA Agricultural Marketing Service (AMS)
National Organic Program (NOP)
Information Technology Service (ITS)

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Welcome to this Webinar

- **If you are online and cannot hear, please also call in:**
  Toll-Free (U.S. & Canada): 866.740.1260
  Access Code: 7202000
- **Please stay on mute throughout the call** UNLESS you are called on after raising your hand.
  - To MUTE your phone, push *6
  - To UNMUTE your phone, push *7
  - Do NOT push HOLD
- You can activate chat on the left of your screen. We are sharing the screen, so all participants will see all chats.
- The slides, audio and chat transcript are being recorded.
- If you are having technical problems, please visit www.readytalk.com.

Agenda

- **Project Overview**
- **Organic *INTEGRITY* Database**
  - Home Page Basic Search
  - Advanced Search
  - Search Results Export and Other Reports
  - Web Services for App Developers
  - Certifier Locator and Certifier Profile
  - Organic Certificates Module
  - How Data is Being Used
- **Looking Ahead**

Visit INTEGRITY at apps.ams.usda.gov/INTEGRITY

Vision: The Organic Integrity Database

The NOP is responsible for the integrity of the USDA organic seal.

The Organic *INTEGRITY* Database is a modernized certified organic operations database that:

- Contains up-to-date and accurate information, deterring fraud
- Increases supply chain transparency
- Promotes market visibility for organic operations

Key questions team regularly asks:

- What do we build to meet both near-term and long-term expectations for success?
- What do we build to accommodate diverse certification systems across certifiers?

Big Picture Project Timeline

Spring – Fall 2014	Farm Bill funding allocated for Database; Convened team and completed acquisition strategy
Fall 2014 – Spring 2015	Convened certifier user group; public webinar and feedback session with certifiers; formalized release plan
March 2015	Contract awards to Intact and Harmonia
March-July 2015	5 meetings with certifier user group; system design and development
August - September 2015	Public Webinar Update; Memo to Certifiers on launch; certifier training presentation and feedback; launch of public-facing system (Release 1)
October-November 2015	Certifier outreach and technical assistance with new template format, volunteer certifier user testing, feedback
December 2015	Public Webinar Update; launch of NOP and Certifier section of system (Release 1.1)
January 2016	Launch of updated search functionality and new reports; certifier training; finalization of 2016 list (Release 2)
March 2016	Launched web services for certifier data submission; basic certifier profile; operation history tracking status changes at operation and scope level (Release 2.1)
May-June 2016	Public Webinar Update; launch of Certifier Locator and full certifier profile; updated search functionality; new comprehensive search results export (Release 3)
September-October 2016	Public Webinar Update; launched web services for public data access; certificate module; improved system navigation; improved data exports to template for certifier updates (Release 4)

Meet the Award Winning Team!
AMS: NOP & ITS, Intact, Harmonia, and Certifiers

2015-2016 Fall and Winter Releases:

- Certifier User Account Management
- Expanded Set of Information About Operations
- New Product List and Classification
- Data Upload & Download (Excel)
- Screens Supporting Certifier Interaction
- Public Search and Monthly Data Reports

2016 Spring and Summer Releases

- **Advanced Public Search Capabilities**
- **Automated Connections (Web Services)**
- **Certifier Profile Updates and Searches**
- **Operation Reinstatement and History Tracking**
- **Adjustments to User Navigation/Experience**
- **Operation Certificate Module**

In Other Words, Because of INTEGRITY….

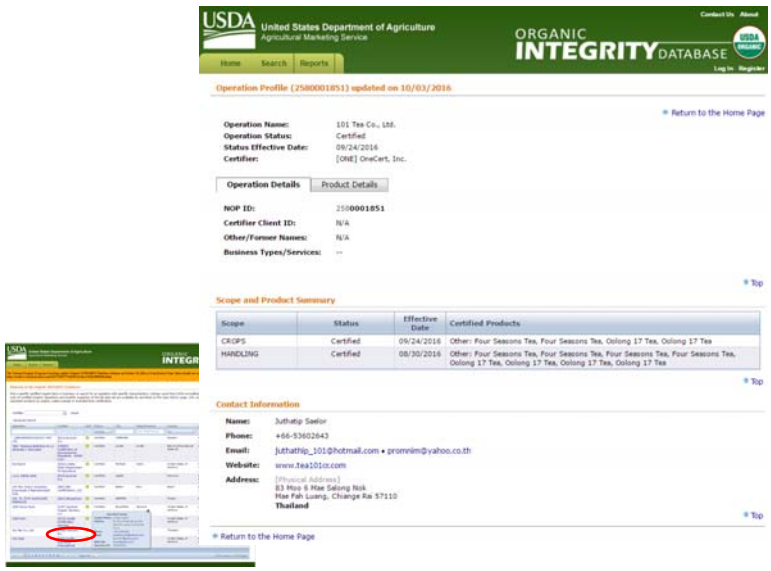
- Certifiers can login to the database, and regularly update the list of organic operations they certify
- Certifiers can track the history of an operation to support certification and compliance activities
- Industry and the public can conduct searches and access standard reports more easily and with greater precision than with the old posted list
- Certifiers are increasingly using our more structured listing of commodities and services, a significant improvement over the previous listing

In Other Words, Because of INTEGRITY….

