USDA Agricultural Marketing Service (AMS)
National Organic Program (NOP) and Information Technology Service (ITS)
Organic Integrity Database Project
Chat from December 10, 2015 Public Webinar

On December 10, 2015, the USDA Agricultural Marketing Service's (AMS) National Organic Program (NOP) and Information Technology Service (ITS) hosted a public webinar about the Organic Integrity Database, an information technology project currently in development. This webinar included a demonstration of Release 1.0 and 1.1 of INTEGRITY, and previewed plans for development in FY 2016. Over 125 people attended the webinar, and several participants have requested the slides and a list of the group's comments. This document responds to that request.

Attachments: The slides from the webinar

Webinar Recording: https://cc.readytalk.com/play?id=h4vh6g

Participant Comments: The following is a listing of the questions that were asked during the session, along with NOP's chat responses. This is not a full chat transcript, as we have removed very individualized comments to focus on the content of most interest to readers. Some questions were answered verbally during the webinar instead of using chat; those responses are hearable through the recording above.

Sender	Message
Virginia Harris	Are you still able to download the entire list of certified records?
David Granatstein	Will the crop data include acres for that crop?
Connie	Is there a way to see plant history including any regulatory actions for a certified facility?
NOP Moderator	We will be publishing aggregate acreage data, depending on how many certifiers report that information to us. It is an optional field at operation and product level.
NOP Moderator	Operation histories will be available for certifiers to see, beginning with the January 2016 posting - changes to operator status past that point will be captured in the history view for certifiers.
Connie	Can other certified facilities have access to the history of other certified facilities?
Scott Shander	When / where will the aggregate acreage data be available?
NOP Moderator	We are not currently planning to publish operation history for the public, only for certifiers. We can discuss further reasons for this if there is interest.
Diana Underwood	Will previous annual lists still be available for download?
NOP Moderator	Old data sets will continue to be available.
NOP Moderator	Aggregate data for acreage will be made available once enough certifiers

Sender	Message
Richard Siegel	When an operation's certification is suspended or revoked, how fast is this information shown in the database? This is important, because companies in the trade are relying on current data in order to know if they are buying a product from a certified organic operation.
Cheri Johnson	Are the product names standardized across all the certifying agencies?
NOP Moderator	Our goal is to make the system easy enough to use that certifiers will login in quite quickly after a suspension or revocation has occurred, to change the operation's status - we all have in interest in that data being as close to real-time as possible.
David Granatstein	Can you aggregate acreage by state so we are able to see that level of detail?
Connie	How many years does the history go back to?
mike sides	will this have trader information?
NOP Moderator	If we get enough acreage data in, State level reporting would be a natural place to start.....
Iris Rendon - QAI	will there be a written summary of these 'tips and tricks'?
NOP Moderator	History capability will START with January 2016 data set - that is Day 1 in history. After that, history will accumulate over time.... we have not yet defined a limit on history - at least 10 years, likely.
NOP Moderator	There are some tip sheets already available - see "User Resources" under Operations tab. This recording will also be available.
Cheri Johnson	Did you say that January 1 all data will be updated by all certifying agencies?
NOP Moderator	Certifiers have a regulatory requirement to submit data by January 2 each year - the January 2, 2016 submittal will be the starting set of data for the new system - right now, the system holds data from last year.
NOP Moderator	If all certifiers submit data through the system correctly by January 2, the data will be online january 3.
NOP Moderator	Or actually, january 2 - as soon as the certifier commits the data, it is available for public to see.
NOP Moderator	SO, if a certifier submits on January 2, 11:59 PM, it will be viewable January 3, midnight. :-)
John Denlinger	"Publish Operation" is used even if it is only a revision to an already published operation?
Chairperson	Yes - it will publish the new information publicly.
Samira Zoofan - OEFFA	Could you explain or show how a certifier lead creates accounts?
Carey Allen	For suspended or revoked operations, how many years of history of those are required to be uploaded?
Chairperson	Certifier Leads cannot create accounts, they can only approve or reject registration requests from other staff members at their organization.
Becky-GOA	Once you publish the file the NOP ID's can't be changed correct?
Chairperson	That is correct - the temporary IDs will be replaced and made permanent.
Cheri Johnson	Are there any listings of transitioning farmers?
Chairperson	There are not any listings of transitioning farmers - this is not an official organic certification status.

