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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 considering 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 Coordinator. 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.

Data Analysis: The SCBGP Coordinator 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.

Outreach: SCBGP Coordinator 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. The SCBGP Coordinator met 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.

Training: SCBGP Coordinator 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 Coordinator 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 | |

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| <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 |
| Phase II – Grant Proposal | | |
| 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 |
| Phase II – Grant Proposal | | |
| 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 Coordinator 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 its program and has added the one-on-one training component of the SCBGP.

In November 2014 the SCBGP Coordinator 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 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 SCBPG Coordinator 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 Coordinator to continue to add value to the tracking mechanism and enhance its use.

Oregon Department of Agriculture focused its 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.

ODA 001 QMS Program Creation and Implementation

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PROJECT SUMMARY

The Oregon Department of Agriculture, Shipping Point Inspection (SPI) provides services to fresh and process produce packinghouses. The principles for managing the SPI program fall under the Branch Internal Quality Management System (BIQMS) standard, due to increased service demand ODA worked with private agricultural sector to create and update clear guidance and training on internal management systems. The SPI program worked diligently to create a state quality assurance inspection program known as State QAIP where consistent modules for services generated, starting with fresh fruit and vegetable products. By having a clear set of standards, the department has been able to streamline customer service and constituents have become more confident in their abilities to enter new markets.

PROJECT PURPOSE

The Oregon Department of Agriculture, Market Access and Certification Program, Shipping Point Program (SPI) and the Certification Services Program operate under cooperative agreement with USDA, Fruit and Vegetable Program, Specialty Crops Inspection Divisions. Through this partnership and with cooperators the program has approved the operating and review systems known as the Branch Internal Quality Management Systems. These systems are the guidelines, specifications and review practices within the inspection and shipping point area of the state. In recent years Oregon's agricultural sector has continued to grow and thrive, in order to meet the demand SPI focused heavily on customer service experiences and solutions toward third party produce grading, inspections, and in voluntary certifications and audits.

The programs focused efforts on outreach toward specific issues impacting agriculture in the state shifting key services that are designed to benefit the industry that require government-trained employees to conduct in-house inspection services, thereby reducing the costs associated with having state employees present for the entire day.

At the onset of the Quality Management Systems interest in CAIP (customer assisted inspection program) which is a Federal oversight program through the USDA Specialty Crop Inspection Division was voiced from process onion facilities. Through working with the Potatoes, onions, and hazelnuts industry which are the 7th, 11th, and 13th highest value specialty crops in Oregon in 2017. In combination with processed cherries, these industries represent over a \$431 million value to the

Oregon agricultural sector. The SPI reviewed the opportunity of the State CAIP model and another program known as State QAIP (quality assurance inspection program) which is an alternative inspection program only valid in the state of Oregon. This program has gone by many names State CAIP, Oregon CAIP, 3rd party alternative inspection program for raw products etc..

The Shipping Point Program started working on over the past years as an affordable option to traditional inspection for small part time applicants who could not afford or did not need full time inspection service, but had a need for inspection service, however had a need for inspections. Until recently the processes were jotted down notes, or pieces sporadically mixed in different district offices or customer systems. A concerted effort was made to compile these random notes into one easy to read manual and system of reference for all employees to be trained from. The program did this by making the Oregon QAIP manual and standard procedures manual which mirrors the Federal CAIP guidelines with special exceptions that all for small applicants, such as frequency of visits and hours worked and commodities allowed etc.. This program is limited to Oregon certification only, meaning we can not issue any federal inspection certificates based on this inspection program.

This program is not limiting to commodities and does not limit the programs ability to only be used within the District Shipping Point Inspection Program. Market Access Certification Programs, Certification Services Program Third Party Audits has begun to adapt the quality management system forms and processes into the way the program implements its processes. Utilizing State QAIP not only benefits industry by reducing costs and providing flexibility in staffing, it also reduces staffing pressures for ODA by limiting the time staff must be present at each facility. By having clearly documented training programs and a standard operating procedures manual, the expectations for the customer and ODA staff can be met with greater success. Timeliness of consistent system such of these have proved vital with staff turn over and new packing sheds coming on board. Employees and businesses have a level of expectations as to how inspection systems of operation will be put in place.

This was not previously funded by SCBGP and funds were used to solely enhance specialty crops.

PROJECT ACTIVITIES

One of the largest obstacles to overcome during the projects duration was providing quality customer service in public and private sector was the ability to equip employees with consistent training and abilities, with an influx of hiring around 80 seasonal workers in the inspection program yearly, in addition to the year-round staff requiring refresher trainings for commodity specific certification work (onions, potatoes, apples, pears etc.) it was noticed in district observations that consistent procedures are needed so that all managers are training employees consistent within districts so that customers are expecting the same service delivery.

The QAIP manual and system implementation standardizes trainings that are provided to ODA staff in light of industry demands for State QAIP so that information can be readily provided and utilized. Industry requests for these types of training and framework consistently come into ODA for voluntary programs like food safety certification requirements, MRL sampling and a number of other interests. Once the QAIP program is consistently implement in SPI this program can be better understood and implemented with other programs.

| <i>Activities Implemented Timeline:</i> | | | |
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| Project Activity: | Who is responsible? | When: | <i>Performance Monitoring Activities</i> |
| <p>Met with USDA to discuss the expectations for the BIQMS manual</p> <p>Visit to each of the District Offices (Hermiston, Hood River, Klamath Falls/Medford, Ontario, Salem) to review the QMS programs currently in place.</p> <p>Meet with industry regarding the potential to implement in their facilities survey to determine openness to outcomes</p> | <p>SPI Field Offices: (Hermiston, Hood River, Klamath Falls/Medford, Ontario, Salem) Staff in attendance: Managers from: District offices: Hermiston, Hood River, Klamath Falls/Medford, Ontario, Salem Shipping Point Field Operations Manager</p> | <p>November 2017 – January 2018</p> | <p>This included observing staff in action at the facility and recording the policies and procedures currently in circulation and use. Companies using CAIP model were be asked to provide feedback on strengths and weaknesses of the current training provided by ODA for the inspectors being used at their facilities.</p> |

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| <p>First of three work group meetings held in Hermiston with the District Offices (Hermiston, Hood River, Klamath Falls/Medford, Ontario, Salem) to review the QMS programs currently in place.</p> | <p>SPI Field Offices: (Hermiston, Hood River, Klamath Falls/Medford, Ontario, Salem) Staff in attendance: Managers from: District offices: Hermiston, Hood River, Klamath Falls/Medford, Ontario, Salem Shipping Point Field Operations Manager</p> | <p>November 2017</p> | <p>Conducting a gap analysis to determine missing elements and areas for improvement in Systems and procedures Begin drafting the BIQMS manual</p> |
| <p>Work through email and teleconference to develop the first draft of the BIQMS manual.</p> | <p>Lead: Ross Deardorff, Asst. Manager, Hermiston District SPI Field Offices: (Hermiston, Hood River, Klamath Falls/Medford, Ontario, Salem) Staff in attendance: Managers from: District offices: Hermiston, Hood River, Klamath Falls/Medford, Ontario, Salem Shipping Point Field Operations Manager Certification Services Manager, Plant Health Manager</p> | <p>November 2017 through December 2018</p> | <p>Drafting the BIQMS manual, working through email and teleconference to create and edit the manual, in preparation for the second collaborative meeting.</p> |
| <p>Second of three work group meetings held in Salem with the District Offices (Hermiston, Hood River, Klamath Falls/Medford, Ontario, Salem) to review the QMS programs currently</p> | <p>SPI Field Offices: (Hermiston, Hood River, Klamath Falls/Medford, Ontario, Salem) Staff in attendance: Managers from: District offices: Hermiston, Hood River, Klamath Falls/Medford, Ontario, Salem Shipping Point Field</p> | <p>January 2018</p> | <p>Worked with the second draft of the QMS manual to develop improvements in Systems and procedures Begin drafting the BIQMS form templates</p> |

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| in place. | Operations Manager | | |
| Work through email and teleconference to develop the second draft of the BIQMS manual and the form templates. | Lead: Ross Deardorff, Asst. Manager, Hermiston District SPI Field Offices: (Hermiston, Hood River, Klamath Falls/Medford, Ontario, Salem) Staff in attendance: Managers from: District offices: Hermiston, Hood River, Klamath Falls/Medford, Ontario, Salem Shipping Point Field Operations Manager Certification Services Manager, Plant Health Manager | January 2018 through April 2018 | Drafting the BIQMS manual and form templates, working through email and teleconference to create and edit the manual as well as the form template, in preparation for the final collaborative meeting. And training of employees |
| Final work group meeting held in Salem with the District Offices (Hermiston, Hood River, Klamath Falls/Medford, Ontario, Salem) to finalize the QMS programs currently in place. | Lead: Ross Deardorff, Asst. Manager, Hermiston District SPI Field Offices: (Hermiston, Hood River, Klamath Falls/Medford, Ontario, Salem) Staff in attendance: Managers from: District offices: Hermiston, Hood River, Klamath Falls/Medford, Ontario, Salem Shipping Point Field Operations Manager Certification Services Manager, Plant Health Manager | April 2018 | Finalize the BIQMS manual and form templates in collaborative meeting. And prepare a plan for training of employees SPI District Managers on implementation of new manual and the schedule of internal audits for each district |

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| Internal audits of BIQMS management in each district State QAIP manual submitted for acceptance to USDA | Shipping Point Field Operations Manager Certification Services Manager, Plant Health Manager | September 2018 Salem had a mid-stream review in January 2018 Hermiston had one review in October 2018 by USDA | Submitted for approval State QAIP manual to USDA and began to schedule the reviews of processes into District SPI Field Offices: (Hermiston, Hood River, Klamath Falls/Medford, Ontario, Salem) |

This project solely enhanced specialty crops and no funds were used toward the benefit of non-specialty crops

GOALS and OUTCOMES ACHIEVED

In 2012 State CAIP participation included:

- o 3 hazelnut facilities in Salem District
- o 4 fresh onion facilities in Salem District
- o 2 fresh onion facilities in Hermiston District
- o 1 process potato facility in Hermiston District
- o 1 process cherry facility in Hood River District

By the end of the three year project implementation State QAIP Participation included:

Ontario District:

Ontario Shipping Point District enhanced the QAIP to 10 onion and potato facilities. With winter of 2016-17 facilities had collapsed buildings - 3 facilities relocated to the Idaho side of the river. A consolidation of the two largest onion packing facilities in the this combination reduced our facility count by one. However, it increased the product volume under the QAIP Program, in the Ontario District by approximately 200,000 pounds a day. Currently the QAIP Program in The Ontario District covers inspection of around 2 to 3 million pounds of onions a day.

Klamath/Medford District:

Did not bring any facilities on board by the end of the project

Hood River District:

Hood River Shipping Point District has one cherry facility involved in the QAIP program.

Hermiston/Milton Freewater District:

Hermiston Shipping Point District has three State QAIP facilities (2 fresh onion 1 process potato) hitting the retention target. In October 2018 the last USDA BIQMS review Hermiston had no observations and 1 non-conformity. Hermiston has not increased participants in QAIP since 2014. Applicants have indicated about the outcome of the training only the cost and timeline.

Salem District:

Salem Shipping Point District currently has, five hazelnut facilities, one fresh potato facility and four fresh onion facility. Salem received its first review in January mid-stream of the drafting process from USDA in January 2018 which included eight observations and six Non-conformities.

Industry and ODA employee surveys will continue to be used as well as evaluating overall inspection performance over the implementation of this program to determine if there is a positive impact and to continue to improve QMS program for inspectors. Employees will also were given exit surveys to determine which components of the training were viewed as helpful and which areas need improvement to best prepare workers for their assigned duties. The success of this project will be measured by the number of observations and non-compliances issued from the USDA BIQMS reviews that occur on an annual basis. Upon review of the observations and non-compliances issued each district manager meeting will evaluate changes and updates to the forms and procedures that are necessary to be implemented in order to increase efficiencies in the program.

BENEFICIARIES

Members of Oregon Shipping Point Advisory Committee, Certified Onions Inc., Oregon Hazelnut Commission, Oregon Cherry Growers and Idaho-Eastern Oregon Onion Shippers all benefit from this project these represent more than 108 thousand acres of production in Oregon. The success of this project not only benefits the direct participants in the Quality Management System models, but also all other operations requiring Shipping Point Inspection services due to the efficiencies for state inspectors.

24 Facilities and their associated customers directly benefited from the project. In addition to the employees that work iunder the Shipping Point Program which is 97 year rounds permanant employees and more than 80 seasonal temporary employees and contracted services employed by ODA and facilities under the QAIP program.

The QAIP manual and system implementation standardizes trainings that are provided to ODA staff in light of industry demands for State QAIP so that information can be readily provided and utilized. Once the QAIP program is consistently implement in SPI this

program can be better understood and implemented with other programs.

LESSONS LEARNED

Staff turnover made the outcomes of the project delayed however this project was still a success. It is important to identify early when lead staff leave a point person to keep personnel moving through the key objectives of the projects. Once our program did this we progressed quickly toward the outcome. We achieved industry and staff involvement. Having the QMS program active will help to make program staff departures easier as now consistent training programs and operating procedures are in place allowing for anyone to early step into a position.

ADDITIONAL INFORMATION

Attachments provided.

ODA 002 Specialty Crop-Up Dinner Series and Market Showcase featuring Buyer/Seller Meetings & Educational/Promotional Components – *Final Report*

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PROJECT SUMMARY

The Specialty Crop-Up Dinner Series and Market Showcase project is a series of events designed to educate buyers, consumers and key players in the food/agricultural industry about Oregon's specialty crops, promote the health benefits, availability and diversity of crops grown and enhance the competitiveness and profitability by connecting food buyers with growers/producers, packers and processors of Oregon specialty crops.

PROJECT PURPOSE

In Oregon, there are approximately 34,200 farms occupying about 16.3 million acres. Of those farms, roughly 96% are family owned and operated¹. In terms of production, Oregon is #1 in the nation for: blackberries, boysenberries, hazelnuts, orchard grass seed, ryegrass seed, crimson clover, red clover seed, fescue seed, potted florist azaleas, sugar beet for seed, rhubarb and Christmas trees; as well as #2 for black raspberries, winter peas, pears, peppermint, blueberries and spearmint². Oregon is a specialty-crop state with 220+ recognized specialty crops¹!

Working in conjunction with Oregon's specialty crop producers, commodity commissions, Agricultural Experiment Stations, local chefs, and others in the food/agricultural sector we worked to connect farms with international and domestic buyers to enhance the competitiveness and profitability of Oregon specialty crops; and increase consumers awareness and knowledge about Oregon's specialty crops through exciting 'Crop Up' Dinner & Market Events.

Our goal was to help address the following problems:

- Lack of knowledge among wholesale, retail and food service buyers; consumers; and key players in the food/agricultural industry about Oregon's specialty crops
- Underutilization of Oregon specialty crops.
- Absence of consumer awareness in regard to seasonal availability and uses of Oregon specialty crops.
- Underdeveloped relationships between buyers, consumers, and farmers.

The Portland metro region spends over \$4 billion buying food each year, with the overwhelming majority (95%) of those dollars spent on food produced and processed outside of our region. According to Ecotrust's 7-Cents Report (funded by Kaiser), institutional buyers in Oregon recently demonstrated that the purchase of local foods has a 1.86 economic multiplier and a 2.43 employment multiplier. The institutional food buyer sector represents a huge untapped market opportunity for the Oregon specialty crops that currently account for 60% of Oregon farms' gate value³.

Our groundbreaking project has brought the Food Innovation Center, Oregon State University Branch Experiment Stations, Oregon Department of Agriculture, and other project partners to rural Oregon communities to help connect buyers and consumers with Oregon specialty crop farmers and share information related to marketing and certification services that enhance competitiveness of Oregon specialty crops. Our overall plan was to help increase demand for Oregon specialty crops in the domestic local markets. Our Crop-Up Markets focused on educating buyers and consumers about Oregon specialty crops, while our Crop-Up Dinner events focused exclusively on using Oregon specialty crops in delicious culinary preparations to generate interest and inspiration for consumers to cook at home! For the first year, we collaborated with local guest chefs who helped to provide a connection to the local agricultural and food communities.

REFERENCES:

- [1] Oregon Agriculture Facts & Figures 2017
- [2] Oregon Agriculture Facts & Figures 2017.
- [3] Northwest Institutional Buyers Alliance, 2015.
- [4] National Restaurant Association, 2013.

PROJECT ACTIVITIES

During the grant period, our team successfully executed nine ‘Crop Up Dinner & Market Showcase’ events in diverse locations (Aurora, Hermiston, Astoria, Portland, Medford, Eugene, North Bend, Madras and Salem) throughout Oregon. Each event focused on enhancing the awareness, competitiveness, and overall knowledge of specialty crops amongst buyers and consumers specific to each location. First and foremost, our events engaged local specialty crop growers and producers. For each event, local growers and producers participated in a farmers' market showcase – where they effectively educated consumers about specialty crops, and sold product to event guests using our ‘Crop On Coupon Program’. Upon the completion of the pre-survey, each registered guest received 5 - \$1 coupons to be spent with the specialty crop vendors at the on-site farmers market showcase. Additionally, local growers and producers provided specialty crops that were used as ingredients in the dinner meal preparation. Any non-specialty crop ingredients were generously donated and used sparingly (>49%) at each dinner.

Throughout the project period Crop Up Dinner menus were based on available crops sourced from local farm vendors or from within other growing regions in Oregon. Recipes for the events were developed based available crops and the crop-source recipe guide was developed as the ‘Crop-up Dinner Series & Market Showcase Cookbook’ and submitted with this final report.

Facebook was the primary social media tool that was used to post and advertise each of the Crop-up Dinner Series & Market Showcase events. Using Facebook allowed us to target our message to a specific audience. For example, each post was targeted to men and women, between the ages of 18-65+ who lived within certain locations (specific to each event) and have multiple interstes such as organic food, farmer, local food, organic farming, Oregon agritourism, farmers market, farm or agriculture. By using social media we were able to increase the

visibility of each of these events for minimum cost. On average each event ad/post reached approximately 4,000 people. This helped build our Facebook audience which allowed us to share additional information about farmers and the specialty crops they grow. In addition to Facebook, ticket sales were managed through Eventbrite. By using Eventbrite this allowed us to manage and track ticket sales in real time and collect contact information about our guests for future information sharing. See attached sample Facebook analytics and Eventbrite posting.

In the broadest sense, all participants who attended each event is a potential buyer of Oregon specialty crops. Depending on the location of the event, local chefs, retail buyers, school food service buyers participated and made connections with local producers of specialty crops. International buyers attended and participated in at least one of the Crop-up series events. Scheduling and some of the rural locations of the events did not allow for more buyer participation.

Through recruitment and participation in the farmers market showcase, we were able to learn about the variety and availability of specialty crops grown in each region. Each participating farmer/vendor at the showcase gave a brief introduction about themselves and the products they produce. Each showcase farmer/vendor who participated or donated product to the Crop-up Dinner Series is listed in the 'Crop-up Dinner Series & Market Showcase Cookbook' for buyers and consumers future reference.

GOALS and OUTCOMES ACHIEVED

For each event, a standardized survey tool was developed and data was collected to assess the guests' pre-and post-knowledge of specialty crops, as well as knowledge gained from the event.

The information below assesses the data collected this year from 145 matching pre-and post-surveys. Not all guest completed the post survey or answered each question.

About 82% or 120 out of the 145 learned about Oregon Specialty Crops. The average amount of specialty crops people could name before the dinner was between 6-15.

For learning about the role of agriculture in Oregon economics about 57% said yes, they did learn, 31% already had a high level of understanding, and only 8% said they did not learn anything.

For the question, "Would you attend an event like this again?" 80% said they would definitely attend again and 19% said they would maybe attend again, from these matching surveys not a single person answered no, the remaining 1% comes from the question being left blank.

In the pre-survey the breakdown of where people purchased fruits and vegetables was as follows; Conventional Grocery Stores 91 people, a Food Co-op 12 people, Farmers Market 40 people, Natural Food Grocery Stores 41 people, Farm stand 25 people, Other 14 people. This is more

than 145 people because some people shop at multiple places.

The amount of people who would definitely seek out vendors from the crop-ups was 84(58%), the people who would maybe seek out vendors was 49(34%), and 8(6%) people said they would not seek out vendors.