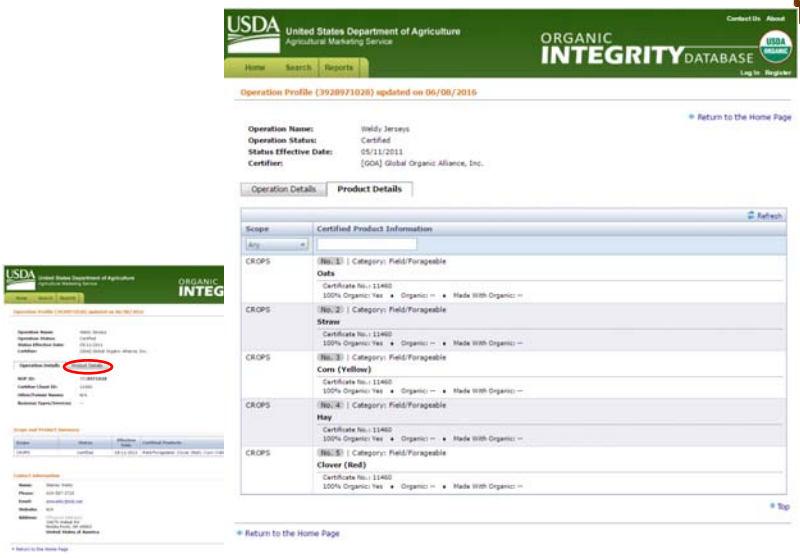
- Industry and the public can perform increasingly sophisticated advanced searches by operation status effective date, exact product name, and other criteria
- Certifiers and third party app developers can access data through automated data feeds (web services)
- Industry and the public can find a Certifier based on office and certified operation locations
- Certifiers can avoid recertifying suspended operations that have not been reinstated by NOP
- Certifiers can produce and operations can verify federated organic certificates through *INTEGRITY*

Home Page (Basic Search)

