



To Whom It May Concern:

The Business of Organic Food was a first year seminar class taught in the Fall of 2010. Using organic foods as the focus, this course explored business dynamics from two perspectives. One perspective was to consider how businesses respond to consumer demand. What are the various business models used in the organic food industry? How successful are these models? How can the creation and management of a business allow one to express her or his values? How important are vision and mission to the success of a business? In addition to reviewing the business models of several organic food organizations that operate on a local, national, and/or international level, the class was able to work with the college's farm to see firsthand how food can be sustainably produced.

This investigation at the farm was integrated, so that the business aspect of this course was highlighted through an ongoing initiative at the College Farm, which was their organic certification process. Students were provided a tour of the farm, and were advised by the Pennsylvania Certified Organic (PCO) agency as to what qualifications needed to be satisfied in order to become an organic farm. PCO's policy director, Kyla Smith educated the students about the process and benefits of certifying a farm according to organic standards.

The hands-on opportunity at the Farm reinforced the more theoretical aspects of this course. Moreover, this course was an important bridge between curricular abstraction and co-curricular understanding.

Sincerely,

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