

# NOVIC Northern Organic Vegetable Improvement Collaborative

The goal of the Northern Organic Vegetable Improvement Collaborative (NOVIC) is to improve the profitability of organic farmers and the quality of organic produce for consumers. This project is funded by the **Organic Research and Extension Initiative (OREI)** which solves critical organic agriculture issues, priorities, or problems through the integration of research, education, and extension activities. The purpose of this program is to fund projects that will enhance the ability of producers and processors who have already adopted organic standards to grow and market high-quality organic agricultural products.

"The NOVIC breeders listened to my needs as an organic farmer, and together we created a new sweet corn variety with traits important to organic production."

Martin Diffley | Minnesota Farmer and Co-founder Organic Farming Works



## GOAL DEVELOP NEW VEGETABLE VARIETIES FOR ORGANIC

## IMPACT 'WHO GETS KISSED?' SWEET CORN RELEASE

- 8 crops being developed for organic agriculture
- 2 new commercial organic varieties released
- 40 states where new NOVIC organic varieties have been sold

*We have gotten so much out of working with all of you. And the varieties are terrific and serving our growers very well.*

Tom Stearns | Vermont  
Founder and President  
High Mowing Organic Seeds

**NEED** Farmer Martin Diffley couldn't find an organic sweet corn variety with adequate vigor and that tolerated his Minnesota farm's cool soils. He approached the NOVIC team and a collaborative plant-breeding project emerged.

**DEVELOPED** 'Who Gets Kissed?' is an open-pollinated sweet corn variety developed specifically for organic agriculture. It's also absolutely delicious!

**COMMERCIAL RELEASE** The new variety was released in the commercial marketplace in 2014. Since then, it's been sold and grown in over 40 states throughout the US and across Canada.

**CONTINUED BREEDING** Because it's an open-pollinated variety, growers can save and select seed from their 'Who Gets Kissed?' harvests to adapt the variety to their own conditions and market needs. Organic Seed Alliance is doing this on the Olympic Peninsula in Washington state and expects to release a new organic variety in the coming years.



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