

**Fiscal Year 2013 Specialty Crop Block Grant
Final Report
Agreement Number 12-25-B-1692**

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ODA-001 Grant Administration – *Final report*

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The Specialty Crop Block Grant Program (SCBGP) is an important program for Oregon agriculture. With more than 220 agricultural commodities and greater than 60% of the agricultural farm gate value from specialty crops, specialty crop markets constitute a large portion of Oregon's economy. When taking into account the fact that majority of Oregon's 35,000 farms are small to medium sized, you begin to realize the complexity of Oregon agriculture. The SCBGP has been essential in supporting Oregon's diverse and complex agricultural economy.

In order to provide necessary support toward the specialty crop industry, Oregon Department of Agriculture (ODA) decided to continue the use of a portion of the funds to support a full time SCBGP Manager. The position is responsible for all aspects of Oregon's SCBGP, including:

Coordination: Responsibility of the coordination of all grant agreements, proper training for successful project management for sub-recipients, tracking and compiling all reporting to USDA-AMS, documentation and communications, and grantee performance reporting and monitoring. Progress and financial reports submitted by the sub-grantees to ODA are one of the tools that SCBGP Manager uses to monitor the success of the implementation of the projects. Reports are used to ensure that work is completed within the required timeline, ensure that the funds are used only for activities covered by the approved project, and ensure that grant funds supplement rather than replace State funds.

The SCBGP Manager develops and manages a system to track and analyze the data to be used for documentation of grant outcomes and accomplishments. The data is compiled into summary reports required by the USDA.

The SCBGP Manager coordinates with representatives of Oregon's specialty crop industry to enhance the development of meaningful, coordinated, productive projects that yield a measurable marginal return to the bottom line of Oregon agriculture.

Outreach/Training:

SCBGP Manager conducted outreach and trainings for potential recipients interested in program regarding the criteria for development and implementation of effective grant

projects. SCBGP Coordinator holds statewide training/listening sessions, with additional statewide travel on an as needed basis.

SCBGP Manager provided technical assistance to potential applicants (concept proposal phase), to those invited to submit applications (full grant proposal phase) and to those applicants approved by USDA sub-grantees. Trainings are held in the fall and winter and for those not able to attend, webinars of the trainings are held to inform applicants about the program, train applicants on how to apply, and train sub-grantees on the best practices for reporting. In addition the program Manager implemented the opportunity for one-on-one conference trainings to enhance a more opportune learning experience in grant writing development for the second phase of project proposal open competitive process, implementing this process has helped develop a more outcome driven program in Oregon.

ACTIVITIES PERFORMED

In Fall 2012 ODA initiated a stakeholder survey to align the Specialty Crop Block Grant Program priorities with stakeholder priorities, once this survey data was compiled in mid December 2012 Oregon Department of Agriculture SCBGP Coordinator worked with Agriculture Development and Marketing Staff to strategically align outreach activities to meet the newly identified priorities.

A Farm Bill extension was approved for fiscal year 2013 Oregon’s available grant allocation at the time including a reduction due to sequestration was \$1,489,930.75.

The schedule for the FY2013 SCBGP was as follows:

Dec 19 or 20	Discuss targeted outreach	ODA Marketing Team
Jan 11	FY2012 Kickoff conference call	Advisory Board
Jan 12	RFP (web, news release, Facebook, twitter, etc.)	
Jan 20, Jan 27	Webinar (OR Program/Concept proposal)	

<i>Phase I – Concept Proposal</i>		
Feb 27, 12pm	Concept proposals due	
Mar 5-15	Review concept proposals	Advisory board and ODA
Mar 21	Discuss external concept proposals	Advisory board and ODA
Apr 3	Director to make final decisions about invitations to submit grant proposals	ODA
April 3	Invite applicants to submit grant proposals	SCBGP Coordinator
Phase II – Grant Proposal		
April 7-30	Review external & internal budgets	SCBGP Coordinator
April 13, 10-11am	Webinar (Grant proposal)	SCBGP Coordinator

May 10	Grant proposals due	External and internal applicants
May 11-21	Review applications	ODA Technical team
May 31, 1:30pm	Director to make final selection decisions on external & internal applications	ODA
June 4	Present decisions to advisory board	ODA
Jun 7	Invite applicants into state plan	SCBGP Coordinator
Jun 7-July 8	Prep state plan	SCBGP Coordinator
July 9	Submit state plan	SCBGP Coordinator
Jul 10	State plan final due date	

The Farm Bill known as the Agricultural Act of 2014 was given final approval by Congress and was approved for 5 years allowing for Oregon and other states to begin to receive grant allocation based on specialty crop acres of production as well as farm gate value. Based on this Oregon's program saw an increase of close to \$500,000 making the FY14 award including a reduction due to sequestration total \$1,960,412.83.

The schedule for the FY2014 SCBGP was as follows:

Dec 12 or 13	Discuss targeted outreach	ODA Marketing Team
Jan 6	RFP (web, news release, Facebook, twitter, etc.)	
Jan 16/17	Webinar (OR Program/Concept proposal)	
February 6	Webinar Q&A Live Concept Proposal	

<i>Phase I – Concept Proposal</i>		
Feb 24, 12pm	Concept proposals due	
Mar 3-14	Review concept proposals	Advisory committee and ODA
Mar 27	Discuss concept proposals	Advisory committee and ODA
Apr 2	Director to make final decisions about invitations to submit grant proposals	ODA
April 11	Invite applicants to submit grant proposals	SCBGP Manager
<i>Phase II – Grant Proposal</i>		
April 11-30	Review external & internal budgets	SCBGP Manager
April 18, 10-11am	Webinar training posted (Grant proposal)	SCBGP Manager
April 25 – May 8	Full Gant proposal one-on-one training opportunities offered	SCBGP Manager
May 9	Grant proposals due	External and internal applicants
May 13-June 3	Review applications	ODA Technical team
June 10, 1:30pm	Director to make final selection decisions on external & internal applications	ODA
June 11	Present decisions to advisory board	ODA
June 16	Invite applicants into state plan	SCBGP Manager

Jun 16-July 8	Prep state plan	SCBGP Manager
July 8	Submit state plan	SCBGP Manager
Jul 9	State plan final due date	
November 11/12	Sub-recipient - Project implementation training	SCBGP Manager

Oregon SCBGP was awarded based on specialty crop acreage and farm gate value for FY15 award including a reduction due to sequestration total \$1,825,127.02

The schedule for the FY2015 SCBGP was as follows:

November 12, 2014	Extensive training for the Advisory Committee and technical review team	SCBGP Manager
December	A series of priority outreach meetings were held	SCBGP Manager/ADMP Staff
Jan 2	RFP (web, news release, Facebook, twitter, etc.)	SCBGP Manager
Jan 5	Webinar (OR Program/Concept proposal)	SCBGP Manager
February 6	Webinar Q&A Live Concept Proposal	SCBGP Manager

<i>Phase I – Concept Proposal</i>		
Feb 24, 12pm	Concept proposals due	SCBGP Manager
Mar 3-24	Review concept proposals	Advisory committee and ODA
April 1	Discuss concept proposals	Advisory committee and ODA
Apr 7	Director to make final decisions about invitations to submit grant proposals	ODA
April 8	Invite applicants to submit grant proposals	SCBGP Manager
<i>Phase II – Grant Proposal</i>		
April 8-30	Review external & internal budgets	SCBGP Manager
April 25 – May 15	Full Gant proposal one-on-one training opportunities offered	SCBGP Manager
May 22	Grant proposals due	External and internal applicants
May 13-June 5	Review applications	ODA Technical team
June 8, 1:30pm	Director to make final selection decisions on external & internal applications	ODA
June 10	Present decisions to advisory board	ODA
June 15	Invite applicants into state plan	SCBGP Manager
Jun 15-July 3	Prep state plan	SCBGP Manager
July 6	Submit state plan	SCBGP Manager
Jul 6	State plan final due date	SCBGP Manager
November 9/10	Sub-recipient - Project implementation training	SCBGP Manager

During the fall and winter of each year, outreach was conducted through key one-on-one meetings, site visits, by attending and speaking at key conferences, and encouraging a consultative approach with the Agricultural Development and Marketing Program area.

Based on the feedback from the advisory committee, the SCBGP Manager did not conduct statewide presentations, and instead focused on more targeted outreach. This outreach was shown with stronger outcome driven proposals with stronger industry development and more involvement from Oregon's industry groups such as the Commodity Commissions and representative industry partner organizations. The Advisory Committee found budgets to be stronger however indicate that a focus on outreach in rural communities continues to be needed. Additionally focused training to help develop the skills of project development to help potential applicants clearly define the intent of their projects is essential, ODA has made this a key priority for it's program and has added the one-on-one training component of the SCBGP.

In November 2014 the SCBGP Manager convened the advisory committee along with the ODA technical review team for an in-depth training of the new guidelines and restrictions as a component of the passage of the Farm Bill (Agricultural Act of 2014). Part of the discussion was a reminder of the reminder of the of the priorities as outlined within the previous industry survey and an opportunity was opened for the Advisory Committee to discuss any changes to the priorities at this time the committee chose refresh language to reflect more closely the newly authorized Farm Bill as well as add a focused rural development priority as outlined below:

Market development and access

- International
 - Understanding and addressing trade barriers or regulatory constraints in foreign markets (e.g. tariffs, TRQs, FTAs, quotas, bilateral agreements)
 - Obtaining market information and providing product exposure through trade shows, conferences, seminars, market research, consumer testing, in-bound and outbound trade missions
 - Applying new technologies to help identify new customers and facilitate shipments (e.g. packaging configurations, customer data, logistics, and transportation enhancements)
- Local and farm-direct, regional, and domestic markets
 - Obtaining market information and providing product exposure through trade shows, conferences, seminars, market research, consumer testing, and trade missions
 - Connect farmers to consumers by enhancing direct marketing opportunities that highlight production practices, farmers, and growing locations
 - Support the development and advancement of co-operatives to leverage grower and producer efforts
 - Develop and enhance economic opportunities in local communities that increase the awareness and consumption of specialty crops

- Increasing child and adult nutrition knowledge and consumption of specialty crops by expanding access at schools, at work, and in local neighborhoods

Certification programs

- Assisting all entities in the specialty crop distribution chain in developing certification programs that enhance market access and increase sales by addressing food safety, sustainability, or other outcomes, including, but not limited to:
- Good Agricultural Practices (GAP), Good Handling Practices (GHP), Good Manufacturing Practices (GMP), identity preserved, sustainability, Global Food Safety Initiative (GFSI), Maximum Residue Levels (MRLs), development of organic sustainable production practices, or other market assurance programs.

Food safety compliance and traceability

- Investing in specialty crop research toward food safety compliance and traceability through implementation of practices, trainings, or systems development and preparation for and/or assistance in compliance with the Food Safety Modernization Act (FSMA).

Efficiency of distribution systems

- Improving efficiency of distribution systems by enhancing the shelf life and marketability of crops/farm products through shared post-harvest handling and storage, logistics, warehousing, cold storage, or transportation.

Pest and disease management

- Address pest and management issues that affect or protect markets and minimize economic harm to specialty crop growers.

Training and equipping the next generation

- Training and equipping the next generation of farmers in agronomic, economic, and environmental stewardship skills by introducing, educating and recruiting people to the variety of specialty crop career opportunities

On farm labor needs

- Connecting growers with hiring resources, providing technical information about laws and compliance, or developing mechanization or methodologies for routine or repetitive labor demands. Create and implement workforce training programs or tools to maintain the technical skills required to keep Oregon specialty crops sector competitive.

Productivity enhancements, innovation, value added

- Investing in projects that address productivity enhancements, innovation, value added products and other production efficiencies for specialty crops

Agriculture and food-related priorities identified by Oregon Solutions Network Regional Solutions Centers

- To address rural economic development in Oregon. Projects must also comply with one or more of the required previously listed program priorities.

On average each Spring Oregon receives 45 concept proposals (representing about \$4 million in funding requests) – with an average of 7-9 new applicants per cycle. Oregon sends an average of 26 invitations to phase two of the SCBGP competitive process known as the full grant proposal phase. (about \$2 million in funding requests). Oregon funds on average 24 projects a fiscal year with an average award of \$73,601.

Geographically, projects have a strong statewide reach including projects on the NW Coast along with projects in southern Oregon as well as in the Willamette Valley. Both urban and rural communities are represented.

In fall of 2013 ODA-SCBPG Manager focused time on streamlining a reimbursement process excel workbook for the FY13 grant cycle. This process was released to the sub-grantees in mid December 2013 although, careful thought was spent on a step-by-step path on the use of the workbook, it is anticipated that trainings via webinar and in person will be needed. During the one-on-one project implementation trainings in the fall of 2014 and 2015 feedback was given by sub-awardees allowing for the SCBGP Manager to continue to add value to the tracking mechanism and enhance its use.

Oregon Department of Agriculture focused it's outreach efforts on key media outlets such as Capital Press Agriculture Weekly and ODA Ag Quarterly where key articles featuring SCBGP recipients were highlighted. More key focus was highlighting specialty crops within GrowingOregon magazine: <http://www.farmflavor.com/magazine/growing-oregon-2014/>

Additionally, outreach efforts were made through social media outlets such as, Facebook, Twitter. Instagram and LinkedIn.

LESSONS LEARNED:

During the duration of the project it was noted that key training of project management was needed, the more opportunities that can be taken to implement up front guidelines and restrictions and proper grant implementation the stronger the results will be.

ODA continues to evaluate the SCBGP and change its policies and procedures to meet the ever changing needs of the industry.

Ensuring Use of SCBGP Funds Toward Specialty Crops

Oregon Specialty Crop Block Grant funds for the following projects were used solely for the purpose of enhancing the competitiveness of Oregon specialty crops including fruits, vegetables, and tree nuts. In addition, Oregon Department of Agriculture requires a carefully tracked expense detail system for all projects that is audited for assurance of costs and activities specific to the project as outlined and submitted within the Oregon State Plan and in accordance with guidelines and requirements of the Specialty Crop Block Grant Program. Each claim for payment is signed by grantees for accuracy, truthfulness and that the sub-awardee agrees that internal systems are in place to track accordingly.

ODA-002 USDA Agricultural Trade Office Partnership: Promoting Oregon Specialty Crops to Key Asian Markets. – Final report

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PROJECT SUMMARY

Oregon is the seventh largest producer of specialty crops in the US. With the state’s small population of less than 4.0 million, exports of agricultural products are critical to enhancing the state’s economy. Ninety-five percent of the world’s consumers live outside the U.S., with the largest population and consumer growth rates found in the Asia Pacific region. Data at the time of the grant application from global market research firm Euromonitor International showed Asia Pacific consumption trends growing rapidly at 28.6% for packaged food between 2012-17, with the region also leading global consumption of fresh produce items at 68% of the world total by 2016.

Our specialty crop producers face many challenges in developing and expanding markets in Asia. These challenges include complex and changing import regulations, a lack of knowledge of importers and distributors in the region, consumers lacking the knowledge of products, and competition from national and international organizations with more funding and in-market connections.

This grant sought to help address these constraints in the market through execution of targeted trade meetings, product showcases, trade tastings, promotions and educational seminars, to allow new trade and expand on existing opportunities in fast growing Asian markets.

PROJECT APPROACH

This project focused on introducing new specialty crop products or re-introducing specialty crop products to expand market channels. To maximize the impact and partnership, most of the activities were targeted to the Japanese market, the top market for Oregon’s food and agricultural products.

During the period of the grant, the project manager partnered with the ATO teams in Tokyo and Osaka to execute seminars, promotions, product tastings, events and competitions. Through these activities the project facilitated the introduction of 9 different specialty crop products. Oregon is one of the top producing states of berries, so a variety of berries were among these 9 products (blueberries, blackberries, Marion berries and raspberries). In addition, the fresh berries were

used in different forms: pureed, individually quick frozen (IQF) and premium berries canned in jars.

After the initial craft cider promotion that was part of the “Virtual American Fair” on Rakuten Ichiba, it became apparent that much greater education about this craft beverage was needed across the Japanese market. The project manager partnered with the NW Cider Association and several interested craft cider companies in Oregon to educate writers, retail buyers, pub/restaurant owners and consumers about craft cider, how it is made and how to pair/serve it. The partnerships resulted in “Oregon Cider Week” being celebrated across Oregon and Japan at the same time and a second week the next month with one department store. The project manager contracted with in-country resources to launch an Oregon Cider Japan Facebook page and Twitter leading up to the Oregon Cider Week. The collective efforts in creating initial awareness and interest in Oregon’s craft cider resulted in 5 brands of Oregon craft cider being carried on a regular basis in Japan, when no Oregon craft cider brands were in the market at the beginning of this grant project.

The partnerships were key to the success of this project to introduce new specialty crop products and re-introduce specialty crop products in a new way to the Japanese market. Oregon’s commodity commissions and industry associations shared recipes, product samples and informational materials. Companies supplied product to be used in the seminars, contests and tasting events. The ATO teams in Tokyo and Osaka arranged most of the seminars, promotions, events and contests that Oregon’s specialty crops participated in. By leveraging these partnerships and programs that were already in motion, the project manager was able to achieve good results with very efficient use of funds.

GOALS AND OUTCOMES ACHIEVED

Here is a quick summary of the activities that were completed in order to achieve the performance goals and measurable outcomes for the project:

- 1) “American Healthy Cooking Seminar & Tasting: All-Day Breakfast” included types of berries grown in Oregon – resulted in direct exposure to 50 chefs/writers, newspaper articles, 28 blog postings, recipes developed and the recipes posted to the web.
- 2) The “American Food seminar & reception 2016” included a presentation about Oregon cider, how it’s made and pairing presented by Oregon’s craft cider industry experts – resulted in direct exposure to 57 chefs from the All Japan Chefs Association.
- 3) Product showcase and trade tasting event “Oregon Cider Week Kick-off” – resulted in direct exposure to 58 writers/buyers/pub owners interested in learning more about craft cider, social media posts and articles in the Cuisine Kingdom (Sept. 2016 issue) and Wands (online June issue of this wine & spirits magazine).

- 4) “American Nuts Café” event and seminar included information and tasting of Oregon hazelnuts – resulted in direct exposure to 800 attendees and online postings on American nuts web site and Facebook pages.
- 5) “Virtual American Fair” online promotion with Rakuten Ichiba, Japan’s largest online marketplace, included Oregon wine, craft cider, hazelnuts and canned blueberries – resulted in increased sales and page views within Rakuten Ichiba’s 10.1 million members.
- 6) “Taste of America” restaurant promotion included mini pumpkins in the décor for this October promotion.
- 7) “United Tastes of America Chef Challenge” for both the all Japan and Northern Asia contests, used US ingredients including the super colossal onions that are grown in Oregon and Idaho – resulting in direct exposure to more than 25 influential chefs.
- 8) Several craft cider activities not mentioned above to educate buyers, writers, pub/restaurant owners and consumers about this specialty crop beverage.

The goal of this project was to increase buyer awareness and sales of Oregon specialty crop products in targeted Asian markets. For this project, we focused primarily on the Japanese market to maximize the impact of our efforts.

The specific target was to:

Introduce 15-20 specialty crop products.

This project introduced 14 different products, including the different forms in which Oregon berries are sold (fresh, IQF, puree & canned). This is slightly less than the targeted number of products to introduce for this project. The reason that the project manager shifted away from sheer number of products to be introduced was that it was determined that more education was going to be needed around products new to the market, such as Oregon’s craft cider products. Therefore more education and awareness activities were done around craft cider and perry. This extra effort to educate about these products that were largely unknown in the market paid off. The results around Oregon’s craft cider are impressive. The Oregon brands of cider in the Japanese market at the beginning of the project was zero. At the conclusion of the project, 5 brands of Oregon craft cider were in the market with 3 additional brands set for entry before the end of 2016.

Increase the value of sales in the targeted markets through project activities by 0.5 – 1.0% (approximately \$1-2 million).

Sales of Oregon’s wine, mini pumpkins and berries of all kinds increased modestly or fluctuated throughout the period of the grant project. The introduction of these products already in the

market into new channels, likely offset the sales that were being lost due to the strong dollar. Onions are exported from Oregon to Japan, but the promotional activities focused on the super colossal onions. An order for onions resulted from the super colossal onion promotions. With the typhoon damage to Japan's domestic crop and the efforts to introduce super colossal onions, more onion orders are expected throughout the rest of 2016 and into the first part of 2017. Hazelnuts were included in two of the promotions in 2015. Euromonitor shows no exports of Oregon hazelnuts to Japan in the three years leading up to it and a \$2,700 in sales in 2015. It's uncertain if the trend will continue for hazelnuts. The most compelling area of growth is the sales of Oregon's craft cider. For the year 2016 alone, cider sales were at nearly \$350,000! This is excellent growth given that there were no sales of Oregon craft cider in Japan before 2013. With several of the brands beginning sales in Japan in the middle of this year, the sales for next year will likely be about three times that rate for next year. Therefore the sales target for this project will very likely be met in 2017.

BENEFICIARIES

The Oregon cider industry benefited from this project. The four Oregon craft cider companies that began selling in the Japanese market during the period of this grant project, benefited from and supported some of the activities. In addition, the education and awareness building efforts helped open the door for the two cider companies that will be introducing their cider and perries in late 2016.

LESSONS LEARNED

This project demonstrated the power of multiple impressions in developing awareness. The specialty crop products that were only included in one or two activities during the project had weaker results than the cider that was included in several of the activities. For example, fresh blueberries were included in one seminar for chefs and food writers, but the fresh blueberry sales remain flat in the market. Oregon's craft cider was included in approximately 7 activities (a seminar, online promotion, product showcase, 2 department store promotions, social media marketing and the Oregon Cider Week awareness efforts) with strong results.

This project came in under budget. This was due to breaking it up into many smaller activities in the market rather than two large seminars. By leveraging the projects already being done in the market, the project manager was able to generate more exposure for Oregon's specialty crop products using less grant funds. The trade off was that it required more project manager time to track each of the smaller activities and the partnerships in Oregon and Japan to deliver these results.

Although the total number of specialty crop products introduced was slightly less than the target (13 instead of 15), the project manager recognized that a single impression for an entirely new product to the market such, as craft cider, would not be enough. This beverage was largely

unknown in Japan, meaning that there was a great need to educate the market about the product to lay the groundwork for sales to begin in the market. The timing was right to begin to build awareness of Oregon's craft cider. By providing more market impressions around craft cider, the project manager was better able to meet the sales target for the project.

ODA-003 Bringing More Oregon Fruits and Vegetables into School Cafeterias Phase IV – Focus on the producer - *Final report*

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PROJECT SUMMARY

During the past three years of using Oregon Harvest for Schools Toolkit materials we have learned that (1) there is a need to better leverage the story of the producer to ensure that consumers have a personal connection to the featured specialty crops and are more likely to try and regularly consume them; (2) schools need certifiable recipes to more easily incorporate Oregon specialty crops into the National School Lunch and Breakfast Program; and (3) as the demand for featured Oregon specialty crops increases, we need to better identify and connect school-buyers with producers and explore innovative procurement strategies such as forward contracting.

Phase IV of the Oregon Harvest for Schools toolkit then fills two of those gaps. It (1) creates an additional 12 months of toolkit materials to complete the full three year cycle. A three year cycle has been identified as the ideal length of time so that a wide variety of Oregon specialty crops may be featured and repeated at a meaningful frequency, but not so often that we lose consumer interest, and (2) develops new promotional materials that focus on the producer.

Phase IV of Oregon Harvest for Schools built off of successful SCBGP funding from past years that established the specialty crop promotion program in Oregon, and aimed to promote the producers of speciality crops that are commonly served in school meal programs in Oregon.

PROJECT APPROACH

What	Who is responsible	When
Develop content for posters, enrichment activities, family newsletters	CEC, with approval from ODE and ODA	Fall and Winter 2013, and Spring 2014
Develop Oregon Harvest for Schools Farmer trading card template and “Growing for Oregon Kids” field signs	CEC, with approval from ODE and ODA	Spring 2014
Develop Graphic Design for Toolkit Materials	CEC, with approval from ODE and ODA	Fall and Winter 2013 and Spring 2014
Print materials	ODA & ODE	January 2015

		<i>**updated** December 2016</i>
Assess progress towards expected measureable outcome through the following tasks: survey development, administration and analysis	ODA with support from CEC & ODE	Spring, and Summer 2014 (<i>unable to complete due to delay in final products</i>)
Disseminate materials (website, printing, etc)	ODE	Winter 2015 (<i>will be ongoing through ODE</i>)
Post-testing of Phase IV: OH4S	CEC	September 2015 (<i>unable to complete due to delay in final products and funding</i>)
Final reporting	ODA with support from CEC	Fall 2015 <i>**updated** December 2016</i>

GOALS AND OUTCOMES ACHIEVED

The measurable outcome for Phase IV expected was an increase in the number of school districts who indicate they are purchasing Oregon fruits and vegetables as measured by a telephone survey. Phase II of this project resulted in 30 districts that participate in the Fresh Fruit and Vegetable Program purchasing Oregon specialty crops. The Benchmark for Phase III of this project was 30 districts and the performance measure was a 20% increase in the number of school districts purchasing Oregon specialty crops for a target of 6 school districts. Therefore the benchmark for Phase IV of this project is 36 districts and the performance measure is a 20% increase in the number of school districts purchasing Oregon specialty crops for a target of 7 school districts.

121 school districts participating in the National School Meals Program have indicated via survey that they are purchasing Oregon food, but we currently do not know how much of those purchases are specialty crops or other items such as seafood, beef, poultry, dairy or grains. Our intention is to conduct a post-test in 2015 of school districts to determine how many additional school districts have increased their purchase of Oregon food products as a results of Phase IV Oregon Harvest for Schools programming.

We intended to print 34 types of posters in English (ODE has a significant number of cherry and winter squash in inventory) and 29 types of posters in Spanish. No Spanish versions exist for asparagus, cherries, leeks, pears, rhubarb, strawberries or watermelon at this time in the updated version. Many of these crops are the list to be updated in 2016 with funding from SNAP Education. Due to funding limitations and true costs for design and printing of materials, we were only able to print materials for 10 specialty crops with in the updated design version with

the joint funding statement for SNAP Education, Food Hero, and Oregon Harvest for Schools. The specialty crops were cranberries, blueberries, broccoli, mushrooms, carrots, apples, potatoes, bell peppers, corn and peaches. A sample of these updated versions of specialty crops can be found at <http://www.ode.state.or.us/search/page/?id=3294>

We did experienced significant delays in completing our intended goals: 1) Having OH4S product to share with schools 2) Disseminating materials 3) Completing post-testing with schools. We also experienced a delay in an agreement about how the Oregon Harvest for Schools campaign brand should be used in the broader community. Partners historically had agreed that the brand be public domain and that no one sponsoring agency was acknowledged, new partners adapted the brand to have broader application in communities they serve. During Summer 2016, partners agreed to maintain the OH4S logo on all materials for schools for Phase IV and to reconvene to develop a strategic plan to disseminate materials to prioritized schools.

It was determined that the farm poster template and the farmer trading card template were no longer in good timing for this phase of the effort therefore the excess funds were shifted toward increased printing of posters.

BENEFICIARIES

The Oregon Farm to School and School Network consists of producers, school food buyers, school garden educators, nutrition educators, dieticians, distributors and other farm to school stakeholders who collectively seek to promote the consumption of Oregon's specialty crops in a school food environment setting. The network will benefit from having access to the new/updated set of Oregon Harvest for Schools The Oregon Harvest for Schools posters and newsletters that were re-designed to include photographs of specialty crops, nutrition and health benefits, agricultural information such as regions in Oregon suitable for growing specialty crops, will be primarily beneficial for schools participating in the Oregon Farm to School Program (which includes 144 public school districts and 23 farm to school education grantees).

LESSONS LEARNED

According to the Oregon Farm to School Program evaluation, 15 school districts do not use Oregon Harvest for Schools materials to promote Oregon specialty crops and other school products (meat, beans, grains, etc) and 39 school districts do not know what Oregon Harvest for Schools materials are. Since we were unable to disseminate materials to these schools during the duration of the funded project, we will prioritize identifying these schools and provided them with sets of Oregon Harvest for Schools materials depending on their agricultural region and what Oregon specialty crops they are serving regularly in their school meals programs, especially lunch.

While the Oregon Harvest for Schools partners were disappointed that the re-design printing process timeline was delayed, it did give us time and the flexibility to be responsive to the needs

of an expanding program. ODE and ODA agencies became responsible for providing technical support to 144 districts during the 2015-2017 biennium (a near 6 fold increase). Many of these schools need assistance and finding Oregon specialty crops in their regions and in a form that is convenient and suitable for school food environments. Both agencies have received feedback that finding desirable specialty crops is a priority for schools and that, in combination, with promotional materials from Oregon Harvest for Schools will help educate young consumers about the nutritional benefits of specialty crops and result in an increase in sales of specialty crops in school markets. Evaluation data exists from schools that measures their change in Oregon purchases and whether they utilized the Oregon Harvest for Schools promotional materials, but that data is currently incomplete and has not be reconciled for accuracy so we are unable to make conclusions are draw assumptions about the impact the Oregon Harvest for Schools materials may have made on promoting the consumption of Oregon specialty crops.

ODA-004 Korea Market Development – *Final report – Accepted June 3, 2015*

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PROJECT SUMMARY

The subgrantee declined funds due to unexpected circumstances.

PROJECT APPROACH

No activities were performed on this grant. The activities will not move forward and the funding will not be used for the project as submitted.

