



## **Simplifying Organic Record Keeping/Online Marketing**

**Haygrove Owners Conference**

**Kelly Carney  
North Pulaski Farms**



**Locally Grown Certified Organic Produce**  
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**North Pulaski Farms was established  
in 2008 with the goal of providing the  
best quality organic produce to  
central Arkansas**

**We operate a 5 acre specialty crop  
farm in the northern tip of Pulaski  
County and utilize a 2.1 acre Haygrove  
high tunnel as our main production  
system.**



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We named our growing systems after Flintstone Cartoon characters.

**Fred : 11x24x327 Gutter Connected High Tunnels**

**Wilma : 20x96 heated greenhouse for seed starting a small 20x50 growing area.**

**Barney: Future home for a small Blackberry patch**

**Betty: Insectary and future home for a small Apple Grove.**



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**Romaine Transplants  
Used Billboard Tarps  
as Ground Cover**



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**We use Google Calendars and documents for organic certification record keeping. We publish our calendar on our website thus making it available to our organic certifier and use our record keeping system to complete the organic certification application from the Oklahoma Department of Agriculture (our certifying agent).**



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Section 205.103 of the NOP regulations requires that certified operations maintain records. Such records must fully disclose all activities in sufficient detail and in a format that can be readily understood, audited, and available for inspection. Certified operations must make records available for review by the NOP, the applicable State program's governing State official, and the certifying agent during normal business hours (§205.103(c)).

Section 205.201 requires certified operations to describe the recordkeeping system that will be implemented in accordance with Section 205.103 as part of the Organic System Plan for their operation. The Organic System Plan serves as a management and verification tool specific to the unique characteristics of each operation and should reflect the practices, procedures, inputs, and recordkeeping approach that will be used by an operation.

Maintenance of records enables certified operations to meet the requirements for continuing their organic certification. On an annual basis, certified operations must submit to their certifying agent an updated Organic System Plan, which includes documentation of any deviations in the practices, procedures, and inputs from what was specified in the previous year's Organic System Plan and any changes to the previous year's Organic System Plan that will be undertaken in the coming year (§205.406(a)(1)(i-ii)). Documenting such changes allows certifying agents to verify an operator's compliance with the NOP.



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**We save all our receipts and empty packages for seed, fertilizer and any other farm inputs.**

**Being 100% Organic makes record keeping much easier.**



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**To use Google documents you have to have a Google account .**

**To sign up for a Google account go to this link, read the screen and follow the directions.**

<http://docs.google.com>



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## Benefits of Google Electronic Records

- Safe - data is stored on multiple secure systems with no single point of failure
- Calendar serves as record keeping and work flow reminders
- Log re-occurring events with one entry
- Search features allow for easy retrieval
- Web publishing facilitates transparency
- Larger farms can track individual efforts
- One word, FREE



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## Online Marketing

[www.northpulaskifarms.com](http://www.northpulaskifarms.com) website is optimized for search engine placement

Calendars/Webcams Promote transparency

Social Networking / Facebook used to facilitate communication



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**Online Sales thru the following  
locallygrown.net sites:**

**[www.littlerock.locallygrown.net](http://www.littlerock.locallygrown.net)**

**[www.lrmidweek.locallygrown.net](http://www.lrmidweek.locallygrown.net)**

**[www.conway.locallygrown.net](http://www.conway.locallygrown.net)**

**[www.farm2work.locallygrown.net](http://www.farm2work.locallygrown.net)**

**Farmers deliver to central drop sites weekly  
and customers then pick up .**

**Farm2Work delivers to area businesses.**



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**Website:**

**<http://www.northpulaskifarms.com>**

**Calendar:**

**<https://www.google.com/calendar/hosted/kreativelogic.com>**



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Email [kelly@northpulaskifarms.com](mailto:kelly@northpulaskifarms.com)  
for a blank copy of my NOP  
document.



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Questions?



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