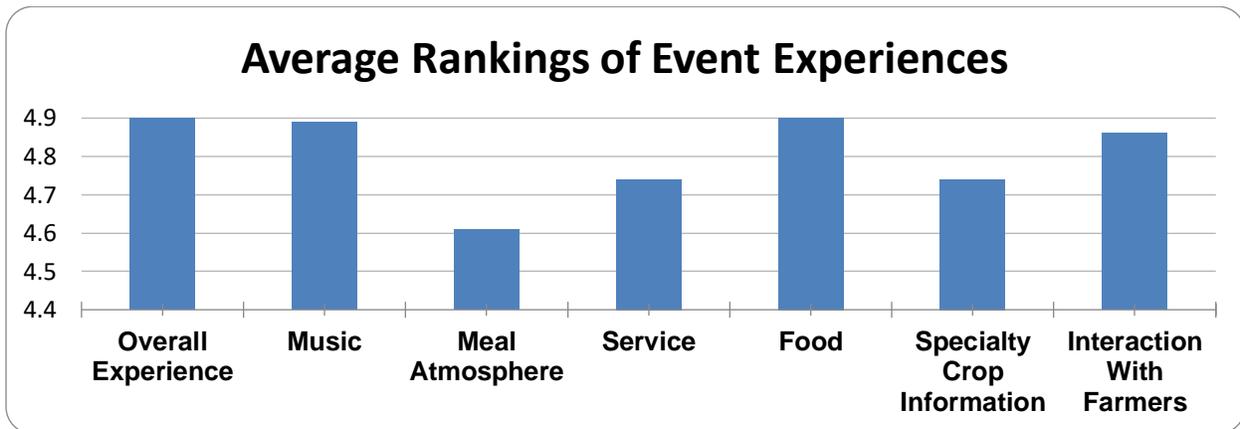
For this project, each ‘Crop Up Dinner and Market Showcase’ event focused exclusively on specialty crops. All participating farmers, growers, and producers for each market promoted Oregon specialty crops at their farm stand. Additionally, grant funds were used to exclusively purchase specialty crop ingredients to be used in the dinner preparations.

The work completed provided our team with an indication that we are accomplishing our goals. Overall, guests have reported an increase in education, awareness, and knowledge of specialty crops. Additionally, purchase intent for specialty crops was evaluated.

Several of the dinner events were held at an Oregon State University experiment station – many of which are conducting research involving Oregon Specialty Crops. Through this collaboration and partnership, many community members were able to get introduced to their research, and understand the importance of Specialty Crop Research.

As part of the educational aspect of this project, a pre and post knowledge survey was given to participants at each Market Showcase event. Pre-event surveys helped us to determine a baseline for consumer knowledge. The survey asked questions such as: “How much do you know about specialty crops”? “Did you know this product was produced in Oregon”? Each participant answered survey questions using a three-point scale (to assist with data analysis). After each event a similar survey was given out to measure knowledge *gained* from attending the events. These evaluations provided ‘benchmarks’ for current buyer and consumer education regarding specialty crops. The post event survey has allowed us to measure the effectiveness of the project.

Did participants enjoy the Event?

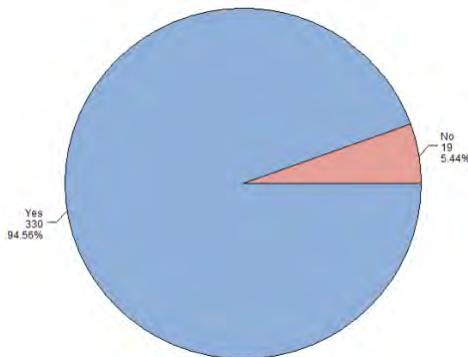


All regions overall scores were above 4.7

Number of People Who Saw A New Dish at Crop-Up Dinner 2016

sample size: 349

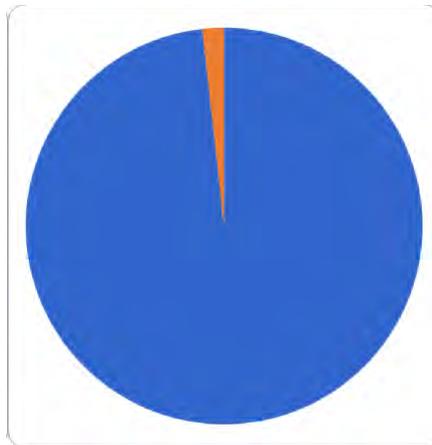
Yes (95.5%) No (5.5%)



Number of People Who Saw A New Dish at Crop-Up Dinner 2017

sample size: 502

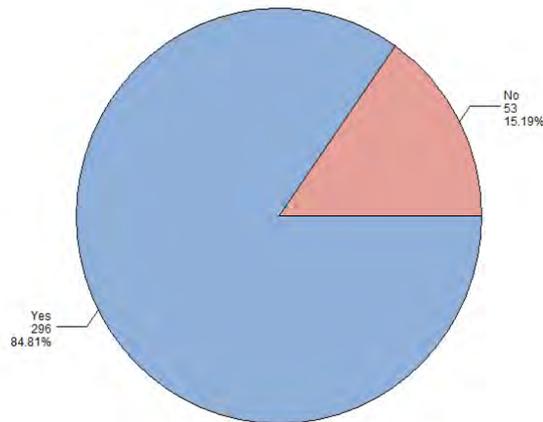
Yes (98.3%) No (1.7%)



Competitiveness of Specialty Crops

Measuring the increase in competitiveness of specialty crops by the number of people willing to cook a Crop-Up dish at home

Yes (85%) No (15%)



Increased Competitiveness of Vendors

| Grocery Store You Most Often Purchase From | | Willingness to seek out vendors after event | | | Total |
|--|----------------------|---|-------|------------|-------|
| | | No | Maybe | Definitely | |
| Conventional Grocery | | | | | |
| | Number of People | 3 | 51 | 62 | 116 |
| | Percentage of people | 2.5% | 43.9% | 53.4% | 100% |
| Natural Grocery | | | | | |
| | Number of People | 2 | 12 | 49 | 63 |
| | Percentage of people | 3.1% | 19.1% | 77.8% | 100% |
| Farm stand | | | | | |
| | Number of People | 3 | 11 | 20 | 34 |
| | Percentage of people | 8.8% | 32.3% | 58.8% | 100% |
| Food Co-op | | | | | |
| | Number of People | 0 | 5 | 25 | 30 |
| | Percentage of people | 0.00% | 16.7% | 83.3% | 100% |

BENEFICIARIES

The primary beneficiaries of this project include farmers and processors of Oregon’s specialty crops and the consumers and buyers who attended the events. Specifically, this project directly benefitted the 94 farmers/vendors who participated in the market showcase events and other specialty crop farmers ingredients were purchased from to be incorporated in the dinner series. Further, beneficiaries include over 1,000 consumers/buyers who attended the dinners and purchased specialty crops from the vendors. In addition, many of those attending indicated they would be willing to prepare one of the dishes from the dinner series at home so additional ongoing purchases of specialty crops is expected.

LESSONS LEARNED

We were encouraged to learn that this type of project is a great way to engage and connect specialty crop growers/producers with the consumers/buyers of their products. It provided a venue for the farmers to provide education about the local products grown and produced in each region and provide a way to showcase how to prepare and in some cases use Oregon's specialty crops in new and exciting dishes.

The survey work also provided information for farmers about where consumers were currently purchasing their specialty crops in order to increase the competitiveness of local purchases.

We also learned a community partner in each location is important to assist with promoting the event to the target audience and to assist with identify local producers to participate in the market showcase events. We would also recommend 2-3 events per year to allow for additional time to prepare between events. Additionally, the labor to conduct each event was much larger than anticipated.

ADDITIONAL INFORMATION

Attachments:

- Crop-up Dinner Series & Market Showcase Cookbook
- Facebook analytics example
- Eventbrite posting example

ODA 003 Expanding Market Opportunities for Oregon Fruits and Vegetables – *Final Report Accepted February 2018*

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PROJECT SUMMARY

The Oregon Department of Agriculture (ODA) through this project will create awareness of the fresh fruits and vegetables available from Oregon while building a platform for Oregon fresh fruit and vegetable producers and packers to build relationships with buyers and create sales in domestic and international markets. ODA plans to work with the specialty crop industry to enhance the positioning of the Oregon fresh fruit and vegetable industry through a three-year outreach, training and promotional initiative. The primary goal identified for this project is to increase awareness and competitive advantage of Oregon fruits and vegetables in domestic and international markets by having a unified presence at fresh fruit and vegetable venues. Key measureable objectives include creating an awareness of Oregon’s fresh fruit and vegetable production with wholesale buyers, creating an online seasonal availability presence for Oregon fruit and vegetable producers and processors with key with industry buyers to help create potential new and diversified markets for Oregon’s fruit and vegetable industry.

PROJECT PURPOSE

Oregon’s Specialty crop production is increasing, to stay financially viable producers and packers need to expand their market reach and continue to diversify their customer base in order to sell more products. The state is small in terms of population and name recognition, but is a national leader in specialty crop production. This project intends to increase awareness and competitive advantage of Oregon specialty crops’ presence in domestic and in international markets. Rural communities are even more dependent on finding new and increased market opportunities.

With the intended goal of this project being to increase awareness and competitive advantage of Oregon fruits and vegetables in domestic and international markets by having a unified presence at fresh fruit and vegetable venues.

Objectives of this project would include:

- Create an identity or awareness of Oregon’s fresh vegetable production with wholesale buyers
- Create an identity for Oregon’s specialty crop products and seasonal availability through an online presence and collateral materials
- Facilitate new and expanded buying opportunities for cooperating partners in new markets
- Emphasize Oregon’s leading competitive advantage – such as quality, handling practices and certification
- Facilitation and recognition of Oregon’s fresh products and to create a platform for the smaller sectors to sell product through

- Determine the needs of wholesale buyers which may include
 - Buyer specifications
 - Consolidated distribution networks to improve their economies of scale
 - Supplier information

Specialty Crop Block Grant funds for this project will be used solely for the purpose of enhancing the competitiveness of Oregon specialty crops including fruits, vegetables, and tree nuts. Further, Specialty Crop Block Grant funds will not be used to supplant State funds. Currently there are no state funds utilized for these or similar purposes. The project is new and has not been funded before additionally it has not been submitted to or funded by another Federal or State grant program.

PROJECT ACTIVITIES

Activities completed during the grant period were:

- Exhibited at the 2017 Produce Marketing Association Trade Show in New Orleans
 - We planned to attend three domestic trades shows and three international trade shows that highlighted produce. Due to staff changes, the project was only able to fulfill one domestic trade show.
- Developed marketing materials for tradeshow.
 - Developed tradeshow booth materials for the tradeshow in New Orleans, featuring specialty crops.
- Contracted with a chef to prepare and serve specialty crops at the trade show booth, further promoting Oregon specialty crops and how to prepare them.

Due to turn over in staff the project was not able to be supported internally for a period of time, therefore we missed the trade show opportunities as the time passed to fulfill these events.

GOALS and OUTCOMES ACHIEVED

- After baseline is established and based on the newly created unified Oregon presence at these venues and Oregon's ability to connect companies with buyers the target is to have a minimum of 5 new buyer introductions per participating company. A secondary TARGET is to have documented sales of \$100,000 total for the participating companies attributed toward the unified Oregon presence established at the venues within the first 12 months following.
- Although one company participated with this program, we were unable to establish a baseline and target outcomes.

BENEFICIARIES

- Our focus was on the fresh fruit and vegetables industry in Oregon and giving them tools and promotion at domestic and international tradeshow. With the funding spent, we attended the Produce Marketing Association tradeshow in 2017, which resulted in education around specialty crops that were prepared and served at the event, including potatoes, onions, pears and hazelnuts. Representing the following organizations that benefited from the tradeshow; Oregon Hazelnut Commission, Idaho, Eastern Oregon Onion Association, Oregon Potato Commission and USA Pears.

- Approximately 7-9 producers contributed product and information about sales of Oregon fruits and vegetables and have the potential to receive benefits from this tradeshow.
- The products provided by the participants had exposure at the event through samples and brochures that were handed out.

LESSONS LEARNED

- It was discovered that promoting companies to participate in the event proved to be difficult based on interest and funding.
- This show is an established trade show, however we discovered that it takes several years to establish and gain business and connections according to others in this sector that have exhibited at this trade show for several years.

ADDITIONAL INFORMATION

- ODA contributed approximately \$12,000 worth of in-kind FTE for preparation and execution of the project.

ODA 004 Establishing Oregon as a pest-free area for *Xylella fastidiosa* – Final Report
Accepted September 2017

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PROJECT SUMMARY:

Xylella fastidiosa, a quarantine pest in Oregon, causes bacterial leaf scorch and decline in many berry, fruit, nursery and landscape plants. In October 2015, *X. fastidiosa* was detected for the first time in Oregon infecting pear trees. Emergence quarantine for *X. fastidiosa* was enforced in nine counties (Benton, Hood River, Jackson, Lane, Linn, Marion, Multnomah, Washington, and Yamhill). *X. fastidiosa* was recently introduced into European Union in 2013. As a consequence, EU has a new phytosanitary requirement that impacts export of many nursery plants from Oregon. A total of 3,694 samples were collected statewide to find out the incidence of the pathogen in Oregon. Samples were tested using two different testing methods. All samples tested free of *X. fastidiosa* except at a single location in Linn and Washington County. Some plants were suspect at a location in Hood River County. All the positive and suspect were pear trees. The infected host and trees in buffer zone were eliminated in Washington County. Based on this official survey, all other counties except Linn and Hood River were free of the pathogen. These results were presented to allay the concerns of interstate and international customers about *X. fastidiosa* in Oregon nursery stock.

PROJECT PURPOSE:

The purpose of this project was to re-establish market access for *X. fastidiosa* host plants shipped as plants for planting to the European Union. *X. fastidiosa* was accidentally introduced into Italian olive orchards on an infected coffee plant from Costa Rica in late 2013. *X. fastidiosa* is vectored by insects and has an extensive host range that includes species in more than 35 plant genera. It has spread rapidly throughout Italy killing susceptible orchards and is now poised to invade other EU countries. On June 26, 2015, EPPO established new phytosanitary requirements related to Pierce's Disease for importing host nursery plants; only host plants from a pest-free area (established per IPSP No. 10) may be imported.

About 11 nurseries from Oregon have sent more than 50 shipments of plants for planting to the EU in 2014 – 2015. These shipments have included *X. fastidiosa* host plants, such as *Vaccinium*, *Rubus*, *Acer*, *Platanus*, *Prunus*, *Pyrus*, and *Sambucus*. Therefore the objective of this project was to conduct an official survey for *X. fastidiosa* in Oregon nurseries with sufficient sampling and testing to provide a 99% confidence of detecting $\geq 1\%$ disease incidence. This matched the criterion set forth by EPPO for establishing a pest-free area. Specialty Crop Block Grant funds for this project was used solely for the purpose of enhancing the competitiveness of Oregon specialty crops, specifically the nursery industry. The project was new and was not funded before.

PROJECT ACTIVITIES:

A total of 3,694 samples were collected within the state of Oregon; 3,146 samples were collected from the nine counties (Benton, Hood River, Jackson, Lane, Linn, Marion, Multnomah,

Washington, and Yamhill) under emergency quarantine for *X. fastidiosa* and 548 samples from the other counties (Clackamas, Columbia, Douglas, Josephine, Klamath, and Polk) (Table 1). This sample number sufficiently satisfied the standard set in ISPM No. 31 for a 99% confidence of detecting a 1% disease incidence. Samples were tested using a commercially available enzyme-linked immunosorbent assay (ELISA) test kit (AgDia, Inc., Elkhart, IN) and official confirmations were conducted by polymerase chain reaction (PCR) using the RST31/RST33 primer pair for *Xylella* detection. Samples were collected from wide range of berry, fruit, nursery, lanscape, and other plant genera (*Acer*, *Alnus*, *Berberis*, *Cercis*, *Cornus*, *Cotoneaster*, *Cytisus*, *Escallonia*, *Fagus*, *Ficus*, *Fragaria*, *Fraxinus*, *Ginkgo*, *Gleditsia*, *Hedera*, *Hibiscus*, *Holly*, *Hydrangea*, *Ilex*, *Juglans*, *Juniperus*, *Lavandula*, *Liquidamber*, *Lithocarpus*, *Lonicera*, *Magnolia*, *Malus*, *Nandina*, *Olea*, *Philadelphus*, *Pinus*, *Platanus*, *Populus*, *Prunus*, *Pseudotsuga*, *Pyrus*, *Quercus*, *Ribies*, *Rosa*, *Rubus*, *Salix*, *Sambuca*, *Sambucus*, *Symphoricarpos*, *Syringa*, *Ulmus*, *Umbellularia*, *Vaccinium*, and *Vitis*).

Table 1. *Xylella fastidiosa* survey results by county for samples collected during 2015- 2016.

| County | Regulatory status (EQ/Non-EQ*) | Total No. Samples Collected | Total No. Samples infected | Total No. Samples Free-of |
|------------|--------------------------------|-----------------------------|----------------------------|---------------------------|
| Benton | EQ | 314 | 0 | 314 |
| Clackamas | Non-EQ | 134 | 0 | 134 |
| Columbia | Non-EQ | 74 | 0 | 74 |
| Douglas | Non-EQ | 49 | 0 | 49 |
| Hood River | EQ | 424 | 0 | 356 |
| Jackson | EQ | 315 | 0 | 315 |
| Josephine | Non-EQ | 67 | 0 | 67 |
| Klamath | Non-EQ | 89 | 0 | 89 |
| Lane | EQ | 317 | 0 | 317 |
| Linn | EQ | 375 | 9 | 366 |
| Marion | EQ | 437 | 0 | 437 |
| Multnomah | EQ | 318 | 0 | 318 |
| Polk | Non-EQ | 135 | 0 | 135 |
| Washington | EQ | 394 | 1 | 393 |
| Yamhill | EQ | 325 | 0 | 325 |

*EQ means Emergency Quarantine counties, and Non-EQ means non-emergency quarantine counties.

GOALS and OUTCOMES ACHIEVED:

The objective of this project was to re-establish market access for *X. fastidiosa* host plants shipped as plants for planting to the European Union. Within the nine quarantine counties, nine pear trees from the original single location in Linn County and one pear tree from a single location in Washington County were confirmed infected by *X. fastidiosa*. Some samples from Hood River County were tested positive to *X. fastidiosa* previously at Clean Plant Center lab, Washington State University, Prosser, WA. However, this test result was not replicated in this study. Therefore further sample collection and testing are required for this site. All other samples including from non-quarantine counties tested free of the pathogen (Table 1). Based on this official survey, the pathogen was not detected in Benton, Clackamas, Columbia, Douglas,

Jackson, Josephine, Klamath, Lane, Marion, Multnomah, Polk, and Yamhill Counties. Infected plant and other plants in buffer zone were eliminated in Washington County. Linn and Hood River Counties remain under regulation. Among hosts tested, *X. fastidiosa* was found only in pear and was present only in a few isolated cases. Therefore, the survey results addressed the concern of nurseries those export plant materials to domestic and international customers, especially in the EU. Further follow up surveys are needed to satisfy the phytosanitary requirement of European Union to establish Oregon as pest free area for *X. fastidiosa*.

BENEFICIARIES:

Combined, the nursery, pear, grape, blueberry, cherry, blackberry, raspberry, strawberry, and ryegrass industries accounted for almost \$1.6 billion in net sales in 2014 (Oregon Agripedia 2015). Many growers and nursery exports plant materials to the EU. For example, eleven nurseries have sent more than 50 shipments of plants for planting to the EU in 2014 - 2015. These shipments have included *X. fastidiosa* host plants, such as *Vaccinium*, *Rubus*, *Acer*, *Platanus*, *Prunus*, *Pyrus*, and *Sambucus*. In addition, *X. fastidiosa* attacks numerous specialty crops grown in Oregon including blueberries, stone fruits, grapes, strawberries, pears, blackberries, raspberries, crucifers, and nuts, and numerous plants grown as nursery or seed stock including maples, hemlock, periwinkle, oleander, ivy, nandina, honeysuckle, elderberry, morning glory, oaks, ryegrass, elms, willows, and others. Since the pathogen threatens multiple industries within the state including emerging industries such as the pear cider and olive industries, the project had direct implication of the Oregon agriculture business and benefits nurseries and export market, especially to the EU.