GOALS and OUTCOMES ACHIEVED

Because no work was completed on this project, the outcomes and goals were not achieved.

BENEFICIARIES

Because no work was completed on this project, the outcomes and goals were not achieved.

LESSONS LEARNED

Because no work was completed on this project, there were no lessons learned. The Oregon Department of Agriculture has submitted an amendment to the state plan to utilize these funds.

ODA-005 Export Certification Requirement Initiative for Southeast Asia – Final Report – Accepted May 16, 2016

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PROJECT SUMMARY

The primary purpose of this project was to establish productive, personal relationships with regulatory counterparts in Southeast Asia to establish candid, science-based dialogs to remove technical barriers and promote trade for Oregon’s specialty crop industry and related processed products. Many of Oregon’s specialty crop producers and commodity commissions lacked certainty in the application of certification requirements for specialty crop products that made Oregon exporters apprehensive to explore potential, new markets that might have generated financial loss. A better understanding of the phytosanitary measures and documentation requirements for these Southeast Asian countries by the Oregon Department of Agriculture (ODA), to be communicated to the specialty crop industry, would facilitate more Oregon agricultural exports. This issue was particularly important at the time of the grant as many producers were and are still looking for emerging overseas markets to expand exports and generate potential, new employment opportunities. The objective of this project was to clarify export certification requirements to enable more exports of specialty crop products to Southeast Asian markets.

Also, elements of this grant were timed to complement the 2012 grant project “Southeast Asia Trade Mission and Protocols for Quality Shipments” to send a high-profile trade mission led by the Directors of Agriculture from Oregon and Washington to Vietnam and the Philippines in the fall of 2014.

PROJECT APPROACH

With the goal of determining exact phytosanitary entry requirements and market potential for a variety of Oregon’s specialty crops, an overseas trip was conducted from January 14-25, 2014 to Vietnam, Malaysia, and the Philippines. During that trip, Trade Specialists with the Oregon Department of Agriculture in collaboration with USDA overseas colleagues met with representatives with the respective National Plant Protection Organizations to discuss technical conditions covering the entry of several specialty crops and prepared foods.

The second phase of this project was executed when the Oregon Department of Agriculture trade policy and commodity inspection specialists traveled to Thailand and Indonesia in January 2015. As on the first portion of the project the trade specialists worked in collaborations with the USDA overseas teams in meeting with representatives from National Plant Protection

Organizations to discuss technical conditions related to specialty products, visit retail locations and meet with potential customers of Oregon's specialty crop products.

The results of these discussions for Oregon products, separated by country are summarized below:

Vietnam

As of January 2014, fresh specialty crops from the US approved into Vietnam with required documentation are pears, apples, cherries, table grapes and table stock potatoes. These products require an import permit and federal phytosanitary certificate and are being actively imported depending upon seasonal availability. Vietnam recently passed a new Plant Health Law updating its national regulatory authority and new market access approval procedures and all indications are that products presently approved entry and involved in historical trade will not be affected by the new law and subjected to new scientific reviews and/or pest risk assessments. The importance of maintaining historical trade of these approved items was stressed during meetings with representatives of the Plant Protection Department in the Ministry of Agriculture and Rural Development and has also been strongly supported by local USDA officials.

Contrary to information on the USDA-APHIS export certification database, other fresh Oregon specialty crops, such as blueberries, raspberries, blackberries, cranberries and onions are prohibited entry (that is, it is virtually impossible to get an import permit) and will require a formal market access request, a pest risk assessment (PRA), and a scientific review before access can be granted. For frozen or dried products, such as berries or frozen vegetables, an import permit is not necessary but a federal phytosanitary certificate is required. This presents a problem for potential market entry, as the present policy of USDA-APHIS does not permit the issuance of phytosanitary certificates for frozen (processed) products.

For specialty vegetable and turf seeds, their entry is regulated by Vietnam's Crop Protection Department as well as the Plant Protection Department. Crop Protection establishes the suitability of potential seed entries, which are evaluated, by committee and then field trials are conducted. There is an existing list of approved seeds that was provided by the Ag Specialist with the USDA Foreign Agricultural Service (FAS). The same conditions cover seeds intended for sprouting as well as direct field planting. Unfortunately, none of the turf grass species produced in Oregon are on Vietnam's approved list.

For cut Christmas trees and nursery stock, they are presently prohibited entry and individual market access requests and PRAs would have to be conducted for each species to determine its entry status.

Malaysia

Based on discussions with Malaysian Plant Biosecurity personnel with the Department of Agriculture, most fresh Oregon specialty fruits and vegetables are authorized entry into Malaysia. According to the USDA-APHIS export certification database, an import permit (IP) and a federal phytosanitary certificate (PC) are required for these commodities. It is a relatively simple process to obtain an import permit, so exports of such Oregon products to Malaysia are feasible and would depend upon market acceptance. The fresh Oregon fruits and vegetables authorized entries are as follows: pears, apples, cherries, strawberries, blueberries, cranberries, raspberries, blackberries, boysenberries and onions. Even though indicated differently on the export certification database, fresh, table stock potatoes can enter with an import permit and a PC and would not be restricted “for research purposes only”.

For fresh cut Christmas trees (*Abies* spp.) that is an emerging market, presently precautionary mandatory methyl bromide fumigation is required in the US prior to certification and export. As the fumigation damages the product and shortens shelf life, the possibility of using a systems approach to mitigate pest risk in place of the fumigation was discussed with biosecurity personnel.

The Philippines

To determine entry requirements for Oregon products into the Philippines, a meeting was conducted with USDA colleagues and with staff from the Bureau of Plant Industry in Manila, the National Plant Protection Organization of Philippines. A handful of fruits and vegetables are authorized entry into the Philippines with an IP and PC and are actively being imported and available in the market place. Those products include apples, pears, table grapes, citrus and fresh potatoes. Onions, for example are authorized entry in limited quantities with an IP and PC, but during peak domestic production seasons, import permits are not issued to protect local production. If full-scale market access for onions is needed then a formal market access request will need to be generated along with the related PRA.

Many other US fruits, such as blueberries, raspberries or blackberries are presently under evaluations and limited quantities are allowed entry to “high end markets” that include large hotels and large “big box” stores. There is presently a pending market access request for a variety of fresh vegetables, including lettuce and cabbage relatives that should allow the export of US product before the end of 2014.

For fresh cut Christmas trees, there is a market and imports are subjected to an inspection upon arrival in the Philippines and only treated when quarantine pests are found. Unfortunately most Christmas tree shipments are fumigated upon arrival so exports to the Philippines would have good potential to implement a systems approach in Oregon to mitigate pest risk.

In general, it should be noted that the Bureau of Plant Industry (BPI) appears to have a flexible and unpredictable system of issuing import permits. Their policy is to issue a permit within five

working days, but there have been some exceptions to that policy. Another important point is that in order for an importer to obtain an import permit, the importer must be registered with BPI and the Philippines Department of Agriculture.

Thailand

Presently, the regulatory environment for most Oregon specialty crops is fairly wide open for all major specialty crops. The meeting with the Thai plant health regulatory officials confirmed these procedures, but explained that all imports prior to 2007 will continue to enter Thailand and pest risk assessments (PRAs) will be conducted and some import conditions might change. Presently, pears, apples, and cherries are allowed entry with federal phytosanitary certificates without an import permit, and there is a remote chance these conditions could change. Blueberries and raspberries are not regulated and only a phytosanitary certificate is required and it is not likely that a new PRA will be conducted for these berries. Potatoes and onions are also allowed entry, but an import permit is required. Onions are not regulated and an updated PRA is not likely to be conducted. For fresh cut Christmas trees, a phytosanitary certificate on the product would be needed, but not an import permit.

Indonesia

The meeting with the Indonesian Agricultural Quarantine Agency yielded few surprises, as apparently the information in the USDA export database is current. Presently, pears, apples, and cherries are coming from the Pacific Northwest without any major regulatory problems. There may be a change in the future for the Additional Declaration (AD) that accompanies the federal phytosanitary certificate for these three products. Right now, the AD states that “The product comes from a production area that is free of fruit fly infestations”, but that may be changed to list specific fruit fly species. This was done recently for shipments of California citrus that now require an AD that lists freedom from five specific fruit fly species.

US potatoes are officially prohibited but many of the supermarkets had small stocks of US potatoes available. During the meeting with the Quarantine Agency, USDA pressed their counterparts to expedite the approval process (that is, finish the pest risk assessment) for US potatoes that has been pending for several years. There were very few positive responses from the Indonesians to indicate that the approval process would be completed any time soon. US onions are allowed entry, but national rate tariff quotas have been implemented to limit the amount of imported product to protect local production.

GOALS AND OUTCOMES ACHIEVED

Goal: With a goal to deliver accurate information on export certification requirements to specialty crop producers and exporters in Oregon and to facilitate new or expanded market access into target SE Asian countries, this project achieved this goal. The trade specialists working in collaboration with APHIS and other USDA staff based in these regions, were able to better understand the requirements and changing requirements impacting Oregon’s specialty crop

products. An excellent illustration of this that the trade specialists learned from their trip to Vietnam of the country's plan to require phytosanitary certificates for frozen berries. With this information, the trade policy team worked with APHIS to find a path forward and then were able to communicate this to Oregon companies that shipped frozen berries.

Target: The target for the project was to have at least five new market access or expansion requests to these emerging markets will be accomplished by the end of the project.

Performance Measure: Project success will be measured by the number of new market access opening requests and expansions accomplished by the end of calendar year 2015. As of the writing of this final report, this project and complementary efforts have lead to three Market Access Requests, path forward on a trade barrier, rapid information sharing on a new Market Access and a project to move toward a systems approach to overcome trade barriers in two countries. The Market Access Requests were for fresh blueberries in Vietnam and the Philippines and fresh cane berries into the Philippines. In addition, this project resulted in a path forward on the issue of Vietnam requiring phytosanitary certificates for frozen fruit and vegetables. Fresh table stock potato market access was granted shortly after the visit to the Philippines, but not because of this project. However, having established the connection, the Oregon Department of Agriculture was able to learn about it as soon as it was announced and respond quickly. As a result of findings around trade barriers for Christmas trees to Malaysia and the Philippines, the trade specialists created another grant to address this issue.

BENEFICIARIES

Many of Oregon's specialty crop producers and shippers benefitted from the clear information that the Oregon Department of Agriculture was able to provide as a result of their findings in each of the SE Asian markets visits and their ability to send inquiries to their connections established as part of this grant. These beneficiaries include growers, shippers and processors of specialty vegetable seeds, grass seed, potatoes, onions, pears, cherries, apples, berries, hazelnuts, vegetables and Christmas trees. Related to specific Market Access and expansion results from this project, companies selling fresh blueberries, raspberries, blackberries and potatoes benefitted as well as companies selling frozen fruit and vegetables.

LESSONS LEARNED

This project helped educate the Oregon Department of Agriculture staff that supported this project on the roles of APHIS staff overseas. The project manager for the project has a strong APHIS background and was able to share some of his knowledge and experience while introducing the other staff people to the contacts overseas. This is especially important as the project manager has since left the agency and having other team members are available to build on these connections.

**ODA-S06 Developing Diversified Local Markets for New and Beginning Latino Farmers -
Final Report – Accepted May 16, 2016**

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PROJECT SUMMARY

The *Developing Diversified Local Markets for New and Beginning Latino Farmers* project sought to address the following: 1) The need for increased, stable market outlets for Latino producers of specialty crops; 2) The need for increased food access for low-income consumers; and 3) Lack of successful values-based distribution models in Oregon that assist minority small-scale farmers. These needs were identified primarily through a Needs Assessment Survey for Latino Immigrant Farmers, conducted by Adelante Mujeres from 2009 to 2012. Organizations such as the Janus Youth Village Gardens Program in Portland and Next Door, Inc., in Hood River have also identified the need for successful small-scale distribution models serving Latino and other minority producers of specialty crops.

This project complimented and enhanced a previously funded project with the SCBGP, which sought to connect Latino farmers with low-income consumers. Knowledge and experience gained from that project served to inform the current project, and built directly on the previously completed work.

PROJECT APPROACH

We provided a total of 1,890 hours of technical assistance and individualized marketing support to 16 Latino farmer participants in the following areas: business plan development and implementation, recordkeeping, farm planning, season evaluation, and skill development of sustainable farming practices. In the second year of the project, we made improvements to our evaluation and planning process, and implemented these changes. We conducted outreach to additional Latino farmers in the area who have not previously accessed our services. We also hosted networking and capacity building events with Latino farmer program participants and other area farmers, including a “Meet Your Farmer” event for CSA members and institutional customers.

Throughout the project, we continued to develop and strengthen Adelante Mujeres Distributor and CSA as a market outlet and training opportunity for Latino farmer participants. We increased our CSA member outreach efforts, which resulted in significant growth of the CSA (see outcomes section for more information). We conducted a total of 100 hours of targeted CSA outreach to SNAP recipients. We added a Salsa Share to the CSA share types that we offer, to

showcase and increase sales of the hot chile peppers, specialty Mexican herbs, tomatillos, and other specialty crops grown by our Latino farmer participants. We became an active member of the Portland Area CSA Coalition (PACSAC) and participated in the first ever Portland CSA Share Fair in March of 2015. Throughout the project, we strengthened existing Distributor buyer relationships and established new ones, conducting evaluations and crop planning with a total of 15 buyers.

We facilitated food access for low-income consumers through the Forest Grove Farmers Market, which ran from May to October each year with several winter market events. In addition, we conducted Farm to School activities and a farm field trip for 120 elementary students to meet some of the farmers and learn more about where their food comes from.

Contractual partners Friends of Zenger Farm, the Siskiyou Sustainable Cooperative, Cultivating Community and consultant Maria Eby provided a total of 28 hours of consultation regarding SNAP CSA recruitment, marketing strategies, logistics, increasing efficiency, and long-term planning. We also reached out to other CSAs and established food hubs, such as Sauvie Island Organics in the Portland area and Our Harvest Cooperative in Ohio, to learn from their successes and challenges. We developed our replication model for Adelante Mujeres Distributor and CSA as part of a larger Adelante Mujeres Microenterprise Program handbook. We provided both formal and informal technical assistance regarding our model to Village Gardens, a program of Janus Youth in Portland, and Next Door, Inc., in Hood River. These organizations are beginning to work with small-scale farmers and are exploring distribution and marketing options for their program participants.

GOALS AND OUTCOMES ACHIEVED

As a result of the technical assistance and individualized marketing support that we provided to Latino farmers, 11 participants conducted season evaluation and farm plans over the course of the project, 8 participants implemented or improved their recordkeeping systems, and 6 farmer participants improved their business plans. In the 2014 season, two additional Latino farmers sold to Adelante Mujeres Distributor and 4 additional farmers started selling to the Distributor in the 2015 season.

Sales of specialty crops through Adelante Mujeres Distributor and CSA reached \$15,000 in year one of the project and nearly \$20,000 in year two, compared with our projected goals of \$20,570 in year one and \$32,912 in year two. Though these sales figures were lower than anticipated, our work through this project has laid the foundation for continued growth of the Distributor and CSA in the coming years, and the relationships that we have developed with buyers will continue to result in increased sales. In the first year of the project, 33% of Adelante Mujeres Distributor sales were to institutions that serve low-income consumers, compared to our goal of 50% of sales to these customers. In the second year of the project, 52% of Distributor sales were to institutions that serve low-income consumers. We expanded the CSA from 10 shares in the 2013 season to

27 shares in 2014 and 71 shares in 2015 (30 of which were Salsa Shares). The growth of the CSA exceeded our original goal of 40 CSA members in the 2015 season.

This project increased food access to specialty crops for low-income consumers through the Forest Grove Farmers Market (FGFM). Recipients of SNAP and other federal benefits redeemed a total of approximately \$25,000 in funds at the FGFM as well as \$13,840 in matching funds over the two years of the project.

As a result of consultation from partners, we significantly improved our model, particularly of the CSA. We refined our targeted marketing to SNAP recipients, which resulted in increased interest. However, in the 2014 season only 1 of the 27 CSA members was a SNAP recipient, and only 2 members in the 2015 season were SNAP recipients (see more in the *Lessons Learned* section).

Through sharing our model and providing technical assistance to Village Gardens and Next Door, Inc., these organizations made significant progress in their distribution systems serving specialty crop producers. Village Gardens was recently awarded a Community Food Project grant through the USDA to begin implementing a similar distribution model. Next Door, Inc. has hired a Sales & Marketing Coordinator who is facilitating sales relationships for the Latino farmer participants the organization serves. We are now partnering directly with both organizations on collaborative projects to work towards our common goals.

BENEFICIARIES

The primary beneficiaries of this project were Latino farmer participants of the Adelante Mujeres Sustainable Agriculture program. Over the course of the project, farmer participants received roughly \$29,650 in gross income from produce sales through Adelante Mujeres Distributor and CSA. In addition, these participants increased their sales to additional market outlets by 30%, compared to baseline data. This increase in additional sales was due in large part to the increased skills that farmer participants developed through individualized technical assistance sessions, season evaluations, and through the training opportunity of the Distributor and CSA.

Other project beneficiaries were the 400-plus Adelante Mujeres low-income Latina participants and their families, who benefited from access to fresh, local produce at the Forest Grove Farmers Market (FGFM). The farmers market accepts SNAP, WIC, and FSNP benefits and provides matching funds for these recipients to purchase additional fresh fruits and vegetables. Over the course of the project, approximately \$25,000 in SNAP funds were redeemed at the FGFM and an additional \$13,840 in matching funds were distributed and redeemed. This brings the total amount of funds spent at FGFM by low-income consumers during this project to approximately \$38,840. All of these funds directly impacted the local economy, since all FGFM vendors are small, local businesses.

Approximately 800 low-income students at the Oregon Child Development Coalition, the Beaverton School District, and the Hillsboro School District directly benefited from this project, either through consumption of fresh, local produce from Latino farmer participants via Adelante Mujeres Distributor or through produce tasting activities and a farm field trip.

LESSONS LEARNED

Through this project we learned a great deal about how to develop successful sales relationships. It is challenging to work with institutional food buyers as a small scale distribution system because these buyers are accustomed to working with large companies who are able to supply a wide variety of produce on a year-round basis. These buyers often are unable to commit to purchasing a certain quantity of produce throughout the season, which makes it difficult to plan for production. We learned about the importance of targeting buyers with a mission-driven business model which allows them to purchase produce at fair prices and who understand the seasonality of locally-grown specialty crops. We are optimistic that our refined approach to sales relationships will allow for the steady growth of Adelante Mujeres Distributor as a successful model.

We also learned that the CSA model is a tough sell for SNAP recipients and that it may be beneficial to adjust the model to better serve the needs of these individuals and families. Low-income individuals do not have a financial buffer to be able to plan their food budget and consumption far in advance. We will continue to evaluate this model and to seek ways to increase food access for low-income consumers.

Initially, we proposed to present our replicable model at regional conferences and to share it through the OSU Extension Small Farms Program. We have completed our replicable model handbook, but we have found that it is most effectively shared through one-on-one technical assistance to other organizations who wish to implement a similar distribution model, or who are looking in to the feasibility of such a model. The reason for this is that there are so many factors involved in designing an effective model for distribution; it is not a “one size fits all” approach. This was a valuable lesson for us, and one that we will build on in future projects.

ODA-S07 Serving Specialty Crops at Schools - *Final report*

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PROJECT SUMMARY

The purpose of the Serving Specialty Crops at Schools project was to expand use of Oregon specialty crops within the school food service market. With the passage of the Healthy, Hunger-free Kids Act of 2010, school meals became more regulated and schools were mandated to increase the amount of available fruits and vegetables served. This project sought to encourage schools to serve more Oregon fruits and vegetables, and remove any perceived barriers to doing so, by providing school food service managers with proven, tested recipes that (1) used Oregon specialty crops, (2) met the new meal pattern requirements for the National School Lunch Program, and (3) were scaled up to allow for institutional production.

The project is even more important and timely now than when initially designed in 2013. In 2011 the Oregon State Legislature had allocated an initial \$200,000 for a pilot that provided school districts with funds to purchase Oregon foods. In 2013 this amount increased--and \$1,000,000 was made available to districts for the purchase Oregon foods. In 2015 the Oregon State Legislature again increased the money available to school districts to more than \$3.6 million in non-competitive funds available for purchasing Oregon foods—thus giving all school districts in Oregon access to funds to buy and serve local foods in 2015-2017. The *Serving Specialty Crops at Schools* project provides the tools that encourage schools to use this current and any future funding for the purchase Oregon fruits and vegetables.

This project was also designed to fill a gap in, and build upon, the Oregon Harvest for Schools (OH4S) toolkit, another project funded through the Specialty Crop Block Grant program. While the OH4S toolkit previously contained promotional and educational materials for specialty crops (a large format poster, a family newsletter, supplemental enrichment activities for students, and a poster template for profiling a local farm), there were no materials that explicitly advised school food service departments how to incorporate specialty crops into the school meal program. The recipes that have been created, tested, and compiled for this project are designed to be an integral part of the OH4S toolkit. The recipes are being incorporated into the existing OH4S toolkit, made available through the Oregon Department of Education, and distributed to school food service programs across the state.

PROJECT APPROACH

- Briefly summarize activities performed and tasks performed during the grant period. Whenever possible, describe the work accomplished in both quantitative and qualitative terms. Include the significant results, accomplishments, conclusions and recommendations. Include favorable or unusual developments.
- Present the significant contributions and role of project partners in the project.

The primary activities and tasks performed during the grant period were:

Recipe Acquisition and Development. Over the course of the grant, the project team identified or created recipes that (1) utilized Oregon fruits and vegetables, and (2) were appropriate for use in a school meal program. An initial list identified over 90 potential recipes; the project team used this list to identify a single recipe to represent each fruit and vegetable in the Oregon Harvest for Schools toolkit. Recipes were then tested by a professional chef, scaled for institutional use, and credited to meet meal pattern requirements for the National School Lunch Program. The initial target for the project was to identify and develop institutional recipes for 24 specialty crops that were in the Oregon Harvest for Schools toolkit. The project identified and developed a recipe for 36 crops in the toolkit, and created a design that will serve as a template for other recipes to be added to toolkit. As a result of the partnership with OSU Extension Services, the recipes have also been appropriately scaled and credited for use with Child and Adult Care Food Programs (CACFP) and Summer Food Service Programs (SFSP). The addition of adapting recipes for CACFP and SFSP increases the applicability of this project, expands the reach of the Oregon Harvest for Schools toolkit materials, and will result in increased promotion and use of Oregon specialty crops throughout the state.

Field Sampling & Testing. Throughout the grant period, the project team held sampling events and tested recipes. The CEC did this in conjunction with the Corvallis School District, and Food Hero did this statewide. In the Corvallis School District, Oregon specialty crops were sampled by 4,500 students and staff each month of the school year between 2013 and 2015. Fifteen of the recipes were tested with children in the Corvallis School District. Over 300 children in Corvallis provided feedback on the look and taste of the recipe as well as how willing they would be to choose the recipe if it were an available option on the school lunch menu. The Food Hero team tested additional recipes in settings across the state, and received feedback from 867 children.

Implementation in Corvallis. The project team worked with the Corvallis School District to design and implement a menu that featured Oregon specialty crops. A “Harvest of the Month” was identified for each month of the year and was featured on the breakfast and lunch menu in all elementary schools in the District. At the beginning of each month, the project team held a school-wide tasting of the selected fruit or vegetable. During the month, the District’s Food & Nutrition Services included the Harvest of the Month in the breakfast and lunch program: Oregon specialty crops were incorporated into the District’s meal program by adding products to the salad bar, substituting Oregon-grown products for non-Oregon products in the existing

menus, and when testing new meal components in the breakfast and lunch menus. The Corvallis School District has continued this beyond the grant period. The Harvest of the Month program is a regular component of the District's meal program, and the District now works to incorporate the featured "Harvest of the Month" into the breakfast and lunch menu at least one time each week.

Promotion of Specialty Crops. Throughout the grant period, Oregon specialty crops were promoted across the Corvallis School District. Oregon Harvest for Schools large format product posters were placed in each school and rotated monthly to coincide with the Harvest of the Month. Monthly emails promoting the Harvest of the Month went out to all parents in the Corvallis School District. The Harvest of the Month was promoted in newsletters distributed at each school and emailed to families. The program was promoted on the printed menu calendar the Corvallis School District sends to all families, and on the District's website. Each month all elementary students received an "Ask Me About" sticker promoting an Oregon specialty crop that coincided with the Harvest of the Month.

Distribution of Recipes. Distribution of recipes will begin in summer 2016. Project partners will distribute recipes statewide through various print and electronic channels: recipes will be available on ODE's Oregon Harvest for Schools web pages and on OSU Extension's Food Hero website, sent out to all food service managers in Oregon schools via list serves and ODE's Child Nutrition Newsletter, sent to all Food Corps service sites, marketed and distributed statewide through the Oregon Farm to School & School Garden Network and to Food Hero's more than 300 partners, and used by 100 Food Hero educators in schools and child care facilities across the state.

Project Partners:

OSU Extension Services' Food Hero program was the primary project partner. OSU Extension staff worked with project staff to identify and adapt existing Food Hero recipes and identify new recipes for inclusion in the project. Extension staff tested recipes in units across the state and collected feedback. OSU Extension, in conjunction with the Oregon Department of Education, contracted with professional chef Garrett Berdan to test, scale and credit each recipe. OSU Extension will continue to expand on this project by developing and scaling recipes that feature Oregon fruits and vegetables and display the Oregon Harvest for Schools brand beyond the grant period. The Corvallis School District (CSD) assisted in the initial development and collection of project materials, provided feedback to the project team, piloted components of the project in their meal program, and promoted Oregon specialty crops to students and families in the District. CSD in-kind support included CSD personnel for project development and implementation; office space and equipment for project staff; printing and copying of promotional materials.

GOALS AND OUTCOMES ACHIEVED

The activities completed to achieve the goals and outcomes are described in the Project Approach section, above. The project goals compared to actual accomplishments of the project are as follows:

Goal: Develop 1-4 institutional recipes for each of the 24 specialty crops in the OH4S toolkit.

Accomplishment: Developed 1 recipe for 36 specialty crops in the OH4S toolkit, and have created a recipe template (attached) that will be used to add future recipes to the toolkit.

Goal: Hold sampling 260 sampling events of Oregon specialty crops in Corvallis schools.

Accomplishment: Held 383 sampling events of Oregon specialty crops in Corvallis schools. Hundreds of additional sampling events were held across the state by OSU Extension Services Food Hero program.

Goal: Promote Oregon specialty crops monthly in Corvallis schools, and at 2 statewide events

Accomplishment: Promoted specialty crops monthly in Corvallis schools, and 4 statewide events.

When the project was proposed, 2011 data indicated that only 80 of Oregon's 198 public school districts were using Oregon fruits and vegetables in their meal program. The project initially set a performance goal of a 20% increase in the number of school districts using Oregon specialty crops, and a target of 96 districts using Oregon specialty crops by the end of the project. As of 2015, 130 school districts in Oregon now report purchasing Oregon specialty crops. This increase in the number of districts purchasing specialty crops can be attributed the growth of Farm to School programs, materials and funding in Oregon over the past 4 years. The long term outcome of this project will continue to impact the viability of using local foods in school meal programs by providing districts with ongoing tools to easily serve and promote Oregon foods.

BENEFICIARIES

Provide a description of the groups and other operations that benefited from the completion of this project's accomplishments.

Clearly state the quantitative data that concerns the beneficiaries affected by the project's accomplishments and/or the potential economic impact of the project.

The project benefits Oregon's specialty crop farmers, processors and distributors of specialty crops. Sixty-six percent of Oregon school districts are purchasing some locally grown food. These schools are currently spending an average of 22% of their food budgets on local foods. In the 2014-15 school year, Oregon schools spent more than \$17 million on Oregon foods. In 2015, 193 producers, processors and distributors provided local products to Oregon schools, and 120 new jobs were created in these sectors as a result.

LESSONS LEARNED

The school food service market will continue to be an area of growth for Oregon farmers.

The Farm to School movement has been growing over the past decade, and Farm to School

programs and resources continue to proliferate in Oregon. The State of Oregon has steadily increased funding for Farm to School programs and services, and in particular has increased funds meant to incentivize school food service programs to build a meal program that prioritizes Oregon food. This project, and the whole Oregon Harvest for Schools toolkit, will continue to be a key tool used by food service personnel to grow and sustain a meal program that emphasizes Oregon agriculture.

There is an strong demand for institutionally scaled recipes that feature local products.

Although this project was unable to disseminate the recipes during the timeframe of the project period, the project staff and partners continue to receive requests for the recipes. Requests come from a variety of service providers—schools, assisted living facilities, summer feeding sites, childcare facilities, and farm to school agencies—and from across the state. Requests for recipes have come from Portland Public Schools, Lincoln County, Jackson County, Josephine County, Crook-Jefferson County, Klamath, Malheur, Lane County, Umatilla-Morrow, as well as the Oregon Farm to School & School Garden Network that provides resources to farm to school efforts statewide. The project has also received requests from other two other states.

