



Immediate Release

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CAFF lauded for pioneering work in pest management

Citing its “revolutionizing pest management” work in California, the Community Alliance with Family Farmers has earned the state’s Integrated Pest Management Innovator Award.

The Department of Pesticide Regulation is honoring CAFF for its legacy of innovative farmer-to-farmer pest management initiatives, educational campaigns and training programs with cotton and tree crop growers, researchers and agricultural professionals in the Central Valley.

“The awards provide rare public recognition to groups and individuals who are quietly revolutionizing pest management through their efforts to reduce risks associated with pesticide use,” according to the Department of Pesticide Regulation.

Marcia Gibbs, CAFF’s Biological Farming program director, will accept the award during a March 18 ceremony in Sacramento.

“We are the only organization of this kind in California. We convey the message that we cannot take California agriculture for granted and must seek solutions for positive change,” Gibbs said

For more than three decades, CAFF has helped shape food and agricultural policies and practices in California. It has played key roles in:

- Enacting the nation’s toughest laws regulating pesticide use.
- Helping farmers adopt environmentally friendly practices to control harmful pests in the fields and orchards.
- Working with Central Valley cotton growers to eliminate the use of the most toxic pesticides and produce a trademarked Cleaner Cotton® for the fast-growing green fashion consumer market.
- Coordinating with farmers and schools to establish cafeteria salad bars featuring fresh, local produce.
- Promoting the development of organic farming and the organic food industry.

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