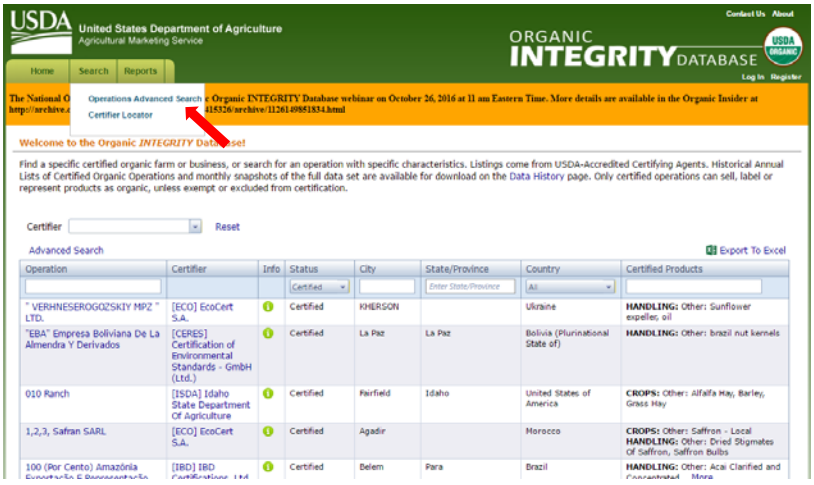
Operation Profile



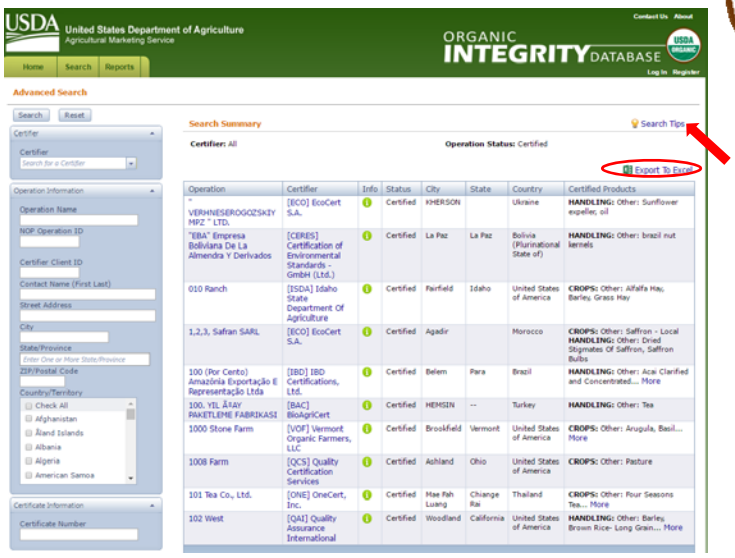
Operation Profile – Product Details



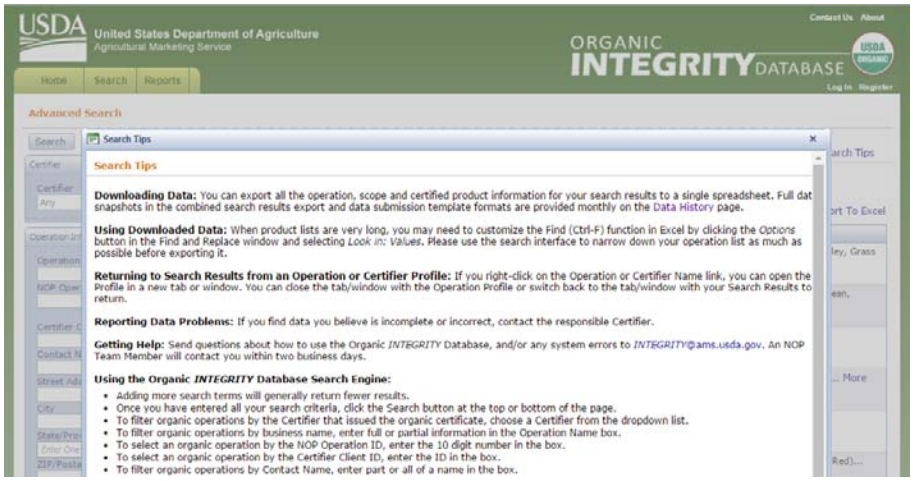
Advanced Search



Advanced Search

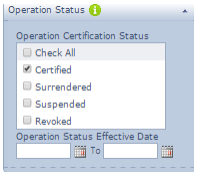


Advanced Search…Tips

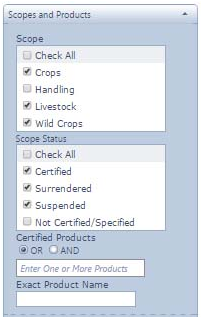


Advanced Search…

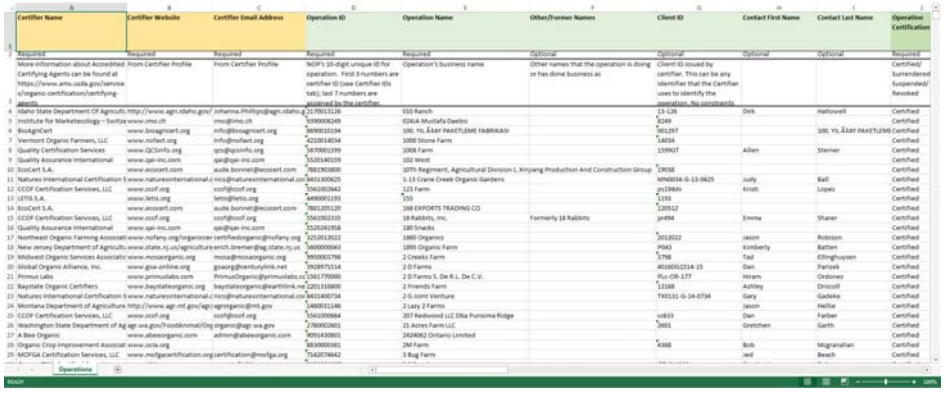
- Operation Status Effective Date Range



- Scope and Scope Status
- Certified Products
  - AND/OR
  - Exact Name



Reports…Search Results Export Tour



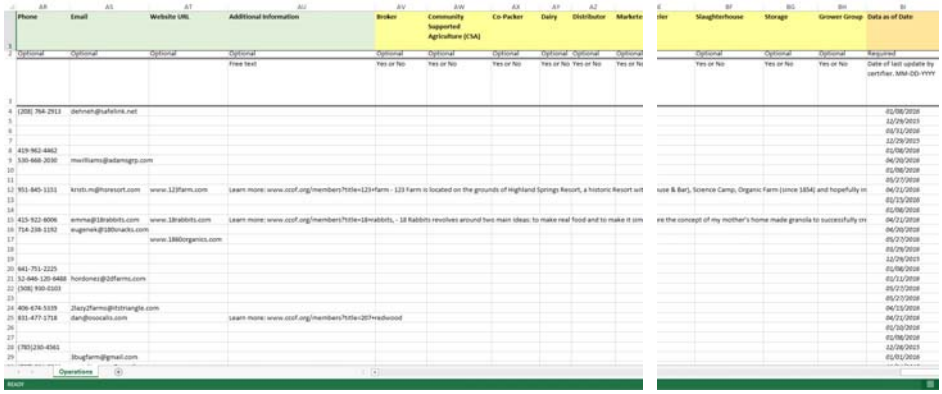
Reports…Search Results Export Tour

Operation Certification Status	Effective Date of Operation Status	CROPS Scope Certification Status	Effective Date of CROPS Status	Certified Products Under CROPS Scope	Additional Certified Products Under CROPS Scope	Certificate Numbers for Certified Products under CROPS Scope	LIVESTOCK Scope Certification Status	Effective Date of LIVESTOCK Status	Certified Products Under LIVESTOCK Scope	Additional Certi LIVESTOCK Scop
Required	Required	Optional	Optional	Required		Optional	Optional	Optional		
Certified/ Surrendered/ Suspended/ Revoked	Date the selected Operation Certification Status became effective. MM-DD-YYYY	Certified/ Surrendered/ Suspended	MM-DD-YYYY	Category: Item Name/Other Item (Item Variety)	Category: Item Name/Other Item (Item Variety)	Certificate numbers issued by Certifier.	Certified/ Surrendered/ Suspended	MM-DD-YYYY	Category: Item Name/Other Item (Item Variety)	Category: Item (Variety)
Certified	11/01/2002	Certified		Other: Alfalfa Hay, Barley, Grass Hay		13-126				
Certified	03/06/2015	Certified		Other: Rice, Cotton, Bean, Fennel, Melissa						
Certified	04/09/2014									
Certified	08/18/2014	Certified		Other: Garlic, Arugula, Beans, green, Beets, Bok choi, Broccoli, Cabbage, Carrots, Cucumbe		14034				
Certified	06/01/2009	Certified		Other: Pasture		159917				
Certified	01/18/2013									
Certified	12/25/2013	Certified		Other: paddy rice						
