

FOR IMMEDIATE RELEASE

changing the game



May 2010

## PRESS RELEASE – Announcing CIVITAS Organic Materials Review Listing

CIVITAS is pleased to announce its listing by OMRI (Organic Materials Review Institute).

Founded in 1997, the Organic Materials Review Institute (OMRI) provides organic certifiers, growers, manufacturers, and suppliers an independent review of products intended for use in certified organic production, handling, and processing. OMRI is a 501(c)3 non-profit organization.

When companies apply, OMRI reviews their products against the National Organic Standards. Acceptable products are OMRI Listed® and appear on the *OMRI Products List*. OMRI also provides subscribers and certifiers guidance on the acceptability of various material inputs in general under the National Organic Program.

OMRI® Listed products undergo a rigorous review to ensure that they comply with USDA organic standards.

The OMRI review service verifies manufacturer credibility and allows customer to confidently choose a product for organic production.

CIVITAS Synthetic Isoparaffinic Oil is OMRI approved. CIVITAS Harmonizer is currently being assessed for future OMRI review.

For more information, visit [www.omri.org](http://www.omri.org)

The image shows a framed OMRI Listed product label for CIVITAS. The label includes the OMRI Listed logo, a globe graphic, and the following information:

**Product**  
CIVITAS™

**Company**  
Petro Canada  
Mr. Michael Fefer  
2489 N Sheridan Way  
Mississauga, ON L5K 1A8  
CANADA

**Status**  
Allowed with Restrictions

**Category**  
Oils, Petroleum-Based – narrow range

**Issue Date**  
15-Apr-10

**Product number**  
pec-1664

**Class**  
Crop Pest, Weed, and Disease Control

**Expiration Date**  
01-Jun-2011

**Restrictions**  
May be used for plant disease control or as an Insecticide (including acaricide or mite control) if the requirements of 205.206(c) are met, which requires the use of preventative, mechanical, physical, and other pest, weed, and disease management practices.

*Paul Spivoni*  
Executive Director

Product review is conducted according to the policies in the current OMRI Policy Manual and based on the standards in the current OMRI Standards Manual. To verify the current status of this or any OMRI Listed product, view the most current version of the OMRI Products List at [www.omri.org](http://www.omri.org). OMRI listing is not equivalent to organic certification and is not a product endorsement. It cannot be construed as such. Final decisions on the acceptability of a product for use in a certified organic system are the responsibility of a USDA accredited certification agent. It is the operator's responsibility to properly use the product, including following any restrictions.

**OMRI**  
Listed

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For more information visit [www.civitasturf.com](http://www.civitasturf.com)

CIVITAS is not a chemical fungicide. It's a plant defense activator. CIVITAS works by turning on the natural defenses of the plant to resist fungus attack. Technically speaking, its synthetic isoparaffin-based formulation triggers Induced Systemic Resistance (ISR) in the grass to defend against fungus attack. Since the fungus can't gain a foothold on the grass, it dies off. LUB2682