Sender	Message
John Denlinger	if we uploaded the new template today, will that data be shown on NOP list now or not until 1/2/16?
Cheri Johnson	Are the crop names standardized across all the certifying agencies?
Cheri Johnson	Will be possible to download new organic operations over a specific time frame?
John Denlinger	Some of our surrendered operation are showing up as certified
Alexis Randolph	Can you explain again the process and opportunity for overwriting data so we can make sure our data is as acurate as possible. Thanks.
Iris Rendon - QAI	Can the spreadsheet upload be used for partial data set? If we had 20 to update can we use a spreadsheet, or is that just for the first time full data set upload?
Cheri Johnson	When will it be possible to download new organic operations over a specific time frame?
Cheri Johnson	Do you have a specific date when it would be possible to search for organic operations that were certified in the past year for the first time?
Karin Hellige	hi, just one question to confirm: we can enter data into the list to upload many information of many clients or go into the database client by client to enter single information (surrender, suspension ...) is this right?
NOP Moderator	Correct - you can upload incremental or full lists and/or edit individual operators through the web interface. Either option is available at any time.

ORGANIC
INTEGRITY DATABASE

Organic *INTEGRITY* Database Public Update Webinar

December 10, 2015

USDA Agricultural Marketing Service (AMS)

National Organic Program (NOP)

Information Technology Service (ITS)

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 - Demos**
  - Public Site
  - Certifier/NOP Restricted Site
- **Looking Ahead: May and September 2016**

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

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	Launch of NOP and Certifier section of system (Release 1.1)

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

Release 1 and 1.1 Capabilities

New Site Look and Feel & Public Search Functionality

Certifier User Registration Mechanism

New Certifier Data Template (Excel Uploads)

Launched New Scope/Product Taxonomy

Implemented Certifier Data Upload Center

User Interfaces for On-Screen Data Entry

Let's Take a Look! Switching to Demo….

USDA United States Department of Agriculture
Agricultural Marketing Service

Contact Us About

ORGANIC INTEGRITY DATABASE

Log In Register

Home | Search | USDA AMS

Welcome to the Organic *INTEGRITY* Database!

Find a specific certified organic farm or business, or search for an operation with specific characteristics. Listings come from USDA-accredited certifying agents. The current list is a snapshot from January 2015, with all businesses and partial product lists. New listings will be posted throughout Fall 2015. You can download Microsoft Excel workbooks with full data sets from: 2014, 2013, 2012, 2011, 2010. Only certified operations can sell, label or represent products as organic, unless exempt or excluded from certification.

Certifying Agent: All — Reset

Advanced Search — Export To Excel

Certifying Agent	Operation	Info	Status	City	State/Province	Country	Certified Products
			Certified			All	
[ABO] A Bee Organic	2424062 Ontario Limited		Certified	Sault Ste. Marie	Michigan	United States of America	**Handling:** Chia Seed, Goji Berry, Hemp Seed, Raw Cacao Nibs,... More
[ABO] A Bee Organic	Alaska Coffee Roasting-Fairbanks		Certified	Fairbanks	Alaska	United States of America	**Handling:** Coffee
[ABO] A Bee Organic	Aqualand Farms		Certified	Escondido	California	United States of America	**Crops:** Basil, Cucumber, Kat Soi, Komatsuna, Lettuce, Pac... More
[ABO] A Bee Organic	Bee Organic LLC		Certified	Oxford	Michigan	United States of America	**Handling:** Body care, candles

Release 2, 3, and Beyond

- Advanced Public Search Capabilities
- Automated Connections (Web Services)
- Certifier Profile Updates and Searches
- Operation Reinstatement and History Tracking
- Adverse Action Postings
- Operation Certificate Module

A Closer Look…..

Advanced Public Search Capabilities	- Keyword Search Box - Refine Search Terms (e.g., States) - As Data Are Loaded, Add New Search Fields
Automated Connections (Web Services)	- Facilitate Automated Data Feeds by Certifiers - Facilitate 3rd Party Data Access (Consumption)
Certifier Profile Updates and Searches	- Allow Certifiers to Update Listings - Facilitate Public Search of Certifiers Operating in Certain Locations

A Closer Look…..

Operation Reinstatement and History Tracking	- Ensure Suspended Operations are not Re-Certified without Reinstatement - Track Operation Certification Status Changes Over Time
Adverse Action Postings	- Integrate Adverse Action Reporting into INTEGRITY - Align Adverse Action Reporting with Certification Status Changes in Database
Operation Certificate Module	- Transition to Federated Certificate Template to Reduce Fraud - Facilitate Certifier Production of Certificates through INTEGRITY or on Own

Next Steps

- We are working closely with certifiers to upload new data sets due January 2, 2016
- We will announce 2015 List/Count of Certified Operations as soon as data are all in and validated.
- Development continues….. We welcome your feedback!
- You can stream the webinar recording from http://cc.readytalk.com/play?id=h4vh6g
- **Contact the Team Anytime!**
  Stacy.Swartwood@ams.usda.gov – NOP
  Kristin.Tensuan@ams.usda.gov – ITS
  INTEGRITY@ams.usda.gov