Certified	12/17/2013	Certified	12/17/2013	Other: Apples, Blueberries, Chanterelles, Cherries, Currants, Elderberries, Garlic, Grapes,		MN0034-G-13-0625				
Certified	09/23/2004	Certified	09/23/2004	Other: Fallow, Apple Trees, Olives, Vegetables, Apricots, Persimmons, Flowers, Tea, Oranges, Lavender, Lemons, Native			Certified	11/28/2009	Other: Chickens-Layers, Wool, Eggs, Sheep (Last 1/3rd), Shee	
Certified	01/08/2013	Certified		Other: Pears		1193				
Certified	05/30/2012									
Certified	04/20/2006									
Certified	04/16/2015									
Certified	11/23/2015	Certified	11/23/2015	Other: Crops: Apples, Beans, Beets, Bok Choy, Broccoli, Brussel Sprouts, Butternut Squash,		2012022				
Certified	10/30/2007	Certified	10/30/2007	Other: vegetables, herbs, berries						
Certified	02/22/2010	Certified		Other: Corn, Pasture			Certified		Other: Dairy goat replacements - all eligible for organic slaug	
Certified	08/20/2013	Certified		Seed/Pod Vegetables: Soybeans; Field/Forageable: Corn (Yellow), Hay		11695				
Certified	11/05/2014	Certified		Other: Butternut Squash		PLI-OR-177				
Certified	06/06/2012	Certified	06/06/2012	Other: Microgreens		13168				
Certified	07/08/2014	Certified	07/08/2014	Other: Fallow, Rice		TX0131-G-14-0734				
Certified	08/10/2015	Certified	08/10/2015	Other: Wheat						
Certified	08/18/2014	Certified	08/18/2014	Other: Apples, Grapes						
Certified	05/23/2011	Certified		Nursery/Starts/Flowers/Trees: Flowers; Fruit - Pome: Apples; Other: Mixed Vegetables		2601				
Certified	11/04/2014									
Certified	02/14/2002	Certified	02/12/2002	Field/Forageable: Alfalfa, Alfalfa (Alfalfa Mixture), Barley, Clover, Hay, Sorghum (Milo), Oats, Pasture, Soybeans			Certified	11/05/2004	Cattle: Slaughter Eligible (Breeding)	
Certified	06/25/2015	Certified		Tuber/Root Vegetables: Beets, Carrots, Fennel, Garlic, Leeks, Onions, Potatoes, Radicchio, Radishes, Rutabaga, Scallions, Shallots, Sweet Potatoes, Turnips; Stem Vegetables: Celery; Seed/Pod Vegetables: Beans, Beans, Corn						