LESSONS LEARNED:

Infected pear trees were usually asymptomatic; and the commercially ELISA test kit, if used according to the manufacturer's instructions, did not reliably detect *X. fastidiosa* in pear tissue. Therefore, molecular testing PCR was employed to test pear tissue. In addition, all the samples tested positive to *X. fastidiosa* by ELISA test was verified by PCR test, a more sensitive test compared to ELISA.

X. fastidiosa expresses itself most (i.e., causes symptoms) during hot, dry weather conditions. The timing of our survey need to be coincided with those environmental conditions to improve chances of sampling infected tissues.

ADDITIONAL INFORMATION:

Xylella fastidiosa brochure – attached with final ODA reporting

ODA S05 Expanding Viable Markets for Socially-Disadvantaged Producers of Specialty Crops – Final Report

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PROJECT SUMMARY

Adelante Mujeres' project in partnership with Village Gardens/Food Works and *Nuestra Comunidad Sana* (Next Door Inc.) addressed the needs for culturally-specific technical assistance and viable market development for socially disadvantaged Latino and youth producers of specialty crops in Washington, Multnomah, and Hood River counties. This was done by providing customized technical assistance; training through workshops and seminars; networking with potential buyers and partners; and providing other resources to the farmer and gardener community. In addition, the project gave a small business-owner the opportunity to launch a value-added product by providing one-on-one coaching; access to a food lab; and access to a graphic designer for label production. These resources have a long-term impact on socially disadvantaged Latino farmers and youth. It provides them with an increased skillset in the farming industry and opportunities to make supplemental income for themselves and their families.

PROJECT IMPACT:

Adelante Mujeres and partner organizations in this project were successful in achieving the following outcomes:

- 100 unduplicated socially-disadvantaged Latino and youth producers of specialty crops were served.
- A combined total of 60 seminars, training, workshops, and other learning opportunities were delivered.
- Revenue of \$302,934 through a wholesale distributor model, community supported agriculture (CSA), farmers markets, and grocery store sales were made.
- A combined 804 hours of technical assistance and one-on-one coaching to socially-disadvantaged Latino and youth producers of specialty crops were delivered.

PROJECT PURPOSE

The objectives of this project were to address the need of culturally-specific technical assistance and viable market development for socially disadvantaged Latino and youth farmers in Washington, Multnomah, and Hood River counties. To accomplish our objectives the following goals were set in place:

- Increase producer readiness for successful farm-to-market opportunities.
 - Seminars, workshops, and other training opportunities were presented to participants of the three organizations.
 - Customized one-on-one coaching and technical assistance in the areas of production, risk mitigation, financing, and access to market were provided.
- Expand viable markets for specialty crops grown by socially-disadvantaged farmers in the

region.

- Specialty crop producers accessed market through various opportunities: a wholesale distribution model, community supported agriculture (CSA's), farmers markets, and grocery sales.
- All three organizations strived to increase community and consumer support of local, sustainability grown specialty crops by building buyer partnerships; developing specialized marketing material; and being advocates of farm to table initiatives.
- Strengthen collaborative, regional efforts to more effectively serve socially-disadvantaged producers of specialty crops in Oregon.
 - Partners met regularly to discuss farmer challenges and share best practices.
 - Special activities and presentations were hosted with other organizations in our region through the Oregon Community Food Systems Network.

Partners found through needs assessments and listening sessions with farmers in programming that successful marketing and sales of their produce is a significant barrier to their continued growth and economic viability. This project was also timely as consumers are beginning to understand the importance of purchasing healthy, sustainably grown, local produce. Due to increasing consumer demand, the need for farmer training and developing robust connections between farmers and consumers is critical. As a result of the training and technical assistance provided, specialty crop producers gained the skills necessary to scale-up production and implement new techniques for their small-scale operations.

Adelante Mujeres has received SCGP funds in the past for other projects: to connect Latino farmers with low-income consumers and to launch a multi-farm Community Supported Agriculture (CSA) project. Previous outcomes included: 1) Increased Latino farmer sales to institutions that serve low-income consumers; and 2) Designed and implemented a successful multi-farm CSA as a sales outlet for produce grown by Latino farmers. We are on track to double membership this year (our third year). Our past successes have led us to seek additional funding in collaboration with partner organizations. This new project builds on the successes of our previous work but does not duplicate past projects. We expect the value-added production and cooperative sales to become self-sustaining. However, we recognize that the social impact aspect of this work will continue to require supplemental funding.

PROJECT ACTIVITIES

The following project activities were set forth by this project along with details regarding the outcomes and accomplishments.

Training and Education

Provide training and one-on-one technical assistance to 50 Latino and other socially-disadvantaged farmers in areas such as harvest and post-harvest handling. Provide training for 50 high-school aged youth in specialty crop farm management and marketing.

Results

- 100 unduplicated socially-disadvantaged Latino and youth producers of specialty crops were served.
- A combined total of 60 seminars, training, workshops, and other learning opportunities were delivered. *Topics included:* Season evaluations, business plan development, crop planning, food safety, record-keeping, marketing, farmers market vending, building cooperatives, retail plans, and more. *Conferences and external training:* Cultivation Cooperative Roots Conference, Sociocracy Workshop, Organic Pest Management, Oregon State University (OSU) Small Farms Conference, On Farm Food Safety for Produce Farmers, *Día de Campo* by OSU Extension.
- A combined 804 hours of technical assistance and one-on-one coaching to socially-disadvantaged Latino and youth producers of specialty crops were delivered.
- The Next Door Inc's *Raices* farmers developed and approved a set of bylaws for governing the group as a resource Sharing Cooperative. Farmers strengthen their leadership skills through collaboration and governing/ guiding the evolution and goals of the group.
- Participants demonstrated an increase in farm business skills, increased production, and increased produce quality.

Access to Viable Markets

Conduct market research and identify appropriate buyers/sales outlets. Initiate or strengthen buyer relationships through direct communications and marketing materials.

Results

- Revenue of \$302,934 through a wholesale distributor model, community supported agriculture (CSA), farmers markets, and grocery store sales were made.
- Improved marketing materials and promotion efforts for Latino farmers.

Value Added Product

Complete business plan for the production and distribution of value-added product. Launch production of value-added product; distribute direct-to-consumer and through retail outlets.

Results

- Partnered with Micro Enterprise Services of Oregon (MESO) to conduct market research to define the type of value added produce and market outlets feasible.
- Partnered with the OSU Food Innovation Center to provide resource to participants.
- Partnered with local food product development department at New Seasons Market to provide access to sell raw products and value-added product.
- Tested the viability of a value-added product produced by youth; 5 hot source recipes were developed and tested.
- Researched feasibility of developing a gleaned fruit product for market.
- Provided small business resources such as access to a food lab and label graphic designer for a micro-entrepreneur to bottle a value-added product.

Partner Convening and Sharing of Best Practices

Convene quarterly partner meetings to collaborate efforts, share best practices, determine evaluation metrics and plan evaluation process.

Results

- Partners met regularly to discuss farmer challenges and share best practices and conducted season evaluations with program participants.
- Special activities and presentations were hosted with other groups in our region through the Oregon Community Food Systems Network. Presented topics, such as “Wholesale Development and Scaling Local Food.”

GOALS and OUTCOMES ACHIEVED

- 100 unduplicated socially-disadvantaged Latino and youth producers of specialty crops were served.
- Increase producer readiness for successful farm-to-market opportunities: A combined total of 60 seminars, training, workshops, and other learning opportunities were delivered; and A combined 804 hours of technical assistance and one-on-one coaching to socially-disadvantaged Latino and youth producers of specialty crops were delivered.
- Expand viable markets for specialty crops grown by socially-disadvantaged farmers in the region
 - Revenue of \$302,934 through a wholesale distributor model, community supported agriculture (CSA), farmers markets, and grocery store sales were made.
 - Tested the viability of a value-added product produced by youth.
 - Researched feasibility of developing a gleaned fruit product for market.
 - Provided a small business resources such as access to a food lab and a label graphic designer to bottle a value-added product.
- Strengthen collaborative, and regional efforts: Partners in this project met regularly to discuss farmer challenges and share best practices. In addition, special activities and presentations were hosted with other groups in our region through the Oregon Community Food Systems Network.

On our proposal we predicted that the project would have a direct economic impact of \$227,796 on revenue. We also set a goal to reach 50 socially disadvantaged Latino farmers, along with 50 youth. Based on the outcomes of this project we were successful in achieving both. While we conducted the feasibility and viability of value-added products in the market, the actual products are yet to hit store shelves. The small business owner whom Adelante Mujeres supported is wrapping up the final stage of her product manufacturing.

Our most notable achievement is that participants demonstrated an increase in farm business skills, increased production, and increased product quality through the efforts of this project. We seek the following long-term outcomes: 1) Culturally-specific specialty crop market outlets are established, resulting in viable farming operations for socially-disadvantaged farmers; 2) Improved access and equity within the local and regional food systems; 3) A new generation of socially-disadvantaged farmers are better equipped to succeed.

BENEFICIARIES

Target Beneficiaries: Socially disadvantaged Latino and Youth Farmers in Washington, Multnomah, and Hood River counties.

Stakeholder Beneficiary: The members of the Oregon Community Food Systems Network learned about the progress of this project and most importantly the needs and challenges our targeted

producers face to access viable market opportunities.

Total Target Beneficiaries: 115

- 100 unduplicated socially-disadvantaged Latino and youth producers of specialty crops were served.
- 15 partners were involved in this project.

Total Secondary Target Beneficiaries: 1,500

- This number includes the families of all 100 unduplicated Latino and youth producers and the CSA members.

Total Economic Impact: \$302,934

LESSONS LEARNED

Education and Access to Market Expansion: The three partners organizations were able to confirm that there is a high need for extensive training and coaching for this target group of producers. Through the program offerings, we saw an increase in farmer readiness to enter the market. While the partner organizations did build relationships with new buyers to open viable markets for farmer participants there is still a high need for educational and marketing opportunities for consumers in regard to purchasing locally grown produce by local farmers. Even though we saw an increase in consumer demand over this project period there are still regional efforts that need to be made with wholesale buyers such as school institutions, grocery stores, and small food-based businesses. Advocacy for locally and sustainably grown produce must continue.

Value-Added Product: We learned the process of developing a value-added product. For Village Garden, hot sauce recipes were developed and tested. It was concluded that the scope and scale originally intended became inaccessible to the youth participants, and the decision was made to scale-back the process. The youth completed a recipe and staff finalized paperwork with OSU Food Innovation. Youth will be canning product for direct sale at the farmers market. The produce will not be developed and marketed by partner grocery stores due to the technical requirements and scope of product needed for such partnership. Adelante Mujeres learned that the resources available to manufacture a value-added product were best to be used with a small business owner who was ready to enter the market. The entrepreneur will launch the product this fall in grocery stores.

Next Door Inc.: Is working on the feasibility of a gleaned fruit product. Meanwhile, through efforts under this project, they have been able to a match small producer with a blueberry property owner and achieved an orchard land match.

ADDITIONAL INFORMATION

Cash-Match: Provided by all three organizations for personnel and tax and benefits. Sources: Kellogg Foundation, Northwest Health Foundation, and United Way. (\$49,480)

In-Kind: Provided lead applicant, Adelante Mujeres through the Forest Grove Farmers Market, CSA/Distributor, and Sustainable Agriculture volunteers at 22\$/hr. A total of 600 hours throughout the grant period. (\$14,300).

ODA S06 Adopt a Farmer – *Final Report*

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PROJECT SUMMARY

The Adopt a Farmer program connected 5,718 middle-school students with a local farm operation for an entire academic year through field trips and multiple classroom visits during the grant period between October of 2015 and March of 2018. Each year students interacted with their farmer on 2-3 occasions for a total of 6-8 hours of specialty crop engagement. Participation in the program helped students gain a better understanding of how Oregon’s specialty crops are produced and the important role that science has in production as well as environmental conservation. By engaging in real-world experiences on farms, 91.8% of students increased their knowledge of how science, engineering, technology and math are used in specialty crop production on the farm. The percentage of students who were likely or very likely to ask their guardian to purchase specialty crops was 91% after participating in the program. While school budgets continue to shrink, opportunities for education outside of the classroom are difficult for schools to manage. The Adopt a Farmer program fills the need in agricultural education and beyond by providing a no-cost opportunity for middle schools to enrich student learning and helps farmers increase the competitiveness of Oregon’s specialty crops.

PROJECT PURPOSE

The objective of this Adopt a Farmer project is to increase student knowledge of and attitudes towards career opportunities within Oregon’s specialty crop industry as well as increase consumption of Oregon specialty crops. The purpose of the project is to engage middle school students in agricultural education which is critical during early adolescent years as it is a time in life that affects career trajectories and life-long eating behaviors.

Adopt a Farmer fills significant gaps in two of Oregon’s initiatives designed to increase the market competitiveness of Oregon’s specialty crop industry namely (1) cultivating the next generation of specialty crop farmers and (2) farm to school programming.

With an aging farming population, it is very important to engage the next generation and inspire students to pursue careers in and supporting Oregon’s specialty crop industry. Not only is this vital for the industry but also our state’s economic and social well-being. Further, as school budgets continue to shrink and funding for field trips and classroom activities become increasingly rare, agricultural education in our schools becomes less prevalent. The impacts of this are felt not just in a lack of understanding about the basics of agricultural practices, but it also reduces the number of students who are inspired to consider careers in agriculture. As agriculture continues to evolve, the skills needed to succeed will continue to become more complex and challenging. Engaging and inspiring our youth about future job opportunities within agriculture is critical to the future success of the industry.

Of the three core elements of farm to school programming (procurement, school gardens, and

education), the weakest link in Oregon is the education component. At the beginning of this grant in 2015, according to the USDA Farm to School Census data, Oregon ranked number one in the country in procurement based on the money schools spent on local foods and there were more than 550 school gardens around the state. Regarding the education component, we know that interactions with farmers and field trips are some of the most impactful in improving daily fruit and vegetable intake in children according to a meta-analysis of school based interventions. (Evans and Christian et al. 2012) The Adopt a Farmer project helps to fill the gaps in middle school students' interactions with farmers in the classroom and out in the field.

PROJECT ACTIVITIES

During the grant period of October 15, 2015 through March 31, 2018, the Adopt a Farmer program engaged 5,718 middle school students in approximately six to eight hours of hands-on educational experience both on the farm and in the classroom. There were 76 field trips visiting a total of 25 specialty crop farms and 71 classroom visits to 26 middle schools around the state increasing the competitiveness of the following specialty crops: beans, blackberries, blueberries, broccoli, cabbage, carrots, cauliflower, chard, cherries, garlic, hazelnuts, hops, nursery (hedging, seedling, shade trees), onions, peas, potatoes, pumpkins, radish, raspberries, strawberries, sweet corn, tulips, and wine grapes. Specialty crop farmers visited 71 classrooms at 26 middle schools.

The following specialty crop farms participated in Adopt a Farmer: 4B Farms in Mount Angel, Al's Garden Center in Hubbard, C&L Farms in Monroe, Columbia Farms in Portland, Cook Family Farms in Albany, Country Heritage Farms in Dayton, Crosby Hop Farms in Woodburn, Dickman Farms in Mount Angel, EF Nursery in Forest Grove, Fort Vannoy Farms in Grants Pass, Fox Hollow Farms in Madras, Gray Family Farms in Albany, Iverson Family Farms in Woodburn, JD Farms in Portland, KG Farms in Woodburn, Kraemer's Nursery in Mount Angel, Lake Labish Farms in Salem, Northwest Transplants in Molalla, Palmer Creek Fruit Company in Dayton, Pearmine Farms in Gervais, Ruddenklau Farms in Amity, Scharf Farms in Perrydale, Severson Farms in Springfield, St. Christopher Nursery in Gervais, and Triangle Farms in Silverton.

The following schools participated in Adopt a Farmer: Beaumont Middle School in Portland, Bethany Charter School, Centennial Middle School in Gresham, Chehalem Valley Middle School in Newberg, Coburg Community Charter School in Coburg, Crook County Middle School in Prineville, Duniway Middle School in McMinnville, Gervais Middle School in Gervais, Glendale Junior High School in Glendale, Hedrick Middle School in Medford, Laurel Ridge Middle School in Sherwood, Laurelhurst School in Portland, Lent School in Portland, Meadow Park Middle School in Beaverton, Monroe School in Monroe, Neil Armstrong Middle School in Forest Grove, Peninsula School in Portland, Rachel Carson Environmental Middle School in Beaverton, Robert Gray Middle School in Portland, Sacred Heart School in Gervais, St. Mary's School in Stayton, Timber Ridge School in Albany, Western Mennonite School in Salem, West Union School in Hillsboro, Woodlawn School in Portland, and Yamhill-Carlton Intermediate School in Yamhill.

All tasks from the work plan were accomplished including recruitment of new farms and schools to participate in Adopt a Farmer, development of new classroom activities, field trip development, farmers visiting the classroom, students taking field trips to farms, survey

administration, and grant reporting.

Significant results from the survey work includes an increased confidence and accuracy in student awareness of specialty crops grown in Oregon. There was a 30% increase in students' ability to name a specialty crop grown in Oregon. About 28% of baseline surveys left the answer blank when asked to name four specialty crops grown in Oregon. The percentage of blanks after the program decreased to 19%. There was a 15.9% increase in students who learned that farmers use science, technology, engineering, and math to run the farm.

Other favorable developments include a 10.2% average increase in the number of students who strongly agree with statements regarding the importance of specialty crops, hard work, and skill required to be a successful farmer, and their value to the community and environment. There was a 5.7% increase in the number of students who reported that their guardian bought nursery crops in Oregon. Additionally, there was average increase of 10% in the number of students who strongly agreed that the cost of food depends on farmers' ability to handle challenging factors like fluctuating costs of fuel, available farmland, natural disasters, and growing populations.

GOALS and OUTCOMES ACHIEVED

The goals for the Adopt a Farmer program were to (1) increase students' knowledge of and attitudes toward career opportunities within the production of the Oregon's specialty crops; and (2) increase students' knowledge of and attitudes towards consumption of Oregon specialty crops. To measure the goals, we had students take a survey before participating in the program to establish a baseline. Once the students participated in the 6-8 hours of engagement with their farmer through field trips and classroom visits during one academic year, they took the survey again to measure changes in knowledge, perceptions, and attitudes. Our target was a 5% increase from the baseline survey. The achievements of the performance goal was successful in increasing students' knowledge of and attitudes towards consumption of Oregon specialty crops, as the average percent exceeded the goal in knowledge of (30% increase) and attitudes towards consumption (7%) of Oregon specialty crops. The achievement of increasing students' knowledge of and attitudes toward career opportunities within the production of specialty crops was not as close to our goal of a 5% increase as it was only 0.50%.

The conclusion that can be made based on the data collected is that the Adopt a Farmer program increases the competitiveness of Oregon's specialty crops by promoting an increased awareness and a desire to consume more. A conclusion based on the small percentage increase in interest in specialty crop careers is that more attention is needed to inspire students to consider careers in the specialty crop industry.

BENEFICIARIES

The specialty crop groups and other stakeholders that benefited from the completion of this project's accomplishments are the 25 farms listed in the Activities section that participated and the specialty crops industries they represent including beans, blackberries, blueberries, broccoli, cabbage, carrot seed, cauliflower, chard, cherries, garlic, hazelnuts, hops, nursery (hedging, seedling, shade trees), onions, peas, potatoes, pumpkins, radish, raspberries, strawberries, sweet corn, tulips and wine grapes. Indirectly, other stakeholders such as agri-business industries

benefit from the increased knowledge and awareness of specialty crops in Oregon as that leads to greater consumption.

The ways the beneficiaries benefited from the project are an increased knowledge of and awareness of Oregon specialty crops among 5,718 students as well as their teachers and parents who attended field trips and classroom visits. With more knowledgeable of Oregon's specialty crops, comes more consumption and competitiveness in the marketplace.

LESSONS LEARNED

A lesson learned in inspiring middle school students to consider a career in agriculture was the need to be very explicit about the opportunities in the industry. While many farmers had allied industry (agronomists, GPS/drone tech, marketing, etc.) on field trips and in the classroom, we could have been more overt in explaining how and why that career path is an exciting option. We also will consider ways to highlight all the reasons why farmers choose to grow specialty crops despite all of the risks and challenges they face. Some students may have been scared by learning about the risks associated with farming to even want to consider it a viable option. Sharing more about how farmers try to manage the risk and how enriching it can be to work in agriculture will help.

A lesson learned in the administration of the project that would be helpful for others who want to implement a similar program would be to know that because every farm is different and every classroom is different, this program is very labor intensive from a management and coordination standpoint. Proper time allocation for coordinating is critical to succeeding.