Working with partner agencies has challenges and benefits, and it is best to enter into partnerships with clear understandings. Part-way through the first year of the project, OSU Extension approached the CEC and expressed interest in collaborating on this project through their Food Hero program. Working together on this project seemed a natural partnership. OSU Extension had a yet unrealized goal of scaling up Food Hero recipes, and in the had begun adapting Oregon Harvest for Schools toolkit materials to use in their education programs across the state. However, working with OSU Extension slowed the project down considerably. Partnering with another agency required an additional set of parameters and guidelines to be met. Still, the benefits of collaborating on this project far outweighed the costs. As a result of partnering with OSU Extension’s Food Hero program, the project will have a broader reach than originally envisioned and the project will continue to grow beyond the parameters of the grant period. As originally proposed in grant, recipes were scaled and credited to meet requirements for schools participating in the National School Lunch Program. As a result of partnering with OSU Extension’s Food Hero program, recipes have also been scaled and credited for use in Child and Adult Care Food Programs and Summer Food Service Programs. The partnership with OSU Extension will leverage the outcomes of this project and allow the project to have a broader reach in the state and potentially greater economic impact. Moving forward, OSU Extension’s Food Hero program will continue to use the recipe template developed in the project to scale and credit Food Hero recipes and promote their use in institutional settings (schools, childcare facilities, hospitals, etc) across the state. Recipes that use products grown in Oregon will have the joint Food Hero and Oregon Harvest for Schools branding and continue to expand the Oregon Harvest for Schools toolkit.

**ODA-S08 GlobalG.A.P. Food Safety Implementation in the Milton Freewater Valley –
Final Report – Accepted May 16, 2016**

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PROJECT SUMMARY

The initial purpose of this project was to assist growers in implementing a fully integrated food safety program (GlobalG.A.P.) in their farming operation. Prior to obtaining this grant, this had not been done on a large collective scale in the Milton Freewater Valley (MFV). By successfully completing and maintaining GlobalG.A.P, growers of the MFV can serve as an active model for implementing food safety on a large scale and have direct impacts on market demand. Implementing GlobalG.A.P. on a farm scale not only opens markets within the United States, but also internationally. Ultimately this project has had an impact on market access for growers in MFV to sell their apples, prunes, plums, and cherries.

This project was a very high priority for the MFV, which prior to this grant, did not have a history of implementing GlobalG.A.P. in the valley. This grant assisted growers in the MFV with successfully implementing GlobalG.A.P. in ensuring that they remain competitive in domestic and international markets. Market access is of extreme importance to maintain the viability of the fruit industry in the MFV and such directly impacting the agricultural marketplace of the state of Oregon.

Originally this project was projected to be completed in one year, but was extended to meet as many components of the proposal that were initially established. By extending the project, this grant was able to fulfill targeted assistance with audit fees, testing fees, training opportunities, etc. as originally targeted for Growers participating in the program (in which were seeking GlobalG.A.P. certification).

PROJECT APPROACH

This project assisted 14 Growers in the MFV with GlobalG.A.P. implementation on their farms which has a direct impact on approximately 2,500 acres of tree fruit orchards in production. This acreage makes up approximately 75-80% of the total orchard acres in the Milton Freewater Valley (MFV) which are now under the successful implementation of GlobalG.A.P.

Formal outreach to obtain participants (and partners) for the grant occurred on the following date- November 12, 2013- this project was presented to the Blue Mountain Horticulture Society. Items covered were the project purpose, performance measures, and project participants. In order to determine project participants the following people and packinghouses were visited:

Ron Lefore Apple Farms (grower and packer), Sam Lefore Fruit Farms (grower and packer), Davis Orchards (grower and packer), Blue Mountain Growers Inc. (cooperative grower and packer) to solicit Growers.

On December 11, 2013 a Grower GlobalG.A.P. workshop (8 hrs) was held in Milton Freewater at BMCC. This meeting was a success obtaining 27 participants (of which the target goal was 20). Blue Mountain Growers Inc. also assisted in promotion of this workshop by outreaching to their growers for attendance. On November 21, 2013 and February 20, 2014 this grant also assisted in education to non-growers to increase awareness regarding the role of GlobalG.A.P. in the Milton Freewater community was covered as well as requirements and driving forces of food safety in agriculture at the grower level, and about the Food Safety Modernization Act (FSMA) and its proposed rule. Both presentations lasted for approximately 30 minutes. On March 5, 2014 two field employee training sessions were held at the Blue Mountain Community College in Milton Freewater for all orchard workers driving tractors and applying plant protection products under a licensed applicator. This training was conducted in two sessions (Spanish and English). Total there were 25 attendees. These sessions provided attendees with basic principles in tractor safety and handling and applying plant protection products for operation's participating in GlobalG.A.P.

Each Grower who participated in the program matched all dollars expended at a minimum of 50%. For every grant dollar expended, each dollar was matched. The following partners played important roles in the successful implementation of the program. Blue Mountain Growers, Inc. assisted in outreach for Grower training that was conducted in the earlier portion of the project. Support for this project was received by major packinghouses in the Valley as well as the Blue Mountain Horticultural Society, who also provided direction when developing and implementing this grant. Without the support of partners, this grant would not have been as successful. Support was also received by Davis Orchards whom also participated in the program (and whose growers did as well).

GOALS AND OUTCOMES ACHIEVED

Activities completed to work toward meeting the projects established performance goals and measurable outcomes were outreach and to provide active assistance with each participant to implement and succeed with certification. For outreach this project targeted 20 participants, but succeeded to have 27 attendees for the GlobalG.A.P. workshop that was held during the first quarter of the project. This workshop provided detailed information regarding GlobalG.A.P. as well as providing an understanding of the control points and compliance criteria to be able to successfully implement the program. There were also various other outreach activities conducted as listed above that not only assisted in grower education, but also educating the community with regards to food safety awareness and field workers. As far as outreach efforts this project achieved 100% of its targeted sessions, attendees, and content covered.

In addition to outreach, the grant targeted to obtain 20 participants who would obtain certification with GlobalG.A.P., but only 70% of this goal was achieved resulting in 14 certified Growers (participants) to be successful. Factors that played a role in less than 100% participation were (1) Mother Nature inflicted conditions resulting in complete crop losses when trying to recruit additional participants for the 2015 harvest season. (2) The closing of a local packinghouse cooperative which was targeting to achieve 100% grower certification for GlobalG.A.P. The closing of this facility forced growers located in the Valley to find other homes for their product (if they had not lost it due to freezing conditions. The new homes found by growers may have not required certification.

The need for project extension occurred due to problems encountered during the implementation phase of the project. As stated earlier, a key packinghouse in the MFV that was to require certification closed its doors resulting in the need to extend the project past the original timeline of scheduled events into the 2015 crop year to try to recruit additional participants. Following closure of this packinghouse other unforeseen events such as weather events inflicted by Mother Nature directly impacted production acreage and capacity in the Valley. A specific weather event resulted in complete orchard loss and less than 100 acres of cherry harvest for the 2015 crop year. The lack of crop had a direct result on the lack of ability to recruit more growers to achieve GlobalG.A.P. certification.

Four packinghouses in the MFV (Earl Brown and Sons, Stadelman Fruit, Davis Orchards, and Sam Lefore Fruit Farms Inc.) have received direct benefit from this project because they have received fruit from growers in the MFV who have sought certification. By receiving GlobalG.A.P. certified apples, prunes, plums, and cherries, these packinghouses will be able to successfully sell food safety certified fruit in the U.S. and International marketplace.

Although not 100% of the targeted goal was achieved, the economic impact of this project had a positive affect on the tree fruit industry in the MFV. This grant impacted upwards of 80% of the tree fruit acres in the MFV. The timing for implementation and certification was aligned with market demands from buyers and consumers that will require GlobalG.A.P. food safety compliance in order for growers to successfully market their fruit and maintain market access and value domestically and internationally. Beneficiaries of this project are growers in the MFV who take/took their fruit to the following packinghouses: Earl Brown and Sons Inc., Sam Lefore Fruit Farms Inc., Blue Mountain Growers (producer cooperative), Stadelman Fruit, and Davis Orchards. In addition to MFV growers, the state of Oregon's agricultural economy will see benefit from this project because it will help in educating growers about the importance of food safety, assist in remaining competitive, increase/maintain market value and access allowing growers to sell their product domestically and internationally.

BENEFICIARIES

Growers in the MFV that were beneficiaries of this project range from large 1100 acre operations to 20 acre operations. Of the growers participating, there are also operations that align with the definitions of beginning farmers and women and socially disadvantaged owned operations. Two of the fourteen operations that received direct benefit from the project were majority women owned operations, in which one was a beginning farmer and socially disadvantaged. Six of the fourteen operations were over 100 acres in size, while the other eight were under 100 acres in size, which allowed for project dollars to not only impact the designations listed above, but to also impact multiple operation sizes touching each class of farm size within the MFV.

Four packinghouses in the MFV (Earl Brown and Sons, Stadelman Fruit, Davis Orchards, and Sam Lefore Fruit Farms Inc.) have received direct benefit from this project because they have received fruit from growers in the MFV who have sought certification. By receiving GlobalG.A.P. certified apples, prunes, plums, and cherries, these packinghouses will be able to successfully sell food safety certified fruit in the U.S. and International marketplace.

As stated earlier, this project assisted 14 Growers in the MFV with GlobalG.A.P. implementation on their farms which has a direct impact on approximately 2,500 acres of tree fruit orchards in production. This acreage makes up approximately 75-80% of the total orchard acres in the Milton Freewater Valley (MFV) which are now under the successful implementation of GlobalG.A.P.

Of the beneficiary groups listed above, this project expended \$57,323.28 dollars and that were matched by \$57,520.51 in dollars from grower participants and training attendees.

LESSONS LEARNED

Many lessons were learned by the implementation of this project, but the most important lesson, was to account for the possibility of unforeseen events (such as weather events) that would impact project participation. In the future it should be accounted for a 20-30% reduction in possible participation (or specified that the possibility is likely in the initial proposal). Regardless of unforeseen events, it can still be determined that this project succeeded at reaching growers in the MFV to assist with GlobalG.A.P. implementation. Positively this project was still able to meet 70% of its targeted outcome and impacted all targeted acreage. 100% of the projects targeted goals for outreach were achieved which one can say has had an impact on the education of workers, growers, and others in the MVF.

In the future, if a project similar in proposal to this one took place, an unforeseen event consideration should be taken into account to allow a project to be 100% successful or exceed its targeted measurable outcomes.

ODA-S09 Schools Reap the Oregon Harvest: Facilitating Market Transactions with Suppliers - *Final Report – Accepted May 16, 2016*

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PROJECT SUMMARY

Schools Reap the Oregon Harvest: Facilitating Market Transactions with Suppliers leveraged strong existing partnerships and resources in order to provide Oregon specialty crop suppliers with significantly expanded access to the school food market. The Oregon Harvest for Schools (OH4S) campaign, an existing program funded in large part by the Oregon Department of Agriculture Specialty Crop Block Grant program, provides promotional materials for 36 Oregon specialty crops that make it easy for school districts to engage in promotion and education. Due in large part to the availability of these resources, school demand for Oregon specialty crops has never been higher. However, prior to this project, school food service directors still struggled to find specialty crop growers who could meet their unique needs. Food service directors have extremely limited capacity to search for local farms that can supply specialty crops in desired forms and quantities at a price point schools can afford. As Gitta Grether-Sweeney, Portland Public Schools Food Service Director, expressed before this project began: “The OH4S materials provide fantastic support to help us promote Oregon fruits and vegetables to kids and their families, as well as to teachers and others in the school community. But it’s still tough to find suppliers who are selling those specific crops *and* want to work with schools.”

This project filled this identified gap in the OH4S campaign, working closely with the Oregon Department of Education (ODE), the Oregon Department of Agriculture (ODA), and local organizations. Ecotrust increased the competitiveness of Oregon specialty crops by quantifying school district demand for specialty crops, identifying OH4S suppliers, and building the platform upon which specialty crop suppliers and schools can connect. This will have a direct impact on the movement of product (specifically, the crops featured in the OH4S campaign) from suppliers to schools in Oregon.

PROJECT APPROACH

In January 2014, Ecotrust began this project with a school food market demand survey, in order to quantify school district demand for Oregon specialty crops. The survey asked districts to identify which of the 36 OH4S products they would be interested in purchasing, in what forms (fresh, frozen, processed, etc.), and in what quantities. Data was collected from seven of the largest school districts in the state, as well as from one medium-sized district that served as a reference point for small and mid-sized district purchasing power.

Using results from the school food demand survey, the project team worked with four partner organizations in spring and summer 2014 (Oregon Rural Action, Corvallis Environmental Center, Rogue Valley Farm to School, and the Willamette Farm & Food Coalition—all subgrantees on the project) to identify suppliers who were interested in selling to schools. The focus was on identifying suppliers who could provide schools with OH4S products in forms that are easily used by schools (e.g., fresh, frozen, canned, dried) and who carried products identified as being in medium and high demand in the school food demand survey.

Over the course of this project, Ecotrust and partners reached out to over 190 Oregon specialty crop suppliers to gauge their interest in selling to schools. Of these, 107 suppliers responded that they were interested. Ecotrust used the website FoodHub as the platform to get these suppliers “school market ready.” By completing a profile on the site, suppliers gained an idea of the most critical information that school district food buyers would need to know (e.g., product information, liability insurance, and options for delivery and distribution).

The [Oregon Harvest for Schools Portal](#) on FoodHub—a dynamic online list of OH4S suppliers built by Ecotrust—was soft launched in fall 2014 and formally launched this spring. As of April 2015, 50 suppliers have completed FoodHub profiles and are included in the newly launched tool. The ODE’s OH4S webpage now includes links to this list of suppliers, making it easier for school districts to purchase and promote Oregon specialty crops, all under the branding of one cohesive campaign.

Following an approved revision to this project’s original goals and outcomes, the final activity performed was the creation of a promotional suite of materials that have made it possible for Ecotrust and partners to spread the word about this new tool. The [promotional kit](#)—disseminated widely to school districts, Oregon specialty crop suppliers, and project partners—is included as an attachment to this report.

Ecotrust also created a [video tutorial](#) that walks users through how to use the tool. This suite of promotional materials will make it possible for Ecotrust and partners to regularly promote and provide technical assistance related to the tool, beyond the life of this grant funding. The result is a higher likelihood of tool usage by school districts and a higher likelihood of increased sales of Oregon specialty crops to school districts.

Following the creation of this promotional suite, materials were distributed via the Oregon School Nutrition Association, the Oregon Farm to School & School Garden Network, and OSU Extension, to approximately 200 school food service directors and staff, 53 local food suppliers, 59 community partners, and 132 OSU Extension educators. Trainings on the tool were conducted at both the Oregon Farm to School Summit in January 2015 and the Oregon School Nutrition Association Conference in March 2015, reaching approximately 65 additional food service directors, food suppliers, and community partners. In total, we estimate that over 450 people

have received information about the tool and how it can be used to increase school district procurement of Oregon specialty crops.

As a complement to the goals of this project, Ecotrust has also pursued opportunities to increase Oregon specialty crop purchases at a statewide level, through the Oregon Procurement Information Systems (ORPINS). Many schools, hospitals, jails, and other institutions have access to statewide price agreements through ORPINS; these price agreements cover everything from paper products to food. In January 2014, Ecotrust and ODE staff met with a representative from the Oregon Department of Administrative Services (DAS) to think about how to incorporate more locally-grown foods into the next pricing agreement. Since those initial meetings, farm to school partners have been actively involved in the process of creating this RFP, and we anticipate that Oregon specialty crops will be featured more prominently as a result.

Finally, whenever possible, Ecotrust partnered with other farm to school Specialty Crop Block Grant recipients (Willamette Farm & Food Coalition, Corvallis Environmental Center, ODA Farm to School Program) to coordinate project activities and evaluation, in order to ensure that resources were used efficiently and effectively.

GOALS AND OUTCOMES ACHIEVED

As detailed above, project activities that were completed in order to achieve performance goals and measureable outcomes included:

- Development and administration of an Oregon school food market demand survey;
- Assessment, documentation, and quantification of market opportunity/demand for OH4S crops from schools;
- Development of a strategy to get key suppliers on board, with a specific focus on partnering with large suppliers who can provide OH4S crops to schools in a wide variety of forms and who service a wide variety of geographic locations;
- Outreach to various scales and types of suppliers to increase knowledge of and interest in the school food market;
- Support for suppliers to get them “school market ready”;
- Creation of a dynamic online tool that makes it easy for school districts to search for OH4S products in the forms and quantities that they need and partnership with ODE to link to this tool on the OH4S website;
- Publication of a [promotional kit](#), fact sheet, and creation of a video tutorial to instruct school districts, Oregon specialty crop suppliers, and partners in how to engage with this tool; and
- Outreach to a wide range of stakeholders in order to promote the tool and ensure its long-term success.

Each of these activities contributed directly towards the accomplishment of this project’s measureable outcomes: 1.) Oregon schools will increase their awareness of Oregon suppliers of

specialty crops with the capacity and desire to sell to schools, and, as a result, schools will source more Oregon products; and 2.) Oregon specialty crop producers will improve awareness of schools as a safe and viable market and will have increased support to make market connections with schools. In order to measure progress towards the first goal, Ecotrust partnered with the Corvallis Environmental Center, another Specialty Crop Block Grant recipient and partner, to survey school districts regarding their purchasing habits. This project's original target was that at least 47 school districts would know of and purchase from Oregon specialty crop producers, and that a list of Oregon farmers growing OH4S-featured specialty crops would exist online, easily accessible to all school districts in the state. The Oregon Harvest for Schools Portal provides just such a list, and survey results indicated that there are now 121 school districts purchasing Oregon specialty crops—a 257% increase since baseline data was collected. The project team feels confident, based on this information, that significant progress has been made towards Oregon schools increasing their awareness of Oregon specialty crop suppliers and sourcing more Oregon products.

This project's second measurable outcome was achieved through the completion of several project activities. As per the benchmarks outlined in the project proposal, Ecotrust assessed market demand from school districts for the 36 Oregon specialty crops and used this data in order to improve Oregon suppliers' perception of schools as a safe and viable market. Ecotrust also created the Oregon Harvest for Schools Portal and a suite of accompanying promotional materials in order to increase support for Oregon suppliers that are interested in making market connections with schools. The target for outreach was that by April 2015, 75% of school districts in Oregon would have received information about Oregon specialty crop suppliers who are interested in and have the capacity to work with schools. In actuality, 100% of Oregon school districts will receive information about where and how they can purchase Oregon specialty crops, via promotion of the portal that will be conducted by ODE in early May. No baseline data existed for this goal since it measured outreach about and promotion of the tool at the time of its formal launch in spring 2015.

BENEFICIARIES

The primary beneficiaries of this project are Oregon specialty crop producers and Oregon school children. The original goal was that this project would create and expand access to Oregon's school food market for at least 25 specialty crop producers. As of project completion, there are 50 suppliers listed in the Oregon Harvest for Schools Portal, doubling the number of suppliers who will benefit from this project. This project also aimed to benefit over 220,000 Oregon school children in the nine largest districts in the state. Surpassing this goal, more than 570,000 students in Oregon (according to [2014-15 enrollment counts](#)) will now have the potential to benefit from this project, since all school districts in Oregon will receive information about the Oregon Harvest for Schools Portal.

This project has also benefitted farm to school leaders in the state, including ODA and ODE's Farm to School Managers and the four partners who were involved in the project: the Willamette Farm and Food Coalition, Rogue Valley Farm to School, Oregon Rural Action, and Corvallis Environmental Center. These leaders often field inquiries and requests for support, from schools looking for farmers as well as from farmers interested in working with schools. The project will provide an easy and effective point of referral for these types of inquiries in the future. An unexpected partner who has benefitted immensely from the creation of this tool is OSU Extension, who has enthusiastically shared the Portal with 132 of their educators stationed in communities across the state. OSU Extension has also expressed an interest in a Portal that would be more broadly applicable to all sorts of institutions, from schools to hospitals, correctional facilities, elder care facilities, and more. Ecotrust looks forward to continuing to explore this opportunity for expansion in the future.

LESSONS LEARNED

While all project goals and outcome measures have been achieved, the project team had several insights and lessons learned that will be useful going forward. First and foremost, we were reminded of the importance of outreach, training, and technical assistance. Especially when a new tool or resource is created, it is critical that the project team have the resources to promote and support its use by practitioners on the ground. Ecotrust recognized this lesson mid-way through the project and received approval to revise this project's second measureable outcome so that it focused more intentionally on marketing and the creation of promotional materials. As a result, a suite of materials now exists and can be used by Ecotrust and partners around the state to promote and educate about this tool long after the life of the grant.

As highlighted in a previous progress report, the project team found that during outreach to Oregon specialty crop suppliers, there are indeed some gaps in supply, depending on the type of product requested by schools. For example, although seven of Oregon's largest school districts indicated an interest in purchasing a total of 56,900 pounds of dried cranberries per year, our experience seeking out suppliers of this product for schools has shown us that cranberries may not be readily available from Oregon farmers at a price point that school districts can afford. As a result, this project has not only provided specialty crop producers with expanded access to the school food market (as originally planned), but has also outlined areas for future growth and investment in Oregon's agricultural infrastructure, based on demand in the school food market.

Finally, an unexpected outcome of this project was our partners' interest in adapting the tool to a.) encompass more products than just specialty crops, and b.) expand the tool so that it meets the needs of other institutional food buyers beyond just schools, including hospitals, correctional facilities, elder care facilities, and more. The Oregon Harvest for Schools Portal provides a strong foundation upon which to explore these additional opportunities. Ecotrust looks forward

to leveraging the investment made in this project by exploring a “FoodHub for Institutions” or similar tool in the coming months and years.

ODA-S10 North Coast Grown Specialty Crop Project – *Final report*

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PROJECT SUMMARY

This project addresses the specialty crop (SC) production deficit in the north coastal region, specifically Tillamook and Clatsop Counties, and provides solutions and builds capacity for that production and its utilization. We lack the equipped farmers and farm workers who produce those crops. Many coastal farmers markets and restaurants resort to “importing” specialty crops from the Willamette Valley. The opportunity exists to increase North Coast SC production and competitiveness, and fill the demand capacity by using lessons learned in other regions of Oregon. The Willamette Valley and Eastern Oregon have invested in SC development, but strategic SC development has largely been overlooked for our coastal area. The 2007 Tillamook County Ag census shows that 46% of our agricultural land is cropland, yet the market value of crop sales is 1% of the market value of products sold. Over 80 specialty crops have been identified as having great potential for coastal production. A number of small acreage producers are successfully growing a variety of brassicas, arugula, specialty salad mixes, Asian greens, lettuce, onions, scallions, garlic, potatoes, artichokes, parsley, peas, summer and winter squash, root crops, horseradish, wasabi, a variety of berries, bedding plants and culinary and medicinal herbs. With the use of unheated hoop houses, tomatoes, peppers, eggplant and basil are easily grown, and have a high value in season. The purpose of this project is to move the SC industry to the next level, based on the groundwork, relationships, strong partnerships and micro farm based research that has already laid a strong foundation for this project.

PROJECT APPROACH

We are particularly pleased to have developed a 24-page farm-direct guide for Tillamook County for the 2016 season (and beyond). We believe it will be a very valuable resource for farmers and shoppers. Emily Vollmer initiated a partnership with the local newspaper in May 2015 to work with them to produce/design and distribute a printed guide to local farms that would go out as a newspaper insert and separately to community locations and businesses. The guide features specialty crop producers growing on the North Coast who sell customer-direct in Tillamook County, and also includes a few ranches and fisheries that met that same criteria. The newspaper agreed to cover 25% of the costs in producing and printing/distributing the guide (corresponding to the estimated percentage of non-specialty crop representation that would be in the guide).

Specialty crop farmers were contacted by Emily to request submission of farm business listing information. The listing information we requested was more thorough than what Food Roots had

collected previously from the farms listed in the 2013 print North Coast Food Guide or for the 2014 online Food Guide. This in effect improved the database of information that Food Roots will be able to use for future farmer support.

Outreach for collecting specialty crop farmer listings was very successful. Nearly all farms included in the previous Food Guide submitted listings and at least 12 new specialty crop producers were added to Food Roots database for Tillamook County. We have 40 specialty crop listings (45 total).

Supplemental information and articles in the Tillamook County Locally Grown Guide were developed by Emily, Laura, Joel Caris and Lauren Sorg. Specialty crop submissions from Emily included organizational aspects such as a quick reference index of farms, a table of CSA programs, a table of U-pick & farm stand locations, a table of fruit and vegetable harvest seasons in Tillamook County, and selected definitions of certifications and farming terms used in the farm listings. Lauren worked in depth with designer Ryan Pedersen throughout early 2016 to finalize the design and content of the guide, as well as to create an in-process county-wide distribution plan in coordination with Country Media.

The 3rd annual Grow the Coast conference was held on Saturday, November 1st 2014 and was attended by over 170 farmers, gardeners and local-food-advocates, at least 43 of which were farmers. The 2014 Grow the Coast conference was organized by the Food Roots and NCFW with both in-kind and financial support from OSU CSFCFS and the North Coast Grown project, as well as funding from Meyer Memorial Trust, Oregon Food Bank. Emily coordinated invitations, event preparations and logistics related to specialty crop production, marketing and community/consumer education, leading to 24 confirmed presenters for 12 workshops, 2 hosted table discussions at lunch, as well as 18 organizations or businesses hosting exhibiter tables, and 6 organizations providing handouts in lieu of an in-person representative. There are also 4 additional (non-specialty-crop) workshops at the event and a keynote address of panelists speaking about important aspects of our regional food system and other conference preparations thanks to collaboration with Food Roots staff, NCFW, and OSU.

Post-conference evaluations (38 responses) were very positive. On a scale of 1=Poor to 5=Excellent over 80% rated the conference a 4 or 5 when asked “*Overall did the conference enhance your knowledge, inspire or challenge your thinking or stimulate a new idea?*” and only one response was below a 3. In both the post-conference evaluation and individual communications we heard that in addition to the workshops, attendees found the best part of the conference to be the in-person conversations. One of the benefits of organizing a conference with leadership from both Tillamook and Clatsop counties is there is an opportunity for connections between individuals and organizations that are otherwise geographically distanced.

In 2015 eight farmer training workshops were organized and taught on the following topics (date and collaborating organization in parentheses): Blueberry Pruning (Jan. 10), Access to Farmland, Agritourism, and Community Investing (Jan. 17; Nehalem Valley Farm Trust), Soil Sampling (Feb. 23; OSU Extension Tillamook), Soil Sample Interpretation (Mar. 18; OSU Ext. Tillamook), and Potting Media for Plant Starts (Mar. 28; Tillamook County Master Gardeners), Planning for a Hoop House (Apr. 25; OSU Extension Tillamook), Fall & Winter Veggie (July 12; Lower Nehalem Community Trust (LNCT)), and Orchard Establishment (Aug. 2; LNCT).

A consultation with Garry Stephenson and Lauren Gwin of the OSU Center for Small Farms & Community Food Systems (OSU CSFCFS) about specialty crop value chain development, and other aspects of the North Coast Grown project, led to the development of a partnership between Food Roots, NCFW and OSU CSFCFS for both the 3rd annual Grow the Coast conference and a North Coast beginning farmer training program taught by Garry Stephenson, in winter/spring 2015.

The North Coast satellite course of Growing Farms: Successful Whole Farm Management offered by OSU CSFCFS had 16 students from Clatsop and Tillamook counties, which was a great class size for the discussion based format of in-person sessions. Emily provided outreach to recruit students and assisted with coordination of class logistics including selecting farm tour sites and van transportation. Emily also recruited and recommended 6 farms in Tillamook County (of 5 openings offered, with negotiation) to receive significant financial scholarship from OSU CSFCFS to be part of the North Coast Farmer Cohort. The Cohort's scholarships (totaling over \$9,000 collectively) covered a majority of the costs for the Growing Farms course and two agricultural conferences, Organicology and the OSU Small Farms conference. As part of their involvement in the Cohort the farmers are providing feedback and evaluations of the trainings they are participating in. This feedback is useful to both OSU CSFCFS and the North Coast Grown project to continue to better address farmer training needs.

In collaboration with Carolina Lees of Corvus Landing Farm, a North Coast Farmer Retreat was planned and held in February 2015 at a beach-house rental from a Friday evening through Sunday morning. The anonymous post-Retreat evaluations were very enthusiastic and in response to, "*What was the best part?*" several responded with a variation on, "*The relaxed setting to share & learn new ideas.*" Another responded in the "*Comments welcome.*" with, "*Nice for technical interchange of knowledge as well as networking.*"

In cooperation with Tillamook County's OSU Agricultural Extension agent Joy Jones, an email list was created for distributing information and announcements related to agriculture in our region. As of 11/30/2015 there were 112 recipients. Each issue contains announcements about local and regional workshops and opportunities presented by Food Roots and other organizations. The open rate for the messages is fairly consistently in the mid-40% range (well above industry average for MailChimp mailing lists).

The establishment of a hoop house demonstration site at the Port of Tillamook Bay (POTB) was proposed as a central element of the North Coast Grown project but was drawn out due to various delays. From February 2014 to November 2015 Emily was periodically deeply involved in developing the project including budgets, site plan and coordination with the POTB. In September 2015, primary tillage of the footprint of the hoop houses was organized by Emily to start breaking down the pasture grasses in preparation for plant production. The hoop house structures were delivered to POTB in September 2015 and installation delayed to spring 2016.

Joel Caris and Lauren Sorg continued working with POTB in early 2016 on the hoop house project and, through a series of meetings and collaborations, formed a new partnership with Alan Evans, the Executive Director at Helping Hands Outreach Centers, which has a Tillamook re-entry center based at POTB. Alan has agreed to work with Food Roots and POTB to secure volunteer labor and a contractor to construct the hoop houses within budget. Food Roots will work with Alan to integrate Helping Hands clientele into specialty crop training and production at the hoop house site. In March 2016, Joel and Lauren finalized a list of tools and supplies to purchase for the hoop house space to facilitate specialty crop production and training for new farmers. Project staff will continue to work with Alan Evans to design programming possibilities for Alan's clientele and others in the community, integrating specialty crop production and training with other Food Roots projects such as Seed to Supper gardening workshops and the FarmTable microenterprise farm stand incubator project.