Reports…Search Results Export Tour

Physical Address: Street 1	Street 2	City	State/Province	Country	ZIP/Postal Code	Mailing Address: Street 1	Street 2	City	State/Province
Required	Optional	Required (US)	Required (US)	Required	Required (US)	Required	Optional	Required (US)	Required (US)
At least one of the two addresses (Physical or Mailing) is required						At least one of the two addresses (Physical or Mailing) is required			
400 W. 350 N.		Fairfield	Idaho	United States of America (the)	83327				
						Ivassova 51, Sputnik Jalal-Abad / Kyrgyzstan		Jalal-Abad	--
ISLAMPASA MAHALLESI - RIZE		HEMSIN	--	Turkey	--				
1000 Stone Rd		Brookfield	Vermont	United States of America (the)	05036	1000 Stone Rd		Brookfield	Vermont
3419 County Road 1008		Ashland	Ohio	United States of America (the)	44805				
41850 East Main St.		Woodland	California	United States of America (the)	95695	7301 John Galt Way		Arbuckle	California
10th Regimen		Ala'ar	Xinjiang	China	843000				
20750 Nobel Avenue		New Hampton	Iowa	United States of America (the)	50659	7479 Fernbrook Lane		Maple Grove	Minnesota
1 Jener						10600 Highland Springs Ave.		Cherry Valley	California
Zona rural		Gral Roca	Rio Negro	Argentina	8332	Zona rural		Gral Roca	Rio Negro
Unit 410, 4th Floor, Scandic Palace,, 4291 Emilia Street, Palanan,		Makati City		Philippines (the)	1235				
						720 York St.	Suite 116	San Francisco	California
1173 N. Armando Street		Anaheim	California	United States of America (the)	92806	1173 N. Armando Street		Anaheim	California
3858 Floridaville Road		Cato	New York	United States of America (the)	13033	3858 Floridaville Road		Cato	New York
						303 Landing Street		Lumberton	New Jersey
19986 Maland Dr.		Peterson	Minnesota	United States of America (the)	55962				
3290 O Avenue		Tama	Iowa	United States of America (the)	52339				
Ave. Lazaro Cardenas No. 217		Ensenada	Baja California	Mexico	22785				
104 County St.		Attleboro	Massachusetts	United States of America (the)	02703	104 County St.		Attleboro	Massachusetts
FM 1180 North of El Campo		El Campo	Texas	United States of America (the)	77437	P.O. Box 1029		El Campo	Texas
116 East Whitewater Road		Whitewater	Montana	United States of America (the)	59544	PO Box 44		Whitewater	Montana
						5579 Old San Jose Rd.		Soquel	California
						PO Box 2001		Woodinville	Washington
3522 Interstate 75 Business Spur		Sault Ste. Marie	Michigan	United States of America (the)	49783	3522 Interstate 75 Business Spur, Sault Ste. Marie, Michigan		Sault Ste. Marie	Michigan
13079 Dragoon Creek Rd.		Harveyville	Kansas	United States of America (the)	66431				
11 Wiley Neck Rd.		Lincolnville	Maine	United States of America (the)	04849	11 Wiley Neck Rd.		Lincolnville	Maine

Reports…Search Results Export Tour



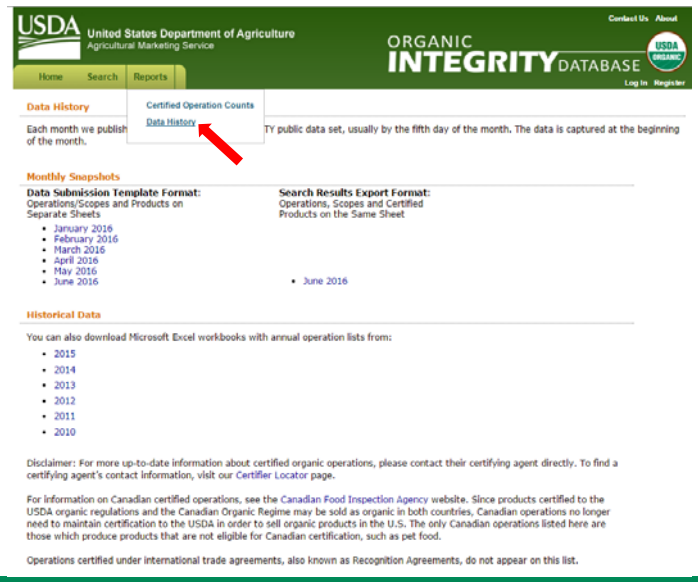
Reports…
Search Results Export Tips

- Narrow your search results as much as possible before exporting.
- Combine physical and mailing addresses when performing location analysis. *INTEGRITY* reports use physical address when both are provided.
- When product lists are very long, you may need to customize the Find (Ctrl-F) function in Excel by clicking the *Options* button in the Find and Replace Window and selecting *Look in: Values*
- Web services for public data sharing are now available!

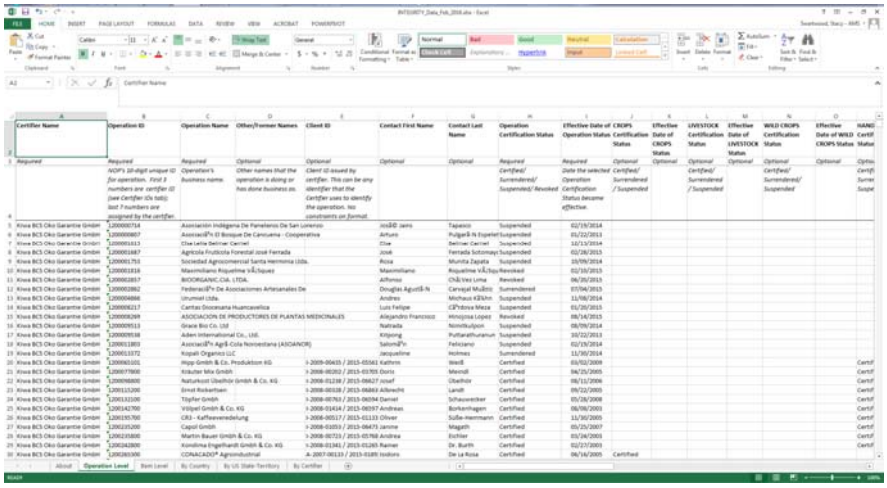
Reports…
Web Services for Public Data Sharing