A lesson learned that improved efficiency or saved money included buying supplies in bulk when possible as well as carpooling to field trips or schools.



ODA S07 Increasing Specialty Crop Markets in the High Desert Food System – *Final Report*

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PROJECT SUMMARY

Central Oregon has a small but growing local food market for specialty crop products. This project improved farm revenue and sales to individuals and restaurants through a CSA workplace, on-farm events, and relationships built through annual workshops and events among farmers and buyers. Regional farmers worked collaboratively with food businesses to develop trust and understanding of each other's assets and identify barriers and opportunities. HDFFA conducted a supply survey (current and future growth) and demand survey. This information was delivered to each respective audience and regional stakeholders. The information from these surveys was used to inform a Central Oregon Local Food Economic Impact report with OSU, and the regional food hub model being developed by Central Oregon Intergovernmental Council (COIC). Another survey identified existing and future infrastructure needs for dry and freezer storage and were conveyed to COIC. To inform future projects and needs, HDFFA and OSU Extension conducted a Strength, Weakness, Opportunities and Threats analysis. An educational campaign improved consumer knowledge of the importance of supporting specialty crop farmers and increased their specialty crop purchases. Educational food skills courses improved underserved adult's ability to grow, shop, prep and cook with specialty crops.

PROJECT PURPOSE

- **Goal:** To increase farm revenues and sales of specialty crops in the direct and wholesale marketplace; improve consumer, business and institutional knowledge and consumption of specialty crops; and improve distribution efficiencies by building upon existing assets.
- **Objectives:** To 1) improve market development and access to specialty crops, and 2) improve distribution efficiency by balancing supply and demand and building up existing community assets.
- **Issues:** To balance demand and supply for specialty crops, increase farm viability, draw more visitors and demand for specialty crop farms in Crook and Jefferson counties, and improve and provide adult nutrition courses that focus on consumption of fresh fruits and vegetables, focused on Latino and Tribal communities.
- **Timing:** This project built upon momentum organically generated by local farmers and regional organizations, and the political will of Crook and Jefferson County Commissioners to improve purchasing of and farm viability for specialty crop farmers. The Governor's Central Oregon Regional Solutions Advisory Committee and Team set food systems as a high priority for the region, and Central Oregon Intergovernmental Council was and continues to support the development of a wholesale food hub model for the region.

Work Accomplished (includes results) see table for a comparison of target/baseline to actual outcomes. HDFFA implemented every aspect of our workplan.

- **Workplace CSA.** In the last year, HDFFA connected 5 businesses with 4 farmers selling a total of 47 CSA's and generating \$19,865. Pre and post surveys of businesses and farmers were conducted. In order to continue this program, HDFFA will charge a small fee for making connections between workplaces and farmers.
- **Farmer Chef Mixers and workshops.** HDFFA conducted 4 Mixers (54 farmers and 68 chefs) and 3 individual workshops (79 farmers and 24 chefs) and produced relevant resources. Event topics were determined through surveys from participants and included: buying from farmers, selling to restaurants, direct vs. wholesale markets, chef network and greenhouse/soil workshops. These workshops were extremely successful and allowed us to bring up and address the constant issues of consistency, quality, quantity and reliability in an educational format.
- **Cooking Matters and Seed to Supper.** HDFFA impacted 946 people with 32 free 6-week cooking and summer-long gardening courses. Extensive pre and post surveys were conducted and analyzed. As stated in the FY2015 application, increasing adult nutrition knowledge and consumption of specialty crops was a priority. These classes had an extraordinary impact on the target population who have changed their behavior over time due to increased knowledge and skills.
- **Consumer / retail challenge to purchase specialty crops.** HDFFA implemented 3 regional Local Food Challenges. We reached over 150,000 people and 11-15 businesses per year; hundreds of consumers participated. Campaigns are incredibly hard to conduct and the outcomes are unknown. Though we were able to track a high level of community involvement, the qualitative impact on specialty crop farmer sales due to this challenge was difficult to measure. We tracked the businesses that provided specialty crop products or meals but not the dollar amount of increased sales. Farmers were included in the challenge and consumers did purchase more from them.
- **Wholesale support / supply/demand side survey to improve relationships / support and resources.** HDFFA surveyed 37 farmers and found they grew 43 specialty crops in 2016; the top 5 were: carrot, tomato, beets, peppers and cucumbers. The top 3 on-farm changes occurring in 2017-2018 were: increased production, change in product mix, and new methods/infrastructure. Of the farmers surveyed, 22 farmers saw an increase in demand in direct and wholesale markets; 62% said they are interested in selling more wholesale; over half use season extenders with 6 of 18 using them year-round. Farmers stated their needs: help with wholesale logistics, information about financing/grants; marketing support; a virtual platform for information sharing; access to labor and land sharing; support with land costs and land use efficiency. Another survey of 49 producers and businesses identified cold/dry and freezer storage need: 53% need cold storage, 24 producers will physically outgrow their space in 3-5 years; and 17 will grow their business by 20-30% in the next 2 years. Eleven businesses identified their demand needs (in dollars and type of products). A specialty crop SWOT analysis was conducted in 2017 and will inform OSU Extension and HDFFA continued support, including objectives included in the 2018 SCBG.

Non-specialty crop beneficiaries.

In order to gain traction and interest in farm events, both farmers and ranchers were involved. HDFFA assured that at least 75% of all the beneficiaries were specialty crop farmers (at all times) as documented and described in our biannual reports.

GOALS and OUTCOMES ACHIEVED

See workplan table with quantitative baseline and target measures compared to actuals, as well as recommendations. This project sought to improve overall farm viability and increase the purchasing and knowledge of specialty crops. Although this cannot always be measured, we base our success upon the anecdotal and qualitative information provided by 50+ small to mid-sized farmers growing specifically for the Central Oregon market. Built trust and relationships take time but can be measured through sales and improved access at local food establishments. Future activities will include continued farmer support through specific workshops provided by HDFFA and OSU Extension as a result of the SWOT analysis and workshops implemented during this grant's tenure.

| ACTIVITY | BASELINE / TARGET | ACTUAL | RECOMMENDATIONS |
|--|--|---|---|
| <i>Objective 1: Improve market development and access to specialty crops</i> | | | |
| Improve purchasing of CSA's through a group purchasing program with local businesses | <ul style="list-style-type: none"> •100 CSA's •10 businesses / 16 farmers •\$ income unknown •Surveys produced | <ul style="list-style-type: none"> •47 CSA's (only implemented in 2018) •5 businesses / 4 farmers •\$19,865 farmer income •Pre & post surveys of business and farm | Increase outreach in subsequent years, include small fee for to coordinating program. |
| Provide support/resources to wholesale buyers to improve purchasing of crops | <ul style="list-style-type: none"> •3 school districts •10 biz's will improve crop procurement •Process & outcomes evaluated | <ul style="list-style-type: none"> •5 school districts •11 biz's procured crops. •Process & outcomes evaluated | On-going support is required to maintain relationships and demand for crops |
| Provide 4-6 farmer/chef educational opportunities to improve relationships, trust and procurement of specialty crops | <ul style="list-style-type: none"> •0 Farmer Chef Mixers •0 farm / 0 chef workshops •Target: 1-30 people •0 pre-post surveys at each event | <ul style="list-style-type: none"> •4 Farmer Chef Mixers (54 farmers, 68 chefs) •3 farm workshops (79)/3 chef workshops (24) • 24-79 people per workshops •Conducted surveys and SWOT analysis for specialty crop farmers | Continue these events and build upon previous topics, continue to collaborate with OSU Extension. |
| Establish procurement policies at the institutional level that identify specialty crops that can be grown and bought | <ul style="list-style-type: none"> •# of policies established •#/ type of crops bought •# of institutions participating •report written | <ul style="list-style-type: none"> •2 policies established •carrots, potatoes (1400 lbs.) and 5-10 other specialty crop products •5 institutions •Developed a Central Oregon Post Harvest Handling Wholesale Guide | Continued relationship building and post harvest handling/food safety is required to continue purchasing. |
| Provide 12 Cooking Matters | <ul style="list-style-type: none"> •24 courses •520 people affected | <ul style="list-style-type: none"> •32 courses •946 people impacted | Continue cooking classes. Seed to |

| | | | |
|---|--|---|--|
| and 12 Seed to Supper courses to 520 individuals. | <ul style="list-style-type: none"> •post-activity surveys measured against state baseline | <ul style="list-style-type: none"> •surveys conducted and measured at the state and national levels | supper classes not sustainable as people don't garden beyond 1 st year |
| Provide 24 farm events for consumers and tourists with 10 farmers in Crook County; expand to other counties | <ul style="list-style-type: none"> •20 events •10 farms / year •Average 80 attendees •Sales: Unknown •Expand to Jefferson County | <ul style="list-style-type: none"> •28 events •Average 5.3 farms / event •Attendees: 40-232 /event •Sales: \$3320-5959 •<u>Jefferson County</u>: 10 events, 31 farms and 126 participants | Continue to provide fiscal sponsorship and technical assistance to ensure continuity and engagement by farmers, community, and organizations |
| Develop a consumer/retailer "challenge" to purchase specialty crop products | <ul style="list-style-type: none"> •Challenge, survey and outcomes established and published in '16/17 Directory •% change in sales captured in redemption program •change in behavior surveyed. | <ul style="list-style-type: none"> •2016: 11 businesses purchasing spec. crops, 178 coupons redeemed, audience 187,500 •2017: 11 businesses, 92 participants, audience 37,500 weekly + TV •2018: 15 businesses, 121 participants, audience reach media and TV, thousands. •% change in sales unable to capture •Surveys conducted. | The local food challenge is not the best method for improving consumer purchasing of spec. crops, it is a great educational tool. |
| Objective 2: Improve distribution efficiency by balancing supply and demand and building up existing community assets | | | |
| Conduct a supply-side survey; compare against 2014 demand survey; use results to improve farmer/buyer relationship and procurement. | <ul style="list-style-type: none"> •75 farmers surveyed •Results published and compared to 2014 demand study • Relationships established •Improved connection and communication with farmers and buyers. | <ul style="list-style-type: none"> •37 famers surveyed •Results published in <i>Central Oregon Local Food Impact Study</i> but not compared to 2014 study •Relationships established •Improved trust and communicate among farmers and buyers (Chef Farmer Mixer events will continue) | Getting supply and demand data is difficult. Farmers are willing to help, buyers are more reluctant. |
| Research and develop "food hub" systems using existing assets directly benefit specialty crop farmers | <ul style="list-style-type: none"> • Improved sales • Improved distribution/ transportation system and cold/freezer/dry storage • Improved connection to existing assets by farmers. • Report written | <ul style="list-style-type: none"> - Improved distribution sales - 2015-16: wholesale sales +38%; retail +10% - 2016-17: wholesale sales +87%; retail + 7% - Surveyed 49 farmers and businesses regarding | A food hub is critical to improving wholesale crop sales. Without it, procurement is limited. Post-harvest and food safety are critical. |

| | | | |
|--|--|--|--|
| | | cold/freezer/dry storage needs. - Food hub advisory committee established - Final report written | |
|--|--|--|--|

BENEFICIARIES

Crook and Jefferson county farmers: 31 farms increased sales, 400+ participants increased knowledge; Mixer and farm workshops (total participation over 3 years, may be duplicative): 133 farmers, 92 chefs (increased knowledge and sales); Local Food Challenge: 37 businesses increased sales (over 3 years, may be duplicative); 391 individuals increased knowledge through challenges conducted for 7 days; CSA: 4 farmers increased sales, 5 businesses improved employee wellness, 47 families increased consumption; 3 school districts, OSU Cascades, COCC and 15 businesses increased procurement; 946 individuals through cooking and gardening classes increased knowledge and skills; and one distributor increased sales.

LESSONS LEARNED

Implementing a SCBG requires being organized and setting up your systems ahead of time. Collecting information requires anticipating the information that you want to capture and the outcomes you want to achieve. Having the workplan detailed out with timelines is key to making sure that you are reaching your goals and objectives. Making sure that collaborators know what they are doing and being clear in deliverables is important. We found that putting on events can be rewarding but also difficult because of not knowing how many people will come. Make sure that you are being very clear in what you are providing and that it meets the end users needs.

Publications: 8/24/18 Cooking Classes <http://zolomedia.com/cooking-with-the-high-desert-food-and-farm-alliance/> 7/19/18 - Workplace CSA <https://hdffa.org/workplace-csa-brings-cucumbers-to-cubicles/> 10/17/17 - OPB Local Food Challenge <https://www.opb.org/news/article/central-oregon-food-local-sustainable-farming-produce/>

ADDITIONAL INFORMATION

Match: Tracking included invoices, hours/rates for staff, board and volunteer time. Cash match: \$35,121 / HDFFA personnel, supplies for cooking matters and the Directory, and contracted work. In-kind match: \$22,343 / HDFFA Board chair time; cooking classes lead chef/assistant/shopper time; Seed to Supper lead instructor time.

**ODA S08 Advancing Rural Eastern Oregon Specialty Crop Distribution and Education –
Final Report**

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PROJECT SUMMARY

North Powder created a Farm to School Program that provides produce to at risk families. This program also created Next Generation Farmers as our students learned how to grow, harvest, distribute and sell their products through local farmers markets. While conducting these ventures students completed a Cost-Benefit Analysis to determine better means and ways to accomplish a for profit venture. Finally, the Farm to School program identified and established ways to extend the growing season to a year-round process to make these activities sustainable for the future.

This allowed North Powder to expand on the concept of becoming a hub for other schools and surrounding communities, also become a hub for the local community. Partnership will be expanded to both import and export local produce to other regions of the state. This partnership will continue to provide resources necessary to help expand the knowledge base and capability needed to become self-supporting and sustainable.

PROJECT PURPOSE

Our previous SCBG project was successful in establishing relationships between specialty crop growers and schools, food service directors, and community partners; but the issue of rural distribution and outreach are still enormous barriers, and will remain such as long as a majority of markets depend on large-scale distributors. Expanding the education around and access to regional specialty crops – which are often the product of small- to mid-size farms – will help build the market demand and consumer knowledge needed for regional market development and distribution system advancements.

This project aims to advance the knowledge and distribution of rural Eastern Oregon specialty crops through the following project activities to expand the Farm to School programming in Eastern Oregon.

- We shared and taught surrounding school districts and communities the benefits of a School Garden and Garden to cafeteria program. This would be through speaking at and hosting area summer school programs. The addition of monthly garden tours hosted by our Farmers will as well promote and expose the garden to the community and surrounding areas. This will be promoted by our contracted promotion person.
- Facilitating a Student Farmer Program at North Powder Charter School to help train and equip the next generation agriculture career;
- Establish buyer-seller relationships between regional schools and growers to enhance new market opportunities in regional schools for specialty crops;

- Expand teachings of our student farmers to include education about other local growing opportunities and specialty crops. Both through OSU Extension and local grower partnerships.
- Work with local growers and community partners to secure a collaborative effort for resource distributors to provide fresh produce during non-growing periods to the local food banks.
- Facilitate a Farmer to Farmers Market program for emerging and existing farmers who wish to test the feasibility of selling through the local area farmers markets.
- Construction of an On-Site Farm Stand to provide ease of access to growing local clientele. One student farmer will seek, print, disperse and promote the farm stand through social media and local promotions

These project activities will not be possible without the much-needed Farm to School Coordinator position, the funding for which is the backbone of our proposal.

The Farm to School Coordinator plays an essential role in facilitating these efforts because the east side of Oregon is remote and a strong connection to agriculture expertise and technical knowledge is essential in connecting components of farmer based educational Farm to School programs and professional development.

North powder will work in concert with OSU Extension, the Snacz Program and other project partners to develop a plan for the future funding and sustainability of this program. We foresee the project itself being self-sustaining in the near future but not to the extent of funding the Farm to School Coordinator position however will be exploring resources for supporting this position. Through Farmers Markets and student staffing of the garden itself, product sales will be made readily available to the public in order to sustain the farm to school portion of the project. Within the time frame of this two year position we hope to gain insight regarding sustainability of the Coordinator.

Previous specialty crop block grant project funding has been spent building the foundation within the community and a strong communication network with suppliers, vendors and area consumers. Areas of concentration also included crop production, versatility and storage. In this phase the student farmer program will take effect and exploration of the farm to school program sustainability will be culminated.

PROJECT ACTIVITIES

North Powder established a buyer-seller relationship between regional schools and growers to enhance new market opportunities in regional schools for specialty crops;

Expanded teachings of our student farmers to include education about other local growing opportunities and specialty crops. Both through OSU Extension and local grower partnerships.

Worked with local growers and community partners to secure a collaborative effort for resource distributors to provide fresh produce during non-growing periods to the local food bank.

Facilitated a Farmer to Farmers Market program for emerging and existing farmers who wish to test the feasibility of selling through the local area farmers markets.

Powder Valley Garden received a donation of an On-Site Farm Stand to provide ease of access to growing local clientele. One student farmer was responsible for seeking, printing, and dispersing fliers to promote the farm stand through social media and local promotions. The Farm to School Coordinator played an essential role in facilitating these efforts because the east side of Oregon is remote and a strong connection to agriculture expertise and technical knowledge is essential in connecting components of farmer based educational Farm to School programs and professional development.

North powder worked in concert with OSU Extension, the Snacz Program and other project partners to develop a plan for the future funding and sustainability of this program. Through Farmers Markets and student staffing of the garden itself, product sales will be made readily available to the public in order to sustain the farm to school portion of the project.

Areas of concentration also included crop production, versatility and storage.

By proving that this School Garden is a successful program and addition to the school and students, the Board has agreed to provide the district with funding for a district paid Farm to School Coordinator. Teachers and administrators have seen the outcome of student engaging in the garden and what a positive outcome we have created.

The Powder Valley Garden also held a Pre-Order plant sale this spring. Student Farmers as well as students in grades K-6 took orders from the community, planted their seeds and then grew them for community members to pick up when they were 8 weeks old. It was a great turn out this year and can't wait for what the future holds.

GOALS and OUTCOMES ACHIEVED

GOAL: To supply produce to the North Powder Community Food Bank which will be distributed to low income, needy and at risk families in the community.

PERFORMANCE MEASURE: Using an Excel spreadsheet the North Powder Farm to School Coordinator tracked how many pounds of produce specifically were donated by the school and by local farmers through the school to be distributed at the local food bank.

TARGET: Because of our late start and troubles getting things going we were unable to always meet the donation of 25lbs every month to the food bank. We also found that there was not much interest in them using any of the items from the garden. This coming summer we plan to make a better connection with the food bank and be able to get closer to reaching that goal. We were able to donate some specialty crops to some of the community members that we knew would use it and not let it go to waste.

GOAL: Establish buyer-seller relationships between regional schools and growers to enhance new market opportunities in regional schools for specialty crops.

PERFORMANCE MEASURE: The Farm to School Coordinator logged phone calls with potential buyer seller partners. They also keep track of potential partnerships, connections made and relationships established with buyer-sellers.

TARGET: The North Powder Farm to School program added 3 new buyer-seller partnerships between regional schools and growers.

GOAL: Facilitating a Student Farmer Program at North Powder Charter School to help train and equip the next generation agriculture career.

PERFORMANCE MEASURE: Next generation farmers will determine the sustainability of a program that could have a monetary gain. Student farmers will learn

how to perform a simulated cost-benefit analysis to determine the monetary benefits of participating in the Baker City and Haines Farmers Markets. The Student Farmer program has been extremely successful not only in providing the garden with constant on staff care takers but in training some exemplary workers who would not have had the opportunity to learn good work ethic and the basics of what it means to be employable. Our student workers have gone on to hold regular farm and retail jobs because of their experience here and the ability to use this program as work history.

TARGET: After being exposed to different activities and career opportunities in farming, students showed 50% increase in knowledge base or interest as it pertains to agricultural technology, marketing or careers in agriculture.

LESSONS LEARNED:

- All our goals were met and exceeding some of our expectations.
- If someone else were to apply for this grant, I would suggest having a committee group together. This grant was a two-year grant and during that time changed hands of 3 different people. Making it very difficult for each person to know what needed to be done.
- On another note, with so many people involved, we were able to get a variety of ideas and ways that worked for some but not as well for others.

BENEFICIARIES

Several students were the main beneficiaries of this project. From student farmers to elementary students learning in lessons or tasting tables to middle and high school students lending a helping hand in the garden. All in all, this project touched about 275 student lives. The local community as well as other outlying communities benefited as well. Student farmers learned job skills, turning in time cards, tracking hours, working alone, and being self-motivated to get a job done. They learned to identify plants and weeds. Trial and error of planting seeds to transplanting plants.

