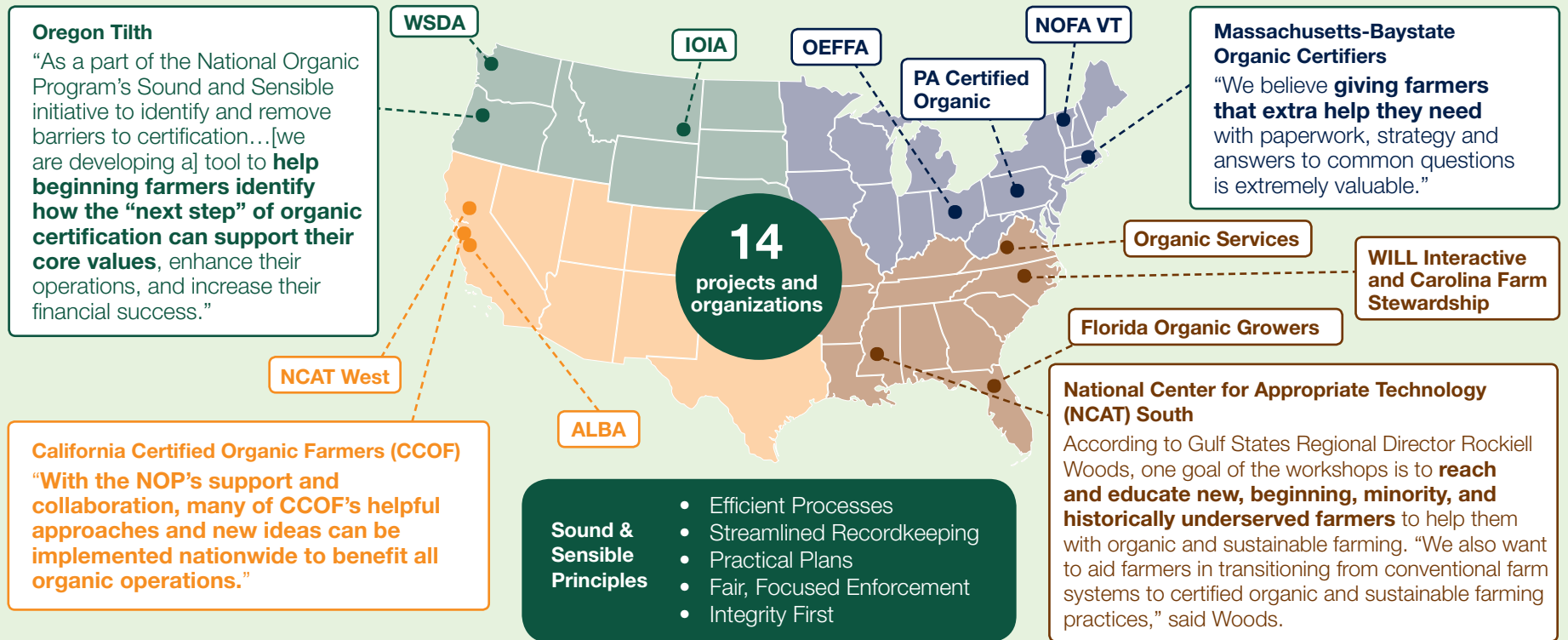




Sound & Sensible

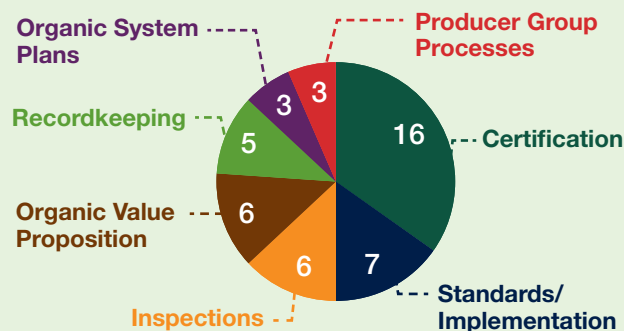
In 2014, the National Organic Program's (NOP) Sound and Sensible initiative funded 14 year-long projects across the United States aimed at making organic certification more accessible, attainable, and affordable while maintaining high standards, ensuring compliance, and protecting organic integrity. Project leads worked directly with organic farmers and businesses to identify and remove barriers to certification, streamline the certification and recordkeeping process, and conduct education and outreach.



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public-facing products

The Sound and Sensible projects have resulted in a trove of valuable tools, guides, and training materials. These resources will benefit the broader organic community, including the nearly 20,000 certified organic producers and processing facilities across the United States. Many of the projects focused on outreach to underserved communities, such as non-native English speakers and Plain/Amish communities, about the benefits of organic certification.

Product Topic Areas



Types of Products



75
tip sheets / fact sheets



16
training workshops & curricula



15
informative videos