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Why The Organic Standard?

The initiators of *The Organic Standard* believe there is a need for a professional journal devoted to issues related to organic standards, certification, accreditation and regulations. This is a world that is rapidly developing and changing, and it is difficult for any organisation or individual to keep up-to-date with it. In addition, issues discussed at closed meetings, conferences and workshops, are often inaccessible to other interested parties. And, whilst information is shared through private e-mail lists, there is no place where press releases, discussion papers and reports can be publicly lodged for reading by a wider and professionally interested group. Players are either drowned in information, as an insider on hundreds of mailing lists, or have trouble getting the information they desire.

The Organic Standard is an international monthly journal that offers individuals and organisations the chance to avoid such problems. It specialises in providing both condensed news of relevant issues and more analytical background information.

Each issue will contain some or all of the following sections:

- News and informative 'shorts'
- Country focus
- Feature(s) on standards

- Feature(s) on certification, regulations and accreditation
- Opinion and debate
- Reports

The coverage will include both the private sector and governmental activities. The focus will be on issues with an international impact.

The journal's readership is expected to include international and national organisations and businesses concerned with organic standards, certification of organic products and international organic trade. This will include certifying bodies, organic consultants, international organisations, government bodies, exporting and importing businesses, supermarkets and trade associations, *i.e.* all those who need to be well informed about the developments in the organic sector.

Each issue of the journal will

The Organic Standard is an international monthly journal for individuals and organisations involved in organic standards and certification.