- Organizations can automatically get a download of all publically available (Certified, Surrendered, Suspended and Revoked) organic operations in the system
  - REST API, data is in XML format
- Developer's page: http://apps.ams.usda.gov/integrity/Developer/APIHelp.aspx

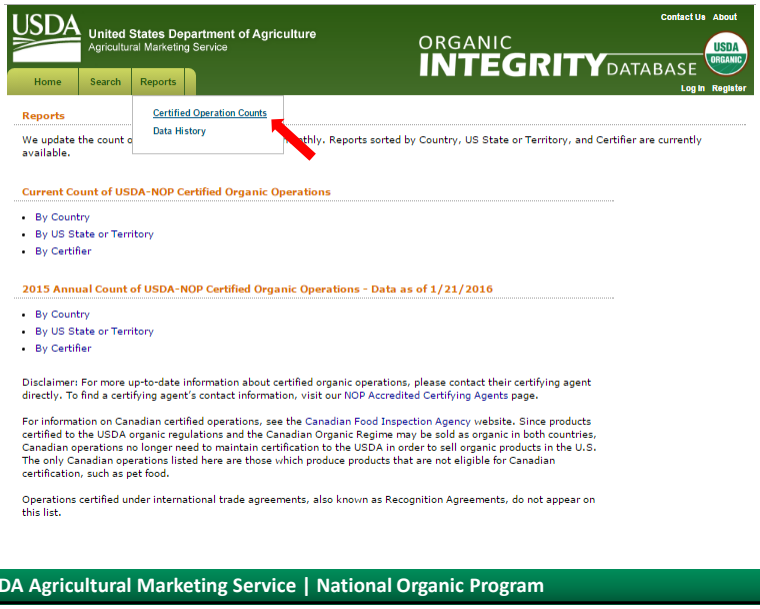
Reports…Data History Snapshots



Reports…Data History Snapshots



Reports…Counts of Certified Operations



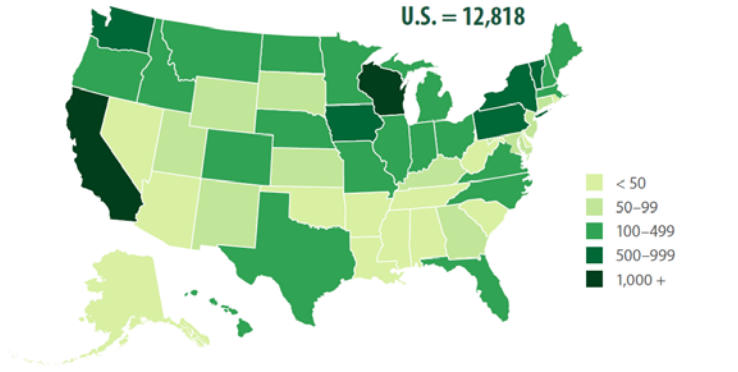
Reports…NASS Organic Surveys

- NASS Organic Producer Survey
  - 2015 Certified Organic Survey
    - 12,818 certified organic farms, selling $6.2 billion in organic commodities.
    - Full Results: www.nass.usda.gov/organics
  - 2016 Certified Organic Survey

NASS Organic Surveys

Number of Certified Organic Farms, by State, 2015

California and Wisconsin had more than 1,000; South had few



Source: USDA NASS 2015 Certified Organic Survey

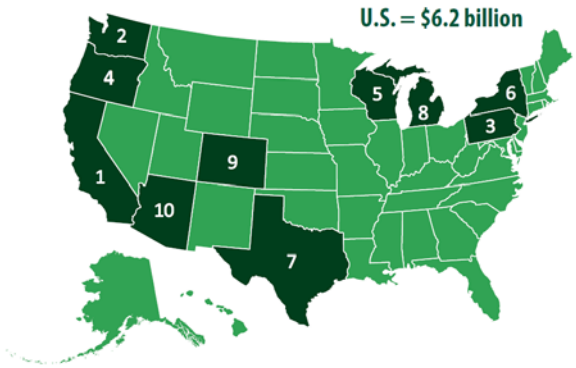
United States Department of Agriculture
National Agricultural Statistics Service

