



Sustainable cranberry efforts gain momentum

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Local sustainable cranberry efforts are gaining momentum

Two farming families recently partnered in a business venture to produce conscientiously-grown cranberries.

Scott and Carol McKenzie, of Seaview Cranberries, in the Sixes community, joined Randy and Gretchen Farr, owners of Elk River Farms in Port Orford, to produce a product with minimal environmental impact.

The families have worked closely with Oregon Environmental Council and the South Coast Watershed Council to implement an earth-friendly agriculture strategy.

They will market their product together as Clearwater Cranberries.

On the way to growing a guilt-free berry, the operation earned the designation as Watershed Friendly Stewards by Southwest Oregon Resource Conservation and Development Council. It also received a Food Alliance certification, a third party audit and eco-label program.

To win the credentials, the growers had to demonstrate a commitment to:

- provide safe and fair working conditions.
- ensure the health and humane treatment of animals.
- avoid the use of hormones or non-therapeutic antibiotics.
- reduce pesticide use and toxicity.
- protect soil and water quality.
- enhance wildlife habitat.

On the Net: <http://www.clearwatercranberries.com>.