

1 noncompliance. At that point, it's out of their
2 hands.

3 You know, another point that I would to
4 Mr. Segell's comments and I'm not sure where he's at
5 on this, but, you know, he admitted that it's a lot
6 easier to put the cows out on pasture than it is the
7 dry cows and you're talking about everything after six
8 months. There's a lot of -- of complexity to a dairy.

9 CHAIRMAN RIDDLE: That was it.

10 MR. ENGEL: Okay.

11 CHAIRMAN RIDDLE: All right. Thanks,
12 Dave.

13 MR. ENGEL: Thank you.

14 CHAIRMAN RIDDLE: Joe Mendelson. Then
15 Emily Brown Rosen and then I will call the names of
16 the people from earlier and see if they've arrived.

17 MR. MENDELSON: No. No, I don't. All
18 set. Good afternoon. My name's Joe Mendelson. I'm
19 with the Center for Food Safety, a nonprofit
20 organization here in Washington, D.C. and with offices
21 also out in San Francisco, California.

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1 Oh, better. That's what you get when
2 you're short. You know, you got to move the
3 microphone.

4 Again, my name is Joe Mendelson. I'm with
5 the Center for Food Safety. We're a nonprofit
6 organization based here in Washington, D.C.

7 This is the first time I was able to
8 address the Board at this meeting. I want to thank
9 you again for your hard work and thank the five
10 outgoing members for all their hard work in the
11 program as well.

12 Just in general, the Center for Food
13 Safety supports the recommendation that you voted out.

14 The draft recommendation you voted out today.

15 I do want to say a bit on consumer
16 expectation. You know, as an organization that
17 represents mainly consumers, you know, when they
18 purchase an organic product specifically milk, they
19 expect that -- that by purchasing that product they're
20 contributing to the animals ability to enjoy natural
21 behavior. That they are making a significant

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1 contribution to the better welfare treatment of that
2 animal and that means that they would like very
3 clearly a mandatory requirement for access to pasture
4 and to have that clarified to know what they are
5 purchasing. Essentially, what they are supporting.

6 Without question, I would add that that
7 consumer attitude has been reinforced by the marketing
8 of organic milk. This morning when I got milk, it was
9 -- I believe a Safeway brand organic milk. It was a
10 nice picture of cows and a superimposed photograph of
11 cows out in pasture and I wanted to bring the carton.

12 So, I kept forcing my kids to try and have more
13 cereal to get the milk done, but that didn't quite
14 work. But, you know, you know, you
15 can't have it both ways. If you're marketing an
16 imagine of pasture and you further an expectation of
17 consumer -- of -- of the -- the -- you further an
18 expectation in consumers and you better met that
19 expectation.

20 I would also just add briefly that there's
21 no question that the -- the word pasture is being

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1 abused. Joe Smille made sort of an offhanded comment,
2 but I have a Washington Post advertisement from the
3 grocery store that advertises a sale for organic
4 shrimp that says pastured in artisan water. So, you
5 know, not only do we need clarity on what it defines,
6 we need enforcement of what it means.

7 I'm glad to hear, of course, the programs
8 going to an ANPRM that we're going to have a
9 regulation we support as prescriptive a standard in a
10 regulation that's binding not in guidance and I just
11 hope after the ANPRM that we move diligently to a
12 proposed rule and a final rule.

13 Specifically on the draft, I had a couple
14 of comments. I was looking at the -- the first draft
15 before the Board put it out. Just a couple of things
16 on global warming and climate change were alluded to
17 in that draft. To set the record straight, ammonia is
18 not a -- ammonium is not a greenhouse gas. It's an
19 air pollutant, but it's not a greenhouse gas and
20 sulfite I think was also suggested to be a greenhouse
21 gas. I think it's sulfur dioxide are the greenhouse

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1 gases. But, certainly the diet of any cow effects the
2 methane emissions and methane is clearly a greenhouse
3 gas and there's a -- a huge store of literature on the
4 benefits of carbon dioxide sequestration in pasture of
5 grasslands and in effect, numerous USDA programs to
6 promote carbon sequestration through things like
7 managed pasture.

8 Okay. Stage of life, I'm not sure what
9 that means. I turned 40 in February. Some people say
10 I'm going to be entering a mid-life crisis. That's
11 certainly a stage of life. I'm not sure if it's more
12 prescriptive, but certainly, I think what you did is
13 far as listing in 239(a)(2)1, 2 and 3 is a good step
14 forward.

15 As -- as far as 120 days, we support.
16 Actual numbers I think reference to growing season as
17 well could be added. We want to see those 120 days
18 clearly as a minimum and a basement not as the
19 standard that you'd want.

20 As far as the dietary feed issue and
21 number, you know, as a consumer organization, we don't

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1 have the expertise in that. I will say that citing
2 issues because organic has been told to us be an
3 environmental standard, citing issues are well within
4 the realm to consider.

5 And lastly, on the economic
6 considerations, I -- I do have to agree on that I felt
7 the USDA questioned skewed -- was only half a loaf I
8 should say. I mean there should be consideration to
9 what was the ultimate economic effect if we do not put
10 in these strict standards and how will that affect
11 consumer attitude, hence the market and then farmers.

12 Thank you.

13 CHAIRMAN RIDDLE: Thanks, Joe. Emily
14 Brown Rosen and then like I said I'll -- I'll call as
15 she's coming up. Is Dr. Juan Velez? Matt Van Baale?
16 Dennis Stiffler? Okay. None have come.

17 Emily, you get the last word.

18 MS. ROSEN: Okay and this is not my word.
19 I'm reading this for Marty Mesh who sent this in. He
20 regrets that due to a family emergency he's not able
21 to be here in person.

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