Find out more at www.nass.usda.gov

NASS Organic Surveys

Top 10 States in Organic Sales, 2015

Ten states account for 78% of U.S. certified organic sales



	$ million
California	$2,436
Washington	$626
Pennsylvania	$332
Oregon	$269
Wisconsin	$222
New York	$221
Texas	$210
Michigan	$187
Colorado	$155
Arizona	$129

Source: USDA NASS 2015 Certified Organic Survey

USDA United States Department of Agriculture
National Agricultural Statistics Service

Find out more at **www.nass.usda.gov**

NASS Organic Surveys

Top Crops in Certified Organic Sales, 2015

Source: USDA NASS 2015 Certified Organic Survey

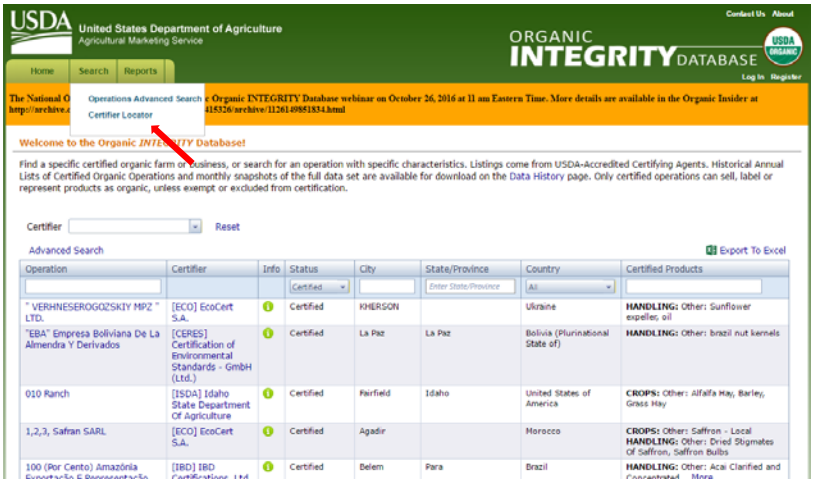
USDA United States Department of Agriculture
National Agricultural Statistics Service

Find out more at **www.nass.usda.gov**

Reports…NASS Organic Surveys

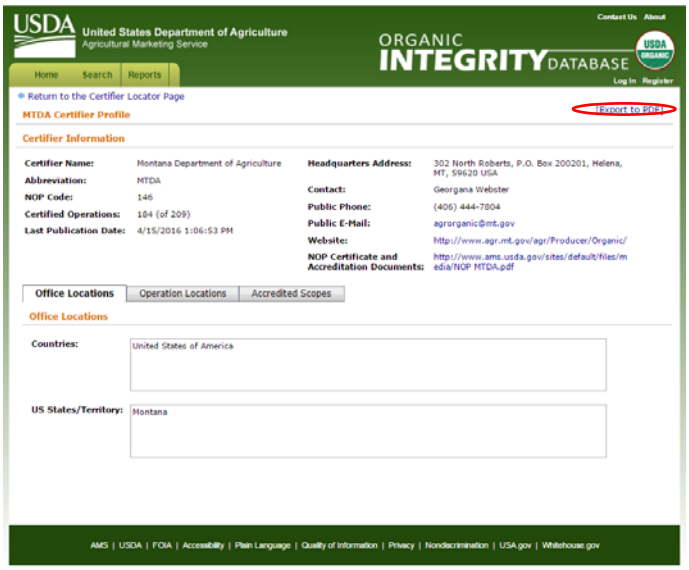
- NASS Organic Certifier Survey (2014 & 2015)
  - NASS release scheduled for December 2016
  - Transition reporting from NASS to NOP
    - Future reporting directly through *INTEGRITY*
    - Communication between USDA and the Certifiers is paramount in making this transition successful
    - Differences in NASS data and NOP data