ODA S09 Coordinate Oregon Cider Industry to Ensure Sustainable Supply of Fruit – *Final report Accepted September 2017*

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PROJECT SUMMARY

The cider industry is growing rapidly and in order to ensure sustainability, it needs a steady supply of cider apples and perry pears. This project utilized existing opportunities such as FoodHub, a previously funded, successful Oregon Specialty Crop grant project, to maximize the current apple sources. It allowed the Northwest Cider Association (NWCA) to survey the industry to learn what apple varieties and pears are in highest demand and can be grown in Oregon soils. It also helped the industry connect orchardists with cideries to encourage a stable market for future crops. All materials gathered throughout this project have been posted on the Cidermaker's Toolkit and may be reviewed online at:

http://wiki.nwcider.com/wiki/index.php?title=Apples_Orchard

The Toolkit is a new industry resource developed by the NWCA, funded in part by a previous Oregon Department of Agriculture Specialty Crop Block Grant. Investment of this project supported innovation and addressed rural economic development for the entire state. Cideries are flocking to Oregon to be part of our economy. This grant created a model in Oregon that other apple growing regions are looking to. This is allowing cidermakers in the northwest, nationally, and internationally to craft high quality beverages using Oregon inputs.

PROJECT PURPOSE

There is exploding growth in Oregon's cider industry, and the state is emerging as a national leader in craft cider production. However, in order for the industry to be sustainable, there must be a reliable source of locally grown cider apples and perry pears. It is critical that future generations of nurseries and orchardists are committed to growing the most highly sought heirloom varieties. That source starts with the nurseries and the farmers. Strong relationships between the nurseries, growers, and cidermakers are critical. Although good cider can be produced from the juice of dessert/culinary apples (fruit you eat, such as Fuji, Jonagold, Red Delicious, etc.) -- to make truly great, complex cider -- heirloom apple and pear varieties are needed. Just like with wine, the end beverage is so much better when the beginning ingredient is a fruit meant to make alcohol. Right now, most of the cider in the NW is made with dessert/culinary fruit. To encourage growth of cider fruit we are helping current growers and buyers connect and more fully utilize existing product.

We maximized state resources by utilizing existing opportunities such as FoodHub (a past funded Specialty Crop grant project) to connect orchardists with cidermakers looking for quality fruit. At its core, the cider industry desperately needs quality market research. The purpose of this project was to understand what cider fruit is best to plant in Oregon and to encourage farmers to plant those varieties. To do that, we surveyed current apple growers to learn what is

working in the Northwest. Additionally, many of our current cidery members grow small quantity of heirloom/bittersweet fruit and they shared information and their experiences with others.

We developed a list of plausible apples and pears and held "meet and greet" workshops with nurseries and orchardists to come learn from cidemakers about what fruits they want planted. We made information from the workshops readily available to farmers nationwide who were unable to attend. The cider industry in Oregon, and nationally, is poised for exponential growth. This has created a real market opportunity for Oregon apple and pear growers. In one year, we did not expect to fully launch a change in the fruit grown, but by completing a survey, beginning the conversations and utilizing tools like FoodHub and Cidermaker's Toolkit, we have charted a clear direction to ensure the growth of our industry.

PROJECT ACTIVITIES

- We conducted a significant amount of outreach through email, phone calls and face-to-face meetings. We created a new sense of collaboration within the cider and farming industry and uncovered a high demand for cider fruit and technical expertise from new orchardists. We often were thanked profusely for giving this issue new support and such intentional energy.
- We developed surveys, sent them to cidemakers, cideries in planning, nurseries, orchardists, and anyone who has taken a cidemaker or cider orcharding workshop to establish baseline data and inventory what varieties are desired and currently grown.
- We worked closely with Amanda Osborne, Director of Food and Farms at Ecotrust and put together a work plan, including blog posts they uploaded to FoodHub, and Fresh Sheets marketplace posts. We invited NWCA members to join the FoodHub at no charge. Promoted FoodHub as a tool for farmers and cider makers to connect and fully utilize current supply of apples. 21 members, which is more than 25% of our membership, activated their membership to Food-Hub.
- We worked closely with Friends of Family Farmers (6,188 supporters) and the Columbia Gorge Cider Society. We coordinated further outreach throughout Oregon to get input and feedback. We spoke a Salem InFARMation in the summer.
- We attended, displayed and participated in CiderCon (national cider conference) in Portland, Oregon. We attended the Advanced Planning Orchard Workshop and distributed our survey to cidemakers.
- We supported orchardists calling for advice on heirloom fruit to plant in Oregon and Washington on an ongoing basis. Working in collaboration, we organized, widely promoted, and successfully held two "Meet and Greet" events at Kiyokawa Orchards in the Hood River Valley on March 22; and at 2 Towns Cider House in the Willamette Valley on March 23. We promoted the workshops widely which included an orchard tour, followed by a round table of experts: Elaine Albrich of Stoel Rives Law Firm; Nick Gunn of Wandering Aengus Cider; Marcus Robert of Tieton Cider and Harmony Orchards; Galen Williams of Bull Run Cider; and Emily Ritchie of Northwest Cider Association. The response was overwhelming with over 110 cidemakers and growers attending the workshops.
- We met with the NWCA Board of Directors and attended Pomme Boots, representing

NWCA and our interests. We worked closely with many orchardists and cidemakers, including Marcus Robert of Tieton Cider Works and Harmony Orchards, the largest cider apple grower in the country, to discuss cider apple varieties that may be most in demand. We solicited advice from expert growers at Cider Days including Steve Wood of Farnum Hill (the oldest cider orchard in the country, in NH), Eliza Greenman of Elizapples in Virginia.

- We met with Rich Anderson, owner of Westcott Bay Cider orchards, one of the oldest orchards in the Northwest, to learn how his cider trees respond to our maritime climate. The same information was gathered from Scott Robbins, the farmer for Oregon State University's 20 year-old cider orchard in Corvallis and Carol Miles of WSU's cider research orchard in Mt Vernon, WA.
- We utilized the Cidermaker's Toolkit which was created through a previous ODA SCBG to post all findings from our project. The Cidermaker's Toolkit is a perfect example of good stewardship of federal grant funding as everyone has access to this information.
- We are currently working on an article for December publication in Good Fruit Grower to get the word out to growers about cider orchards. Marcus Robert with Tieton Cider Works and Harmony Orchards is the author.
- We continue working with FoodHub and Ecotrust.

GOALS and OUTCOMES ACHIEVED

- We developed surveys and sent them to cidemakers, cideries in planning, nurseries, orchardists, and anyone who has taken a cidemaker or cider orcharding workshop to establish baseline and inventory what varieties are desired and currently grown. The measurable outcome was to have 50% participation, we had 35 of our cidemakers responded from NWCA plus an additional 16 from CiderCon, outside of the NW. The results were compiled into a report that was widely distributed and can be found in the Orchards section of the Cidermaker's Toolkit on the NWCA website nwcider.com. The top 17 apple varieties were identified. In the top 4 in demand were Yarlington Mill, Dabinett, Kingston Black, and Golden Russet.
- We invited NWCA members to join the FoodHub at no charge. The measurable outcome was to have 5 cidemakers and 5 orchardists (10 total) join FoodHub, and have 20 posts about apples. The NWCA profile was created and members were invited to participate. To date 21 apple growers and cidemakers have joined. This measurable outcome was achieved. We expect more activity in the fall during apple harvest and in years to come.
- We attended, displayed at and participated in CiderCon (the national cider conference) in Portland, Oregon.
- We organized, widely promoted, and successfully held two "Meet and Greets." The measurable outcome was to have 30 farmers and 20 cidemakers. We ended up with well over 110 total attendance of orchardists, cidemakers, nurseries and other allied industry suppliers. This measurable outcome was achieved.
- We utilized the Cidermaker's Toolkit which was created through a previous ODA SCBG to post all findings from our project. The Cidermaker's Toolkit is a perfect example of good stewardship of federal grant funding as everyone has access to this information.
- We presented results of survey to 35+ attendees at Small Farm School workshop

September 2016

- We presented results to the membership in person at the NWCA Annual Meeting in September 2016, as outlined in our proposal. Article published in Capitol Press

BENEFICIARIES

Oregon nurseries, tree fruit growers and cider and berry makers all benefited from the project. At least 110 attendees from our workshops directly benefited, as well as the entire Northwest cider community. We now expect to have more acres of cider apple varieties planted in Oregon. We have clear direction for the future and a plan to ensure growth. Nurseries are now offering to orchardists the varieties of cider apples which are desired by Oregon cidemakers. There is the ability to boost the industry and continue forward momentum without wandering for years asking 'who wants what varieties?' or 'who is already growing what varieties?' A good game plan with use of the Cidermakers Toolkit and Foodhub, will continue to foster communication for many years to come. Outreach to nurseries, growers and cidemakers is paramount for the continued long-term success of the industry. Orchardists now have a better understanding of the potential challenges as well as the potential rewards related to growing cider apple varieties. NWCA is now a strong partner with Friends of Family Farmers who continue to promote cider apples as a viable crop for their farmers to consider planting in Oregon.

LESSONS LEARNED

We achieved all of our goals. We learned that it makes sense to organize workshops back to back with all of the same presenters, but in different locations to allow participants from several communities to participate. It was also very helpful to have a central place online to post all of the workshop presentation materials so that attendees would have a place to review. That also provided data and information to those unable to participate. We had feedback from growers in other states who would have liked additional workshops to be taken “on the road” to their states, so they would not have had to travel so far. This is a very timely topic. There is strong desire within the nursery, cidemaking and orcharding communities to continue the conversations we started and to address the many questions that this grant helped to raise. It is important for regions to understand what varieties of cider fruit grow well in their climate and this project was greatly supported by local orchardists who shared best practices and lessons learned.

ADDITIONAL INFORMATION

We have spent 100% of the total grant funds of \$54,000. Cash and in-kind matching to date are 100% collected at \$10,960 cash and \$31,295 in kind = \$42,255. (This exceeds what was in our proposal of \$10,500 cash and \$30,820 in kind = \$41,320).

Cash: NWCA Erin Osborne Communications \$3,528.40; SBS Imports contribution from Cider Summits \$800; Fruit Smart sponsorship for membership meetings \$2,500; NWCA CiderCon fees for Emily Ritchie to attend \$500; NABC Admin Support \$5,000; NWCA Travel for Emily Ritchie to Franklin Co Days and UK \$1,110.93; Annual membership meeting sponsorship from Okanagan Label, Cascade Wine Supply, Stoel Rives, and Flextank \$3,000.

In Kind: \$31,295 See budget spreadsheet for breakdown: Support from NWCA board and

members; Kiyokawa Orchards; Stoel Rives; SBS Imports; Ecotrust; Columbia Gorge Cider Society; Irvine and Company; Capitol Cider; Westcott Bay Cider; Washington State University; Oliver's Cider and Perry, Poverty Lane Orchards; Bradshaw Photography; OSU Research Station; Ad Coasters; ElizaApples; Uncle John's Cider Co; Cornell University; Friends of Family Farmers

Photo below is from March 2016 cider orchard tour at OSU Brown Farm research station



ODA S10 Study Farm Labor Needs for Specialty Crops in Oregon – *Final Report Accepted February 12, 2018*

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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 will be submitting an amendment to the state plan to utilize these funds.

ODA S11 Enhancing Rural Specialty Crop Producers' Global and Economic Competitive Advantage – Final Report

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PROJECT SUMMARY

OMEP's ultimate mission was to enable Oregon's rural specialty crop businesses to grow their revenue and profits. To do this, they must focus on growing their markets, not just in the U.S., but globally. It is also known that 95% of the world's consumers, and 75% of the world's disposable income, are outside the U.S. Selling beyond the current borders is a critical long-term business strategy for success.

OMEP targeted rural companies who lack awareness of the resources available (free) to assist in their export journey. A return on export investments can take 18-24 months. Therefore, OMEP wanted to provide ongoing infrastructure to outlast the timing of this grant. To do that involved providing education and access to public resources, that are available for the long term. OMEP also engaged local resources, such as the Small Business Development Commissions (SBDCs). These groups connected OMEP to vetted rural companies that needed export support.

To support rural areas, an online version of OMEP's export services was needed. OMEP designed and published a 'one-stop-shop' website for on-demand training, with documents, videos and podcasts to assist companies in their export journey. www.growyourexports.com was completed in 2017.

PROJECT PURPOSE

The project was critically important for the stability of Oregon's rural specialty crop value-added food and beverage businesses. OMEP was aware of many rural companies struggling to grow revenues, and yet were held back by lack of experience and lack of support to grow beyond their borders. Whether the barriers to growth are real or perceived, OMEP can show companies how to overcome these barriers through education and direct coaching.

Oregon's rural specialty crop producers need to expand their markets and their product innovation capability to remain domestically and globally competitive. It is in the public interest to ensure that all Oregon producers have access to education that would support revenue growth, job growth and sustainability long term. Without substantive growth, producers risk having their competitors take away their markets, both domestically and globally.

Timing is important for exports. Right now, the growth in the international markets exceeds the growth in the U.S. Over 95% of the world's population and 75% of disposable income is outside the U.S. Right now, there is increased awareness of safe high quality natural food as a source of health and this is driving demand for U.S. products. For instance, the Chinese

middle class do not trust their own government to provide safe food for their families and this population is growing very rapidly. They are seeking products outside their local markets.

This grant leveraged a prior grant, awarded to Northwest Food Processors Association (NWFPFA now Food NW). This grant funded the development of 15 training videos with tests, a Guide to Resources for export, and a Roadmap to Export. All materials developed are available at www.growyoureexports.com

PROJECT ACTIVITIES

Most rural specialty crop producers are farm-based and family owned. In addition to the challenges of geographic distance, management teams have little time to devote to new strategies, or keep abreast of new resources. With the support of this grant, OMEP helped these companies become aware and educated. With the podcasts of experienced exporters, OMEP wanted to ensure these managers could learn quickly from their peers, using this online media.

OMEP worked directly with company executives, educating them and introducing them to foreign buyers. OMEP also helped companies develop a sales pitch for both selling their products to U.S. buyers and foreign buyers.

OMEP's assistance with direct exports enabled the export of Seely Mint Farm mint patties into Canada, which doubled the size of the company's revenue! OMEP also enabled sales of containers of apple-based hard cider and many pallets of honey-based mead beverage to China. OMEP introduced two Chinese companies, and their Korean and Japanese partners, to Oregon's specialty crop producers. OMEP took these foreign buyers on a tour across Oregon to make sure that they fell in love with the State.

OMEP developed Oregon Innovators Radio as a means of publishing expert exporter stories. Through interviews, OMEP was able to capture the stories of their experiences. These were focused on the experience of exporting, including how they started, their lessons learned, best practices, tips, and traps they discovered along the way. These became podcasts for the Grow Your Exports website and for the websites of the companies being interviewed. OMEP hopes to leverage these more in a future SCBG application.

OMEP created a steering committee for this grant. This steering committee met quarterly and provided introductions, feedback and guidance on the work OMEP was completing. This diverse group was very important to OMEP's success. OMEP ran quarterly meetings at a central location, which was the Oregon Department of Agriculture's (ODA's) offices, co-located with Oregon State University's Food Innovation Center. The list of the steering committee members is on the www.growyoureexports.com (see Lessons Learned).

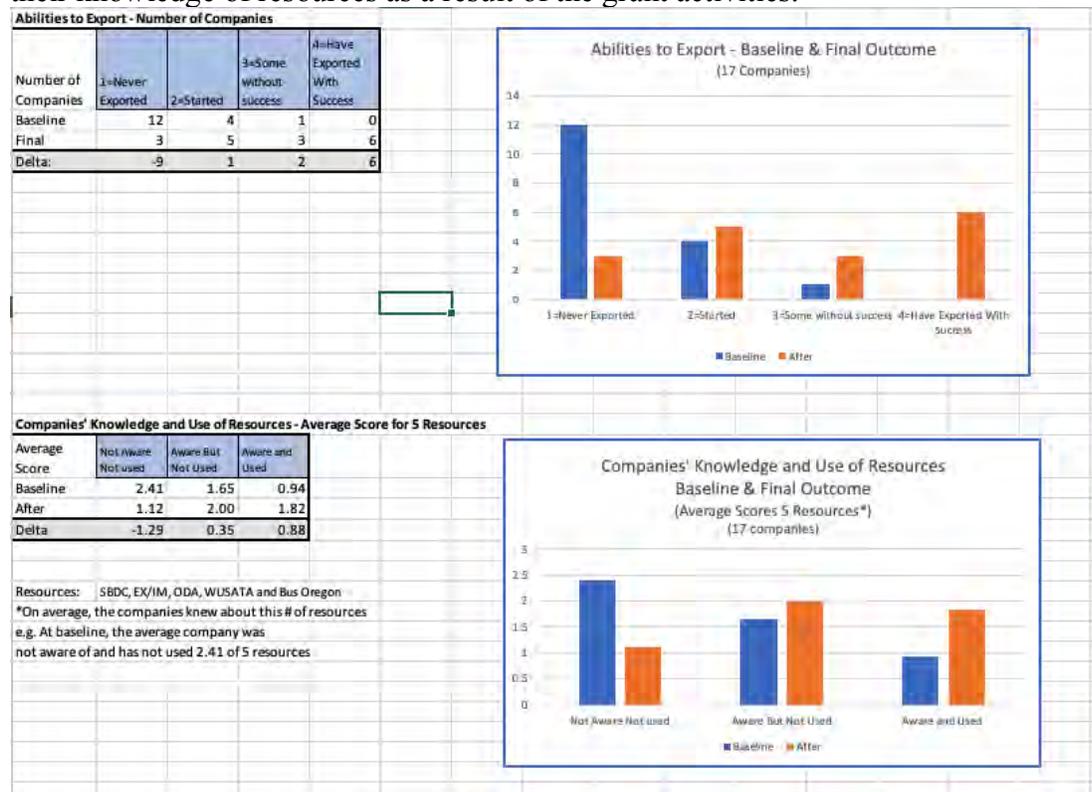
GOALS AND OUTCOMES ACHIEVED

OMEP educated many companies directly and indirectly. OMEP educated indirectly through workshops and directly through visits to their locations in rural Oregon.

Surveys were conducted via email, over the phone, and in-person with 17 companies over a 2-year period to assess whether there was a change in a company’s ability to export and whether there was a change in a company’s knowledge of the export resources available, as a result of the grant activities. Surveys were conducted in January of each year (at the NWFPA EXPO Conference Export Training Sessions) and/or at the end of an engagement with the companies.

A baseline measure was established by NWFPA’s leadership surveys, which were not consistently conducted during the grant period, and thus OMEP didn’t have a measure that equaled the baseline. Instead, OMEP continually measured both the change in the ability to export and the change in knowledge of resources.

The results of these surveys show that the 17 companies increased both their ability to export and their knowledge of resources as a result of the grant activities.



BENEFICIARIES

The primary benefits were focused on the specialty crop producers in rural Oregon. OMEP focused on food and beverage value-added products or processed ingredients, and not commodities. OMEP investigated the supply chains to ensure that all recipients were qualified to receive benefits.

Over 380 individuals were trained by OMEP, either by attending a workshop or with further individual contact. The Appendix contains a list of the companies OMEP worked with.

OMEP also hosted buyers (two from China) introducing them to 10+ companies and giving tours of Oregon's rural areas. Processors benefited from the exposure to foreign buyers and understanding the buyers' decision process. Foreign buyers, especially from China, are very sophisticated and expect sellers to be on top of their game. The foreign buyers benefited from face-to-face meetings with executives, touring production facilities, tasting samples, and understanding the specialty crops food culture in Oregon.

LESSONS LEARNED

Top level leadership buy-in. Transforming a company requires the very top leadership level to buy in to change, both logically and emotionally. Without the support of the CEO/owner, nothing will happen. Reaching out to and meeting with the CEO/owners of each of these companies required an introduction by a third party, known to the CEO/owner. This was not a difficulty, but is critical.

Change is hard and takes time. OMEP knew that companies need to recognize that revenue increase can not be measured overnight. OMEP suggested that companies set a target of 18-24 months before expecting to see export revenue. OMEP also suggested that leadership take on 10-15% of their own time to keep the persistent push, being available to review changes, make decisions, and financially support entry into a new market.