GOALS AND OUTCOMES ACHIEVED

Goal: Provide support, training and equip existing and beginning specialty crop farmers, so they can produce specialty crops in hoop houses, extend seasonal production, and successfully grow in Oregon's maritime climate.

Benchmark: Before trainings/workshops a benchmark was determined by pre-screening survey measuring current maritime and season extension production and farm knowledge, and utilization of specific specialty crop industry support in the region.

Target: 75% of those attending trainings will report an increase in knowledge in production methods, seasonal extension infrastructure systems, maritime varietal selection, food safety and quality control.

Performance Measure: Increased awareness, knowledge and utilization of specialty crop production methods, infrastructure, food safety, crops etc.

In spring 2014, at the farmer meetings we also collected our baseline survey evaluating awareness and utilization of regionally available resources and support. Attendance was 15 in Nehalem, 6 in Pacific City, and 15 in Tillamook. In Nehalem, when attendees were asked whether there was "plenty", "adequate" or "a deficit" in farm business resources and support, 1 responded "plenty", half of the remaining responded with "adequate", and half with "deficit". Since a majority (80%) of these same attendees indicated that they themselves utilize regionally available resources, the fact that half of them identified un-met needs affirms farmer interest in

development of resources. In Pacific City and Tillamook the survey was refined to evaluate awareness and utilization of 22 main agricultural support programs available regionally. On average attendees were aware of 54% (max 73%, min 10%) of the 22 programs listed, and they utilized an average of 31% (max 66%, min 0%) of the programs they were aware of (calculated as #utilized ÷ #aware of). It's worth noting that farmers that are likely to show up at a meeting probably represent those who are more likely to be aware and involved in these types of programs so the level of awareness and utilization of other specialty crop growers in the region is most likely lower than the numbers presented here.

We surpassed our target for % of workshop participants reporting increased knowledge. In the seven main workshops 100% (68 evaluations) marked "Yes" in response to (1) *Did you gain KNOWLEDGE, or perspectives, or information from attending this workshop?* and 97% marked "Yes" in response to (2.) *Did the workshop increase your AWARENESS of resources and support for your farm or garden?*

In addition to positive feedback throughout the project, the end of project survey evaluations included the following (anonymous) comment: "I have enjoyed participation and help from every one of [these] projects. The help has extended beyond the immediate project and now the resulting relationships with the other participants in those programs have been very helpful as their progress and discoveries become an ongoing inspiration and provide additional information that is very helpful towards accomplishing my goals."

BENEFICIARIES

This project benefited specialty crop farmers and gardeners, Food Roots' collaborating organizations, and residents and visitors to Tillamook County who buy specialty crop products.

Farmer and gardener attendance at 9 workshop/events hosted by the North Coast Grown project was over 190 (sum of all attendance without subtracting repeat attendance) and over 170 attended the 2014 Grow the Coast conference.

Our local collaborating organizations, OSU Extension Tillamook County, Tillamook County Master Gardeners, Nehalem Valley Farm Trust, and the Lower Nehalem Community Trusts' Alder Creek Farm all gained positive interactions from the workshops and events they helped to host respectively (listed in "Project Approach" above).

The 2016 Tillamook County Locally Grown Guide has a lot of potential to benefit the 40 specialty crop businesses listed since 20,000 copies will be distributed at the close of this project. Shoppers will have access to those guides to inspire and connect them with our local specialty crop producers.

LESSONS LEARNED

The biggest lessons learned by project staff were 1) the value of taking on fewer project endeavors but to greater depth and quality rather than trying to do a little bit on a lot of different project endeavors, and 2) how critical it is to have a clear understanding, written agreements, and a strong working relationship with collaborating organizations at the start of undertaking large projects (POTB hoop house project in particular).

By far the most significant shortfall in expected accomplishments was the extreme delay in the development of the POTB hoop house project. Project staff and Food Roots' Directors have learned valuable lessons about making sure that all the necessary development work for a major project undertaking such as outlined in this proposal be in place before implementation. This lack of development was not intentional but due to an unfamiliarity in taking on a project with this level of complexity and this amount of collaboration between project partners, as well as the necessity to work with federal agencies at a regulatory level beyond Food Roots' experience.

Food Roots still expects this to be a successful project and believes the partnership with Alan Evans at Helping Hands will open up many SC producer development opportunities. Project expenditures for hoop house tools and supplies focused on hand tools, soil amendments, and other forms of low-cost infrastructure to concentrate training and development efforts on low-cost production methods within financial reach of low-income residents. The partnership with Helping Hands opens up unique opportunities to work directly with their clientele and offer specialty crop production training as a means for economic assistance and job skills training, laying the groundwork for an increase in local specialty crop producers and renewed economic vitality for the community rooted in specialty crop production and industry expansion.

Alan brings significant community and volunteer support to this project, a lot of enthusiasm, and potential participants housed within a few hundred yards of the project site. The Reentry Center also offers a potential market outlet for specialty crop production at the hoop houses. The project's focus on hand labor-focused production methods will dovetail well with these clientele and market opportunities, and the methods demonstrated will work in accordance with our already-existing SC producers, offering opportunities both for them to train the next generation of SC producers (at financial benefit with project funding) and to participate in trials and trainings predicated on their production methods, therefore providing the most relevance and assistance in their continued success. Significant SC production can be done with simple and low-cost techniques already demonstrated by our area producers, and training participants in these techniques will help make SC production attractive and attainable for new producers.

ODA-S11 Increasing Access to Basic Food Safety Training for Specialty Crop Processing in Oregon – *Final report*

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PROJECT SUMMARY

The purpose of this project was to increase availability and reduce cost of food safety training to Oregon's Specialty Crop Food Processor companies (OSCFP's). OSCFP's potentially impact consumer health and safety. Regulations are increasing rapidly and require interpretation, understanding and implementation. To reduce this burden, increase compliance and protect public health and safety, NWFPA created training programs to provide easy access to quality food safety training with the purpose of raising OSCFP's awareness of health and safety concerns and adapting business practices to minimize these risks.

Failure to follow food safety processing guidelines presents severe health and economic risks. Preventing, identifying and containing health risks is crucial to public safety and the economic viability of the food industry. Regulations under the Food Safety Modernization Act (FSMA), Global Food Safety Initiative (GFSI), Safe Quality Food (SQF) and Hazard Analysis & Critical Control Point (HACCP) create a maze which OSCFP's must navigate. Training is required at multiple levels. It can be cost prohibitive, impractical and inconvenient for employees to attend. Making training accessible and affordable can increase the likelihood that OSCFP's will commit to effectively training their workforce in sound food safety practices.

PROJECT APPROACH

Identify Community Training Networks (CTN's): before the contract period (not charged to the grant), meetings were held with groups of Oregon Specialty Crop Food Processors (OSCFP's) in Salem and Boardman. In these meetings, food safety training needs for OSCFP's were identified as well as training/access challenges. During the contract period, surveys were used to gather more specific information regarding training needs and challenges.

Create Training Infrastructure: based on input from OSCFP's, a training plan was developed. Course offerings were prioritized, potential trainers and training venues were identified. The initial plan to offer trainings online was replaced with live classroom trainings. Dr. Richard Dougherty was sent to training to become a Preventive Controls FSPCA trainer.

Plan and Deliver Training: trainings were scheduled based on input from OSCFP's, in locations convenient to their places of business. Trainings in Boardman, Salem and Portland grew from a baseline of 5 in 2014, 23 in 2015, and 27 year to date through 09.30.16.

Market and Program Outreach: communication tools were developed to inform OSCFP's about trainings and to facilitate registration (training postcard, email lists, website, new registration system).

Expand the Program: Kirsten Ringen was hired as Community Engagement and Education Manager. She has developed an additional CTN in Bend and significantly broadened participation in the Boardman, Salem and Portland CTN's. She has expanded training offerings using all of the above steps and has developed partnerships with additional trainers. The 2014 baseline of 17 OSCFP's participated in CTN's has grown to 54.

Monitor and Refine the Program: Developing topics in food safety are monitored and industry-leading trainings developed. As example, NWFPA contracted with Connie Kirby, food safety expert, to develop a Listeria prevention program for OSCFP's in multiple levels of the supply chain. As the level of education and training increase in OSCFP's, course content is increased accordingly. We used surveys at the end of each course to get participant feedback regarding trainers, curriculum, venue, etc.... and shared findings with trainers.

Program results are summarized in the GOALS AND OUTCOMES ACHIEVED section.

The project took several unanticipated turns; collaboration amongst project partners has been crucial to the program's flexibility and success. Outside of this grant, an award from Oregon Business Development helped fund an online approach to training through NWFPA's Food Resources and Education Institute which informed the identification of training needs and challenges. This online approach was replaced with live classroom training and expansion of CTN's in Boardman, Salem, Portland and Bend. Training partners (Dr. Richard Dougherty, SQF and Preventive Controls certified; Greg Jourdan, Refrigeration certified; Karen Killinger, Ph.D., Associate Professor and Extension Food Safety Specialist at Washington State University) attended certification trainings, developed curriculum and traveled to locations to conveniently deliver course content. The Alliance For Listeriosis Prevention (ALP), a network of food processing associations including Northwest Horticulture Council, Seafood Products Association, AFFI, United Fresh Produce, and IDFA, was developed to facilitate the delivery of quality, timely curriculum on the preventions of Listeriosis. NWFPA's Workforce for Productivity and Operations and Technical Affairs Committees provided critical input from industry representatives.

GOALS AND OUTCOMES ACHIEVED

Supply the activities that were completed in order to achieve the performance goals and measurable outcomes for the project.

The activities completed under the grant are described in the **PROJECT APPROACH** section.

If outcome measures were long term, summarize the progress that has been made towards achievement.

Outcome measures were within the contract period, however mid and long term results will be realized. The Boardman, Salem and Portland CTN's are well established; a CTN in Bend is being developed. The NWFPA Workforce Committee has focused on workforce readiness and training for the food processing industry. Allegiances have been formed and resources allocated to provide for OSCFP's training needs into the future. Demand for trainings is strong as evidenced by 3 fully developed CTN's and a 4th beginning in Bend. We are developing our training calendar with the expectation that we will continue offering high quality, content rich trainings independent of program funding.

Provide a comparison of actual accomplishments with the goals established for the reporting period.

The primary goal of this project was to create an infrastructure for delivery of high-quality, cost-effective training to enable Oregon food processors to meet the requirements of regulators and customers. Trainings were adapted to FSMA regulations promulgated during the grant period. Trainers were certified to provide required instruction. Multi-tiered trainings were developed for individuals responsible for the production of clean, safe food; for those who supervise these workers; and for those responsible for strategic planning within organizations. New trainings were developed to address current demand (Listeria Prevention). Existing CTN's were fully developed; new CTN's established to increase cost effectiveness and availability of training.

Clearly convey completion of achieving outcomes by illustrating baseline data that has been gathered to date and showing the progress toward achieving set targets.

Expected measureable outcomes included:

- Increase Tier 1 trainings from 2014 baseline of 5 to 28 – 36 delivered
- Increase Tier 2 trainings in Portland from 2014 baseline of 0 to 3 – 10 delivered in Portland plus 9 in other CTN's
- Increase Oregon specialty crop facilities participating in local networks 100% from 2014 baseline of 17 to 34 – 54 participated

	TRAININGS OFFERED				ATTENDEES			
	2014	2015	2016	TOTAL	2014	2015	2016	TOTAL
BOARDMAN	2	10	7	19	33	116	67	216
SALEM	1	4	6	11	14	62	59	135
PORTLAND	2	9	14	25	41	613	1387	2041
TOTAL	5	23	27	55	88	791	1513	2392

	TIER 1 TRAININGS OFFERED				TIER 2 TRAININGS OFFERED			
	2014	2015	2016	TOTAL	2014	2015	2016	TOTAL
BOARDMAN	2	5	6	13	0	5	1	6
SALEM	1	1	6	8	0	3	0	3
PORTLAND	2	5	8	15	0	4	6	10
TOTAL	5	11	20	36	0	12	7	19

In total, trainings increased 1100% from 5 to 55; attendees increased 2700% from 88 to 2392.

BENEFICIARIES

Most fundamentally, consumers benefited from the effective dissemination of food safety information as well as the development of training in response to current developments in public health (Listeriosis prevention). Oregon food producers including OSCFP's benefited from affordable access to current food safety information. Tree Fruit packing houses benefited from the development of the tool, "Domestic Supply Chain Program Requirements", used to educate tree fruit suppliers on how their own food safety programs and environmental programs impact the processors of their products. Project partners benefited from leveraging training assets.

Effective delivery of food safety training does not lend itself to qualitative analysis. Health and safety exceptions are quantifiable; compliance is not. We cannot know the value of recalls not required, production not shut down or health and safety hazards avoided. From a qualitative perspective, the background and experience of trainers is critical. Barriers to entry in the food industry are high. Food safety is the qualifier for entry and sustainable participation. Our efforts have reinforced the importance of replacing and upgrading food safety systems.

NWFPA has been able to offer training at a discount of approx.. \$300 / participant / class
 Able to help participants reduce travel & lodging expenses because offerings located near businesses

LESSONS LEARNED

We began the project with the belief that online training would be most cost effective and preferred by OSCFP's. We learned that online training was not effective. Because of the technical nature and volume of in food safety regulations, we learned that live instructor training is essential. We changed our model as a result.

We learned there was a shortage of qualified instructors, and as a result, we sent instructors to classes to gain required certifications to train others.

We learned that the most effective instructors have backgrounds in both food technology and private industry, and are experienced in adult learning.

We underestimated the complexity of new FSMA regulations, specifically the level of knowledge required by management-level audiences. As a result, the need for Tier 2 trainings was higher than expected. We anticipate that there will be an increase in demand for Tier 1 trainings as the industry implements and becomes familiar with FSMA regulations.

By inquiring directly of OSCFP's, we were able to pinpoint training needs and tailor programs accordingly. We learned that OSCFP's are more willing to attend single day trainings which minimize time away from their work environments.

Provide unexpected outcomes or results that were an effect of implementing this project.

- High demand for Tier 2 trainings relative to Tier 1
- OSCFP's preference for single day trainings
- Feedback from OSCFP's led to improvements in our registration process
- We were able to discount our single day course trainings approximately \$300 from market rates.

If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem solving.

OSCFP's were not responsive to surveys. To gather information regarding training priorities, training budget utilization, FSMA readiness, etc... we held group meetings.

ODA-S12 Plant Something Awareness Initiative to Support Oregon Nurseries – *Final report – Accepted June 3, 2015*

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PROJECT SUMMARY

The subgrantee declined funds due to unexpected circumstances.

PROJECT APPROACH

No activities were performed on this grant. The activities will not move forward and the funding will not be used for the project as submitted.

GOALS and OUTCOMES ACHIEVED

Because no work was completed on this project, the outcomes and goals were not achieved.

BENEFICIARIES

Because no work was completed on this project, the outcomes and goals were not achieved.

LESSONS LEARNED

Because no work was completed on this project, there were no lessons learned. The Oregon Department of Agriculture has submitted an amendment to the state plan to utilize these funds.

**ODA-S13 South East Asia Trade Mission and Educational Outreach - *Final Report* –
Accepted May 16, 2016**

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PROJECT SUMMARY

Potato demand in the United States has been dropping for the past 20 years. In order for the potato growers in the Pacific Northwest (PNW) to sell their product at a profit it is important for the industry to develop new markets. The close proximity of the potato regions in the PNW to the Ports of Oregon and Washington provides an advantage to supply the S.E. Asian market. Fresh potato market access was granted to the US in 2010 by Vietnam. Market access for Fresh Table Stock Potatoes was completed with Philippines in 2013. It is important to have US product from Oregon and Washington available to be demonstrated to the importers and customers in order to capture that market before other countries or regions and further relationships from previous missions.

OPC has worked on developing markets in Vietnam and Philippines for several years with the help of SCBGP funds. It is apparent the S.E. Asian culture requires relationships to be built prior to long term partnerships. OPC has used SCBGP funds along with grower funds to help develop this long term relationship. This mission was the second time OPC partnered with Oregon Department of Agriculture (ODA) on a Director’s Mission to these countries. Each mission helps to solidify the relationship with people from both Vietnam and Philippines. Along with developing market partners, each mission allows the U.S. participants better understand the logistics and market issues involved with shipping a perishable product like potatoes. The participation of the Port of Portland and the receiving ports has added significant education to the potato industry.

ATO Briefings were held in Manila, Philippines prior to meetings with the Philippine Government officials. In Hanoi, Vietnam the US Embassy updated the mission participants on all US agricultural imports including potatoes. The mission participants then met with both the Vietnam Ministry of Agriculture and Industry & Trade Directors. While in Ho Chi Minh City the US Consul General updated the mission on US Imports.

PROJECT APPROACH

- The Oregon delegation departed PDX (Portland, Oregon) Saturday, October 25, 2014 and arrived in MNL (Manila, Philippines) Sunday. October 26.

- October 27 the entire group met to review promotion activities and participation, toured the seminar facility and arranged set-up. The afternoon was filled with retail market tours.



Potatoes in retail market

- October 28 provided tours of the Manila International Container Terminal, briefing by Port Management and cold storage visits. An evening reception was held with U.S. Embassy and Trade Guests.



Port of Manila

- October 29 an ATO briefing and FAS overview was held prior to Philippine government meetings in the morning. In the afternoon a US West Coast Potato Seminar was held for Supermarket Buyers, Hi-End Restaurant Chef's and Food Service Importer's followed by additional Retail & Market Tours.



Chef Benson Demo



Director's Coba & Hover

- October 30 started with travel from Manila to Hanoi, Vietnam. The evening began in Hanoi with country briefings by the U.S. Embassy followed by government focused trade reception.
- October 31 a meeting with Vietnam Ministry of Agriculture and Rural Development and the Ministry of Industry and Trade was held in Hanoi. In the afternoon the Hanoi Tourist College for culinary studies was toured and cooking demonstration presented.



Culinary Students watching



Chef Benson demonstration



Hanoi Government meeting

- November 1 conducted individual importer meetings.
- Sunday, November 2 a retail award ceremony was held at the Big C An Lac Supermarket. The Oregon and Washington potato commissions awarded the best potato display featuring U.S. West Coast potatoes. The Director's Coba and Hover presented the awards.



Award winner's



potato display



West Coast Delegation

- November 3 started with updates from the U.S. Consul General, Rena Bitter and other FAS staff. The afternoon provided time for a potato cooking demonstration by Chef Benson at the SaigonTourist Hospitality College. The day was completed with a reception for importers, and government officials.



SHC tour



Reception



Vietnamese Importers and Oregon delegation women

- November 4 a Central Market Tour and a stop at a major supermarket in HCMC District 7. The group split to allow the Washington delegation to travel to Myanmar. This ended the WA/OR SE Asia Director's Trade Mission.
- October 28, 2014 – Manila, Philippines Presentations made by both Director Coba and Director Hover discussing potatoes, blueberries and onions. All Washington and Oregon delegates in attendance to develop relationship

- November 3, 2014 – Ho Chi Minh City, Vietnam Presentations made by both Director Coba and Director Hover discussing potatoes, blueberries and onions. All Washington and Oregon delegates in attendance to develop relationship

GOALS AND OUTCOMES

A better understanding of potato market needs in both countries was developed. Relationships with all groups including Country Government Officials, Importers, Contractors and End Users were increased. Demonstration of US potatoes was presented to many potential users.

Potato Exports to Vietnam

		2010	2011	2012	2013	2014
US	Value	\$99,000	\$179,000	\$1,240,000	\$646,000	\$145,000
US	MT	208.7	344.3	2,396.9	1,284.1	294.6
Oregon	MT		217.3	284	189.6	73.3

Potato Exports to Philippines

		2012	2013	2014
US	Value	\$2,779,000	\$4,070,000	\$5,555,000
US	MT	5,007.3	7,584.8	10,773
Oregon	MT	4,156.1	6,903.9	6,979.2

Information provided by FAS Gain reports and Oregon Department of Ag

BENEFICIARIES

West Coast and US Potato Industry will continue to benefit from the information gathered while on the mission.

LESSONS LEARNED

Having the West Coast Port slowdown will cause a lot of damage to export markets that have taken many years to develop.

The Philippine market will continue to grow. The local consumer wants to use West Coast potato products.

The Vietnam market is still too price sensitive to be a big market. It continues to have future potential. The 20% tariff will need to be eliminated to allow the cost of West Coast potatoes to be more similar to Chinese imports.

ODA-S14 Enhancing New Product and Menu Item Development for NW Caneberries – Final report

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PROJECT SUMMARY

This project reaches out to food manufacturing and food service professionals encouraging the use of NW caneberries in new product and menu development. In a cooperative approach, these targeted professionals will be brought to the northwest to interact with USDA breeding programs on industry desired traits for caneberries and to evaluate current selections, linking breeders and end users. Next, experts in several disciplines will educate product/menu R&D personnel about health benefits, dietary uses, functional properties, marketing aspects and recipe formulations in a unique hands on approach, showing how caneberries can be best used in healthy, natural products. This curriculum will be able to be used in future outreach to the food industry to help increase demand for NW caneberries. Additionally, newer caneberry varieties will be professionally tested for functional and chemical properties to provide product development information that is essential for new product creation. NW Packers will work closely with this program to monitor participants chosen and approve new berry varieties to be tested. New product and menu development in premium products is critical to increasing usage of NW caneberries. Consumers are demanding healthy, natural products in increasing numbers and NW berries need to be poised to fulfill this demand.

PROJECT PURPOSE

This project is designed to educate and train product/menu development specialists from food industry on the benefits of Pacific NW caneberries and encourage the use of caneberries in new product development and new menu item development in food manufacturing and food service formulations. The project will bring members of multinational and private label food corporations to the Northwest to learn from professionals in multiple disciplines current reasons why the use of caneberries in their product development is important and how to best incorporate them into new products and menu items. The project will seek input from these product/menu development specialists about new breeding variety creation for caneberries and test newer varieties of caneberries for nutritional and chemical composition, to assure their competitiveness for product development. The Oregon Raspberry & Blackberry Commission (ORBC) will work closely with NW packing company executives to make sure the food manufacturing/food service professionals chosen will meet the needs of the industry and function as desired industry partners in product development. Packers will be consulted on which of the newer berry varieties should be tested based on sales and planted acreage data.

New product development using fruits and vegetables has increased in the United States while product development in candy, snacks and condiments has declined, according to Datamonitor. Introductions of new products using a natural or premium claim were the top two categories listed in a recent Datamonitor survey and represented 2,145 new products for natural and 1,800 products for the premium category in 2010. Northwest caneberries due to their excellent taste,

high food safety record and known attributes as natural sweeteners and coloring agents are well positioned in the area of “natural” and “premium” products. Northwest packers have indicated that while some customers for their berries have ceased purchasing from their company, seeking lower prices from overseas producers, those looking for premium and natural product uses have remained loyal and in some cases have increased purchases. This project would aim to target those food manufacturers and food service outlets that are seeking to add new products in these categories by either reformulation or the introduction of new product lines. To illustrate this trend international corporations such as Nestle have made changes in the last year to look at ways to improve their products bringing them more in line with consumer demands for natural and premium. Nestle Chairman Peter Brabeck-Letmathe stated recently that “Nestle is operating in the new paradigm” and has transformed itself from “a water and beverage company” to become a global “leader in nutrition, health and wellness” Brabeck-Letmathe commented that Nestle has “understood and embraced this new global trend earlier than other major players in the food industry.”

In a 2012 survey of beverage companies, a significant users of NW caneberries, it was found that 59% plan to launch more new products into the marketplace which is a 14% increase over 2011 survey results. This illustrates the timely nature of this grant project in the marketplace where new product development, especially in natural and premium areas, is on the increase after several years of poor economic climate, which held back product development.

This growing trend among food manufacturers to choose ingredients based on their positioning as natural and premium for their products can help the Northwest caneberry industry best, if we open a dialogue with these companies to interact with Northwest berry breeders, berry packers and growers to make sure they know the attributes of our berries and how they will best fit in with their future product development strategies.

The first part of this project will be designed to bring together food industry professionals with members of the breeding programs at the United States Department of Agriculture (USDA) at Oregon State University (OSU) and Washington State University (WSU). This will enable important cooperation between the end users of NW caneberries and those creating new berry varieties. Food industry professionals will evaluate current breeding selections and offer insight into the traits and qualities of berries, such as berry color, texture, flavor, brix they would like to see in the future, thus giving breeding program directors tools they need to more quickly bring new cultivars to market. This portion of the project will create a dialogue between industry and the breeding programs improving varietal selection and enabling NW berry growers to produce crops that are desired by the food industry.

The project will next enable food industry representatives to experience an in-depth, hands-on training program designed to educate R&D food professionals on important aspects of using caneberries in new products. Professionals in the fields of nutrition, health and wellness research,

food technology and marketing along with value-added specialists, chefs and NW packers will each write and teach a section of a curriculum emphasizing how berries are important in these areas as new product ingredients. The food industry attendees will participate in hands-on cooking exercises, lectures and round table discussions designed to increase their awareness of the attributes that make NW caneberries ideal for inclusion in new product development or redesign of existing brand lines.

The project is designed to create a long lasting curriculum that will be used to educate and train the current selected food professionals as well as other food professionals in future outreach for a number of years to come.

In order to present NW berries and educate food manufacturing/food service professionals regarding their uses it would be important to have testing done on the newer varieties of berries for functional and chemical composition. Varieties of blackberries and raspberries grown in Oregon have markedly changed with the release of new cultivars from breeding programs but have not been adequately tested for nutrition panels, anthocyanin, antioxidants and phenolic information used by manufacturing. This testing would benefit growers and packing companies that sell product for use in manufacturing by providing needed functional information. This project has not been submitted to any other state, federal or private grant program.

PROJECT ACTIVITIES

Planning:

Venues and dates:

The first step in implementing Enhancing New Product and Menu Item Development for NW Caneberries was to secure a location first for the introduction to breeding NW caneberries and secondly for the culinary portion of the program. It was decided after consultation with Chad Finn and Brian Yorgey of the OSU breeding program that bringing the attendees from Portland to the breeding plots at the North Willamette Research & Extension Center in Aurora, Oregon. Rooms were secured at the Northwest Research & Extension to hold the event for Friday, May 2, 2014 from 8:30 AM to 4PM.

Project directors then worked to find culinary arts facility in the Portland area that would be able to accommodate the seminar group and provide teaching and cooking facilities for attendees, speakers and facilitators. Two locations were looked at but the Oregon Culinary Institute (OCI) was ultimately chosen. Rooms and kitchen facilities were booked at OCI for Saturday, May 3, 2014.

Program:

The next step was to develop the seminar programs and curriculum. The final schedule for the course can be found in Appendix A. The focus of the seminar was to provide targeted members of the food product and menu item development industry education on how berries are bred, what characteristics, flavor profiles and chemical and nutrient composition will be bred into future

caneberry selections and what exists in currently available caneberry selections. Additional focus of the seminar was to have attendees from industry product manufacturing and menu item development provide input as end users to the breeding program staff so that future breeding selections might be looked at with reference to the new product and menu item development needs.

Curriculum Development:

Meetings with the breeding program were held to determine the number and type of berry samples that would be used in the caneberry variety evaluation process.

It was determined that 30 samples total of blackberry and raspberries would be used in the variety evaluation process and that there would be two days of tasting and evaluating berry samples, the first day being devoted to Individually Quick Frozen (IQF) berries and the second day for tasting and evaluation of puree samples. The Oregon and Washington caneberry industries are 95% processed industries with IQF berries and purees being the primary ingredient packs used in food manufacturing and menu items, thus having attendees whose primary job description involves creating new products or menu items taste and comment on these pack types would provide invaluable information for future breeding selections.

Evaluation sheets were prepared for all attendees to use in the rating of each pack type (IQF and puree). (See Appendix B) Evaluation of the results will be done by Oregon State University staff. Roundtable discussions were incorporated throughout the seminars to allow discussion of topics addressed in the presentations and give attendees room to interact more informally with speakers and each other.

In addition to education on caneberry breeding the seminars would involve several other areas of information that would be essential to educating attendees on utilizing caneberries in new product development. Speakers were sought to give attendees insight into:

Food Science & Technology to show new and existing ways to use berries using different pack types for value added applications.

Nutrition and practical use in menu item development to aid in understanding why berries are important now in a society where nutrition and health are foremost in the minds of consumers
Berry health benefits to show current and upcoming research trends being studied showing how berries provide nutrients, vitamins, fiber and polyphenolics to support a healthy diet and provide optimum benefits.

Marketing of berries that stresses the nutrition that berries provide as well as the health related nutrients found in berries as a means to market berries in products.

A list of speakers chosen and their presentation titles and biography can be found in Appendix C.

Promotion and Execution

Webpage Development

An invitation and information page was created and posted on a special webpage on the ORBC website <http://www.oregon-berries.com/northwest-caneberries-healthy-additions-to-products-menu-items/>

Invitation and seminar handouts were designed and sent to industry members and a contact database to advise them of the event. (Appendix D) The sheet was designed to alert industry members about the seminar early so they could arrange schedules to attend.

