

15th Anniversary of Canada Organic Regime

Toolkit

In this toolkit, you will access the campaign materials and ways to promote the 15th Anniversary of organic regulation in Canada.



What is COR & why does it matter?



Canada Organic Regime (COR)

- COR is the organic certification system in Canada that verifies that the organic standards and regulatory requirements are being met
- The anniversary celebrates the day the COR logo was enacted on certified organic products
- The logo is an indication that the product is verified to meet government regulations and has globally recognized organic standards





When are the celebrations happening?

The celebrations will occur 1 week before June 30 and on the day of. The 15 Year Anniversary will also be celebrated during Organic Month in September.

June 30, 2024, is the
15 Year Anniversary of
Canada Organic

Campaign Goals

Recognize

Our goal is to recognize trailblazers in the organic industry and new organic producers by recognizing the efforts of all in the industry.

Educate

Our goal is to educate the general public on the organic food movement and production and what the COR logo represents.

Amplify

Our goal is to amplify the voices of the organic industry.

Future focus

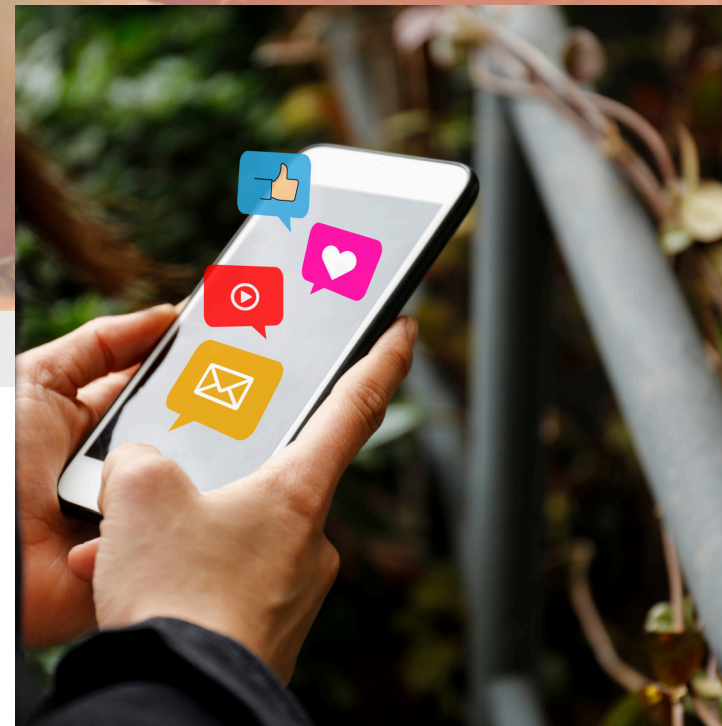
There have been so many strides in the last 15 years, we want to focus on the next 15 and show what is yet to come for the organic sector.

Social Media








#hashtag

Use #15canadaorganic



Tag

-  @choosecanadaorganic
-  @canadaorganictrade
-  @choosecanadaorganic
-  @canadaorganic
-  @canadaorganictradeassociation



Share

Share posts using the #15canadaorganic with your network!

Using the logo

We encourage all to use the 15 Years of Canada Organic logo on their anniversary promotions.

[Download assets](#)





Sign up for organic news

Not yet a member of the Canada Organic Trade Association? Sign up for our mailing list at the link below!

[Sign up](#)



**organic
month**
2024

ORGANIC:
HEALTHY CHANGE,
ONE BITE AT A TIME!

SEPTEMBER
1 – 30
2024



**mois du
Bio**
2024

LE BIO :
UN VIRAGE SANTÉ,
UNE BOUCHÉE À LA FOIS!

1^{ER} AU 30
SEPTEMBRE
2024



Get ready for Organic Month!

Check out how your business can participate in Organic Month!

There will be in person events, webinars, and contests that you and your business can take part in.

[Learn more](#)



Get in touch

Contact us for more info or with questions



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