

There was a time when organic foods were a tiny little portion of the market.

It's the stuff you had to hunt for. Not anymore. Faye Jones is the executive director of Moses, the group holding its annual organic farming conference in the La Crosse center this week-end. She says, with annual sustained growth in organic farming of 15 to 20 percent, organics are on the way to becoming the new normal in foo.

The Moses farming conference is the largest such conference in the US. Nearly three thousand are expected to attend through tomorrow.