Trade Show handouts were an integral part of getting attendees who might be willing to attend. Invitations were handed out at Culinology, the Research Chefs of America show in Portland in March 2014. The Research Chefs organization is one that attracts over 1,800 professionals who specialize in food and menu item development for corporate and manufacturing groups. This was an ideal location to seek attendees for the seminar.

Oregon and Washington state packers were emailed and called to ask for recommendations on clients they may have had who might be interested in the seminar. The response from the packers was small but at least two packers submitted names and contact info for potential attendees and resulted in two attendees joining the seminar ultimately.

Once attendees indicated that they would be interested in joining in the seminar they were asked to fill out an application (Appendix E) from this application we were able to determine who would be most appropriate to take part. Since we were limited to ten spots it was necessary to be selective in choosing attendees.

A list of final attendees and their industry affiliations is attached to this report (Appendix F) The list represents a great cross section of the food product and menu item development industry and the attendees all showed high interest in creating new products or menu items using northwest caneberries. Many were new to caneberries while others had experience with berry fruit and wanted to learn more about how to incorporate it into formulations. The goal of the seminar was to increase the knowledge of participants regarding NW berries and their uses in new product development. As a benchmark an entry survey was given to attendees to ascertain their knowledge level. A copy of this survey is attached to this report (Appendix G) A goal of increasing the knowledge of participants by 40% was set and an exit survey was prepared to measure this with the benchmark, a copy of the exit survey is attached to this report (Appendix H) Results of the entry and exit surveys will be available in the final report for this grant.

The seminar was held on May 2nd and 3rd, 2014 at both North Willamette Research and Extension Center and the Oregon Culinary Institute. In addition to the ten registered attendees and seven speakers in attendance there were two staff from ORBC, two staff from the Washington Red Raspberry Commission, two ORBC commissioners and three packers who attended the event

Day 1 of the seminar featured a presentation by Dr. Chad Finn of the USDA office at Oregon State University on the process of caneberry breeding, a history of the program and what the breeding program can provide in response to end users input. Dr. Pat Moore of Washington State

University at Puyallup presented information on red raspberry breeding in Washington with reference to mechanical harvesting and how breeding for this type of harvesting can create a firmer berry also suited to use in food manufacturing.

Tours of the breeding plots at the North Willamette Research and Extension Center gave attendees a hands on look at the plants and how they are cultivated along with a chance to get outside in the much warmer than usual weather.

Question and answer periods were provided after each speaker and the questions asked showed the expertise of the attendees and the level of understanding of the science behind breeding caneberries.

Once back inside attendees were able to taste and evaluate 30 selections of defrosted IQF blackberries and raspberries and share their opinion of flavor and overall qualities of the berries. A round table followed to allow all to discuss the breeding program and the taste profiles of the berries.

After lunch attendees heard presentations from Dr, Yanyun Zhao of Oregon State University on the many advances in food science and technology to preserve berries and how these pack types could be best incorporated into products and menu items.

Nancy Hughes ended the afternoon by speaking on planning new products and creating menus using berries and the nutrition found in berries that would be of interest to consumers. Day 2 of the seminar took place at the Oregon Culinary Institute. Attendees began the day participating in a hands-on cooking experience designed to allow them to explore possible uses of berries in breakfast and snack items. OCI staff and student helpers were on hand to guide attendees through recipes and assist where needed in cooking. Staff spoke to the uses of berries in frozen and dried form as well as fresh.

Following the morning session and enjoying a breakfast made of what they prepared, attendees moved to a classroom setting where they tasted and evaluated 30 purees provided by Brian Yorgey from Oregon State. A discussion period was held after the evaluation to give feedback on the berries.

Moving back to the kitchen participants worked with a large number of savory and sweet menu items to enlarge their viewpoint of using berries in new applications for lunch and dinner. Following lunch participants returned to the classroom for presentations from Dr. Britt Burton Freeman on research trends in the health benefits of berries and Dr. David Stuart on the uses of berry health information in marketing berries to consumers. A roundtable discussion on the topics of berries and health, research and marketing followed. The afternoon was completed with a photo opportunity for all attendees. (Appendix J)

The final portion of the grant was to procure and send samples of five varieties of previously untested blackberry varieties to a laboratory to test nutritional composition, chemical composition and total phenolics. The testing for antioxidant levels cost was more than the funding available in two different lab bids. That cost factor, along with the current change in attitude regarding antioxidant levels that recognizes the antioxidant levels of fruit and berries in particular to be too generalized a concept and providing no accurate level of how the human body utilizes the nutrients in fruits to be useful, has played a part in our decisions not to have antioxidant level testing done.

In September, 2014 samples that were gathered by Oregon growers were sent to Brunswick Laboratories in Massachusetts for analysis. The samples originated in one geographic area around the Troutdale area east of Portland. This gave consistency for testing purposes. A report was received from Brunswick Laboratories giving analysis of the chemical and nutrient content of five blackberries not previously tested. These berries were Kotata, Chester, Black Diamond, Silvan and Columbia Star. A copy of the report to the Oregon Raspberry and Blackberry Commission is attached to this report (Appendix K)

A follow up contact was initiated to all attendees at the workshops to see whether they had created any new products using Northwest Raspberries and Blackberries. Out of the ten attending companies the following products were created as a direct result of the product development personnel attendance.

Stonewall Kitchen – Raspberry Chipolte BBQ Sauce, 6 jam skus – blackberry, black raspberry and red raspberry in both seedless and regular

Williams Sonoma Co. – Raspberry Rhubarb cocktail mix, Raspberry Curd, Blackberry Lemon Pancake Mix,

Hillshire Brands – Baked Items (not willing to divulge product)

Rhino Foods – Green Tea Green Yogurt Ice Cream w/Lemon Greek Yogurt & Raspberry Swirl

King Arthur Flour – Very Berry Scone Mix, Raspberry Jammy Bits

OSU plant breeding evaluated the taste testing results obtained at the seminars. Plant breeders at the USDA/ NW Center for Small Fruit Research were very positive about their one on one exposure to product and menu item developers and have learned much about what these industry members are looking for in the berry of tomorrow. Results from the taste testing of both whole IQF blackberries and raspberries and puree of blackberries and raspberries are attached to this report. (Appendix L)

GOALS and OUTCOMES ACHIEVED

Increasing knowledge of Oregon berries for participants was the first measureable outcome for the grant and this was monitored by an intake evaluation and an exit evaluation given to all attendees. All eleven respondents strongly agreed that they had increased their knowledge of

blackberries and raspberries by attending the seminars. Nine respondents strongly agreed that the event had met their expectations and that the information gathered could be applied to their business. A majority of attendees felt the speakers and topics were relevant to their objectives for attending and that they were more likely to consider purchasing caneberries from the northwest after attending. For a full report on pre and post evaluations please see Appendix K.

The second measureable outcome for the seminars was an increase in products made with caneberries in the year following the seminars and this goal was clearly met. In follow up phone and online interviews with participants a total of eight new products were developed as a result of attendance at the seminars. These measure up against an anticipated target of two new products developed in that time period. Two Oregon packers report sales to attendee companies following the seminar period.

All attendees agreed that they had future plans for more new products and it is anticipated that further new products will be in the marketplace in the future.

BENEFICIARIES

The project beneficiaries include the Oregon Raspberry & Blackberry Commission, The Washington Red Raspberry Commission and the packers of caneberries in both states. The farmers in both Oregon and Washington of caneberries benefit by an increase in usage of berries resulting in higher demand for their product. Approximately 600 people benefited from this project in the states of Oregon and Washington.

LESSONS LEARNED

The goals of this project were achieved and were so successful that the Oregon Raspberry & Blackberry Commission will partner in 2016 with the National Processed Raspberry Council to put on another series of workshops with product and menu item developers from corporations. This program will be based entirely on the model created under the auspices of this grant and will use the chapters written for the workshops by the speakers and presenters. An important lesson learned is that corporate representatives in the area of product development and menu development have strong influence in bringing new products to market if given the correct amount of information and support.

ADDITIONAL INFORMATION

The topline results of Brian Yorgey's tasting panel are as follows – see Appendix L for full results and corresponding charts.

IQF Blackberry: Panelists liked Triple Crown and ORUS 2711-1 best, with ORUS 3453-2 close behind. There then followed a large group (twenty-three samples) that were statistically equivalent. Finally, Wild Treasure and Silvan were rated lowest for Overall Quality. It is

interesting that this group seemed to prefer the Midwest germplasm with its lower acid and woody flavors better than the Northwest types.

Blackberry Puree: For Overall Quality, ORUS 4024-3 and Marion were rated significantly higher than Silvan and Newberry, though statistically even Silvan was rated with the main group in the middle. The panelists had stronger preferences for and feeling about flavor than aroma. Though “tart” still appears in the comments occasionally, it shows up much less than in the IQF tasting. That’s good, since sugar was added to the purees to try to balance the acid somewhat to allow the berry character of each sample to show better. However, Silvan still scores low and Black Diamond is again in the lowest quartile.

IQF Red Raspberries: WSU 2069 and WSU 2075 were rated significantly better than 11 of the samples at the bottom of the list. WSU 2082 and ORUS 3961-1 were the third and fourth highest rated samples, followed by Cascade Harvest and Lewis. WSU 1447 and Willamette were rated the lowest of the whole group. It is interesting to note that the three most highly rated WSU samples, WSU 2069, 2075, and 2082, all came through Pat Moore’s breeding program around the same time as indicated by the closeness of the selection numbers. They are some of the most recent WSU selections in our trials. All 3 selections have WSU 1499 as a parent, a selection noted for excellent flavor, small fruit size and easy machine harvesting. Breeders may want to use WSU 1499 as a parent in more crosses in the future.

Red Raspberry Puree: Three samples scored in the highest group for Overall Quality for the red raspberry puree (Figure 7): WSU 1912, Wakefield and Willamette. All three of these scored in the lower half of the IQF tasting. These results suggest that it is important to balance the acids with added sugar when evaluating flavor. More work needs to be done to determine what “balanced” means. WSU 1912, Wakefield and Willamette were also the three highest scoring puree samples for Aroma, Flavor, and Color.

**ODA-S15 Enhancing pollination by promoting bee health via Master Beekeeper Program -
Final Report – Approved May 16, 2016**

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PROJECT SUMMARY

Dr. Ramesh Sagili and Carolyn Breece from the Oregon State University (OSU) Honey Bee Lab addressed the Oregon State Beekeepers Association (OSBA) about working together to educate beekeepers in Oregon, where hobby beekeepers were losing approximately 32% of the beehives over winter each year and commercial beekeepers were losing approximately 25% of their hives each year as well. They asked if the OSBA would be willing to support and develop a program in the future. At this meeting in November of 2010 I had just been elected President of the OSBA and was very anxious to see this program develop.

This program came at a perfect time for the honey bee industry with such a rise in colony losses and the importance of bees growing so strong that many home owners were anxious to have a bee hive of their own on their property. Many specialty crops in Oregon were affected such as the steadily growing crop of blueberries and the carrot seed pollination.

We were so grateful for another opportunity to further develop the Oregon Master Beekeeper Program. Our first grant, awarded in 2011 gave us the ability to develop two of the three levels of the program almost to fruition, and made our publications and project so much more professional. It allowed us to develop a website that was working reasonably well, but with the additional grant in 2013 we have been able to fine tune our website so that not only does staff enter information, but also the participants in the program are able to download and enter their own information as it is happening. Our website manager worked with the Oregon Master Gardener Program and was familiar with our type of entries and he has done a great job of making our website user friendly. It has been improved upon with this final grant. We have also been able to complete the requirements for the Journey Level of the program and will launch the final “Master” Level of the Oregon Master Beekeeper Program in January of 2016.

PROJECT APPROACH

Since September of 2013, the Oregon Master Beekeeper Program has enrolled 346 new apprentices to the program, which brings our total enrolled since 2012 to 618 apprentices, of which 193 have been certified to date. We expect to enroll between 150 and 175 apprentices for

2016. In 2016, we will add three more class locations for the program, totaling 11 class locations across the state of Oregon. We have added a Lab Day to our activities for the Journey Level of the program, borrowing an OSU classroom to teach the anatomy of the honeybee with instruction by Dr. Lynn Royce and Judy Scher. We are continuing our Mentor Field Day each year in August and our Journey Field Day in June. We have completed two Bee Institute Days, where our Journey participants are able to visit with national figures in the beekeeping world. We will host our third Bee Institute in November 2015 with Randy Oliver of Scientific Beekeeping presenting information about how to manage varroa mites and Dr. Ramesh Sagili of OSU presenting the biology of varroa mites. Dr. Clint Walker from Walker Honey Farm in Texas will give us a presentation on Beyond Pollination, touching on subjects of interest to our hobby beekeepers.

The Oregon State Beekeepers Association has provided the labor force that has made this program the success that it has become. It takes hundreds of volunteers, volunteering an estimated one hundred or more hours each year to keep this program rolling along. Central Oregon Seed (COSI) and Jefferson County Seed Growers Association have donated thousands of dollars to our program AND allowed our researchers to use their fields in the summer for the research necessary to learn about honey bee nutrition and pesticides and fungicides. Central Oregon Research Center (COARC) has worked closely with the OSU Honeybee Lab to help with research on carrot seed crops. Because of this research we have learned that nutrition and varroa control are of huge importance during this pollination time frame. With the collaboration of COSI, COARC, and OSU we have researched how other crops affect the bees located in carrot seed fields in Central Oregon.

GOALS AND OUTCOMES ACHIEVED

Our most pressing goal for this grant was to complete our requirements for the Oregon Master Beekeeper Program. Since 2013 we have implemented the Journey Level of the program and have 110 Journey participants, with nine certified and looking to us for information about the Master Level. We have designed the Master Level of the program and will introduce it in November at the Bee Institute and begin accepting participants in January, 2016. In order to be certified as a Master Beekeeper a participant must be a certified Journey beekeeper, have five years of bee experience, have spent two years mentoring another beekeeper. The requirements for Master certification are: 100 Public Service Points, take a three part oral exam, perform two literary reviews of 1500 words or more, two research projects and have accomplished three areas of proficiency with honey bees.

We certainly thought that it would be an easy accomplishment to complete our Master Beekeeper Level in two years, but it has been a long process with our committee of twelve trying to make certain that our program was meaningful and educational for our participants, as have our Apprentice and Journey levels been.

In our Oregon commercial beekeepers, we are seeing our prediction come true with several next-generation beekeepers coming on board in commercial beekeeping operations. We wish that we could train more of the commercial beekeeper's employees, but that has not yet come to pass. We are working on a Commercial Beekeeping training that will address just the needs of the commercial industry and teach many of the management skills necessary to be successful. We have incorporated the help of several commercial operations, Vazza Farms in Eastern Oregon and Foothills Honey Company in the Willamette Valley to help keep our program on track.

In December of 2012 the Treasure Valley Beekeepers from Boise, Idaho invited Carolyn Breece, our coordinator and me to lunch to discuss our program. Six of their members enrolled in the Eastern Oregon class in January of 2013. This has been an incredible experience for us all. They completed their training in Eastern Oregon, then requested using our program to teach other beekeepers in the Boise, Idaho location in 2014. They alone have trained 35 to 40 beekeepers in two years, with 26 expected for 2015. Seven of the Treasure Valley beekeepers have joined our Journey Level program and two are certified Journey beekeepers at this time with five more to follow shortly.

Our Journey Level required each participant to complete twelve guided studies (research on their own), to be submitted to our committee for review. We miscalculated how many would arrive to be reviewed and how little time our busy committee would have for this task. It became clear to the committee that ultimately the guided studies were meant for self learning and unless we were asked for comments, we would accept the work as complete and only give feedback when requested. This has made our time available for much more important tasks.

BENEFICIARIES

We have enrolled OSU extension and research station employees, farmers, and individuals that have a love of honeybees and understand the importance of them to our world. In 2016, we will enroll pesticide investigators from the Oregon Department of Agriculture. These staff members frequently investigate pesticide complaints from beekeepers. It is important that they have training in basic honey bee biology and beekeeping to effectively investigate such complaints. We are thrilled to offer them long-term, hands-on education through the Oregon Master Beekeeper Program.

We will also enroll OSU extension personnel from rural areas. They are interested in becoming leaders for the Oregon Master Beekeeper Program and offer classes and hands-on training once they complete the program.

Dr. Sagili has worked with Central Oregon Seed, and Jefferson County Seed Growers, with the support of the Central Oregon Research Center to better understand the perils facing honeybees

during pollination in Central Oregon, both nutrition based and pesticide based and bees are coming out of carrot seed pollination in better health than before.

As blueberry pollination grows in Oregon, there will be more information necessary for honey bees to thrive in this pollination environment and carrot seed pollination requires over 12,000 honeybee colonies to pollinate their seed crops with as little disruption to the honey bee colony as necessary.

Small Hive Beetle, an invasive pest to honey bee colonies, is a potential threat to Pacific Northwest beekeepers. We have received a few reports of their presence, but the beetle has yet to overwinter and establish in this region. Our program is beginning to train our Journey and Apprentice participants to recognize small hive beetle and will continue this education with commercial beekeepers in the future.

Oxalic acid was approved for use as a miticide in Oregon this summer. The Oregon Master Beekeeper Program has trained our Journey participants and our mentors on the safe and correct use of oxalic acid, where kits can be obtained with the correct protective gear, and the correct dosage to be used on your colony.

LESSONS LEARNED

We are overwhelmed by the generosity and energy donated to our program by the 105 mentors and instructors that take their time to educate beekeepers all over the state of Oregon and into Idaho. We ask so much, and they give even more of their time, money and expertise to help educate. We have discovered that our program is out growing our workforce in project development and we have recently created regional representatives, they will take some of the pressure off of administration by fielding their questions on the first level. When a situation arises that they can not answer, the coordinator, Carolyn Breece and assistant, Rita Ostrofsky will be available to help.

Our Oregon Master Beekeeper Program Committee has been on board for six years, working to create a program known to be one of the best in the nation. We take pride in our accomplishments, but know that in the future there will need to be changes in these members. Currently all but one of our leaders has been onboard for the entire process. We added Karessa Torgerson, a new member of the committee two years ago and it was a great addition. We look forward to adding new participants, and with the Commercial Training Program developing we will look to commercial beekeepers to join our group.

Our goal in this program is to educate beekeepers and pay it forward. This has worked well for us, when a school or group is interested in honey bee education, we have a group email that alerts our participants and we can easily fill that position. Community service is the best part of

what we do, and our participants help with bee conferences, educate the public, write articles in newspapers and newsletters, chat online, they created a list of plants for honey bee forage, participated in the Oregon State Fair by manning the booth, by entering honey in the honey contest, and by judging the honey entered. To date, our Journey level participants have volunteered over 3000 hours in their local communities.

Finally, our statistics are improving on over wintering honey bee colonies in Oregon. Our participants understand the importance of treatment for varroa mites, they understand that small hive beetle is a threat for the future and they are free to make an educated choice concerning what treatments are available, and what works best for each individual beekeeper.

Again, our hard work as a beekeeping community has seen this program thrive over the years but we could not have done it without the support of the Oregon Department of Agriculture and the Specialty Crop Block Grants that we have received.

ODA-S16 Integrating Christmas Tree Best Management Practices from Growing Through Shipping – Final Report – Approved May 16, 2016

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PROJECT SUMMARY

Oregon is the leading state for Christmas tree production in the United States, encompassing approximately 40% of national production. Exports, both international and domestic, are a critical component of market success. With this volume of Christmas tree exports it is vital that growers develop Best Management Practices during production and shipping to minimize problems of rejected shipments. Oregon Department of Agriculture in conjunction with Oregon State University recently completed a 3 year research project investigating export pests and control options. A significant conclusion was that a successful export program will require producers to use multi-year integrated pest control as well as rigorous harvest procedures. These conclusions lead to the development of this project.

The specific focus of the project was to reduce the number of Christmas tree shipments rejected at a Port of Entry, either domestically or internationally. Container rejections in Hawaii were quite high in 2012 with 93 rejections and were high in Mexico in 2011 and 2013. Both Ports of Entry were concerned about the high rejection levels and, importantly were interested in seeing what progress and steps Oregon could develop to reduce the rejection level. Also, our export partners were interested in seeing pest reductions as they are justifiably concerned about introduced pests. Growers naturally want to see reductions in rejected loads as each rejection impacts profitability.

This grant also included enhancing a previously funded SCBGP project effort. Here, a field book, *Identifying and Managing Christmas Tree Diseases, Pests, and Other Problems/ Identificación y Manejo de Enfermedades, Plagas y Otros Problemas en Árboles de Navidad* (PNW 659) was revised, reformatted and republished.

PROJECT APPROACH

Briefly, the approach to lowering the level of rejected export Christmas trees involved first determining which pests were responsible for the bulk of container rejections. Next steps considered which control and abatement strategies were most effective. Finally training growers and workers about these strategies so they can minimize the numbers of problem pests in tree shipments. With some of the pests, control strategies must begin years ahead of shipping, with others, control at the time of shipping is critical.

The worker and grower training segments of the project were important end products. The training first involved producing 2 field books that will be described in the following sections. Next, six training classes were developed. These targeted the workers in the fields who are shearing the trees and loading trucks. These individuals are the first line of defense in scouting and problem identification. As this workforce is largely Hispanic the training were in Spanish (4) and English (2). Additionally a number of journal articles about the project were published. One article appeared in the Christmas Tree Lookout (Fall 2014- 47:3 pg.20) and a second in the ODA's Pitch and Needle newsletter to all Oregon Christmas tree growers (Sept. 2014). Two additional grower workshops and Christmas Tree Association training seminars were also devoted to Export Pest reduction.

One unexpected venue for the use of both books and training materials was their use with visiting trade delegations from Mexico and Asia. These included both potential tree buyers as well as Inspection Personnel. These publications helped show our trading partners some important steps we are taking to reduce pest problems and to let them know we were serious about reducing pest problems.

Project partners such as the ODA Plant Division and OSU's Department of Extension Communication (EESC) were vital to the success of the project and were involved throughout. The ODA was vital in assisting with development of the books, content review, assisting with photos, assisting with classes, working on effective protocols with each problem and connecting with various Ports of Entry to identify problems. OSU's EESC department was critical in editing and preparing manuscripts for each publication and in developing the Responsive Design format so each book can be accessed on-line in a format that scales the books so they can be viewed on everything from a smart phone to large computer screen.

GOALS AND OUTCOMES ACHIEVED

Best Management Practices for Christmas Tree Export (EM 9093) was published in July 2014. Authors are Heather Stoven, Chal Landgren, Jim Labonte, Helmuth Rogg, and Luisa Santamaria. This full-color, bilingual (English and Spanish) field guide provides Christmas tree producers with information on identifying and managing pests of concern to export trading partners. It features best management practices to help minimize the presence of pests at harvest and describes how to identify these problems. It includes management calendars, pest quarantine information, legal considerations for exporting, and options for monitoring and trapping.

Both publications, *Best Management Practices for Christmas Tree Export* and *Identifying and Managing Christmas Tree Diseases, Pests, and Other Problems*, can be purchased at the web sites below. In addition, if you click "View it Now" on the web site you have access to the Responsive Design web format without charge.

<https://catalog.extension.oregonstate.edu/em9093>

<https://catalog.extension.oregonstate.edu/pnw659>

Four field training sessions were conducted around the Willamette Valley for Hispanic work crew leaders in the grant period. Each session was 4-5 hours in length and included both classroom and in-field excursions. Pre and post tests of the participants by Dr. Luisa Santamaria measured knowledge gained during the sessions. Results showed knowledge improvement and improved ability to recognize pest problems. Listed in the concept proposal was an improvement of 75% in worker knowledge regarding Best Management Practices. This level was achieved in looking at questions such as “Can you better identify diseases and pests in Christmas Trees after the class?” At the same time the class showed participants that there are many pest and disease problems and answers are not always simple.

In addition, two sessions on export pests and Best Management Practices were held in tree export yards of growers during shipping. These were a bit hectic due to shipping pressures, but very helpful in understanding the pressures of harvest and the need to have procedures in place prior to loading containers.

The ODA summarized Christmas tree export results for 2012- 2014 for Mexico and Hawaii (Table below). In Hawaii, the rejections were primarily from slugs with around 224 containers entering the port, roughly the same total number as last year. The early shipments (11/16/14) had a higher % of rejections than later container arrivals. Again, this was similar to prior years.

In Mexico, the rejections were a mix of yellow jacks, midge and root weevils. This was similar to past years. The number of containers entering Mexico was about the same as in 2013.

Year	Hawaii Shipments Rejected	Mexico Shipments Rejected
2014	29	8
2013	43	13
2012	93	1

Based on these data, we had a 33% decrease in the number of rejected shipments in to Hawaii and a 30% reduction into Mexico in comparing 2013 and 2014 years. This surpasses the identified Performance Measure.

Dio Morales (OSU Extension Communications) reviewed both book sales and web site use. Her comments are shown below for PNW 659.

- Sales through 3/15 are 100 books but have had 9 times greater reach with the web (with

900 page views) with the web site and 65% of your viewers are repeat visitors. Also, staying on the site for 2+ minutes is good. There is at least a little action on the site almost everyday, with some spikes

- We looked at more of the analytics and found that while the site is accessed mostly by users in Oregon, it has been viewed by people in a dozen other states. And while it has been accessed mostly in the United States, it has been viewed by people in several other countries.

BENEFICIARIES

The primary beneficiaries were Christmas tree producers in Oregon with interest in exporting trees. These same producers benefited from a better trained Hispanic workforce who had a greater understanding of the pests causing damage to trees and pests that created export problems. These trained workers tended to be crew leaders with many years of experience and many workers that are part of their crews. This increased scouting knowledge will make the workers more important to each firm's success.

Both field books have been purchased by growers as well and accessed on-line in the Responsive Design format. As more books are used in the field and more on-line page views are accomplished, the increased knowledge will help growers reduce export related pest problems.

LESSONS LEARNED

While reductions in the number of rejected export containers were achieved in the project, there are numerous variables impacting that goal outside of the scope and control of Oregon Christmas tree firms and training efforts and. For example, a warm wet harvest season could increase the slug populations and potential rejections, changes by a export partners regulations or altered mitigation practices could mean that goals were not achieved through no fault of the grant or work plans. The lesson here may be to select goals that are not subject to so many outside factors not controlled by the project.

One potential impact that proved difficult to measure was a reduction in “non target pesticide applications”. Some anecdotal comments by growers suggested this was true. However, Mexico still requires a pryethoid spray to all trees 6 weeks prior to shipment. Hopefully this requirement can be changed in the near future as we prove Oregon can meet export targets without countries dictating specific, an in this case counterproductive control measures.

It proved more difficult than originally thought to establish structured Best Management Export classes during the harvest time. Growers are busy filling orders and selling trees and crews are busy as well. An on-site training approach using the field guides prior to harvest may be a better approach and less hectic.

ODA-S17 A Roadmap for Oregon Growers to the Fresh Strawberry Market – *Final report*

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PROJECT SUMMARY

Oregon strawberries are known for their exceptional taste and sweetness. In the 1950's, 19,000 acres of strawberries were harvested annually. However, since increased competition from California and other areas, harvested acres dramatically declined. Some of the processing industry still remains, but the fresh industry has been stagnant and low in recent years. Locally, the demand for quality, fresh strawberries has begun to increase, thus providing an opportunity for the fresh strawberry industry to grow and flourish.

Buyers such as Fred Meyer, New Seasons and Market of Choice expressed interest in buying more locally grown fresh strawberries. The project's intention was to build upon this momentum, and provide the knowledge that growers would need in order to assess, expand, and enter the fresh market.

This project was not built on a previously funded project with SCBGP.

PROJECT APPROACH

In October, 2013, Peerbolt Crop Management (PCM) began execution of the project. The workshop "The potential market for fresh strawberries" was held on January 29, 2014. It was considered a success. By the first workshop, a [webpage](#) was created on the Oregon Strawberry Commission (OSC) website specifically for fresh market resources. The project workshop videos were posted to the website as well as information on strawberry varieties, production systems, labor, and equipment retailers.

Clark Seavert of Oregon State University held a meeting with growers in March, 2014 and gathered information for a fresh strawberry enterprise budget. The agenda for the second workshop in November, 2014 was created and reviewed by OSC.

From April through September, 2014, all speakers and panelists for Workshop 2 in November were contacted and confirmed. At the same time, information on fresh market picking, the use of plasticulture, and food safety materials have been collected for workshop handouts. Materials were added to the OSC website for download. A publication on fresh strawberry production in Spanish was also added to reach a wider Oregon audience.

The North American Strawberry Growers Association held a meeting with farm tours in Abbotsford, British Columbia in August. Lora Liegel of Peerbolt Crop Management attended the

meetings which was quite useful in collecting fresh strawberry information for Oregon growers. In fact, Alf Krause of Krause Berry Farms agreed to be speakers at Workshop 2.

By mid Oct. 2014, Clark Seavert of Oregon State University (OSU) finalized the Enterprise Budget for strawberries and it was published. It was posted to the OSC website and is also available via OSU.

The second of the two workshops was organized by PCM and held on Nov. 20, 2014 in Woodburn, OR. At the workshop, click surveys were conducted to assess participants' knowledge base.

A survey of 4 buyers was conducted by Lora Liegel of PCM in January, 2015 to assess their likelihood of buying more fresh strawberries.

Phone surveys of workshop participants were conducted by Lora Liegel of PCM in February and March, 2015.