Certifier Locator

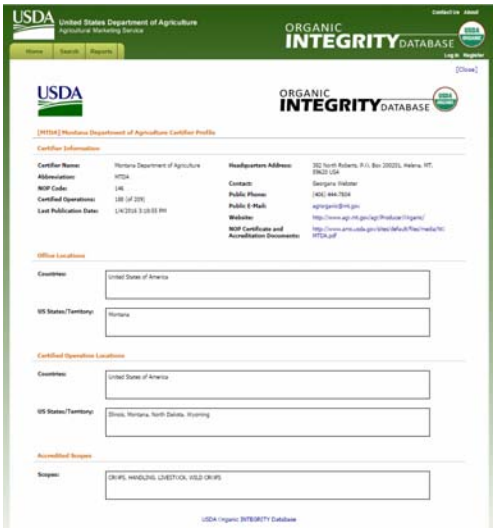


Certifier Locator – New Search Interface

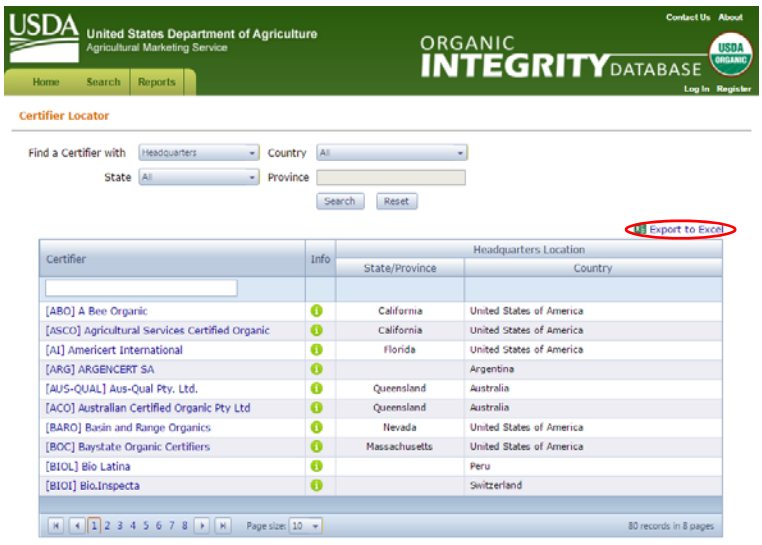
Certifier Profile



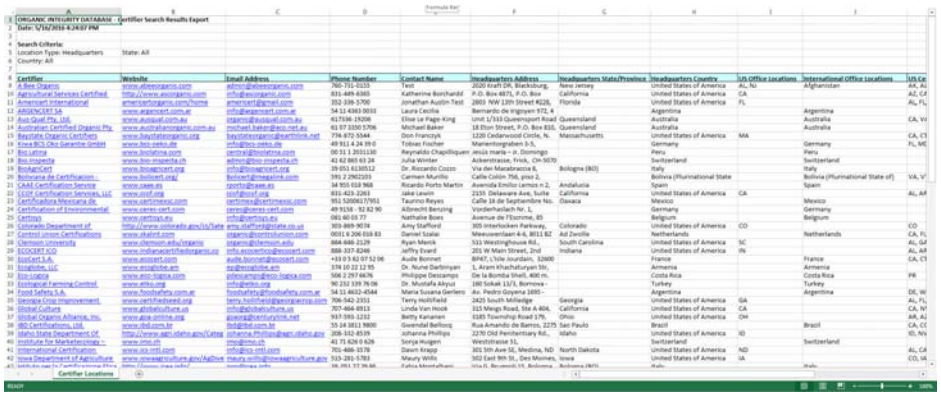
Certifier Profile…Export to PDF



Certifier Locator…Search Results Export



Reports…Certifier Search Results Export



New Certificate Module

- Goal: Deploy an operator-level certificate that complies with regulations and NOP's Certificate Instruction
- Benefits:
  - More harmonization across the industry
  - More frequent data updates to INTEGRITY
  - Increased market security
  - Increased use of standardized look-up potential offered by the new and permanent NOP ID (10 digits)
- Some certifiers have expressed hesitation about using the system for certificates, preferring to generate directly from their systems. We will continue to engage stakeholders as we move forward!

Sample Certificate

Certifier Name
Phone – Email
Website
Street 1
Street 2
City, State/Province ZIP/Postal Code

certifies that

Organic Operation Name
Phone – Email
Website
Street 1
Street 2
City, State/Province ZIP/Postal Code
Country

is certified to the USDA organic regulations, 7 CFR Part 205, for the categories of

Crops, Wild Crops, Livestock, Handling/Processing

Once certified, a production or handling operation's organic certification continues in effect until surrendered, suspended, or revoked. Status of this certification and specific certified organic products covered may be verified at

https://apps.ams.usda.gov/integrity/CP/OPP.aspx?cid=0&nopid=0000005358

Certifier Client ID:	5358
Certificate Number(s):	C005, WC007, L013, HP009
NOP Operation ID:	0000005358
Effective Date:	October 18, 2007
Anniversary Date:	October 18, 2016
Issue Date:	September 26, 2016

CERTIFIER LOGO

ORGANIC CERTIFICATE

USDA ORGANIC

Using the Data

- Trends analysis for outreach – where is the number of certified organic operations declining or increasing, in a particular sector?
- Help connect buyers and sellers to support growth and emergence of new supply chains
- Identification of producers to provide pricing information for new Market News organic reports
- **Questions about the data?** If you have questions about an operation's profile in the *INTEGRITY* database, contact the Certifier. They have the most up to date and detailed information.

Coming Soon

- Print to PDF for Operation Profile
- Item certification status and effective date will be added to operation profile – product details tab and item level tab of monthly data snapshot in data submission template format
- Report automation
- Top organic commodity reports

Questions?

Please enter your questions into the chat box!

Next Steps:

- We continue to work closely with certifiers to encourage regular data submittals and accurate data
- This webinar can be streamed from http://cc.readytalk.com/play?id=stdzj
- **Contact the Team Anytime!**
  Stacy.Swartwood@ams.usda.gov – NOP
  Kristin.Tensuan@ams.usda.gov – ITS
  INTEGRITY@ams.usda.gov

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