The value of a steering committee. The creation and continuity of a steering committee for this grant was very beneficial. OMEP held steering committee meetings every quarter. OMEP had a wide diversity of experts, resources, 'connectors' and 'multipliers' of exporting. OMEP intentionally included both public and private, for-profit and non-profit, educators and service providers in this group.

This group was substantively involved, helping vet companies who might be export-ready and helping guide priorities and strategies. Besides helping vet activities on this grant, this same group used the quarterly meetings to stay in touch with each other. They shared upcoming trade-related seminars, trade shows, activities, etc. with each other.

Setting up for the long term. OMEP wanted to work with various rural organizations, and especially those groups who would remain in the rural areas after the grant concluded. OMEP thought these organizations would be an ongoing source of support and information.

However, OMEP found that most rural organizations, whether private or public, are not able to continue the education of exporting. They were heads down, busily working on a different missions and most individuals in these associations and organizations were unaware of how to guide companies in exporting.

OMEP also saw a different distribution curve of business maturity in rural versus urban companies. With the lack of consistent networks with others, the chances of learning as you go were not as plentiful as in urban settings. Many rural companies have an office in an urban setting to offset this isolation and to acquire the education/information that they need.

One recommendation is that OMEP believes the project should continue long term to achieve the true purpose of the grant. Making a viable business that supports rural Oregon is difficult when the time frame for return on investment (ROI) is long. The right approach is to educate those who stay in-place, and ensure that the training and support continues long term. The SBDCs are under-staffed to take on this role, and don't see it as priority in their communities. So, serving rural Oregon requires active, perhaps online, continual outreach and it should be funded by the larger whole, such as lottery dollars or an ODA agency. If ODA were to prioritize (fund) education and support of export business, this could be a viable business and could produce substantive revenue over the long term.

OMEP would like to see this work continue, leveraging what OMEP accomplished thus far. There is more work to be done to continue growing rural specialty crop companies in the area of export.

ADDITIONAL INFORMATION

The website www.growyourexports.com contains 15 video for peer-based tips, with test questions, and a certificate of completion. Attachments include lists of delivered products, companies OMEP met and worked with, and survey results of rural food and beverage companies - showing the lack of awareness of available resources. The surveys (phone and electronic) were

ODA S12 Increasing Awareness of NW Berries to Seniors & Senior Institutions – *Final Report Accepted February, 2018*

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All attachments mentioned within reporting will be included within final reporting.

PROJECT SUMMARY

The “baby boomer” generation is a demographic bulge that will dramatically change the composition of the US population as they age, our notions of what it means to grow old, and the way institutions involved in aging treat them. As a result, senior care facilities are a growing and evolving segment of the foodservice industry. Berries, with their prime message of health and their positive impact on the aging process as backed by scientific studies, have a vital part to play in seniors menus and diets in the future.

Oregon canberries and strawberries, representing the nation’s largest processed berry industry are well positioned to grow in size and scope in response to this increased demand. As part of this project, the Oregon Raspberry and Blackberry Commission (ORBC) created new recipes targeted to seniors, executed an educational outreach campaign to senior diet influencers such as dietitians and media, and created a brochure and website materials on berry health benefits for seniors. Scientific presentations were also given to the Academy of Nutrition and Dietetics via their Healthy Aging Dietetic Practice Group. This grant allowed Oregon berries to positively affect our industry by providing sustainable increased demand for our fruit.

PROJECT PURPOSE

Currently, just 13% of Americans are age 65 and older, but with more than 10,000 people turning 65 years old every day, the baby boomer generation will increase in prominence, reaching 18% of the population by 2030 according to the Pew Research Center population projections.

Since 2000, there have been thousands of studies done on how berries positively impact the aging process, The chronic diseases of age have all been shown to be affected by berry consumption, leading to a lessening of symptoms and longer life expectancy on the part of those who regularly eat berries. The target consumer for berries has for many years been women 45-65 of upper middle class income, who is concerned about her family’s health, is educated and is willing to pay more for healthy foods like berries. This consumer is now moving on to life as a retiree, and it was essential that we now educate her as to why berries should remain a part of the healthy diet she has cultivated into this next phase of life.

By communicating the berry health message and usage ideas now to key decision makers in the industry, as well as directly to consumers, we position Oregon berries to move with the baby

boomers into retirement as a day to day menu item in homes and at senior institutions. This serves to enhance the competitiveness of Oregon raspberries, blackberries and strawberries vs other fruits, not only from their superior health benefits, but due to the favorable economics of processed vs fresh fruit.

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

PROJECT ACTIVITIES

Recipe Development: 8 recipes were developed and photographed to incorporate more berries seamlessly into the diets of seniors, using existing pantry items and familiar foods. The recipes included: Blackberry Baked Oatmeal, Microwave Blackberry Cobbler (for one), Blackberry Bread Pudding, Raspberry Lemonade, Raspberry Coconut Smoothie, Raspberry Yogurt Pancakes, Strawberry Vanilla Jam, Strawberry Basil Vinaigrette.

Collateral Materials Development: Recipe card rings, Health Information booklets and Dietitian fact sheets were created and used throughout the project at events and for mail outs. 500 pieces of each item were printed in the first print run and given out to more than 60 dietitians in both private and institutional practice, and due to high demand an additional 500 were ordered.

Blogger Outreach: 3 articles were secured online

- article published on BabyBoomster.com – 10k page views per month, 10k following on social media
 - o www.babyboomster.com/blackberry-baked-oatmeal/
- Article published on TodaysDietitian.com by Garrett Berdan, RDN, LD, Chef – 316k page views per month, 110k following on social media
 - o <http://viewer.zmags.com/publication/095c2323#/095c2323/67>
- Upcoming article on
 - o Foodservice article for www.mcknightsseniorliving.com

Academy of Nutrition and Dietetics (ADA) Food and Nutrition Conference and Expo (FNCE):

- The ORBC traveled to Boston and had a booth at FNCE for the 3 day session from Sunday, October 16, 2016 to Tuesday, October 18, 2016. The ORBC interacted with dietitians and media, and promoted the Healthy Aging with Berries collateral materials in addition to providing 800 samples of the Blackberry Baked Oatmeal developed for this project. More than 250 contacts were made for follow up, with materials requests received from 43 dietitians.
- Source a scientific researcher and a registered dietitian to present data on berries in senior diets during a seminar session to the Healthy Aging Dietetic Practice Group (DPG) at the ADA event and work with them on the presentation: selected presenters were Dr Barbara Shukitt-Hale and Alice H. Lichtenstein, D.Sc for the Jean Mayer USDA Human Nutrition Research Center on Aging Event. Approximately 37 dietitians attended, received our collateral materials, sampled a Blackberry Pumpkin Smoothie made with Oregon blackberries, and took home freeze dried Oregon berries as well as the smoothie recipe.
- Seminar Session Evaluation results and comments
 - o Dr. Shuggitt – 100% rated excellent or good

- 50% said they had recommended frozen R/B
- 100% said they would be more likely to recommend

Webinar for the Healthy Aging DPG

- One hour webinar for the Healthy Aging DPG completed September 8th, 2017. More than 120 participants registered, with 54 attending live and 156 watching afterwards. Presenters included
 - Regan Miller Jones, RD www.reganmillerjonesinc.com
 - Darcy Kochis, Marketing Director ORBC
 - Dr Navindra Seeram, Associate Professor in the Department of Biomedical and Pharmaceutical Sciences, College of Pharmacy, University of Rhode Island, USA.
- LINK TO WEBINAR <https://vimeo.com/233073698>
- Evaluation results:
 - Dr. Seeram eval – 86% rated excellent or good
 - Regan Jones eval = 93% rated excellent or good
 - 75% reported that the info will be useful in practice

GOALS and OUTCOMES ACHIEVED

GOAL: Increase knowledge about raspberries, blackberries, and strawberries among seniors and those working in and influencing the dietary sector for senior health.

OUTCOME: Repeated orders of program materials indicated a connection to the message and a need for berry health information to be communicated to consumers and influencers.

“ I provided the recipe cards and information for (senior) patients in our patient cafe during February 2017 as part of our heart health awareness month activities. The recipe cards were taken immediately...Also, I tried the recipe for baked oatmeal and it was simple and tasty.”

Angela Hansen, RD

Several dietitians who plan menu items indicated they intend to include more berries in their meal plans, though no specific examples exist at this time.

GOAL: Increase sales of berries

OUTCOME: This is a long-term objective of the industry as a whole and any inquiries or leads from this program will contribute to its achievement over time.

BENEFICIARIES

All Oregon berry vendors could benefit from this initiative via increased sales inquiries and/or sales leads generated. Specific sales data is proprietary and not available for project evaluation purposes.

LESSONS LEARNED

Making multiple, repeated connections directly with influencers like dietitians is a much more efficient and practical way to communicate the health benefits of berries to an industry, vs cold calling to the purchasing departments of senior care institutions as originally set out in the grant.

The number of publications, website and blogs catering to this audience is limited, and editorial calendars are well set in advance. Getting articles published without corresponding ad buys or pay for play was extremely difficult, with only 3 articles achieved.

ADDITIONAL INFORMATION

To date, \$61,117.43 of a total of \$61,239.00 has been spent (unspent \$121.57), which coincides with project completion. In-kind matching donations of \$26,440, and cash match of \$15,000 have also been realized towards project goals. See workbook for details

Other information provided as attachments with this report:

- PDF of all collateral materials: Recipe Cards, Health Information Brochure, RD Informational Flyer

ODA S13 Evaluating Fresh Strawberry Selections for Oregon Growers and Markets – Final Report

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PROJECT SUMMARY

This project concentrated on farm and taste test evaluation of promising strawberry varieties under Oregon growing conditions. The Oregon Strawberry Commission coordinated trials on 10 promising fresh market strawberry varieties. The varieties were evaluated in the field by Peerbolt Crop Management. Ann Colonna of Oregon State University's Food Innovation Center then coordinated two taste tests (June and August) with consumers. Both tests took place at the Food Innovation Center and New Seasons Market. The new varieties were compared to industry variety standards ('Albion' and 'Hood').

The general field and taste test results favored Marys Peak and Puget Crimson as top June Bearing varieties. Day Neutral field and taste test results were mixed between Albion (the standard variety), Seascape, and Aromas. These results were disseminated to growers and buyers at various meetings, using Oregon Strawberry Commission bulletins and the Small Fruit Update newsletter which is sent to approximately 1,600 berry industry members. Follow up surveys were conducted, and growers/buyers were positive with the results. From assessing public opinion on taste this project encouraged Oregon growers and produce buyers to try new promising varieties while educating consumers on strawberry selections and the extended season Oregon has to offer.

PROJECT PURPOSE

The Oregon strawberry industry faces many challenges including changing market dynamics, increased out of area competition and a shrinking labor supply. Strawberry acreage has drastically declined in Oregon from a peak in 1957 of 19,000 acres to 2,000 acres in 2012.

In contrast to the processed market; regional fresh market strawberry production is now indicating expanded economic opportunities for Oregon growers with more diversified production systems available, offering the potential for additional strawberry varieties with more shelf stable berries. Day neutral strawberries can produce fruit for fresh markets from June-November and the more well-known June bearing strawberries only produce berries for a month-long season though they still play an important role in local market buyer and consumer preferences.

This developing fresh market faces barriers that are slowing down its expansion and threatening its ability to meet its full potential. These barriers include 1) Lack of communication between fresh market stakeholders including strawberry plant propagators, researchers, growers, buyers, and consumers, 2) A frequently slow and misinformed process for propagating promising new fresh market varieties, and 3) A lack of adequate mechanisms for collecting and sharing fresh strawberry consumer taste test preferences and purchasing choices.

In 2014, the Oregon Strawberry Commission (OSC) received a Specialty Crop Block Grant (SCBG) titled, "Fresh strawberry expansion using grower bulletins and field production demonstration". The previous year (2013), OSC received a SCBG titled, "Creating a roadmap for

Oregon growers to the fresh strawberry market". These two projects have helped build stronger relationships between growers and market buyers. This project was the next logical steps to (1) focused attention on trialing specific fresh market varieties suitable for Oregon's climate, growers, and market-base, and (2) assess consumer preferences. This proposal built on the current market/grower shift momentum. Objectives successfully accomplished include: 1) Increase the profitability of those who grow and market fresh strawberries, 2) Increase the availability of strawberry varieties that fill the need for growers and the market place, and 3) Increase consumers' knowledge of fresh market taste and preference to assist buyers in marketing them.

PROJECT ACTIVITIES

Planting of the trial selections happened in 2016. The day neutral varieties were grown at Unger Farms under the 'particulate' production system. The June bearing varieties were grown at Unger Farms, Grandpa's Fresh Market and Goddik Farms under the matted row production system. June bearing plants included Hood (the standard), ORUS 2684-1, ORUS 2486-1, ORUS 2678-1, Charm and ORUS 2427-4 (Marys Peak). Day Neutral selections planted were ORUS 3385-1 (plug plants), Aromas, Seascape, Albion (the standard with plug plants and bareroot plants for comparison) and Sweet Ann.

Cold hardy evaluations were done on March 3, 2017. In general, the plug plants showed less overwintering cold impact than bareroot plants of the same variety (Albion). [Go here](#) for further overwintering plant information. Based off the poor overwintering growth, the following June bearing selections were cut from the taste test: ORUS 2678-1, ORUS 2486-1, and ORUS 2684-1. In their place, Charm and Puget Crimson were added along with Marys Peak and Hood varieties which were originally part of the June Bearing line up. The June 6th, 2017 preharvest June bearing evaluation for those varieties that were field and consumer worthy are as follows with further June bearer growing results found in this [YouTube](#) video: Charm had moderate disease tolerance with half the plants showing symptoms. The fruit pattern allowed all fruit could be picked in 1-2 pickings. Fruit size was medium but quite variable. Fruit was relatively soft though skin color was very attractive. Fruit had an adequate cap appearance though capped very easily which was not as idea for picking fresh as the cap is usually left on. Fruit was on outer sides of plants for easy picking access. The fruit taste was sweet but almost watery flavored. In field fruit evaluations had berries being good sweetness, intensity and fruit color. The centers of many fruit had somewhat hollow/whitish cone. The plants have very lush growth, especially when using standard fertility methods. The Hood (standard) variety had moderate to high disease susceptibility. Fruit size was very variable. Fruit firmness was similar to Charm with it being relatively soft and skin color was very attractive. It had an attractive cap appearance and the cap stays on fruit when picked more often than with Charm but not as much as Mary's Peak or Puget Crimson. In field fruit evaluation was good to excellent sweetness, intensity and fruit color. Marys Peak had similar moderate disease tolerance. The medium to large fruit had a consistently later season fruiting pattern than Hood though yields appeared higher than Hood. This fruit was exceptionally firm and very attractive colored. Cap appearance is similar to Hood in that it flips up. This fruit was very consistent in shape, similar to Puget Crimson. Flavor profile was excellent in sweetness, intensity and good to excellent in color with some white veining showing in the inside of fruit but otherwise nice and red like Hood. This fruit has the most flavor at the very ripe stage versus Puget Crimson that would taste too overripe at a similar wine color stage of fruit. Puget Crimson has moderate late harvest powdery mildew, particularly on later picks of

fruit. The fruit was medium to large size and harvest timing is later than hood. The fruit has good firmness but gets dark colored and winey tasting when left on the plant too long. Good flavor when picked at peak ripeness (brighter red coloring). The variety has large fruit size with conical shape.

The July 13th preharvest Day Neutral evaluation results are as follows with further day neutral growing results found in this [YouTube](#) video: ORUS 3385-1 plants while they didn't have nearly enough fruit for the August tasting they had very sweet, an above average internal/external red color and an excellent overall flavor. The Albion bareroot plants had 4 crowns per plant with plenty of runners. The plug Albion plants had 2-3 crowns per plant on average and some minor disease pressure (powdery mildew). The plug plants had fewer runners than the bareroot plants.

ORUS 3385-1 plug plants appeared stunted, small, compacted, some minor dieback had half the plants a runner per plant. There is very few fruit spurs so repetitive flowering is minimal in this variety. and an average of 2-3 crowns per plant. Aromas had good growth with 4-5 crowns and plenty of runners compared to the Albion. Fruit is on average smaller than the standard Albion fruit and there is some minor disease pressure (powdery mildew). No consistent repetitive fruiting stems but better than ORUS 3385-1. Sweet Ann are compact plants with plenty of fruit (2-3 fruit spurs) in the early season but later season repetitive fruiting was inconsistent. Very sensitive to sunburn when fruit is not shaded under the plant compared to the other varieties. Seascape had a very dense plant canopy (3-4 crowns per plant) with lower fruit yield to start, peaked in mid summer before drastically decreasing my late summer. Repetitive flowering was mostly consistent through the season. Later season displayed moderate disease pressure (powdery mildew) compared to Albion. Average fruit size was with color darker than Albion.

Generally, the Puget Crimson and Marys Peak June bearing varieties had the best taste test results. [Go here](#) to see details on how all June bearing selections faired in the consumer taste tests. The day neutral taste tests had Aromas and Albion generally having the best taste test results, closely followed by Seascape. [Go here](#) for Day Neutral consumer taste test results. All taste tests were conducted by Ann Collonna at the Food Innovation Center as well as New Seasons Market. There were 33 bulletins sent out to the 220 person mailing list. All bulletins can be found <http://www.oregon-strawberries.org/freshmarketbulletins.html>. The results of this project were also added to the Small Fruit Update, and presented at seven industry meetings. The taste test component was featured on KGWs "The Talk" evening television segment, reaching consumers, buyer and growers.

GOALS and OUTCOMES ACHIEVED

The goal to trial fresh market strawberry varieties, assess public opinion on taste, and encourage Oregon growers and produce buyers to try new promising varieties with high market potential were achieved by the completion time of this project. Two of four June bearing varieties (Marys Peak and Puget Crimson) and day neutral varieties (Aromas and Seascape) were favorable at both the growing and the tasting level, showing real fresh market promise. The growing traits videos created for the June bearing and Day Neutral plantings had 178 and 98 views respectively.

A final survey was taken to determine proposed target performance vs. actual achieved performance of this project. 80% of growers who participated in the survey say they are interested in planting one or more of the new varieties (we originally proposed a target of 50% of growers). In addition, we predicted a target of 50% of buyers who participated in the survey

would be interested in marketing one or more of the new varieties. 66% of buyer participants in the survey said as long as they had consistent supply to support their consumer base they would be willing to market the top new varieties in store. Finally, this proposal had 200 individual viewers a evaluation video however, two separate videos had a combined total of 276 views. All baseline targets were surpassed indicating success of this project.

BENEFICIARIES

The entire Oregon strawberry industry benefited from the completion of this project. At least 629 Oregon consumers benefited from the taste test portion of this project as that is the number of taste test participants that were educated on the availability and taste differences of Oregon strawberries. Approximately six fresh Oregon strawberry buyers benefited from this project as they either hosted a taste test at their retail location or have expressed increased interest in Oregon fresh strawberries compared to the beginning of this project. All these buyers have had better grower-buyer networking communication since the beginning of this project. A total of 62 Oregon strawberry growers that are registered growers with the Oregon Strawberry Commission benefited from this project by either attending a workshop/grower meeting where the project findings was presented or have viewed the newsletter/YouTube information on this project. The two Pacific Northwest strawberry breeders have directly benefited by this project as their June bearing varieties (Marys Peak and Puget Crimson) both had positive growing and tasting results. The two nurseries that supply the bulk of the strawberry plants to Oregon growers have benefited through this project. They are sold out of Marys Peak and Puget Crimson with grower demand outstripping plant supply. Additionally, Oregon processed strawberry buyers have benefited with the grower trial results which encourages processors to plant new selections for potential processed markets.

LESSONS LEARNED

We have learned to involve the plant nursery in the proposal stages of any future projects to promote clear understanding of breeder and nursery needs rather than concentrating solely on growers and consumers as we did in this original project. This would hopefully prevent issues with plant orders. While weather is unpredictable we would consider ordering extra plants to accommodate for any overwintering loss or poor plant viability so as to not limit taste test fruit quantities of those varieties that had positive field growing qualities. Due to labor shortages and picking costs, this project relied on PCM's personnel to pick all fruit needed for taste tests. While this method guaranteed no mix up of selections along with consistent picking for all tastings it also consumed much of PCM's time. Finally, grower interaction, assistance and coordination should be credited to the success of getting through any hurdles this project had along the way. Growers were invested in seeing this project through and were flexible to the project needs on multiple occasions.