Significant contributions from project partners include creation of the Enterprise Budget for strawberries by Clark Seavert of Oregon State University. An unexpected but positive partnership came from Mike Bondi, Director of the OSU North Willamette Research and Extension Center. Mike allowed the OSC to borrow the Audience Response Survey Equipment for both workshops, which was integral equipment for assing participant knowledge and beliefs. Also as previously mentioned, Peerbolt Crop Management organized two successful workshops.

GOALS AND OUTCOMES ACHIEVED

The overall goal of the project was to increase the potential of both present and future Oregon Strawberry growers to profitably produce fresh strawberries. The primary activities that contributed to the goal's success were the two workshops. The goal of at least 50 attendees at workshop 1 was exceeded with 92, 45 of which were growers. An Audience Response Survey showed that about half of these were new growers. PCM measured whether the knowledge base of growers had been expanded by conducting five case studies and ten phone surveys with workshop participants. The participants indicated that they gained useful information, particularly from the buyer panel in which New Seasons and Charlie's Produce expressed interest in buying more fresh strawberries. Eight of ten participants said they would plant fresh strawberries in 2014.

At the second workshop, there were 64 attendees, which was close to the goal of 70. Of this total, 27 were growers, which was close to the goal of 30. Although attendance was a little lower than the goal, there was great discussion amongst participants. Buyer groups from Market of Choice, Charlie's Produce, New Seasons Market, and Fred Meyer/Kroger participated in a panel

discussion. Additionally, other speakers represented the major fresh market strawberry growing regions: British Columbia, Washington, Oregon, and even California.

There were about 1,575 page views on the OSC fresh market resources page by the end of August, 2015. Although this number is lower than then the benchmark target (3,000 for the lifetime of the project), there were 23,000 page views of the OSC home site. To increase traffic specifically at the fresh market resource page, Philip Gutt of OSC made the fresh market link more prominent on the home site. This helped complete the goal of establishing a web-based platform that supports fresh strawberry market production in Oregon.

In December 2014, the click surveys from workshop 2 were analyzed. At workshop 2, 100% of growers surveyed said they believe there is enough interest from buyers to expand local fresh market production. Additionally, 100% of buyers said they believe there is enough grower/consumer interest to expand the market. This further supports that there is a market for more, fresh, locally grown Oregon strawberries.

From the phone surveys conducted in February and March, 2015, about half of the 10 growers called said they were going to increase their fresh market acreage. Four growers stated that they had made specific contact with buyers and plant suppliers because of the workshops. These contacts were large buyers such as Kroger, Charlie's Produce, and New Seasons. All buyers said they would be willing to sell day neutral strawberries from July-Oct. One buyer from Market of Choice said he didn't know anyone going into the second workshop, but made contact with two growers and planned on buying from them in summer, 2015. This example provides evidence of this project meeting its original goal: to help increase the potential of both present and future Oregon strawberry growers to profitably produce fresh strawberries.

BENEFICIARIES

One of the primary groups that this project reached was Oregon growers. Approximately 45 growers attended the first workshop and 27 attended the second. This number can be increased because many of the growers that attended also have additional employees that did not attend the workshop, but with whom they shared the information they learned. Although the primary focus of this project was to reach fresh market strawberries growers, there were also workshop participants that had grown crops such as vegetables or other berries, but were new to the fresh strawberry market. At both workshops, the majority of participants were native English speakers, but there were also a few Russian and Spanish speaking growers. This demonstrates how this project has reached several categories of Oregon growers. Additionally, participant ages ranged from about 20-65.

The second major group this project reached was produce buyers who expressed interest in purchasing more fresh strawberries for their stores. The networking that occurred at the workshops helped build stronger relationships between growers and buyers, even with large

scale companies like Fred Meyer/Kroger. After the workshops, all four buyers who were phone surveyed, said they had been contacted by growers interested in selling more fresh strawberries. These connections are impactful because of the specific stores represented and the number of stores they have in Oregon: Fred Meyer (52), New Seasons (16), Market of Choice (8) and Whole Foods (9).

Lastly, this project also reached some additional groups. These include OSU researchers, companies that supply equipment and supplies to fresh market growers, and the general public.

LESSONS LEARNED

Initially, assembling the facts to create the strawberry enterprise budget was challenging. It was necessary for PCM to help OSU coordinate with strawberry growers several times. Additionally, each strawberry grower had different expenses and production methods, so PCM, Clark Seavert of OSU and the growers had to discuss in depth what numbers were best to choose for the budget. If working on a similar project in the future, the expectation that a researcher from OSU can do it all their own is unrealistic. The researcher needs a trusted industry party to help them facilitate communication with growers, and PCM was able to fulfill this role.

Workshop participation was variable. At the first workshop, almost 100 people attended. At the second workshop, it was considerably less. There were multiple factors for this variance. The first workshop was held in conjunction with the Northwest Ag Show in Portland. This helped bring participation up. The event was also listed with newer organizations such as Food Hub and Friends of Family Farmers, bringing in a crowd of grower that do not usually attend. Although the second workshop was also advertised with those same organizations, it was held in November, when growers may have already been on vacation or out of town for the season. If a similar type workshop were to be held in the future, Lora Liegel of PCM recommends that it be held in conjunction with a conference similar to the Northwest Ag Show.

In 2014, the success of this project allowed the OSC to apply for another Specialty Crop Block Grant. Building on the momentum, the OSC was able to offer additional resources to growers using an online emailed bulletin and additional workshops. What made this transition possible, was getting growers the resources they needed to better understand the potentials of growing fresh market strawberries, introducing growers to others industry members throughout the northwest, and getting them excited about fresh market strawberries. These things happened because of the OSC's support, PCM's excellent organizational skills, and workshops where growers and industry members could network.

ODA-S18 Expanding Access to Specialty Produce in the NW through Variety Trials – Final Report

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PROJECT SUMMARY

There is a high demand for year round availability of locally grown specialty vegetable crops in Oregon and Washington. The two states also hold similar climatic and agronomic challenges as well as highly sophisticated produce buyers that demand superior culinary qualities. Four key crops have been identified by stakeholders as prime opportunities for expanding year round production in OR and WA - overwintering chicories, overwintering sprouting broccoli, winter cabbage, and storage onions. The project activities included field and culinary evaluation and promotion of the of these four priority crops, development of markets for these crops by convening tasting/networking events and providing promotional marketing materials. Market introduction of these crops provides farmers with increased sales during winter and early spring when income is normally low, and chefs, retailers, and consumers with expanded access to locally grown food. Project goals were achieved by conducting on farm trials in 2014-2015, hosting 13 variety tasting/ networking sessions, and supporting marketing introduction through media and press outlets by the project team.

PROJECT APPROACH

The goal of this project was to expand access to regionally produced specialty vegetable crops in the winter and early spring months in OR and WA. Project activities focused on four crops that help address the winter gap in availability of NW grown produce – cabbage, storage onions, chicory and purple sprouted broccoli. The project team conducted replicated on-farm variety trials of the four crops on organic farms in Oregon and Washington in 2013-2016. The project also convened farmers, chefs, and retailers at social events to conduct flavor evaluations and foster networking and discussion among participants. Marketing support for the crops was developed by engaging press writers to promote the project through print and online publications and social media and by creating print information card for promotion of purple sprouted broccoli, as it is a lesser-known crop. Project partners launched a collaborative website focused on bringing breeders and culinarians together. This site is called the [Culinary Breeding Network](#) and served as a platform for project promotion. This project was a multistate project supported by Oregon Department of Agriculture (ODA) and Washington State Department of Agriculture (WSDA). This report includes details of activities across the two states.

Variety trials were hosted in certified organic farms that focus on specialty produce. A report of the outcomes of the purple sprouted broccoli trial was release in June, 2015 and reports of trials on all four crops will be released in early summer, 2016. *Purple Sprouted Broccoli Variety Trial Report is available for download on the OSA website:*

http://seedalliance.org/index.php?mact=DocumentStore,cntnt01,download_form,0&cntnt01pid=42&cntnt01returnid=139)

GOALS AND OUTCOMES ACHIEVED

A total of 13 variety tasting events were hosted in OR and WA during the project period (7 in OR). Tasting events were frequently hosted in conjunction with a conference or other event that would help draw the target audience. Participants completed tasting ballots evaluating the varieties for flavor and to provide feedback on qualities. The events were also highly social to facilitate networking among participants. Facilitated discussions were led, when appropriate, about the crop and varieties of choice. It is estimated that at least 1500 participants engaged in the tasting events during the project period. Details of the tasting events included:

2013

2/2/13 - 2/7/13, Organicology (tasting and roundtable), Portland, OR. 850 participants (estimated at least 400 attended tasting). Chicory and Cabbage. Cabbage prepared three ways, raw, in cole slaw, and in sauerkraut.

2014

1/30/14 - 2/2/14, 7th Organic Seed Growers Conference (tasting and sessions), Corvallis, OR. 450 participants, (estimated at least 250 attended tasting). Chicory and Cabbage.

2/24/14, Farmer-Fisher-Chef Connection, Seattle, WA (30 participants in focused tasting session). Cabbage.

3/14, OSA Port Townsend tasting event. 10 participants. Purple Sprouted Broccoli and chicory.

2015

2/5/15 - 2/7/15, Organicology (tasting and session), Portland, OR. 850 participants, (estimated at least 400 attended tasting). Chicory and Cabbage.

3/25/15 – Organically Grown Company. 10 participants. Purple Sprouted Broccoli.

9/22/15, On-farm Variety Trial Workshop and tasting, Orcas Island, WA (25 participants).

Onions.

9/28/15, Variety Showcase, Portland, OR. 100 participants. Onions.

10/3/15, Orcas Island Farm Tour, Orcas Island, WA. 25 participants. Onions.

10/14/15, Organic Seed Alliance Farm Tour, Chimacum, WA. 100 participants. Cabbage, onions.

2016

2/4/16 - 2/6/16, 8th Organic Seed Growers Conference, Corvallis, OR. 450 participants (estimated at least 300 participated in tasting). Cabbage and chicory.

3/9/16, NWREC Winter Vegetable Field Day, Aurora, OR. 75 participants. Purple Sprouted Broccoli, Cabbage, Chicory.

3/21/16, Farmer-Fisher-Chef Connection (session and tasting), Kenmore, WA. 100 participants.

Purple Sprouted Broccoli.

The food and farming media has been very interested and engaged in project promotion with a major push on press over the winter 2015-2016. OSA's communications team has covered the project extensively on social media and newsletters and engaged press in project promotion including food blogs, agricultural news outlets, radio shows, and retail news outlets including the Capital Press and PCC Sound Consumer. Media interest is a strong indication that the timing of the project was in alignment with trends in the NW food scene. Media related to the project since the project start included:

2013

10/1/13, Seed Broadcast <http://blog.seedalliance.org/2013/10/01/4097/>

4/8/13, Seed Broadcast <http://blog.seedalliance.org/2013/04/08/purple-is-the-new-green-winter-sprouting-broccoli/>

2014

- 3/5/14, Seed Broadcast <http://blog.seedalliance.org/2014/03/05/taste-panel-tests-cabbage-varieties-and-discusses-seed-needs-of-the-pnw/>

- 12/6/14, Edible Portland <http://edibleportland.com/a-better-tomato-a-better-tomorrow/>

2015

- 4/3/15, OPB.fm, <http://www.opb.org/news/article/npr-plant-breeders-aim-to-save-northwest-from-bland-veggies/>
- 4/3/15, Northwest News Network <http://nwnewsnetwork.org/post/plant-breeders-aim-save-northwest-bland-veggies>
- 4/9/15, Seed Broadcast <http://blog.seedalliance.org/2015/04/09/expanding-spring-palates-through-participatory-breeding/>
- 4/13/15, Voice of America <http://www.voanews.com/content/plant-breeders-aim-to-save-diners-from-bland-veggies/2717061.html>
- 7/1/15, ATTRA Newsletter https://attra.ncat.org/newsletter/weekly_harvest_070115.htm
- 7/6/15, Seed Broadcast <http://blog.seedalliance.org/2015/07/06/new-purple-sprouting-broccoli-variety-trial-report/>
- 10/16/15, Seed Broadcast <http://blog.seedalliance.org/2015/10/16/osa-community-helps-evaluate-and-celebrate-fall-harvest/>
- 12/8/15, Seed Broadcast <http://blog.seedalliance.org/2015/12/08/new-2015-western-washington-variety-trial-report/>

2016

- 2/11/16, Heritage Radio Network <http://heritageradionetwork.org/podcast/bridging-the-gap-from-plant-breeders-to-eaters/>
- 2/22/16, SeedQuest https://www.seedquest.com/news.php?type=news&id_article=73802&id_region=&id_category=&id_crop=
- 3/10/16, Capital Press <http://www.capitalpress.com/20160310/seed-alliance-helps-develop-better-organic-varieties>

- 3/28/16, Seed Broadcast <http://blog.seedalliance.org/2016/03/28/purple-sprouting-broccoli-now-in-season/>
- 4/1/16, PCC Sound Consumer <http://www.pccnaturalmarkets.com/sc/1604/breeding-better-organic-produce-locally.html>
- 4/2/16, Good Food NW <http://www.goodstuffnw.com/2016/04/new-kid-on-block-purple-sprouting.html>

BENEFICIARIES

The primary beneficiary of this project is specialty organic produce growers in OR and WA. It is estimated that the project outreach activities reached at least 1500 target beneficiaries including farmers, chefs and retailers. This project additionally benefits eaters, particularly those seeking locally grown and organic food year around. Expanding production of these crops has the potential to expand income through critical off-season months when farmers traditionally experience low income and high expenses as they invest in inputs for the following season. This project also extended linkages in the food community among those who introduce new germplasm, to those who grow the crops, to those who prepare the food with the outcome of increased regional production, marketing and knowledge of specialty vegetable crops resulting in long term regional food production and economic security.

The impacts of this project were assessed by conducting an online survey and through direct interviews and feedback from project participants including the farmers who hosted trials and event attendees (farmers, chefs, retailers). Participants were asked whether they have increased production of the four focus crops since 2012 and if so, then by what percentage. Of the respondents 58% reported an increase in cabbage production, 42% reported an increase in chicory production, 42% reported an increase in onion production, and 50% reported an increase in purple sprouted broccoli production. Interestingly, the lowest percent increase was in scale of cabbage production ranging from 15 to 75% increase while chicory and purple sprouted broccoli levels were 100-900% increase. The significant growth in production of these two crops is likely a reflection of the fact that these crops were much less common in 2012 and has significantly expanded in the market over the last 4 years. It is also promising that on average more than half of the growers surveyed have increased production in the four project focus crops indicating a significant increase in access to winter produce in the PNW. One farmer reported an increase in production of Purple Sprouted Broccoli from 2 to 20 beds representing a 10-fold increase. Another farmer commented, “chicories have proven to be a wonderful crop- extremely diverse, hardy and seasonal. (We are) trying out Purple Sprouting Broccoli for the first time this year, however it is hard to justify the lower return per square foot of broccoli and cabbage given the high risk of clubroot and black leg in our area, particularly overwintered.” This comment does point out that winter Brassica production in OR and WA can pose additional disease management risks particularly with the outbreak of Black leg (*Phoma lingam*) in 2014. Farmer’s feedback also included comments that there is a need for more organic cabbage and onion varieties bred for overwintering and storage qualities.

Project partners collaborated closely with Organically Grown Company (OGC) throughout the project period on breeding, variety trials and market introduction of purple sprouted broccoli. In 2016 OGC and OSA created a marketing flier to support retailers introducing the crop. OGC also expanded production with three growers in OR and sold over 1341 cases of the crop for the first time representing nearly \$38,000 in farm-gate value and higher for retail sales. OGC marketing staff were thrilled with the response from retailers and the high demand for the product. OGC also reported a 10% increase in onion sales and 15% in cabbage sales during the project period, but flat on chicory sales.

Regional farmer feedback indicates strong interest in winter Brassicas. This winter (2016), 25 NOVIC farmers in Oregon were asked about their interest in hosting trials - 10 said they wanted to trial cabbage varieties and all expressed interested in increasing cabbage production. This winter the NWREC Winter Vegetable Field Day included PSB and cabbage indicating a continued interest in these crops and winter produce in the NW past the project period. The event drew 75 attendees on a rainy day in February, the highest participation in history. Cabbage and purple sprouted broccoli are clearly expanding on restaurant menus in the greater Portland and Seattle area including features by Lovely 50-50, La Mama, Ava Gene's, and Edgefield in Portland area.

Overall the project goals of expanding production of the four crops were achieved as indicated by grower surveys and verbal feedback. Lastly the positive reception of the food and farming press covering this topic is an indicator that this trend will continue into the future.

LESSONS LEARNED

A strength of this project was engaging a large number of stakeholders in networking events in a social context which raised awareness and even created a buzz around the core project goals of increasing access to regionally grown produce year around and introducing new, regionally adapted crops. The social networking aspect also posed a minor challenge in tracking the true outcomes of the project as it is difficult to say how many new sales or production contracts were a direct result of the project versus the general trend in the local food movement. An interesting learning moment was the importance of engaging retailers and distributors in conversations about crop traits in addition to the farmers and chefs. Many prior variety-tasting events have focused more on the farmer-chef interaction and discussion about culinary qualities, which is valuable. However the retailers often asked different questions such as, “How long will it be available for? How would we present it on a market shelf? Will the buds hold up in a bulk bin?” These are different questions that demonstrate the need for a crop to fit the full chain of stakeholders to become a mainstay in the marketplace.

One thing this project did not do is exploring what other crops might also serve the winter market need. We also did not consider how these crops fit ergonomically into rotations or other

potential impacts of increasing production of these four crops, such as the disease management of overwintering brassicas. It would be interesting to follow up this project with research that addresses the whole farm impact of winter production and explore additional crops that could expand year round access to produce in the Pacific Northwest.

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PROJECT SUMMARY

After 20 years of efforts by the pear industry, Northwest Horticultural Council, and USDA APHIS, market access to China was granted for the first time for USA Pears in January 2013. Because Chinese consumers are accustomed to the crisp Asian pear varieties, the Pear Bureau was faced with introducing USA Pears as a new product to the market, with the top constraint being the lack of consumer awareness regarding the multiple varieties available, flavor attributes, nutrition information, and ripening attributes of USA Pears – addressing the constraint will continue to require a lot of education. USA Pears – or western pear varieties – are very different in taste, appearance and eatability (i.e. western pears need to ripen) than the Asian pear varieties grown in China. Therefore consumers may not have ever seen a western pear variety and it is considered an exotic fruit to them.

The USA Pear Road Show in China capitalized on the timing of the market opening to take advantage of the opportunity to kick off the second full season in the market. On top of the Pear Bureau’s existing plans and promotional activities for the season – which included in-store promotions, public relations, and technical trade assistance – the extra push provided by the Road Show generated interest, enthusiasm, and excitement for both consumers and retailers. The Road Show was a focal point of the Pear Bureau’s promotional program and initial launch into the Chinese market. It also served as a demonstration to the trade of the Pear Bureau’s dedication to providing promotional support in the market.

PROJECT APPROACH

The opening ceremony for the USA Pear Road Show promotion in China was held on November 15, 2014 in Beijing. By the end of the activity on January 28, 2015, 55 promotion days were completed in Beijing and Shanghai at 20 locations of participating retailers including Sam’s Club, Yi Tong Long, Bei Chen, Jenny Wang, Aeon, RT Mart, Nong Gong Shang, E-Mart, CenturyMart, and Walmart.

The first stop of the truck’s mobile showcase was the Sam’s Club located in Shijingshan district of Beijing. An inauguration ceremony was organized and officiated by representatives from the Pear Bureau, Sam’s Club, and the US Embassy in China. Several thousand consumers visited the Road Show and over 3,000 samples were distributed in the opening weekend alone. Media also attended the event and press briefing that followed.

Approximately 60,000 Chinese consumers sampled USA Pears over the course of the promotion. In addition to singing and dancing performances (paid with matching funds) that helped attract consumers' attention to the Road Show, the most popular activity throughout the period was the USA Pear Coloring Activities. Over 5,000 children with their family members participated at the activity throughout the show period. Over 90,000 USA Pear leaflets were distributed to Chinese consumers and the Road Show video was exposed to approximately 150,000 consumers. The Road Show generated good media exposure through PBNW's public relations efforts in China. The event was also featured in the USA Pears Newsletter distributed to the fruit trade in the country.

Participating retailers were pleased to have participated in the events to promote USA Pears, with many commenting on the innovative approach of PBNW in conducting such an activity in China – the first of its kind among all imported fruit to organize a large-scale, open-air activity outside their stores in Beijing and Shanghai.

The consumer evaluation was conducted via a total of 180 face to face interviews completed at the Road Show venues between November 16 to January 14 in Beijing and Shanghai. Consumers were randomly interviewed immediately after they sampled USA Pears on the spot to collect their opinion and preference regarding USA Pears, if they will purchase USA Pears in the future, which household members consume USA Pears, if parents will feed USA Pears to their children, their rating of the USA Pear Road Show, etc.

The Pear Bureau's representative in China, Louis Ng & Associates (LNA) oversaw the day-to-day development and implementation of the activity, negotiated with retailers, coordinated the promotional schedule, and supervised the agency executing the promotions.

The Pear Bureau home office had an oversight and project management role in the activity, approving the selection of the promotional company, truck design, and retail partners. PBNW worked closely with LNA to manage the budget and reporting for the project.

GOALS AND OUTCOMES ACHIEVED

The Road Show promotions had a direct impact on the performance measure results, educating consumers about the attributes of USA Pears and influencing their purchase decisions. Throughout the promotions, the Master of Ceremonies introduced USA Pears to the audience and explained USA Pear varieties, availability, ripening characteristics, and recipe usage ideas. Demonstrators distributed leaflets with key information and provided the opportunity for consumers to sample ripe USA Pears. A USA Pear video also played throughout the promotions. The children's coloring contest kept families at the promotion for an extended period of time, maximizing their exposure to USA Pears.

After just 2.5 years of market access, USA Pears are still new to the China market. The Road Show activity served as a way to generate excitement for the product and introduce USA Pears to both consumers and the trade. The positive results of the expected measurable outcomes demonstrate the vast potential for continued growth not only in the featured cities of Beijing and Shanghai, but throughout the country.

PBNW’s strategy for the Road Show was to conduct an activity that could introduce USA Pears to consumers on a large scale and provide promotional support to retailers to encourage the trade to increase their volumes of USA Pears. The Road Show achieved these goals, and in some cases, exceeded expectations: an estimated 120,000 consumers visited the 55-day promotion, with 60,000 samples being distributed. Retailers reported an average of 80.31% sales growth for USA Pears during the promotion. Export volumes for the two-month period were nearly triple the initial target.

In order to evaluate progress towards the achievement of the Road Show targets, 180 consumer interviews were conducted onsite during the promotions in Beijing and Shanghai. Results were as follows:

	Target	Result
A. % increase of Northwest Pear sales during the promotional period over the previous sales period	50%	80.31%
B. % of consumers who purchased USA Pears for the first time after the Road Show	5%	17.91%
C. % of consumers who consider health and nutrition important purchase decision motivators	10%	11.5%
D. # of consumers who became more educated about Northwest pears after staying 1-2 minutes	35,000	35,000
E. # of consumers who became more educated about Northwest pears after staying longer than 2 minutes	13,500	50,000
F. # of children who became more educated about Northwest pears during school promotions	6,500	N/A
G. % of more educated consumers who reported that the information will influence their purchase behavior positively to buy more USA pears	5%	76%
H. USA Pear exports for the promotional period (mid-November 2014 through mid-January 2015)	33,000 boxes	96,512 boxes

BENEFICIARIES

The Oregon and Washington growers and shippers of USA Pears are the beneficiaries of this project and the further development of the China market as a top export destination. The Road Show activity succeeded in reaching a large number of consumers with USA Pears' educational message, with 76% reporting that the information provided will influence their purchase decisions and 17.91% of purchases during the promotion period being new customers.

Activities with this type of broad reach are essential to continue to develop the Chinese market and maximize growth in a market that has potential to become a top 3 market for the industry. PBNW anticipates that export volumes to China will surpass 500,000 boxes in the next 3-5 seasons.

During the 2014/15 season, Russia – formerly the 3rd largest market for USA Pears – closed the market to U.S. products. The industry turned to China and other export markets to increase their volumes and fill the void left by an over 450,000-box market. In addition, the West Coast port strike delayed shipments during a key period of USA Pears' window in many export markets. In spite of these challenges, the Global Trade Atlas shows that China imported 204,750 boxes of USA Pears worth \$4.8 million during the season, and the overall average price per box for the season's exports reached the second highest level of \$22.66. The USA Pear Road Show and PBNW's promotional support inspired confidence in the trade to handle increased volumes of USA Pears.

LESSONS LEARNED

PBNW experienced challenges in the timing of the Road Show, learning to anticipate unexpected issues arising in the Chinese market. While the kickoff event was initially planned for early November, the APEC meeting November 10-11 in China created a delay because of restrictions and measures in Beijing due to the number of Presidents and Heads of countries visiting. As a result, the start date of the Road Show was postponed to November 15.

In addition, due to the new rules launched by the Beijing government in April 2014, trucks that are over 5 metric tons are not allowed to enter the 5th Inner Ring Road of the city of Beijing. Nearly all of the planned Road Show venues were located within the 5th Inner Ring Road. Therefore, a smaller truck had to be secured for the events. The deposit for the initial truck rental was transferred towards the new truck. The initial designs were adapted to the new truck's specifications. In addition, it was negotiated to get two free big outdoor tents for the Road Show with tables and chairs.

The weather conditions and smog pollution were also challenge for an outdoor activity. Due to the delayed kickoff, the promotion was pushed into mid-January, when weather turned colder and smog warnings increased. PBNW plans for future activities in the region to take place in October and November for improved weather conditions.

PBNW also learned that activities attracting kids and families are key elements to a successful promotion. In spite of weather and smog issues, an estimated 45,000 participated in the children's coloring contest, which kept families engaged and provided PBNW a more extended period to communicate information to the consumers.

**ODA-S20 Farms Next: Education & Training for the Next Generation of Oregon Farmers -
Final Report – Accepted May 16, 2016**

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PROJECT SUMMARY

The face of agriculture is changing dramatically in Oregon. The average age of Oregon farmers is now 57.5. In the last 50 years, Oregon has lost 20,000 farms and 3,000,000 acres of farmland. The USDA estimates that over sixty percent of US farmers lack a succession plan for their land. These trends are alarming.

At the same time, market opportunities for specialty crop farmers are signally a comeback. Responding to a boom in consumer interest in locally produced food, the number of farmers’ markets has grown 17% since 2010. In Jackson County alone, the average market value of products sold has increased by nearly \$13,000 per farm between 2002 and 2007. These trends are encouraging.

To meet the demands of this shifting landscape, a comprehensive plan to provide quality on-farm training, education, and business start-up support is essential to prepare the next generation of specialty crop farmers. Increasingly, young people from diverse backgrounds are interested in pursuing a career in sustainable agriculture. This demand, along with concerns from labor officials and ODA about the quasi-legal status of on-farm internships, led Rogue Farm Corps (RFC) to create an in-depth educational training program for aspiring farmers.

RFC’s FarmsNext program is preparing the next generation of farmers with the skills and experience needed to plan for and start their own farm business. FarmsNext combines field training with a mentor, classroom learning with agricultural professionals and expert farmers, farm tours, peer discussion groups, and opportunities for farm-based independent study on a diverse network of commercial farms.

Building on RFC’s seven years of experience in the Rogue Valley, RFC expanded FarmsNext to new communities to open opportunities for aspiring farmers to learn from mentors across Oregon’s diverse agricultural landscape, including specialty crop farmers, and will offer students and host farmers a legal pathway to training, mentoring and learning that will promote the education and skills development necessary for the next generation of farmers to start and run successful farm enterprises.

PROJECT APPROACH

RFC is collaborated with Cascade Pacific Resource Conservation & Development to create the Southern Willamette Chapter in 2014. RFC developed collaborations with the Oregon State University (OSU) Extension Small Farms, Central Oregon Intergovernmental Council, Friends of Family Farmers, Lane Community College, and area farmers to create the Portland and Central Oregon Chapters in 2015. Bringing the FarmsNext program to these communities tripled the number of student internship placements available through Rogue Farm Corps.

With the support of the SCBG, RFC hired Chapter Coordinators in Portland and Central Oregon to facilitate the launch of new Chapter locations. RFC staff coordinated and facilitated local steering committees in all four Chapter locations to ensure that the program expansion was rooted in the local farming community.

RFC's Executive and Education Directors and Chapter Coordinators facilitated the development of the new Chapter locations by recruiting new host mentor farm sites, recruiting internship applicants, placing internship candidates with host mentor farms, developing site-specific on-farm curriculum for each host mentor farm, coordinating classes, farm tours, and independent projects for each student intern, and facilitating evaluation and assessment session with each intern and host farmer.

Project partners participated in local Chapter steering committees, assisted with curriculum development, and supported the outreach and promotional efforts to help RFC build local presence in each of the four communities.

GOALS AND OUTCOMES ACHIEVED

Goal #1: Deliver innovative and effective hands-on training, educational programming and business development support to aspiring farmers.

Target: Forty five students will complete the first season of FarmsNext during the grant cycle in up to four communities around Oregon. Five students will continue in phase two of FarmsNext. 85% of all students will attain basic mastery of skills and increase their knowledge base upon completion of phase one and two.

Achieved results: Twenty eight students focused on specialty crops completed FarmsNext in 2014-2015. One student continued on with RFC's new FarmsNOW advanced level apprenticeship program in 2015. 100% of students who completed the FarmsNext program attained entry-level proficiency of skills and increased their knowledge, based upon evaluation and assessment tools.

Achieved results were a little short of the target for goal #1. Attrition levels were a little higher in the new Chapter locations of FarmsNext for the 2015 season as we worked on

building new relationships with farmers, students, and staff. Recruitment of participants for the second phase, FarmsNOW, was a little less successful than anticipated. Though we had a few strong applicants, we were unable to make a match with our two of our host farmers for the 2015 season.

RFC is addressing the need to increase placement numbers by redoubling promotional efforts. In the fall of 2015, RFC will launch a new website, new application database system, and hire an internet advertising firm to increase our reach. RFC staff is conducting final evaluations and debrief meetings with all of our host farmers to strengthen our relationships and strengthen the program for future seasons.

Goal #2: Increase the number of specialty crop enterprises in Oregon.

Target: 60% of first year graduates will continue their education and training within two years of completing the program. 70% of phase two graduates will find employment with specialty crop enterprises or start new farm businesses within two years of completing the program.

Achieved results: 75% of FarmsNext graduates in 2014-2015 are continuing their farm education and training in the first season after completing the program. In 2016, three FarmsNext graduates will continue in RFC's advanced-level apprenticeship, FarmsNOW. This season's FarmsNOW graduate will launch her own specialty crop enterprise in 2016, with continued support from RFC staff and her host farmer.

BENEFICIARIES

This project reached the following target audiences: entry-level beginning farmers seeking a starting point in agriculture; advanced-level beginning farmers seeking managerial experience, skill refinement, entrepreneurial experience and an affordable opportunity to launch their own business; and farming families interested in hosting student interns and apprentices and serving as mentors in communities across Oregon.

The primary beneficiaries are the student interns and apprentices who completed the program. As stated above, 28 students focused on specialty crops completed FarmsNext and 1 student completed FarmsNOW during the grant cycle. Of these graduates, 75% are continuing their education and training in 2016, 3 are continuing in FarmsNOW starting in 2016, and 1 is launching a specialty crop operation in 2016.

RFC worked with 12 specialty crop host farmers during the grant cycle. All reported positive mentoring experiences and added benefits to their operations. We anticipate continuing our partnerships with these host farms plus additional farms in 2016-2017.

These results may seem small in number, but the impacts on the individual are great. What separates RFC programming from others is the high level of support and guidance that our students get. This translates to a high level of success moving forward in their development as farmers.

LESSONS LEARNED

The start up of two new Chapter locations has been very successful to date. RFC laid a solid foundation in the new Chapter locations, working with local steering committee members over many years prior to launch. There have been some bumps along the way, but overall, the roll out of new Chapter locations has been very smooth and successful.

With lower than expected enrollment in FarmsNOW, RFC staff had to adjust our plans for the roll out of that program. Working with the one student enrolled, we have been able to schedule enough classes and build enough structure to “test run” the program and provide a robust experience for the enrolled student. Having more time to develop and roll out the program has actually improved our ability to deliver a high quality advanced level program, and make adjustments to the next phase of rolling it out. Challenges with recruitment have led RFC to focus efforts on refining our promotion and outreach efforts for the coming season.

RFC has learned that patient and methodical timelines for development of new programs and new locations is crucial to their success. With a better understanding of these dynamics, RFC will plot more conservative plans in the future.

The support of ODA and the SCBG program has been essential to the growth and trajectory of RFC.

ODA-S21 Garden-to-Career inspires and trains future growers and producers to increase Oregon specialty crop commodity use and competitiveness. - Final Report – Accepted May 16, 2016

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PROJECT SUMMARY

The Garden-to-Career program addresses the **need to recruit and train the next generation of farmers** by bringing students together with industry professionals. Governor Brown has adopted a statewide 40-40-20 education goal that 40% of Oregonians will have a professional certification, 40% will have a BA/BS degree, and the remaining 20% will have a high school diploma. As the private partner of the Salem-Keizer School District, Salem-Keizer Education Foundation (SKEF) is committed to creating an educational environment that fully prepares and equips our students to meet the 40/40/20 goal.

“The Governor’s vision of 40/40/20 makes it essential that we educate every student to their fullest potential, and that students clearly understand the range of college and career options and opportunities available.”
- Salam A. Noor, Ph.D., Deputy Superintendent, Oregon Department of Education

Agriculture is the largest employer in the Willamette Valley, and federal labor predictions indicate this decade will see increased demand for agriculture professionals with education and training to meet growing interest in food safety, specialty foods, and sustainability. This points to a crucial need for Salem-Keizer students to have the opportunity to explore post-secondary education and training paths for careers in specialty-crop agriculture. Oregon’s specialty-crop industries will need a new generation of agri-preneurs and food science professionals in order to thrive.

SKEF’s school gardens programs benefit from funding already committed by Northwest Health Foundation/Kaiser Permanente Community Fund and Spirit Mountain Foundation, but the Garden-to-Career component of our program has no pending or committed funding from sources other than the Specialty Crop grant. While school garden curriculum incorporates subjects such as nutrition and healthy lifestyles, the Garden-to-Career program focuses exclusively on increasing awareness of specialty crop agriculture and pairing students with agricultural professionals in private industry, higher education, and nonprofit organizations for the purpose of guiding the students’ education and career choices and increasing exposure to the planting and harvesting of Oregon specialty crops.

PROJECT APPROACH

Our garden team, including two FoodCorps service members worked every day in 13 different schools representing Kindergarten thru seniors in high school. Their activities included class time instruction in science, language arts, and FACS classes at three middle schools reaching 1,400 6th, 7th and 8th graders on agriscience, food systems and post secondary opportunities over a 9 month period. Elementary students were similarly engaged during class time reaching over 1,000 students in grades 3-5 for food system instruction and an additional 250 Kinder-2nd grade students with agri-science programming of which aquaponics, weather, soil science and Oregon crops were the content areas. Out of school time activities included garden clubs in 13 schools reaching 30% of each schools enrollment or 452 students. Field trips to farms and nurseries are outlined in the outcomes below. The outcomes detailed below indicate the students who then went on past those activities to further their experiences with specialty crops and post secondary opportunities.

There were numerous accomplishments that we conclude are a direct result of the grant program; The middle school staff embraced the school gardens as an integrated program across all content areas. A highlight was when the language arts teachers used the garden and the advocacy for it as a persuasive writing assignment. Students used national research tied to the outputs of their own school gardens to write proposals advocating for additional materials and/or equipment. The local neighborhood association and a business partner learned of these assignments and funded the expansion of the outdoor classroom at one school, and an outdoor kitchen in the garden of another.

Educator response to Urban AgFest was so overwhelmingly positive, particularly how all activities were tied to Next Generation Science Standards, that we developed Mobile AgFest to take into whole schools for an “inschool field trip” and family nights in the elementary schools.

Based on the student outcomes and advocacy by school staff and administration Salem-Keizer School District has reinstated its FFA program and its Agriculture program at McKay high school. They are aligning the program with Oregon State University’s agriculture program based on increased student interest in the post secondary and career opportunities they have learned about. Additionally the new Career and Technical Education Center, a capstone program for juniors and seniors, district wide will be adding agriscience, food systems and food science to it’s curriculum.

We believe that the specialty crop Garden to Career program funded by the Specialty Crop grant program played a significant role in bringing these to reality.

As significantly, this work has created even deeper relationships with our community partners. Staff and students at Oregon State University, Willamette University, Corban College, Chemeketa Community College and Western Oregon University continue to provide stellar

curriculum, volunteers and mentors for our K-12 students. Truitt Brothers, Minto Island Growers, Willamette Valley Physicians, Straub Environmental Center, Marion County master gardeners have all committed staff and planning time to work and mentor with our students exposing them to multiple career paths.

GOALS AND OUTCOMES ACHIEVED

Goal 1: Increase student understanding and appreciation of specialty crop agriculture.

Through tasting tables, in-class presentations, and hands-on food-growing experience, students will become well versed in local agriculture products and have an understanding of how their food is produced. Partnering with the Agri-Business Council's Adopt-A-Farmer program and other partner programs such as FoodShare and EcoTrust, students will learn directly from local farmers and industry professionals.

Target & Measure: 200 K-8 and 180

1,652 students grades 3-12 participated in Urban AgFest's Ag Ed activities
131 students took 4 fieldtrips to farms and nurseries
1,507 students K-12 had 5 or more hours of standards meeting lessons taught by the SKEF learning gardens team.
2,075 individuals participated in Ag and nutrition educational activities at 10 family night events at 6 schools
203 K-8 students participated in (9) week long Garden-to Table summer camps.
88 high school students spent 8-10 hours doing experiential ag ed in the Parrish greenhouse and garden.
11,800 students were introduced to fruits and veggies at tasting tables

After school 10+ hours
670 K-8 and 160 high school students participated in garden and garden to career programs with more than 10 hours each

317 K-8 and 110 high school students participated in program
353 K-8 and 50 high school students participated in program

high

students will participate in garden and garden-to-career programs. Pre & post surveys measure basic understanding of names, qualities, uses and growing methods of local specialty crops.

Benchmark One: September 2013 – June 2014, first cohort of 180-200 students will participate in program.

Benchmark Two: September 2014 –

June 2015, second cohort of 180-200 students will participate in program.

Goal 2: Expose students to traditional and nontraditional specialty crop related education and career paths.

Having participated in the initial Garden-to-Career program, 180 students program with least 15% engaging in summer job shadow, internship, OSU Small Farm Program, Marion-Polk FoodShare micro-Garden enterprise, join FFA or demonstrate other engagement.

Benchmark One: June 2014, first cohort of 90 students from introductory activities elect to move into career and higher education path for field trips, mentorships, career exploration with at least 15% engaged in summer job shadow or internship.

Benchmark Two: June 2015, second group of 90 students from introductory activities elect to move into career and higher education path for field trips, mentorships, career exploration with at least 15% engaged in summer job shadow or internship.

3 teaching students have been mentored by SKEF's school garden coordinator, Brenda Knobloch, while leading school garden programs.

Partnerships have been formed with Oregon State University Ag Education department, Chemeketa Community College Ag department, Western Oregon State University and Willamette University to provide students internship opportunities with SKEF in the future.

80 high school students were exposed to opportunities in horticulture through a fieldtrip to 2 nurseries, planting a garden and growing a crop of bedding plants. 5 students worked on a farm, volunteered in the school garden or confirmed they were attending college for horticulture. 25 or more high school students expressed strong interest in horticulture, food systems work or ag science but were

Goal 3: Introduce university students to agricultural education by working with school garden programs. Sustain future agriculture, horticulture and garden-based education by allowing teaching students to gain experience working in a learning garden program and leading programming and activities.

Target and Measure: 12 teaching students will participate, drawn from teaching programs at Willamette University and Western Oregon University.

Benchmark One: By June 2014, 6 teaching students will have completed an internship in our school garden program working with K-12 students.

Benchmark Two: By June 2015, 6 more teaching students complete internships.

BENEFICIARIES

Students- SKEF's Learning Gardens Program served 7,528 unduplicated kids in 2014-2015, and 6,700 in 2013-2014.

Teachers- 17 teachers in 2013-2014 and 19 in 2014-2015 had SKEF's Learning Garden coordinators teach 5 hours or more to their students.

Producers- Oregon fruits and vegetables are being served on the lunch line and promoted by SKEF's LG program.

KATU-TV filmed a Celebrate Oregon Agriculture segment in the Parrish greenhouse to promote school gardens and Oregon specialty crops. This segment had over 10 million views.

Eco Trust featured SKEF's accomplishments in Salem-Keizer School District Farm to School work in a video that was shown at a National Conference.

Mention skefs advisory role in reintroducing Ag Ed to the SKSD/CTEC

SKEF learning gardens were featured in (2) public service announcements (psa's) on behalf of school gardens. Honda NW sponsored the psa's on KATU TV with over 9 million views.

LESSONS LEARNED

The integration of new core standards, next gen science standards and state testing requirements made it nearly impossible for teachers to justify being able to take students on field trips. An unexpected success of the past two years has been the creation of the 2 day Urban AgFest event. Because SKEF was having challenges bringing the students to the farm, they decided to bring the farm and ag education to the heart of Salem. The first year 700 students took a field trip to Parrish Middle School to tour the aquaponics greenhouse and participate in 12 activities. The second year, October 2014, 962 students and 200 adults participated in 20 activities that all connected to Next Gen Science Standards. SKEF was able to reach more students with ag education and opportunities about careers in ag and food systems work than what would have been by going on field trips.

While recruiting high school and college students for internships has been challenging because of transportation issues, an opportunity to reach 88 students through 4 weeks of summer school programming and during class time has been successful. The model was modified from SKEF's initial vision, but has been successful in giving students exposure and involvement in agriculture.

As discussed previously, mentoring students through after school and summer volunteer programs has also proven to be successful in introducing students to career opportunities in agriculture and the food industry.

Recruiting students for careers in agriculture is most successful when students have had experiential garden based education in elementary and middle school.

ODA-022 Celebrate Oregon Agriculture! Digging Deeper into “Core Nutrition Messages” and Exploring Sponsored Content - *Final Report – Accepted May 16, 2016*

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PROJECT SUMMARY

The *Celebrate Oregon Agriculture-Digging Deeper into Core Messages and Exploring Sponsored Content* project builds on a previously successful multi-platform television, print and online campaign designed to motivate parents and caregivers of school-aged children to purchase, prepare and consume Oregon specialty crops.

PROJECT APPROACH

Building on what we have learned, this project is distinct in two ways. First, we produced twelve, four-minute segments featuring specialty crops and to bring to life one of the “five core nutrition messages” USDA’s Food Nutrition Services has identified as messages that are more likely to influence parents’ purchasing and serving of fruits vegetables.

To add depth and breadth to the video segments “sponsored content” that included weekly articles on featured specialty crops, banner ads, and sponsored content articles that rotate on the KATU.com homepage widget was created. All media impressions increased the awareness of consumers on how specialty crops are produced, the virtues of the products, where to purchase them, how to use them, and how to engage youth in the process.

GOALS AND OUTCOMES ACHIEVED

Through stories and visual images we have shown 68 specialty crops including: (1) the different forms such as fresh, frozen, canned and dried fruits, vegetables and tree nuts; (2) availability and accessibility of fruits, vegetables, tree nuts and nursery stock at farmers markets, grocery stores, restaurants, u-pick stands, corner stores, garden centers and schools; and (3) the skills, innovation and work ethic of Oregon specialty crop producers. These three message areas along with the USDA's Food Nutrition Services’ five core nutrition messages found in *Maximizing the Message* form the basis of the campaigns main messages.

Specifically, we developed twelve 3-4 minute video segments, which aired on AM Northwest a local morning show, that were viewed approximately 600,000 times on television. Additionally, we have posted 40 articles on the sponsored content website and shared via social media. We have generated 1,600 Facebook likes, and posted 60 Facebook posts that have reached people

approximately 170,000 times. This is a low estimate of reach as we can not calculate the reach each time posts are shared by the friends on the website, or their subsequent friends.

Our performance measure for this project was to increase the percentage of women ages 18 years of age and older in the Portland Designated Media Area (PDX DMA) who indicated they “buy locally grown food.” The benchmark was 338,986 women in the PDX DMA who buy locally grown food. We anticipated a 1.5% increase in that number, or 5,085. We finished the project with 429,559 or an increase of 26% for women age 18+ that purchased locally grown foods within that time period according to Scarborough Research.

In addition to quantitative data provided by Scarborough research, we conducted qualitative data. Specifically we transcribed each segment and conducted a content analysis to test for the number of occurrences of core nutrition messages along with key messages related to (1) tips and trick, or (2) agriculture and the economy. Figure 1 below summarize the occurrence of thematic codes based on the campaign message.

Figure 1. Total number of occurrences of Core Nutrition Messages

January-August 2014	
Core Nutrition Message	Number of Occurances
Role Modeling	8
Cooking and Eating Together	5
Division of Feeding Responsibilities	3
Availability and Accessibility	41
Food Preferences, Beliefs, and Asking behaviors	24
Tips and Tricks	14
Agriculture and Economy	35
TOTAL	130

Often thematic codes were considered in multiple categories and that’s primarily because the Oregon Department of Agriculture to distill that complex connection between agriculture, the economy, and health as often as possible. Below are examples of thematic codes for each of the core nutrition messages. from 2014 videos. Some contain multiple messages while others are message specific.

- (1) **Role Modeling (n=8):** Show host: Is it also just as simple as when we're older we realize the value of eating fruits and vegetables, so we do it. What you're saying is teach them when they're younger and they'll start even earlier.
- (2) **Cooking and Eating Together (n=5):** Have fun growing with your family. Check out if your kid’s school has a school garden, or you can grow on your patio or walls

- inside your own house. The whole point is kids thrive when they're hands get dirty, and they prep and cook food alongside you in the kitchen. It's what helps our farmers prosper, and it's the best investment in your kid's health.
- (3) **Division of Feeding Responsibilities (n=3):** Michelle: I know. You want to eat that? See he wants to eat it. If I had just put it on his plate he might be less likely to have done it. Show host: The idea is you get kids involved, not only in food preparation as we've talked about before but the growing of it. Get them excited about the entire process.
- (4) **Availability and Accessibility (n=41):** A farmer's market at a work site is the ultimate convenience. If people can get their food right when they're at work ... there are a lot of people here who don't have a lot of time. They work hard, they commute long drives. If they can just get their produce right here at work and then take it home to their family and cook it for their family, it's going to taste fresh, and it's going to be so much easier. When you make healthy eating easy, that's when it actually happens.
- (5) **Food Preferences; Beliefs; Asking Behaviors; Nutrition (n=24):** If you think about why we use food or how we use food, it's not just for nourishment. People use food to communicate when they can't speak the same language, to celebrate milestones, to show love, to show gratitude. It's just so powerful and it's what draws people together.

For comparison, here are sample thematic codes for tips and trick, and agriculture and the economy.

- (1) **Tips and Tricks (n=14):** Michelle: We take away all the barriers and make it super easy for them. Now rethink your refrigerator and your freezer. What are some things we like to have? Right at eye level. Think of what grocery stores do so well. Right at eye level so you can grab it. You want to fill up some of our containers? Kids love to be able to see, so clear containers, you don't have to have. Female: Oh I see. Michelle: Or you can use regular baggies or something, but just right here, engaging the kids and being able to cut up the carrots...
- (2) **Agriculture and the Economy (n=35):** The first year that I started the farm we had 12 families. Over the years we have grown to almost 400 families and 20 acres in production. Different CSA farms do their vegetable pick-ups differently, but the way that we do ours is we bring the boxes of food to a drop site. We lay all the produce out and people go through the line and they take their share out of the box. While they're doing that, they talk to me or some of the other farmers. We share ideas about recipes, tell them what's going on at the farm. Ideally, they talk to each other, the other CSA members as well.

BENEFICIARIES

The primary beneficiaries of this project include farmers, retailers, and families. There are over 35,000 family farms in Oregon growing over 170 different crops. Specifically this project benefits producers of the 68 different specialty crops featured in this project. Further, Celebrate

Oregon Agriculture messages encourage consumers to purchase Oregon specialty crops “at farmers markets, grocers, garden centers and restaurants.” Therefore, about 33 farmers markets, 12 grocers, and 53 restaurants whom regularly buy and promote Oregon specialty crops in the Designated Media Area will also benefit from messages suggesting consumers purchase specialty crops at their place of business. Approximately 50,000 families view segments each time they air.

LESSONS LEARNED

Through this project we have learned that this type of multi-platform media project is extremely valued by the fruits, vegetables, tree nuts and nursery stock industry and retail outlets, and has a positive impact on increasing consumers knowledge of Oregon specialty crops and that they are more likely to purchase local fruits and vegetables, nursery stock and Christmas trees. In addition, we have found it extremely beneficial to create feedback loops to ensure messages are consistently and effectively being conveyed. We would recommend collecting both qualitative and quantitative mid and final evaluations to make both ensure you keep doing what is working, and are able to make mid-course corrections as necessary. We have also learned over time that as more consumers and organizations become familiar with the campaign, the more popular it is and the more the messages are shared.

Over time the effectiveness increases and it is critical to utilize multiple platforms like television, radio and digital platforms/social media. Finally, during this project we have learned that we have only scratched the surface of utilizing project partnerships to educate consumers and drive sales in retail outlets. We will continue to explore partnerships with retail outlets, specialty crop industry producers and processors to further maximize sales of Oregon specialty crops in a variety of outlets and future projects.

Segments:

Below is a list of the 2014 video segments produced. This video content is available upon request and is available on-line on the newly developed Celebrate Oregon Agriculture! Website hosted by the Oregon Department of Agriculture.

	Date	Title	Description
1	2014/01/17	Celebrate Oregon Agriculture: Gear up for 2014	It's a great way to eat healthier, spend more time together as a family and even help our local economy! Michelle Markesteyn Ratcliffe, Farm to School Specialist for the Oregon Department of Agriculture, joined us to help us plan out a fun 2014 for our family. Whether it involves something as intensive as planting a garden, or something as simple as heading out to a U-pick berry farm, learning where your food comes from can help cultivate healthier eating.
2	2014/02/14	Celebrate Oregon Agriculture:	If they plan it and plan it, they're more likely to eat it! Michelle Markesteyn Ratcliffe, Farm to School Specialist

		Planning a Garden with Kids	for the Oregon Department of Agriculture, joined us to help us get the kids involved in growing a garden. She says right now is the perfect time to get kids building a vision board of the fruits and vegetables they want to grow and eat.
3	2014/03/14	Celebrate Oregon Agriculture: Healthy Snacking	If they choose it and prepare it, they're more likely to eat it! Michelle Markesteyn Ratcliffe, Farm to School Specialist for the Oregon Department of Agriculture, joined us with two young helpers, to share simple ways to get the entire family, especially the kids, involved in making healthier snack choices. Those choices should include a lot of fresh Oregon fruits and vegetables.
4	2014/04/11	Celebrate Oregon Agriculture: Sowing Seeds	Warmer weather is here, making it the perfect time to get growing! Whether it's a backyard garden or a patio pot, we can all learn a few things from our Oregon farmers.
5	2014/05/16	Celebrate Oregon Agriculture: Gardening with Kids	If they grow it, they will eat it. With the warmer weather here, now is the perfect time to plant a garden.

6	2014/06/13	Celebrate Oregon Agriculture: CSA	It's three letters that mean deliciously fresh fruits and vegetables. We're heading out to the farm to check out CSA--community supported agriculture.
7	2014/07/11	Celebrate Oregon Agriculture: Workplace Farmers' Markets	It's a way to connect with your local farmer on your lunchbreak. The bounty of Oregon comes to the workplace in a program that brings the healthy foods of farmers markets directly to employees.
8	2014/08/15	Celebrate Oregon Agriculture: Mobile Grocery Store	It's a grocery store on four wheels! Molly the Trolley brings healthy food options to areas of town that may be far from a traditional grocery store.
9	2014/09/19	Celebrate Oregon Agriculture: Kids make Kale Pesto	Getting kids interested in growing their own food and cooking it can help set them up for a healthier life. One local school is helping do just that.
10	2014/10/17	Celebrate Oregon Agriculture: Farm to School Month	October is National Farm to School Month, a time to celebrate the connections that are happening between schools and local food! We see how the program is helping students grow great futures. It's also helping make Oregon kids school lunches some of the most nutritious in the entire nation.
11	2014/11/21	Celebrate Oregon Agriculture: Squash Soup Recipe	Comforting winter squash soup makes the home feel cozy as the cold weather sets in. The flavors of sage and thyme are just right for this soup to be served for easy weeknight dinners or for holiday celebrations.
12	2014/12/12	Celebrate Oregon Agriculture: Holiday Greenery	They're symbols of the season! Oregon farmers grow many of the fresh greenery and flowers we enjoy during the holidays. Michelle Ratcliffe joined us to talk about a few of the items we see in our stores and the economic impact it has on our state. She also showed a fun way to create an Oregon Garland Topiary out of just seven simple items!

ODA-023 Oregon Potato Marketing Plan for Mexico – *Final report - Accepted June 3, 2015*

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PROJECT SUMMARY

The subgrantee declined funds due to unexpected circumstances. The US fresh potato market into Mexico was closed a few weeks after opening May 2014 and recently during a Oregon Potato Commission meeting in Hermiston, it was learned it could take up to two years for the Mexico market to re-open so ODA has decided that this project funding support be withdrawn.

PROJECT APPROACH

No activities were performed on this grant. The activities will not move forward and the funding will not be used for the project as submitted.

GOALS and OUTCOMES ACHIEVED

Because no work was completed on this project, the outcomes and goals were not achieved.

BENEFICIARIES

Because no work was completed on this project, the outcomes and goals were not achieved.

LESSONS LEARNED

Because no work was completed on this project, there were no lessons learned. The Oregon Department of Agriculture will work with industry partners to outline priority projects and determine how these funds will be used and resubmit for an amendment Spring 2015.

ODA 024 Oregon FoodCorps Back to School: Promoting gardens, curriculum, fruits, vegetables and community. – Final Report

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PROJECT SUMMARY

The school food market presents an emerging market for Oregon specialty crops, and fruits and vegetables in particular. Every school year children in Oregon consume over 20,000 tons of fruits and vegetables in addition to center of the plate entrees that contain Oregon specialty crops. Farm to school programs connect local food producers with school food buyers. Effective programs also combine food and garden-based education with the classroom, lunchroom, and community through activities such as field trips to farms and on-site gardening. There is a growing interest in farm to school programs across Oregon, but we lack capacity and need people to implement quality, consistent programming.

To address this critical gap, the Oregon Department of Agriculture piloted FoodCorps (SCBG FY 2010), a new national public service program. FoodCorps in Oregon has been successful at increasing students’ knowledge and access to Oregon fruits, vegetables and tree nuts, while benefiting Oregon fruit, vegetable and tree nut producers through closer connections to local markets.

PROJECT APPROACH

Through a partnership with the Oregon Museum of Science and Industry (OMSI), this project expanded the existing FoodCorps activities to include engaging parents and families in Back to School Science Family nights focused on fruits, vegetables, tree nuts, spices and herbs which will bring together local and rural communities. It also helped to build the capacity of our FoodCorps service sites in Oregon by providing them with resources to deliver education and promotion of Oregon specialty crops, professional development funds and support for covering operational costs of programming in Oregon.

This project expanded the successful FoodCorps program to three more FoodCorps service sites across the state, in addition to the tribal community that was included in the original proposal. This project also extended FoodCorps curriculum through a unique partnership with the Oregon Museum of Science and Industry (OMSI) to develop and implement Science Family nights at 3 FC school sites. The activities will be focused on fruits, vegetables, tree nuts, spices and herbs which will bring together local and rural communities.

More specifically, during the 2014-2015 and the 2015-2016 school years, ODA had the intention to place a total of 22 service members initially, but due to a lack of funding from FoodCorps National, we were unable to place 2 additional members. At the end of this project, we have FoodCorps programming at the following service sites: (1) Corvallis Environmental Center, Corvallis, Benton County (2) Food Roots, Tillamook, Tillamook County, (3) Growing Gardens, Portland, Multnomah County, (4) Native American Youth Family Center, Multnomah County, (5) North Powder Charter School, Union County, (6) Salem-Keizer Education Foundation, Salem, Marion County, (7) Rouge Valley Farm to School Program, Lincoln County (8) Central Oregon Intergovernmental Council, Deschutes County, (9) Lake Health District, Lake County, and (10) Curry Watershed Partnership, Curry County.

One of the biggest challenges of the service year is that service members arrive in Oregon communities in September, usually right when school is starting or has already started. All Oregon members have indicated a sense of missed opportunity in capturing the interest and enthusiasm that back to school events engender in parents. Working with OMSI, ODA created and implemented Science Family Nights that engage students and their families in the production and preparation of Oregon fruits, vegetables and tree nuts. The traveling activities will go to at least one rural community (Tillamook) and two urban communities, the Native American Youth and Community Center and Portland Public Schools (in partnership with Growing Gardens).

GOALS AND OUTCOMES ACHIEVED

Accomplishments and significant activities to date:

PY 2014-2015	PY 2015 – 2016 to date
<ul style="list-style-type: none"> Orientation training for 10 SMS at 8 sites in Oregon in September 2014. 	<ul style="list-style-type: none"> Orientation for 10 service members at 8 sites in Oregon; 2 returning SMS and 8 new in September 2015
<ul style="list-style-type: none"> Professional development trainings, conferences and workshops focused on gardening techniques to produce Oregon specialty crops and the promotion of them in the school environment (ongoing) and all 10 service members and 1 Fellow attended the 2015 Farm to School and School Garden Summits in January. 	<ul style="list-style-type: none"> OMSI, subcontracted educators, provided mobile education modules promoting Oregon specialty crops at three FC school sites: Native American Youth and Family Center, East Elementary (Tillamook) and Chavez Elementary School (Portland) and involved 257 children and their families (October 2015) during <i>Back to School Family Science Nights</i>
<ul style="list-style-type: none"> Service Site Supervisor training delivered in June 2015 to review AmeriCorps guidelines, prepare Service Site Supervisors with management skills and tools and review FoodCorps responsibilities. 	<ul style="list-style-type: none"> 3 new service sites (Lake Health District, Central Oregon Intergovernmental Council, and Curry Watershed Partnership) were brought into FoodCorps Oregon Program

<ul style="list-style-type: none"> FoodCorps Fellow, Leah Klapproth, coordinated the Local Lunch and Farm to School Showcase at the OSNA trade show in March 2015 with 11 Oregon producers, processors, and distributors. 	<ul style="list-style-type: none"> ODA provided training and professional development funds to support 2 state level trainings and 20 different professional development opportunities for FoodCorps Service Members. (For example, Growing Gardens School Garden Certification Training and Oregon Statue University Extension Master Gardeners Workshops)
<ul style="list-style-type: none"> OMSI, ODA and FC developed work plan for the implementation of <i>Back to School Science Family Nights</i> 	<ul style="list-style-type: none"> FoodCorps Fellow, Aaron Poplack coordinated the Farm to School Showcase at the OSNA trade show in March 2016 with 15 Oregon producers, processors, and distributors.
<ul style="list-style-type: none"> FoodCorps programming in Oregon reached 14,476 children, helped coordinate 29 garden projects, involved 608 new community volunteers and served 2572 lbs of garden produce in school cafeterias or tasting tables. 	<ul style="list-style-type: none"> FoodCorps programming in Oregon reached 16,377 students reached, 26 gardens maintained, 109 foods introduced, and 481 volunteers in school gardens, farmers, and teachers.