ADDITIONAL INFORMATION

Expense tracking

| Grant Funds | Personnel | Fringe | Travel | Equip | Supplies | Contractual | Other | TOTAL |
|--------------------|------------------|---------------|---------------|--------------|-----------------|--------------------|--------------|--------------|
| Budget | \$2,233 | \$0 | \$141 | \$0 | \$1,330.00 | \$64,462 | \$11,020 | \$79,186.00 |
| Spent | \$2,220 | \$0 | \$0 | \$0 | \$137.20 | \$64,461.98 | \$11,020 | \$77,839.18 |
| Remaining | \$13 | \$0 | \$141 | \$0 | \$1,192.80 | \$0.02 | \$0 | \$1,346.82 |

| In-Kind Funds | Personnel | Fringe | Travel | Equip | Supplies | Contractual | Other | TOTAL |
|----------------------|------------------|---------------|---------------|--------------|-----------------|--------------------|--------------|--------------|
| Funds | \$15,390 | \$2,724 | \$731.40 | \$0.00 | \$0.00 | \$0.00 | \$904 | \$19,749.40 |
| Spent | \$15,390 | \$2,724 | \$731.40 | \$0.00 | \$0.00 | \$0.00 | \$904 | \$19,749.40 |

**ODA S14 Sustainable pollination of Oregon specialty crops by improving bee health –
*Final Report***

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PROJECT SUMMARY

Honey bees are important pollinators of high value specialty crops in Oregon. Recent honey bee colony declines have caused serious concern and alarm. Many factors appear to be involved in colony declines. This has called for an intensive monitoring of honey bee colonies and the utilization of best management practices to minimize colony losses. As best management practices are becoming important, appropriate training is critical. The gap in the dissemination of current information and knowledge on honey bee best management practices is exacerbated by the significant number of commercial beekeepers expected to retire in the next 5 to 10 years. There is an urgent need to monitor honey bee colonies, refine best management practices, and to train and enhance the knowledge base of agricultural professionals, potential beekeepers, producers, and citizens interested in bees.

The primary goals of this project were to develop an advanced training program for potential commercial beekeepers under the current Oregon Master Beekeeper Program and initiate a honey bee tech transfer team for longitudinal monitoring of honey bee colony health in Oregon.

PROJECT PURPOSE

A strong beekeeping industry is essential to Oregon’s agricultural economy. Honey bees are important pollinators of many high value specialty crops and honey bee pollination is estimated to be worth approximately \$500 million in Oregon. Recent honey bee colony declines have caused serious concern and alarm. No single factor has been conclusively implicated for these colony losses. This has called for an intensive monitoring of honey bee colonies and best management practices to minimize colony losses. As best management practices are becoming increasingly important in the wake of bee declines, appropriate training and colony health monitoring have become a vital component.

Training and information transfer are essential in keeping up with the ever-changing challenges in modern beekeeping. However, training programs are scarce and the gap in information dissemination will widen as a significant number of Oregon’s commercial beekeepers are expected to retire in the next 5 to 10 years. The collective knowledge and experience that these beekeepers will leave with is unsettling for the industry. Currently, new commercial beekeepers are acquire skills and knowledge as employees of existing operations. Launching one’s own commercial beekeeping operation requires knowledge of pollination contracts, accounting, employee management, transportation rules and regulations, efficient management of large numbers of honey bee colonies, and much more.

We developed a series of workshops for new commercial beekeepers. Topics of past and planned workshops cover logistical topics as well as hands-on, practical skills needed for managing

honey bees successfully on a large scale. Along with OSU extension faculty, experienced commercial beekeepers were involved in developing and teaching this advanced course.

For improved colony survival, beekeepers need timely information on their colony health status. We established a tech transfer team consisting of two trained bee professionals that will periodically sample honey bee colonies in the field and provide the results in a timely manner to the participant beekeepers. This information is useful for beekeepers in making immediate decisions regarding treatments to control pests and pathogens. These two trained professionals are housed at Oregon State University Honey Bee Lab so that they can use the diagnostics facility to analyze the bee samples collected from participating beekeepers.

Goals and Objectives:

- 1) Develop an advanced training program for new and potential commercial beekeepers.
- 2) Initiate a honey bee tech transfer team in Oregon for longitudinal monitoring of honey bee colony health.

PROJECT ACTIVITIES

Commercial Beekeeper Workshops

We organized a committee for planning the commercial beekeeper workshops. Committee members include commercial beekeepers, the president and vice president of the Oregon State Beekeepers Association (OSBA), Oregon Master Beekeeper (OMB) committee members, and an Oregon State University (OSU) research assistant. We have met several times to plan the commercial beekeeper workshops. The commercial beekeepers of the group expressed interest in some of the workshop ideas and stated that even beekeepers with extensive experience could use this training. Therefore, we decided to open the workshops to commercial beekeeper of any experience level (initially it was designed for new commercial beekeepers).

In November 2015, we invited two nationally recognized beekeeping experts speak at the OSBA conference on material relevant to commercial beekeepers. We received some excellent ideas for future training from commercial beekeepers in attendance.

We reported a successful event for beekeepers in Silverton, Oregon on October 28-30, 2016. We invited an agricultural business educator, Ralph Jones, to speak on best business practices for commercial beekeeping operations. The conference was well-attended (54 beekeepers) and we received excellent feedback. Attending beekeepers were also given the opportunity to attend workshops on honey bee biology, bio miticides for varroa mite management, and honey bee queen pheromones. Many beekeepers offered ideas for subject matter in which they desire additional training. We were encouraged by the response and we are eagerly planning future events specifically tailored to commercial beekeepers.

We held another commercial beekeeper workshop for October 27, 2017 at the Oregon Garden in Silverton. This time, we focused on safety in beekeeping. We invited speakers from GloryBee to teach beekeepers about the Food Safety Modernization Act, we invited an agricultural safety expert to discuss safety hazards, insurance, and worker's compensation, and we invited a

commercial beekeeper from California to speak on his experience with safety in beekeeping operations. About 60 beekeepers attended the event.

One of our biggest hurdles was finding a time in which most beekeepers can attend workshops during the busy pollination season. We hoped to include a spring 2017 workshop, however, beekeepers are moving bees at night to the next crop for pollination, then dealing with re-queening, swarm control, pest and disease management during the day. We ended up planning all of our workshops the day before the annual state beekeeping conference in late fall. Many commercial beekeepers travel from all over the state to attend the conference, and the timing worked well.

As a bonus to the educational material presented to commercial beekeepers, we discovered that we presented commercial beekeepers across Oregon with an opportunity to gather and build camaraderie. Conversations are flowing, ideas and collaborations are developing, and friendships are forming. Now that we have some momentum from our successful workshops, we are planning future field-based events mid-year.

Honey Bee Tech Transfer Team

The OSU Honey Bee Tech Transfer Team was initiated and started a round of sampling commercial beekeeper colonies in October 2015. The team evaluated and sampled 11 commercial beekeeper operations; collecting information on varroa mites, nosema levels, and overall colony health for a total of 401 colonies.

In 2016, the OSU Honey Bee Tech Transfer Team completed three rounds of their sampling circuit throughout the Pacific Northwest. Each round includes visits to 22 beekeepers and sampling their colonies. The team traveled to California to sample commercial beekeepers' colonies while they pollinated almonds. They also included a special trip to Madras, Oregon to collect samples from a select group of beekeepers pollinating carrot seed. Carrot seed is the largest pollination crop in the state of Oregon. From January 1, 2016 to October 31, 2016, the HBTT Team collected a total of 3319 samples of honey bees.

Ellen Topitzhofer, a member of the Tech Transfer Team, presented results of the sampling efforts to the OSBA conference attendees on October 29, 2016.

The Honey Bee Tech Transfer Team repeated their sampling circuit in 2017. In winter, they traveled to California to sample while bees were pollinating almonds. In spring and summer, they sampled colonies pollinating Oregon's specialty crops such as blueberries, cherries, pears, apples, meadowfoam, and vegetable seed crops (specifically carrot, turnip, radish, and cabbage seed). Ellen Topitzhofer presented the 2017 results of the sampling efforts to OSBA conference attendees on October 27, 2017.

GOALS and OUTCOMES ACHIEVED

We established a successful Commercial Beekeeper Workshop series, which included two well-attended events. The positive feedback and momentum from the events has resulted in the planning of future workshops specifically for commercial beekeepers. In our project plan, we

hoped to launch three training events, however, our struggles with finding a date in spring caused us to delay our field event. We have rescheduled this event for mid-July 2018.

The Honey Bee Tech Transfer Team was successfully established. The team traveled all over Oregon and parts of California to collect and analyze samples from commercial beekeeper colonies. Nearly 7000 honey bee samples were collected during the project period in 2015-2017. Results of the analyses were delivered to beekeepers within a week of sampling. This short turnaround time enabled beekeepers to make informed and immediate decisions on colony management. Because colony loss reporting is voluntary, the change in losses over the years is difficult to ascertain. However, a national report by the Bee Informed Partnership estimated that commercial beekeepers participating in the Tech Transfer Team program have 30% fewer losses than non-participants.

This project was built upon previously funded SCBGP projects. Through these projects, we have trained 1300 backyard beekeepers, 15 ODA personnel (pesticide investigators), 2 OSU extension personnel, and 62 commercial beekeepers. We do not have records of training USDA personnel, though they may have registered for the program as private citizens.

Side note: We had great success at the mid-July 2018 educational event! (First paragraph)

Though this event was after the grant period, I wanted to report that this grant gave us momentum to continue providing educational opportunities to commercial beekeepers!

BENEFICIARIES

Commercial beekeepers of Oregon are the main beneficiaries of our project. Through SCBGP grant funds, we were able to provide educational opportunities in important aspects of beekeeping to 62 commercial beekeepers and we were able to regularly sample colonies of 11 commercial beekeeping operations for pests and disease. We strongly believe that education and continuous colony monitoring will increase beekeepers' success.

LESSONS LEARNED

We struggled with finding a good time for a spring field event for the Commercial Beekeeper Workshop series. We ultimately postponed the event as we could not find a date that worked for most beekeepers. This was unfortunate, but we learned a good lesson: we are all busy and there is rarely an ideal time in agriculture to stop work and attend an educational event. However, if the material is important and worthwhile, at least some people will come. Therefore, we will continue to offer educational opportunities as often as we can.

ADDITIONAL INFORMATION

Volunteer hours provided by the planning committee far exceeded the in-kind match that we indicated for our project. We are fortunate to have such dedicated and hard-working volunteers committed to providing beekeepers with educational opportunities. In fact, one volunteer, Jan Lohman, was awarded the OSU *and* National Friend of Extension award in 2017!

ODA S15 Portland Metro region Farmer Education Collaborative – *Final Report*

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PROJECT SUMMARY

Oregon State University (OSU) and community partners Rogue Farm Corps (RFC) and Grow Portland (GP) cooperated to coordinate existing farmer education efforts in the Portland metro area. RFC convened a regional working group of organizations in the Portland metro area focused on farmer education. This network of 11 organizations will continue to meet in 2018 and beyond and RFC will continue to facilitate this regional working group. OSU and GP offered hands-on learning opportunities for students to gain knowledge, skills, and experience in specialty crop production and marketing. OSU provided 500+ hours of training in 2016 and 2017 focused on hand-scale market farming. GP provide 100+ hours of programming in 2016 and 2017 focused on specialty crop production in community settings. Students in both cohorts showed increased knowledge and skills in core competencies and students reported satisfaction with their learning, based on their personal goals for participation. RFC organized 15 field trips, which were attended by students of all three cohorts for both 2016 and 2017. Survey results indicate a very high overall rating for shared programming and significant learning among the students. Grow Portland offered educational programming focused on specialty crop topics to youth in East Portland.

PROJECT PURPOSE

The average age of Oregon farmers is 59.6 years old and 78.8 percent of Oregon’s farms are full owners of their operations. Given this demographic trend, an urgent need exists to train the next generation of farmers. The long-term viability of the Oregon agricultural economy and land base requires that younger farmers are properly trained and equipped.

Developing the tools and experience to successfully manage a specialty crop operation requires a diversity of production and marketing skills. Our project is focused on getting more beginning farmers from the Portland metro region, Oregon’s largest population center, trained to be competitive specialty crop operators.

The overall purpose of the Portland Metro Region Farmer Education Collaborative grant project was to develop new partnerships and programming to broaden the impact of farmer education programs in Oregon’s most populated region.

The objectives of this project were to perform the following educational activities:

- Establish regional collaboration of farmer education stakeholders to identify opportunities and challenges, collaborate as needed, and coordinate shared educational activities
- Integrate existing educational programming for new farmers in the Portland metro area to maximize effectiveness and efficiency in educational program delivery.

- Provide hands-on training to help new and aspiring farmers to develop knowledge and skills in specialty crop production and marketing.
- Provide educational opportunities for youth by exposing them to specialty crop production and marketing in East Portland and Washington County.

PROJECT ACTIVITIES

Oregon State University and community partners Rogue Farm Corps and Grow Portland performed the following activities associated with this grant:

Establish regional collaboration of farmer education stakeholders

- RFC convened three regional advisory council meetings of farmer education stakeholders from the Portland metro area in 2015, 2016, and 2017.
 - Eleven organizations participated in each of these meetings
 - Participants agreed to annual meetings in November and RFC agreed to continue to facilitate this regional working group in 2018 and beyond.
 - Subcommittees formed to look into topics in more detail including:
 - Land access
 - Advanced programming/business planning

Outreach and marketing

- Each organization performed marketing and outreach activities to attract students to educational programs
 - The RFC, GP, and OSU programs accepted cohorts of students to capacity of each program for both 2016 and 2017.

Integrate existing educational programming

- RFC and OSU developed and implemented evaluation plan and tools for use in shared program activities
- RFC offered 15 shared field trips/classes in both 2016 and 2017 solely focused on specialty crop production and marketing.

Provide hands-on training

- OSU provided 500 hours of hands-on apprenticeship in mixed vegetable production and direct marketing. Seventeen students completed this course of study over the two years of the grant.
- GP provided 100 hours of hands-on apprenticeship in mixed vegetable production for seven students in 2016 and eight students in 2017.

Provide educational opportunities for youth

For 2016, Grow Portland delivered specialty crop-focused educational programming for at-risk youth through our partnership with David Douglass School District. GP delivered seven agricultural classes for high school students including these topics: 1) Seed Saving, 2) Asexual plant propagation 3) The 'living' part of soil, 4) Garden planning , 5) Plant families and crop

rotation 6) Community Farming overview and 7) Citrus / winter fruit taste test and varietal discussion. The demographics: approximately 10 students, 50% Caucasian, 25% Latino, 25% African- American.

Portland Community College Rock Creek campus has reported 24 tours for 300 youth plus 48 adults from Springville Middle School Terra Nova, and Madison High in 2016.

For 2017, Grow Portland did not conduct educational programming for youth. They focused on providing a richer experience for adult participants in community farming programming. For 2017, PCC did not report activities to OSU since there were numerous staff changes at PCC and the connection to OSU was lost.

Grant reporting

OSU performed biannual reporting required by this grant.

GOALS and OUTCOMES ACHIEVED

Performance measures

GOAL: Integrate classes and field trips of BUFA and RFC for greater efficiency and quality. BASELINE: In 2015, OSU and RFC had zero combined class/field trip offerings. IMPACT: In 2016 and 2017, RFC offered 15 shared offerings focused solely on specialty crop production and marketing. Here is a summary of participation and evaluation:

| Year | Combined classes | Evaluation forms returned | Overall rating (Scale 1-5) | Change knowledge* (Scale 1-5) | Percent change knowledge |
|------|------------------|---------------------------|----------------------------|-------------------------------|--------------------------|
| 2016 | 15 | 220 | 4.7 | 1.5 | 29% |
| 2017 | 15 | 271 | 4.7 | 1.17 | 23.4% |

*Change in self-reported knowledge before (retrospective) and after learning activity

The shared programming also provide students in each of the cohorts to network with each other and with host farmers.

GOAL: Increase the knowledge and skills of beginning farmers to be competitive specialty crop producers. BASELINE: Participants starting BUFA (both marketing farming and community farming tracks) in both 2016 and 2017 had very little knowledge and skills in specialty crop production as indicated in student applications. Gaining skills and knowledge was a primary driver for students to enroll in BUFA programming. IMPACT: Students in both tracks in both 2016 and 2017 gained practical, hands-on skills in specialty crop production and marketing. Students in both tracks report that the BUFA programming prepared them for their next step in their agricultural career pathways, whether that’s market- or community-based production. Based on instructor assessment, students improved their capacity in these important core competencies:

- Soil preparation techniques
- Soil fertility management
- Weed management

- Planting by seed and transplant
- Irrigation management
- Pest and disease management
- Harvest, post-harvest care and pack-out

GOAL: Provide youth specialty crop production and marketing knowledge, skills and experience. BASELINE: There were zero offerings in 2015. IMPACT: Seven classes were developed for 2016. Seventy educational hours were delivered. Based on student responses to questions posed in class, there was, overall, a greater understanding and competence in topics of plants, crops, agriculture and horticulture. There was also a more thorough grounding in political and social aspects of the food system, issues of food security and community empowerment. These classes for youth in 2016 were poorly attended (3-4 students per class) and none of the students were able to complete the series.

Due to the high cost of this offering and the few students that participated in 2016, this component of Grow Portland’s programming was not offered in 2017.

GOAL: Make beginning farmer training more accessible in the community college context and offer high quality field training to urban and suburban audiences.

BASELINE: Currently PCC Rock Creek Campus offers a few stand-alone classes related to agriculture that are not integrated into any program or certificate.

IMPACT: None.

Explanation: The initial grant application included a sub-award to Portland Community College Rock Creek Campus. Even with strong support for the subaward from college administrators, the contracts department at PCC was not able to accept the award based on the mis-alignment of OSU Extension’s community-based programming and PCC’s focus on student credit hours. OSU provided a revised scope of work for the grant, which was approved by ODA.

Recommendations:

The educational format of BUFA marketing farming and community farming cohorts provides a rich learning experience for students and fosters a sense of community. Students overwhelmingly appreciate the hands-on learning opportunities over the course of a growing season. This proven model should be used for new farmer education programs.

BENEFICIARIES

| Program | 2016 | | 2017 | |
|----------------|-----------|-----------|-----------|-----------|
| | Accepted | Completed | Accepted | Completed |
| BUFA Market | 10 | 9 | 9 | 8 |
| BUFA community | 7 | 7 | 8 | 8 |
| RFC | 7 | 7 | 8 | 8 |
| Totals | 24 | 23 | 25 | 24 |

These gained knowledge and skills in specialty crop production and marketing. Students improved their outlook for next steps in their journey as aspiring farmers.

Additional beneficiaries include the host farms for shared classes. In years previous to this grant, numerous farmers hosted field trips for both BUFA and RFC. For 2016 and 2017, 15 host farms benefited from this efficiency.

Additionally, eleven farmer education organizations in the Portland metro region benefited from the annual working group meetings convened by RFC. This group plans to continue to meet in November each year to continue to address challenges in farmer education for the region and state.

Lastly, OSU, RFC, and GP directly benefited from this collaboration, with each organization improving educational services for students based on the efficiencies gained via the regional network and shared programming associated with this grant.

LESSONS LEARNED

The initial grant application included a sub-award to Portland Community College Rock Creek Campus. Even with strong support for the subaward from college administrators, the contracts department at PCC was not able to accept the award based on the mis-alignment of OSU Extension's community-based programming and PCC's focus on student credit hours. OSU provided a revised scope of work for the grant, which was approved by ODA.

OSU has decided that after the 2017 season we will not be able to offer the BUFA 500-hour training because we have not generated enough revenue through tuition, crop sales, and grants to support the program beyond the current season. Grow Portland is also not offering community farming opportunities in 2018.

BUFA filled a community need, starting before other programming was offered and partnering with other organizations to provide an introductory experience for beginning and aspiring farmers.

Over 125 students of the course of seven years gained skills and experience in specialty crop production and marketing as part of BUFA. Significant "soil time" of the program creates a fun and dynamic community and numerous participants report that the BUFA market farming and community farming experience has changed their lives and helped them to navigate their career path.

There is still a demand for season-long, cohort-based learning and an opportunity to focus on equity and inclusion and programming for veterans as well as the community health benefits of team farming coupled with access to bountiful, fresh produce.