BENEFICIARIES

Many partners benefited from the additional support we were able to provide for Oregon’s FoodCorps Program:

- 1) Underserved rural communities – with the help of additional FoodCorps resources, were able to expand to regions in the state where we weren’t previously providing farm to school programming. This brought tremendous support to the communities of Lakeview, Gold Beach and Bend, Oregon.
- 2) Service Sites – All of our sites are challenged to find funding to sustain programming, the assistance we provided to help offset the costs of the program service fee, was critical to helping service sites establish programming at schools in their respective communities.
- 3) Service Members - All of our service members received professional development funds to help them gain the necessary knowledge and skills to provide hands on school garden education, curricula on Oregon specialty crops and nutrition education.
- 4) School –aged children – All of the schools receiving FoodCorps programming have high free and reduced meal eligibility, at least 50%. In most instances, the schools served by FoodCorps exceeded this minimum.

LESSONS LEARNED

A few key challenges we faced:

- 1) In some instances, SMS were unable to spend down their professional development funding

due to a lack of opportunities that fit the scope of Specialty Crop Block Grant funding.

2) In 2016, due to guidance from FoodCorps National SMS will be asked to reduce the number of schools where they were providing in-depth programming for nutrition education, gardening, and tasting tables or meal preparation to 1-3 schools. Depth is defined as at least 8 hours/week of service devoted to an individual school and 80 students receiving 10+ hours of food and garden education from SMS. SMS are allowed to provide “light touches” in other schools but the majority of their programming must occur in 1-3 schools. We have begun preparing Service Sites for the transition and have begun working with them to implement the Healthy School Toolkit to provide alignment with FoodCorps new service requirements.

3) We faced challenges in managing the OMSI subcontract because there was a lack of consistent communication and/or point person at either agency. OMSI & FoodCorps partnership is a good fit, but Family Nights lacked input during grant-development process from the service sites that were ultimately responsible for implementation.

ODA 025 Oregon Association of Nurseries partnership: Showcase Oregon Nursery Products to Key European and Canadian Markets - *Final report*

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PROJECT SUMMARY

The nursery industry is very important to Oregon's economy as well as the US economy, in 2012, nursery and greenhouse industry was the state's top agricultural industry with a reported \$745 million in sales. Most of Oregon's nursery industry is focused on woody ornamentals, in fact, in 2010 woody ornamentals accounted for 78% of Oregon's nursery volume.

Oregon's nursery industry faces increased competition from other regions of the world. To compete in the global market place, Oregon must build awareness as a leader in woody ornamental shrubs and trees. As more buyers around the world become aware of quality plants and innovative new varieties coming from Oregon, this will result in increased sales of Oregon's nursery products on a global perspective.

Oregon hosted the International Trials Conference in 2015. The Oregon Association of Nurseries timed this important conference to coincide with the Farwest Show, the annual wholesale nursery show held each August in Oregon. The combination of the Farwest Show and the first International Trial Conference held in the US provided an important opportunity for Oregon to showcase its woody shrubs and trees to buyers from key markets and to demonstrate its progressive trialing work.

This project brought several buyers and influencers from key international markets to the Oregon for the International Trial Conference and the Farwest Show. The buyers/influencers also participated in nursery tours, conference presentations, discussions and meetings with Oregon nursery companies. By bringing buyers and influencers to meet with Oregon nurseries and see the trialing work being done, the project helped build awareness in key international markets. More broadly the project will increase awareness and thus sales of Oregon's wood ornamental plants in Canada and Europe.

PROJECT APPROACH

This project brought ten buyers from key international markets to the Oregon trial garden opening, FarWest Trade Show and the first US-hosted International Trial Conference in August 2015. The buyers also participated in nursery tours, a technical presentation and meetings with Oregon nursery companies.

By bringing buyers to meet with Oregon nurseries and see the trialing work going on in Oregon. The project increased awareness in key international markets showing the steps the industry is taking to address the challenge of buyers not being able to see Oregon's nursery plants growing in a garden setting over a longer period. More broadly the project increased awareness and thus will increase sales of Oregon's wood ornamental plants in Canada and Europe.

The key influencers, who came to Oregon for the International Trials Conference and Farwest Show through this grant, represented major industry associations abroad, nursery owners, garden center chains, a television garden celebrity, university researchers, plant breeders and new plant award winners. Their feedback on Oregon's nursery industry and plant trialing work was very positive.

Not only did the influencers invited to attend the conference as part of this grant have positive feedback. The nursery industry and researchers in Oregon and visiting from across the US, found the international perspective that the influencers from Canada and Europe brought added significantly to the value of the conference.

In follow-up to the 2015 project work, the project manager partnered with OAN to bring an influential speaker from Canada to the Farwest Show in August 2016. This exposed another international nursery industry speaker and buyer to the nursery products available and being trialed in Oregon.

The partnership with the OAN and the nursery industry in Oregon, especially the leaders on the ITC planning committee, was extremely valuable to the project.

GOALS AND OUTCOMES ACHIEVED

This project brought ten buyers from key international markets in Europe and Canada to the Oregon trial garden opening, FarWest Trade Show and the first US-hosted International Trial Conference in August 2015. The buyers/influencers also participated in nursery tours, a technical presentation and meetings with Oregon nursery companies. Then in 2016, one influential buyer from Canada was invited to Oregon for the Farwest Show. He spoke at a session, connected with Oregon nursery companies and attended the Farwest Show.

The goal of this project was to increase international buyer awareness and sales of Oregon nursery products in key international markets, such as the European Union countries and Canada.

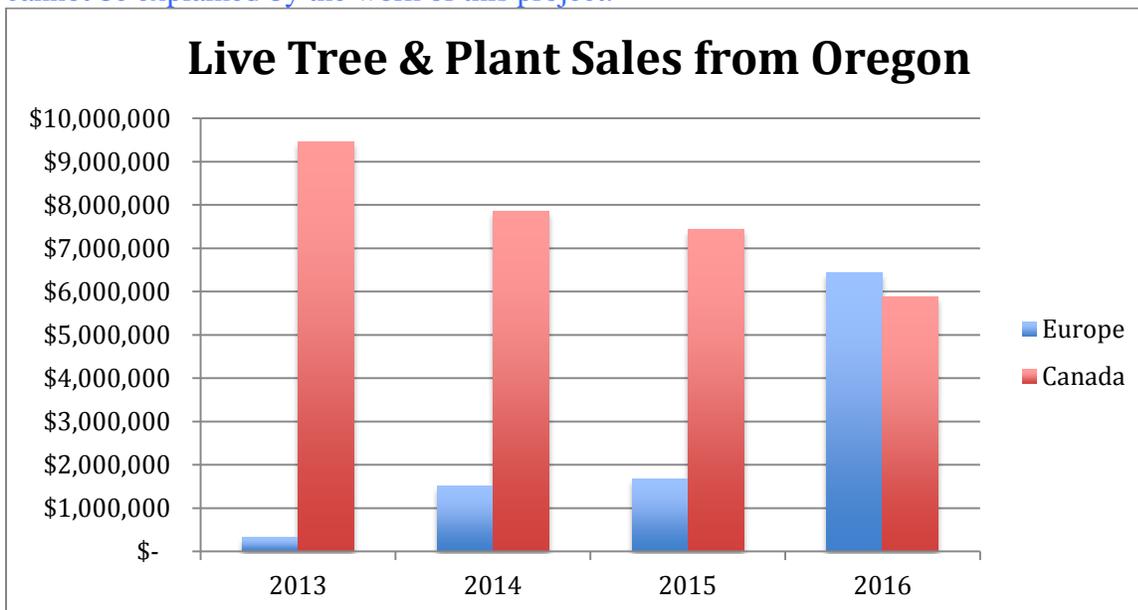
To measure impact of the project on the awareness a survey was sent to each of the key influencers before their arrival in Oregon and the week after the International Trials Conference. For 75% of the key influencers it was their first time to visit Oregon. Just over 40% of them had heard of the plant trialing work going on in Oregon. After the conference 100% of the key influencers reported being even more aware of the plant trialing work going on in Oregon. Here

are a couple of the quotes the key influencers provided in the survey after the conference.

“The ability to talk to many different people either from the industry but also from university trials. All incredibly informative.” --- UK Nursery owner

“Different perspectives/insights. Very good to hear about cutting edge vegetable and small fruit breeding in Oregon.” --- Purchasing Manager for Canadian garden center group

Although not as directly tied to the results of this project, overall sales of live trees, shrubs, roses and rhododendrons to Canada and European countries in 2013 were used as a baseline measure. The sales into Canada slowed in 2015, but increased significantly into European Countries during the same period. The year-to-date 2016 sales to Europe show a very large increase, exceeding \$6 million. This large increase from the benchmark sales of \$345 thousand in 2013 cannot be explained by the work of this project.



Source: Euromonitor

BENEFICIARIES

The beneficiaries of this project are the Oregon Association of Nurseries, the nursery industry in Oregon, attendees and organizers of the International Trials Conference and the Farwest Show.

There was even an unexpected beneficiary. An individual nursery was working on the green roofs for a local project. They were able to meet with the professor from Canada with expertise in green roofs. This professor was one of the influencers in trialing who came to Oregon as part of this project.

From a broader sense, having key industry influencers from different regions of the world, including those brought in as part of this grant, raised the caliber of the discussions at the International Trials Conference. This project helped nursery industry participants from Oregon connect with potential buyers of their products or those that will influence potential buyers in their markets.

The project goal was to increase the awareness of the plant breeding and trialing work being done in Oregon among key influencers in the plant trials sector in the Canadian and European markets. Among the group of inbound buyer/influencers that came to Oregon as part of the grant, their awareness of this work in new plant variety development increased by 150%.

LESSONS LEARNED

The primary goal of increasing awareness was met. Longer term the goal is that this awareness among key influencers will translate into increased sales. At this point, the sales fluctuation in exports to Canada and Europe from Oregon is likely not the result of this project alone.

Although this project was a very valuable first step in the process, it will require more follow-up work and impressions to have a significant long-term impact on sales to these important markets. As the development of new varieties of plants is what drives the market, it would be beneficial to Oregon's nursery industry to do more projects in this space to be more competitive in the global market.

ODA 026 USDA Pilot for the Procurement of Unprocessed Fruits and Vegetables in Oregon: Phase 1 – *Final Report*

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PROJECT SUMMARY

The purpose of this project is to support Oregon vendors in becoming approved for the USDA Pilot Project for Procurement of Unprocessed Fruits and Vegetables. Nineteen School Food Authorities (SFAs) in Oregon have enrolled in the Pilot program with dedicated a portion of their USDA Foods entitlement funding towards contracts with local vendors. Preliminary research by ODA has identified various opportunities and obstacles in implementing the Pilot. Due to the school year calendar, seasonality of produce and forecasted USDA Foods spending among SFAs, ODA's efforts will focus on coordinating vendor enrollment, facilitating food safety certification requirements and preparing communication materials necessary to ensure success of the Pilot among SFAs and Oregon vendors over two years.

PROJECT APPROACH

The success of the Pilot would have numerous desirable implications, including:

- Direct economic benefits to Oregon's specialty crop producers, predominantly fruit and vegetable producers, produce wholesalers and regional distributors
- Increased regional coordination of agricultural vendors and purchasers
- Support for USDA's shift towards the promotion of regionally sufficient farm to school networks
- Improved food safety (as prospective vendors work to meet certification standards)
- The expansion of ODA's Market Access and Certification Program client base and market access potential for Oregon specialty crop farmers
- Increased grower confidence in the ability to meet the new regulatory requirements of FSMA

The total potential economic impact of successful implementation of this program can be accurately estimated using State Distributing Agency (SDA) data on USDA entitlement funding set aside for use in this pilot project. For the 2015-2016 school year, that amount totals \$147,572.64, set aside by 19 SFAs statewide. The 2016-2017 pilot project entitlement set aside is \$401,773 and includes 20 participating districts in Oregon.

GOALS AND OUTCOMES ACHIEVED

MEASURABLE OUTCOMES:

ODA maintained two major goals for this project: 1) Promote the Pilot to recruit Oregon vendors and 2) Promote the success of the Pilot for sustainability of the program.

The first goal was accomplished through a three-prong method of information-gathering, outreach, and enrollment. By gathering information on the produce purchasing preferences of 17 of the 19 participating SFAs in Year 1, ODA was able to better accomplish the overall goal of connecting local specialty crop vendors to local purchasers. ODA and partners used information collected from the SFAs to make immediate contact with qualified specialty crop vendors, recruit them to participate in the program and ensure they are enrolled or approved to participate. “Qualified” in this sense is defined as food safety certified specialty crop vendors that can quickly establish eligibility as vendors within the Pilot and meet the needs expressed by Oregon SFAs.

In regions where participation in food safety certifications was low amongst growers, but SFA interest in the Pilot was high (namely Portland/Salem, Bend, and Medford), ODA was able to hold 3 trainings (Salem and Medford) in 2016. GAP certification seekers were recruited, subsequent GAP audits were planned and 4 new growers showed interest and motivation to participate in the pilot (Zorn Farms, Baggenstos, Valley View Farms, Cape Blanco). At the conclusion of this funding, only Zorn Farms submitted proper paperwork to USDA and has been approved.

Key goals and outcomes achieved during grant period:

2015	2016
<ul style="list-style-type: none"> Consumer survey with schools (17 of 19 responded) to determine desired product variety and form, delivery method 	<ul style="list-style-type: none"> Completed 2 UFV Pilot and GAP cost share trainings in Salem and Medford, OR; 40 participants.
<ul style="list-style-type: none"> Developed fact sheet for producers and schools describing the UFV pilot and how to participate 	<ul style="list-style-type: none"> Updated UFV fact sheet for vendors and schools
<ul style="list-style-type: none"> Producer survey (response of 20) determined training locations in state (Portland/Salem, Medford, Baker City) 	<ul style="list-style-type: none"> Expanded outreach to certified GAP operators in Oregon due to low participation/interest among first time GAP certification seekers
<ul style="list-style-type: none"> 5 Vendors enrolled as of December 2015: Charlie’s Produce, HBF International, Fry Family Farms, Pacific Coast Fruit Company, Naumes, Inc. 	<ul style="list-style-type: none"> 9 Vendors enrolled as of December 2016: Charlie’s Produce, Fry Family Farms, HBF International, JL Orchards, LLC, Pacific Coast Fruit Company, Naumes, Inc,

	Organically Grown Company, Zorn Farms, Palmer Creek Fruit Company
<ul style="list-style-type: none"> • Spending as of December 2015 by SFAs: \$119,422.89 	<ul style="list-style-type: none"> • Spending as of December 2016 by SFAs: \$116,290.58
<ul style="list-style-type: none"> • 2 GAP cost share users as of December 2015: JL Orchards Cape Blanco 	<ul style="list-style-type: none"> • 5 GAP cost share users as of December 2016: Fry Family Farms, JL Orchards, Zorn Farms, Valley View Orchards, Baggenstos Farms

BENEFICIARIES

Potential direct beneficiaries targeted during phase one of the program were specialty crop growers who had no previous food safety certification and were ready for food service markets. During phase two, due to low interest of the GAP cost share for the aforementioned growers, we expanded our outreach to specialty crop producers already food safety certified. This group represents over 300 specialty crop growers statewide currently certified under USDA GAP/GHP, Harmonized GAP, and GFSI- benchmarked audit schemes.

LESSONS LEARNED

We were unable to meet our target to enroll 15 new vendors in the UFV Pilot by September 2016. We had challenges recruiting existing GAP operators in Oregon as well as those who had no previous certification to enroll in the UFV Pilot. Oregon currently has 9 UFV Pilot vendors approved. Some applications have been denied due to expired GAP certifications or incomplete application materials.

In future recommendations to USDA to augment the UFV Pilot, ODA may investigate using a cost share to certify processors for Primus GFS GMP because most SFAs have indicated they would like fresh fruits and vegetables and some have indicated they would like frozen and/or dried. This strategy would give them the option to buy from more diversified vendors and help us reach our target.

ODA 027 Technical outreach for changes to GFSI-benchmarked audits and FSMA - First annual report – *Final Report*

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PROJECT SUMMARY

The Oregon Department of Agriculture (ODA) currently certifies Oregon-based producers and packers to Global Food Safety Initiative (GFSI) benchmarked audit standards, specifically, GlobalGAP and/or PrimusGFS. These audit schemes are benchmarked every 4 years and undergo revisions to the control points as part of the process. The PrimusGFS Version 2.1 standard was released September 1, 2014, and ODA applicants have struggled with implementation in the absence of guided technical training. The GlobalGAP Version 5 standard was released for comment in December 2014 and became mandatory for GlobalGAP applicants as of July 2016. In addition to the changes made in these voluntary certification schemes, the regulatory landscape for farms and produce handling facilities is being rapidly altered by the regulations published under the Food Safety Modernization Act (FSMA). Many of the producers that ODA currently works with will be required to meet compliance with the Produce Safety Rule (PSR) by December 31, 2017.

ODA Certification Programs created a focused technical outreach tour across Oregon to provide updated information on the changes to the GlobalGAP and PrimusGFS standards. Similar outreach was conducted in 2013, under a grant project titled, “Certification Programs Expansion to Incorporate Improved Industry Outreach to Specialty Crop Producers,” in which the attendees responded positively to the efforts made by ODA to bring them useful information regarding to certification programs. The post-outreach survey response from this previous grant indicated that there was need for continuing support once certified and a great interest in FSMA education. This feedback was coupled with continual customer requests for guidance on food safety and certification to create the training content.

PROJECT APPROACH

At the onset of the project, the FSMA PSR had not been finalized. The PSR was published in its final format in November 2015. There was an anticipated roll out date of January 2016 for the PSR Train-The-Trainer sessions to commence, but it was delayed until September 2016. With FSMA PSR being such a controversial topic with potentially costly impacts on growers, ODA decided to remove this topic from the grant outreach sessions and focus on the changes to the GFSI-benchmarked standards.

A series of outreach sessions were staged in the major agricultural areas of Oregon: Salem, Hermiston, and Hood River. The timing and locations were determined through surveys emailed to existing customers for preferences and availability. The first outreach session was held in Salem in March 2016, followed by Hood River and Hermiston in April 2016. Attendees were asked to RSVP their intentions to attend, but only half of those who indicated they would be at the Salem session did not show due to weather conditions. The day of the outreach was also the first dry day in spring so many growers had to take advantage of the conditions to cultivate their fields rather than attend the course. The first session was also the largest with and the attendees were asked if they desired a GlobalGAP training to cover the entire standard and not just an overview of changes. In order to address the need for in-depth training, ODA contracted with WQS Food Verification Services to bring in a trainer to provide 2-day GlobalGAP courses in Portland, OR in May 2016. These courses are normally offered at \$725 per person and the grant funding was used to reduce the rate to \$400 per person to make the course more accessible. There was an overwhelming response to the announcement of the first course and a second session was contracted to accommodate the number attendees. Each participant received a manual and digital version of the presentation for personal use. At the end of each course, ODA staff provided additional information on services and resources available from the agency for growers to utilize including the USDA Pilot Project for Procurement of Unprocessed Fruits and Vegetables (Grant Project ODA-026-GR).

Across all of the sessions presented by ODA, there were 57 attendees and another 42 attended the extended training presented by WQS Food Verification Services. After each of the three sessions presented by ODA, attendees were asked to complete a survey about their experience and additional information. As anticipated, the attendees wanted more information on FSMA and did not think the outreach touched on that particular topic enough. The remaining survey results are summarized in the following section of this report.

GOALS AND OUTCOMES ACHIEVED

The primary means of assessing the success of this project will be through participant satisfaction survey results generated from outreach sessions. A target of 90% of attendees rating the outreach outcome as 4 or higher (on a scale of 1-5, with 5 being the highest scoring) in regards to both usefulness and improved confidence in meeting FSMA and voluntary audit compliance. A secondary measure of the success of the project will be the percentage of passing audits for those operations that sent representatives to the outreach sessions. In 2014, 5% of operations that applied for certification either cancelled due to lack of preparation or were denied certification due to inability to comply with requirements within the established corrective action timeframes. None of the operations in question had attended the technical outreach sessions conducted for the FY2010 “Certification Programs Expansion to Incorporate Improved Industry Outreach to Specialty Crop Producers” grant project. The third measurable outcome is reaching new applicants by providing valuable technical information for food safety practices. A 10%

increase, equivalent to 12 new operations, is the target for this project, with additional participation anticipated as a result of increased buyer demand for third-party audits. The ability to reach new applicants will be tracked both through outreach roster records and applications for certification.

BENEFICIARIES

In providing technical outreach assistance prior to the start of the audit season, we saw a 50% reduction in the number of failed audits even though the overall number of audits has increased between 2014 and 2016. Of the growers new to being audited under a GFSI-benchmarked scheme, 63% attended one of the training sessions and none failed their 2016 season audit. By passing the initial audit, the growers not only secure their contracts with their buyers requiring food safety audits, they saved costs that would have been incurred from going through the audit process multiple times. The reduction of repeat audits also frees up the agency to serve more customers with the time that is available.

The results of the survey completed by attendees at the outreach sessions overwhelmingly indicated that the availability of training was useful and that the attendees felt better prepared to go through the audit process.

LESSONS LEARNED

The project initially had a slow start due to the delay in the FSMA rule publication process and the goal to include FSMA guidance in the materials changed as a result of the final rule. The initial project intended to have outreach sessions across the state in each of the major districts, however, there was limited response from Klamath Falls and Ontario (fewer than 4 responses each). With more advance planning and promotion of the outreach, we may have been able to achieve a greater response. While we were unable to foresee the weather creating an issue for the Salem session, some attendees and potential attendees noted that the timing around spring break was a barrier to attendance. The contracted training with WQS Food Verification Services was well-received, but some attendees noted that having the course in May was too close to harvest to fully implement the program. We anticipate expanding the course offerings through our partnership with WQS Food Verification Services in the future as it is a sustainable model for providing continuing education for our customers at a subsidized rate.

ODA 028 Specialty Crop producer Social Media Training and Content Building - Final report

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PROJECT SUMMARY

For the past several years, the Oregon Department of Agriculture has increasingly been on the forefront of usable content representing Oregon specialty crops. ODA has captured and shared educational information with producers, food and agriculture industries, and consumers. With goals to develop a digital strategy and master editorial calendar this will allow consistent sourcing of content as it relates to Oregon specialty crops, how they are produced, where to purchase them, how to use them, as well as current trends, activities, plus opportunities for promotion. Specifically for this project ODA has set the following as primary objectives:

- Elevate awareness, enthusiasm, and consumption of Oregon's specialty crop products.
- Educate the public about the availability and affordability of Oregon's specialty crop products.
- Improve understanding of the connection between healthy food choices and the overall health and well being of their families.
- Provide insight about Oregon's farmers, and how agriculture contributes to the state of Oregon.

ODA continues the commitment of educating consumers about the abundance of Oregon specialty crops available year-round through messaging around - fresh, frozen, canned, and processed. Fulfilling these goals and objectives will cultivate lifelong consumers of Oregon specialty crops. Millions of media impressions continue to tell the story of Oregon Agriculture and assist in connecting rural farms and urban consumers.

Moving forward it is imperative that we continue to work with food and agriculture partners to tell the story of Oregon Agriculture with effective content. A content strategy and master content calendar will be the foundation for delivering polished and targeted information to our audience. To expand delivery of quality content throughout our network, a digital/social media training workshop will be offered to build the skills of content creators in the Oregon specialty crop industry. Exposure to the industry will be enhanced through the use of additional social media channels.

PROJECT APPROACH

Project activities include:

- Create digital strategy and master editorial calendar to pre-plan and source usable material that will enhance promotion of Oregon specialty crops. The calendar will ensure that prepared content is posted at peak viewing times, resulting in increased engagement levels throughout the campaign. Reliable content resources for usable content will ensure that users can trust the content provided by the program. Sample content topics include:
 - Seasonality of Oregon specialty crops
 - Oregon specialty crop planning and planting
 - Oregon specialty crop harvests
 - Using Oregon specialty crops
 - Oregon specialty crop specific agri-tourism or agriculture experiences
 - Oregon specialty crops and traditions
- Contractor will work with ODA staff to assist in all writing and curating (in advance) digital/social content, producing or sharing 1-2 features per week that highlight Oregon specialty crops.
- Contractor will support the ODA team with ongoing digital/social monitoring, measurement and feedback through the end of the proposed time period. The support will ensure that all deliverables are executed in a timely manner and provide analytics throughout the process.
- Contractor will provide a digital/social media training workshop designed to enhance the necessary internal tools to allow us to build and sustain a robust and manageable digital/social media presence into the future. This will include an invitation to the Oregon specialty crop industry (limited availability for live training) to attend a training workshop designed to offer tools for marketing and enhancing digital/social plans. Participants will be encouraged to share content produced by ODA and our contractor to increase overall engagement with Oregon specialty crop messages. Written support materials will also be available for attendees.
- Establish a baseline for the following digital/social accounts: Facebook, Twitter, Instagram, and Celebrate Oregon Agriculture blog. Report success through measures of shares, likes, engagements, and views.
- Purchase social media boosted posts, stock images, and digital media ads.

GOALS AND OUTCOMES ACHIEVED

Provide digital content that is usable for our target audience, including information on Oregon

produced specialty crops, how they are produced, where to purchase them, how to use them, as well as current trends, activities, and general promotion.

Provide guidance for Oregon specialty crop producers on how to maximize digital marketing opportunities through training and content sharing.

With goals to develop a digital strategy and master editorial calendar this allowed consistent sourcing of content as it relates to Oregon specialty crops, how they are produced, where to purchase them, how to use them, as well as current trends, activities, plus opportunities for promotion.

ODA tracked and reported digital views, click-thru rates, and shares of digital content.

The benchmark for performance was based on current social and digital media metrics from Facebook, Twitter, Instagram, and the blog.

Based on the baseline, the primary goal would be to increase the digital/social metrics by 50%. Provide a proof of performance on a monthly basis.

Provide digital/social training to a minimum of 25 Oregon specialty crop producers with live training that includes written support materials. 100% of the participants have an active social media account by the end of the performance period.

- Facebook: Celebrate Oregon Agriculture – Goal, increase by 50%

Baseline

1,689 likes

3 shares per month

10,278 users reached (1-month average)

Outcomes

10,080 likes (+496%)

926 shares per month (+30,766%)

647,666 users (+6,201%)

- Twitter: Celebrate Oregon Agriculture

Baseline

97 followers

Outcomes

172 followers (+77.3%)

- Instagram: Celebrate Oregon Agriculture

Baseline

Brand new, no current metrics

Outcomes

28 followers

- Blog: Celebrate Oregon Agriculture

Baseline

202 total views (since January 2016)

Outcomes

7,062 (+3,396%)

Social media training is 0, as these particular events have not been established by the ODA in the past. 36 specialty crop producers or organizations participated in the social media training with positive outcomes. All participants have an active social media account and written support materials. In addition, our contractor included an additional training at the specialty crop conference in August, 2016.

BENEFICIARIES

- Groups that benefitted from the grant included farmer's markets and farm stands throughout the state. In addition, specialty crop growers also benefitted by telling stories and creating content that promotes the specialty crop industry and the products sold using the Celebrate Oregon Agriculture social media sites. The social media training events give the specialty crop industry in Oregon the opportunity to learn and use their organization's social media sites for promotion.
- The social media promotion included over 600,000 impressions throughout the entire state of Oregon, promoting specialty crops at farmer's markets. The promotion reached over 240,000 people with over 14,000 clicks back to the websites. In addition, there were over 115,000 impressions throughout the state of Oregon, promoting specialty crops at events. The promotion reached over 74,000 people with over 2,000 clicks to the event websites.

LESSONS LEARNED

The lessons learned included new rules and actions around social media channels. These rules and actions include:

- Financial commitments to your social media channels and the necessary investments that are needed to continue a robust social media promotion. Facebook as an example will only allow a business or organization to reach approximately 3% of their audience when posting content that is not financially boosted. This process will provide insight on budgeting for future promotion on social media to continue a successful outreach program.
- Continue ongoing training to keep up on changes for social media. The changes occur on a regular basis and it is important to work with experts that are trained to keep up with changes and trends of social media and the audiences that they are intended to reach.

Understand the audiences that represent each social media channel and be mindful of your target audience and the reality of your social media audience. You may be investing in an undesired audience that will not be reacting appropriately to your messaging, therefore negatively affecting your budget.

ODA 029 National Specialty Crop Block Grant Program Coordinator Conference
- Final report

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Report is currently in progress

ATTACHMENTS