For 2018, RFC is offering similar programming to previous year including the regional class series. Also, Jen Aron, OSU's BUFA market farming instructor for seven years, has established Bridge City Farm School to offer a hands-on farmer education training through her own business conducted at Blue Raven farm in Corbett Oregon. The format for this privately operated educational program will be based on the same formula (season long, two-days per week training) that worked so well for BUFA.

ADDITIONAL INFORMATION

As a result of this changed scope of work, administration of this grant proved to be challenging.

Funding requested and extended

| Cost Category | Funds Requested | Funds spent 3/31/2018 |
|------------------------|------------------------|------------------------------|
| Personnel | \$32,250 | \$30,013.60 |
| Fringe Benefits | \$17,750 | \$19,473.72 |
| Travel | \$0 | |
| Equipment | \$0 | |
| Supplies | \$3,000 | \$3,506.69 |
| Contractual | \$47,000 | \$47,000 |
| Other | \$0 | |
| Total | \$100,000 | \$99,994.01 |

Notes: Based on the suggestion from ODA for spending the supplies budget (which was initially intended for PCC), OSU spent \$3,506.69 on growing supplies for the BUFA program. This amount is over the budget of \$3,000 for this cost category. Expenditures toward salary and fringe benefits was reduced accordingly to account for this overate to stay under the total requested funds for the project.

Cost share budgeted and extended

| Category | Budget | Actual | Actual |
|-----------------|--------------------|---------------|--------------------|
| Salary | | | |
| Miller | \$37,500.00 | Miller a | \$42,853.89 |
| Aron | \$25,800.00 | Miller b | \$23,219.93 |
| Fringe | | | |
| Miller | \$17,500.00 | Miller a | \$18,229.24 |
| Aron | \$14,190.00 | Miller b | \$11,672.55 |
| Totals | \$94,990.00 | | \$95,975.61 |

Notes: Salary and benefits for OSU staff Jen Aron were not included in the cost share due to a technicality that the index that she was paid from was funded by program revenue, which is not available for cost sharing. The cost share for Weston Miller’s salary and fringe benefits were increased to account for this technicality.

Also, PCC was included in the initial cost sharing package for the original grant application. When they withdrew from the grant, that component of the cost share was dropped from the project.

ODA S16 Red seaweed (dulse) – a new healthy seafood for Oregon’s consumers – *Final Report*

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PROJECT SUMMARY

In Oregon, aquaculture represents an economic opportunity for rural and coastal areas that lag behind the rest of the state in terms of economic development and employment. While most of the aquaculture interest in Oregon has focused on salmon and shellfish, there is great potential for growing other marine species in both coastal and non-coastal rural Oregon. Production trials were conducted to show that the red seaweed dulse (*Palmaria mollis*) could be cultured in static natural or artificial seawater conditions with a simplified nutrient mixture. These results improved the economic feasibility of growing dulse at locations distant from the ocean. Sensory evaluations were carried out of five dulse strains grown under different culture conditions. Panelists showed no statistically significant preferences for any of the strains, indicating that culture of dulse in artificial seawater, static conditions or with limited nutrient additions had no adverse effect on sensory qualities, compared with dulse grown in traditional flow-through seawater conditions. Marketing of dulse and dulse products was greatly facilitated by a “media blitz” associated with the “dulse taste like bacon” story that went “viral” around the world. Two private Oregon companies have been established that either product or market dulse.

PURPOSE

Overall, this project was designed to demonstrate the economic potential of sustainably increasing aquaculture operations in Oregon, both in coastal and inland rural areas, for a nutritious red seaweed - dulse. Harvests of wild dulse in Maine, Nova Scotia and Scotland supply niche markets for human consumption, mainly as dried products. While dulse grows in coastal areas in the Pacific Northwest, it is not considerable economically feasible to harvest wild dulse due to lack of access to harvest areas and low productivity. The project was intended to provide business opportunities for entrepreneurs by demonstrating that dulse can be grown in land-based systems that do not need to have continual access to ocean seawater. In addition, sensory qualities of dulse grown in low-cost, static systems were compared with those of dulse grown in traditional, flow-through systems with additions of a complex, high-cost nutrient mixes. An extensive marketing program was initiated by some very favorable press releases and samples of dulse were distributed to Oregon restaurants and other interested parties in the US. Information and technical support was provided to potential private investors in dulse farming and applications. Two private companies in Oregon have been established to produce and market farmed dulse.

ACTIVITIES

The following tasks were addressed in the project:

1) Determine the feasibility dulse production in a culture system with limited or no seawater exchange

Dulse was grown in either flow-through or static cultures at the Hatfield Marine Science Center (HMSC). We found that growth in flow-through cultures was not statistically different from the

growth of dulse in static cultures (1 exchange per week) with salinities ranging from 21 to 32 ppt. Growth was reduced at salinities less than 21 ppt. The results of this experiment indicate that it is possible to eliminate a need to continually pump seawater to dulse cultures by using static culture systems; furthermore, the ability of dulse to grow at salinities as low as 21 ppt (2/3 strength seawater) will allow the siting of dulse farms on coastal estuaries where salinities are often less than full-strength seawater during the year. Lastly, we also showed that it was possible to grow dulse in artificial seawater, indicating that it would be possible to grow dulse at locations where there is no ready access to natural seawater. In another experiment, we extended the period between water changes from every week, to every two, three or six weeks. We found that growth of dulse with water exchanges every three and six weeks was comparable with growth in cultures with more frequent water changes every one week.

2) Simplify and reduce the costs of nutrients used to fertilize dulse

In the past, dulse was fertilized with a nutrient mixture that is optimal for growing microalgae that is made up of research-quality nitrate, phosphate, trace minerals and water-soluble vitamins. We found that it was possible to eliminate the vitamins from the nutrient mix but the elimination of the trace metal mix resulted in a significant reduction in growth rates.

In a subsequent experiment, dulse was grown with either f/2 trace minerals, iron-EDTA or EDTA alone. The theory was that EDTA would be sufficient to chelate and make available trace metals that are naturally present in seawater but unavailable due to complexation with other ions or organic material. We found that there were no significant differences of dulse growth among the three trace metal treatments and that the simple, inexpensive addition of EDTA alone was sufficient to provide dulse with sufficient micronutrients for growth over a period of up to 6 weeks between water changes. This result suggests that the cost of the f/2 trace metal mix can be greatly reduced by adding EDTA alone and relying on the trace metals naturally present in seawater to meet dulse needs.

3) Undertake sensory tests with dulse produced from different culture conditions (exchange rate, nutrients) to determine taste characteristics and consumer preferences

Dulse may change its sensory characteristics under different growing conditions. We carried out a sensory test at the Food Innovation Center, Portland, Oregon, which offers state-of-the-art resources for conducting sensory and consumer evaluations. Sensory tests were carried out with raw samples of the C3 dulse strain cultured under four different conditions, as well as the SLO dulse strain. The mineral compositions of the different types of dulse were determined. We found significant differences in the concentrations of potassium (K), with highest levels with C3 dulse grown under static conditions with no additions of nutrients. This “no nutrient” treatment also had low iron (Fe), manganese (Mn) and copper (Cu) concentrations compared with dulse from the other treatments. Dulse grown without addition of nutrients lost its red coloration and became green at the time of the sensory evaluation.

Sensory evaluation of the five types of dulse by a total of 87 panelists showed that there was no statistically significant preference among the dulse types, although the softer-bladed dulse, grown in static, natural seawater with nutrients, was the most popular. The results indicated that growing dulse in static conditions or in artificial seawater or with no additions of nutrients, had little effect on the sensory properties of dulse; however, it is likely that public consumers will

become more selective in their preferences once dulse becomes more popular as a food and public perceptions are developed through marketing and other means.

4) Develop marketing strategies for commercialization of seaweed products for potential farmers and food entrepreneurs and 5) promote public awareness of dulse and dulse products as a healthy food

Seaweeds have received increasing attention as a human food in recent years. A press release from Oregon State University (OSU) on dulse went “viral” when it was mentioned that “dulse tastes like bacon” when deep fried. The PIs of the project were involved in multiple interviews with television science programs, radio, newspapers and journals. Some of the publications included: the New Yorker, GQ, Esquire, Newsweek, the Statesman Journal and New York Times. Radio interviews were given to NPR and many other radio programs in the US, Europe and Australia. TV interviews on dulse and dulse food products were given to local stations, as well as two national TV shows. A film crew produced a program on the project for the German show “Galileo” and another film crew from Fast Company filmed the project for public release. OSU estimated that over 100 million people from around the world heard about the story, based on blog activities. The PIs received interest from numerous investors across the country.

Apart from the widespread news release, we also created a Facebook page that provided information on dulse: “Dulse at Oregon State University” <https://www.facebook.com/DulseOSU/>. We also supplied several Oregon restaurants with dulse for recipe development. Paley’s restaurants in Portland have been consistent purchasers of dulse. Other restaurants that have experimented with dulse include Local Ocean, Newport, and Restaurant Beck, Little Whale Cove, Oregon. Various dulse food products and a display of dulse culture techniques were presented to the public on Marine Science Days at HMSC. Hundreds of packets of fresh dulse and dulse products were distributed to interested persons. In addition, numerous tours of aquaculture facilities at HMSC by school children, international researchers and private companies have informed a wide range of people of dulse and its potential as a healthy human food.

Presentations of the results of the project have been given at the annual meeting of the World Aquaculture Society in Las Vegas, February 22-26 2016 (Development of value-added food products from dulse *Palmaria mollis* by Michael Morrissey, Jason Ball, Ann Colonna, Sarah Masoni, Cathy Durham, Chris Langdon, Chuck Toombs) and at Aquaculture Amercia, Feb 19-22, 2018, Las Vegas (Culture of Pacific Dulse *Palmaria mollis* in land-based systems by Chris Langdon, Marcus Chatfield, Michael Morrissey, Jason Ball, Ann Colonna, Sarah Masoni and David Stone).

5) Develop business plans for commercialization of seaweed products for potential farmers

Unique business plans need to be developed for each company because of differences in location and access to seawater – two of the major costs of dulse production. Two private companies in Oregon have been established to produce and market dulse. DulseEnergy or Oregon Dulse (owned by co-PI Chuck Toombs) has focused on marketing and distribution of dulse to restaurants and other end users. His company has also worked with the Food Innovation Center to develop a dulse-based salad dressing that has been sold by “New Seasons”, a healthy-foods grocery chain based in Portland. In Port Orford, Oregon, a private company called Oregon Sea Farms (owned by Tim Foley) is producing dulse for sale to various customers. The Port Orford farm has received

considerable media attention e.g. by OPB: <https://www.opb.org/news/widget/dulse-farming-port-of-port-orford/>

6) Reports and publications

Publications are planned in several scientific journals on the culture and use of dulse as a food for humans. In addition, an OSU Master's thesis of Mr. Marcus Chatfield will be published in fall 2018. Chatfield was partly supported as a graduate research assistant by the project.

GOALS AND OUTCOMES ACHIEVED

The proposed long-term goals were:

Within two years of the completion date (3/31/18) of the project:

- 1) Develop and support dulse farming in Oregon
- 2) Support establishment of at least one dulse farm with limited or no seawater exchange
- 3) Increase public demand and sales of dulse and dulse products.
- 4) Increase public awareness of dulse as a healthy and tasty seafood

These long-term goals have already been mainly achieved in that one dulse farm has been established in Port Orford, although the farm operates with several seawater exchanges per day – seawater supply is not a limiting factor. A marketing company, Oregon Dulse, has been established to promote and market dulse, with current distributions to Oregon restaurants and a dog-food company. Over one ton of dulse has been sold by Oregon Dulse (pers. comm. Chuck Toombs, owner). The enormous publicity linked to the “dulse tastes like bacon” story has meant that over 100 million people globally, based on Oregon State University's estimates, have heard of dulse and dulse farming.

BENEFICIARIES

Two Oregon companies (Oregon Dulse and Oregon Sea Farms) were formed based on the project's activities. Oregon Dulse (<http://www.oregondulse.com/>) has three employees and has set up a farm in Bandon on the south coast of Oregon. They anticipate generating >\$100,000 of sales each year. Oregon Sea Farms (<https://www.oregonseafarms.com/>) employees 1 person, and the company has the potential to generate >\$10,000 in sales. Other persons have requested information in setting up farms and its likely that others in Oregon and other west coast states will be developed in the near future.

The project supported the thesis research of an Oregon State University graduate student (Marcus Chatfield) who plans to graduate in 2019. In addition, millions of people around the world became aware of dulse and its health benefits based on interest in the “dulse tastes like bacon” story. Countless customers of Paley's restaurants in Portland and several coastal Oregon restaurants have tasted dulse and dulse-based recipes.

LESSONS LEARNED

The dulse production methods based on static cultures with limited nutrient additions are not necessary for farms that are located on the coast with ready access to seawater supply. The technology developed in this project will be useful for farms that are established at locations where seawater supplies are limited or permits for installing seawater supply equipment are difficult and expensive to obtain. Permitting issues for pumping seawater to proposed commercial, land-based dulse cultures have been one of the major problems in establishing a farm in Newport.

ADDITIONAL INFORMATION

Matching funds of \$122,285 were provided by salary and benefits of lead PI Chris Langdon. Some of this match that was originally proposed to be provided by salary of co-PI Michael Morrissey but this match was not available due to Dr. Morrissey's retirement during the project; therefore, the difference was made up with salary match from lead PI Chris Langdon

ODA S17 USA Pear Road Show in Southern China – *Final Report Accepted September 2017*

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PROJECT SUMMARY

2015-16 was the third full season of market access for U.S. pears in China, where consumers are more familiar with crisp, Asian pear varieties. Following the success of the USA Pear Road Show conducted in 2014-15 in Beijing and Shanghai, the activity moved to Guangzhou and Shenzhen to continue to introduce USA Pears as a new item in the produce department. The Road Show served as a mobile classroom, educating consumers about USA Pears, as well as a mobile billboard as it traveled between locations. When it reached the supermarket / hypermarket destinations, the outfitted truck unfolded in the parking lot, where consumers learned about the varieties, origin, versatility in recipes, and nutritional benefits of pears. The Pear Bureau targeted all shoppers as well as children, both of which are key demographic targets. The Road Show served as a centerpiece activity to increase the effectiveness of the other promotional activities. The Road Show generated excitement and attention for the new product among retailers, consumers, and the media.

PROJECT PURPOSE

The 2015-16 season was the third full season of market access in China, prior to which the Northwest pear growers enjoyed two wildly successful export seasons to China. Exports reached 180,000 boxes (44-lb boxes) in 2013-14 and surpassed 225,000 boxes in 2014-15, becoming the 5th largest export market for the industry.

With the industry facing the ongoing ban in Russia for the last few years – previously the industry’s 3rd largest export destination and a market that took over 550,000 boxes – there has been a push to increase the export volumes to other export markets to offset the loss of Russia. China is one of the industry’s top growth markets with a potential to reach 500,000 boxes in the next 3-5 seasons. The Pear Bureau needs to continue creating new USA Pear consumers in China. Many consumers are unfamiliar with the taste and texture of USA Pears, but once they do taste a ripened pear, they enjoy the experience. Because most Chinese consumers are familiar with crispy Asian pear varieties, a lot of education is needed in order to get consumers more familiar with the taste, flavors, ripening and varieties of Northwest pears. The Road Show activity was designed with these goals in mind and has been an ideal promotion to influence large numbers of Chinese consumers and create excitement for USA Pears at retail.

In the previous season, 2014-15, the Pear Bureau conducted the USA Pear Road Show in Beijing and Shanghai. The Pear Bureau set out to continue the success of the first season and bring the USA Road Show to consumers in the Pearl River Delta area of China, focusing on the of cities of Guangzhou, Shenzhen, and others in the region. These are the two largest and most important cities in South China, with large populations and an emerging middle class. Guangzhou is one of the leading import areas for USA Pears and a distribution hub for all of China.

The Road Show activity is extremely effective at generating consumer awareness and building familiarity with the pears because it attracts attention and engages shoppers outside the store. The children's coloring contests keep parents in the promotion area for an extended period of time, allowing demonstrators to offer samples of ripened pears. Providing consumers with a ripened Northwest pear creates a positive experience leads consumers to buy pears in the store.

The 2015-16 Road Show was a multi-state project between the Oregon and Washington State Departments of Agriculture.

PROJECT ACTIVITIES

Similar to the first Road Show, the event was the first large-scale promotion of its kind for imported fresh fruit in the region since the country opened to imports of various fruit from countries all over the world in the mid-1990s.

Three leading retail chains with a very strong presence in Southern China agreed to support and participate in the 2015-2016 USA Pear Road Show: Walmart, Vanguard, and Park'N Shop. Guangzhou, Shenzhen, and Zhuhai and Zhongshan in the Pearl River Delta were selected as the target markets for the 2015-2016 USA Pear Road Show.

Pre-show preparation included identifying and booking the appropriate road show venues, coordinating with local government and community city offices for approval, selection of the truck contractor, design of the truck, the arrangement of public liability insurance, the selection of road show performers, and production of the road show video and printed materials.

The first opening ceremony took place at Walmart Xiang Mi Hu Store on December 18, 2015. The event was officiated by Hoa V. Huynh, ATO Guangzhou; Jeff Correa, International Marketing Director of PBNW; Vincent Yeh, Senior Director of Walmart China; and Louis Ng, PBNW China Representative. The activity included singing and dancing performances, viewing of the USA Pear video teaching pear characteristics, and children's coloring activities to support USA Pear sampling conducted on site to attract consumer attention towards the event. Chinese media was invited by the public relations agency to generate massive coverage. The USA Road Show continued in Shenzhen at 13 additional venues at major retailers through January 17, 2016.

The second 2015-2016 Road Show Opening Ceremony was launched at the Vanguard Li Wan Store in Guangzhou on January 22, 2016. The event was officiated by Hoa V. Huynh, ATO Guangzhou; Senior Management of Vanguard Retail Chain; Vanguard Li Wan Store Manager; and Louis Ng, PBNW China Representative. In addition to the typical Road Show activities, a local artist dressed in the costume of The God of Fortune also appeared at the show to bless consumers with Chinese New Year Wishes and distributed USA Pear Red Packets to the crowd. The event generated very massive consumer attention towards the Road Show despite the cold and rainy weather conditions. The USA Road Show continued at six additional venues until the end of January before the show was paused for the pre-Chinese New Year festive season, as retail store outdoor spaces were assigned to their own activities during the holiday.

The USA Pear Road Show was resumed on February 26, 2016 at Park’N Shop Wen Hua Plaza Store in Dongguan in the North of Shenzhen. Then the show truck moved around at show venues in Shenzhen, Zhuhai and Zhongshan. The event was finally completed at Vanguard Shi Qi Store on March 20, 2016.

It was estimated that around 95,000 Chinese consumers visited the 58-day road show in four cities, with 80,000 of them staying more than 10 minutes at the venue. Around 25,000 children and their family members participated in the USA Road Show Coloring activities with 16,000 USA Pear Dolls presented as participation gifts. A total of 90,000 consumer leaflets were distributed to visitors in show period.

A total of 200 half boxes of USA Green and Red Anjou Pears were sampled at various venues of the Road Show in the four target markets in South China. Around 70,000 to 75,000 Chinese consumers tasted the pre-ripened pear samples on the spot.

GOALS and OUTCOMES ACHIEVED

| GOAL | 2014/15 BENCH-MARK | 2015/16 TARGET | 2015/16 RESULTS |
|--|--------------------|----------------|-----------------|
| A. % increase of NW Pears sales during the promotional period over two weeks prior to the Road Show | 80.3% | 100% | 94.6%* |
| B. % of consumers who purchased USA Pears for the first time after the Road Show | 18% | 20% | 34.59% |
| C. % of consumers who consider health and nutrition important purchase decision motivators | 11.5% | 15% | 36.11% |
| D. # of consumers who became more educated about NW Pears after staying 1- 2 minutes | 35,000 | 40,000 | 35,000 |
| E. # of consumers who became more educated about NW Pears after staying longer than 2 minutes | 50,000 | 60,000 | 60,000 |
| F. % of more educated consumers who reported that the info will influence them to buy more USA Pears | 76% | 75% | 75.44% |
| G. USA Pear Exports for November and December | 67,443 boxes | 78,000 boxes | 55,850 boxes |
| H. % of consumers w/food safety as a purchase motivator | 41% | 50% | 67.78% |
| I. % of consumers with children who like NW Pears after sampling | 87% | 83% | 79.70% |

* Based on responses from 22 produce managers/staff of the participating retail stores of the 2015-16 USA Pear Road Show.

During the 2015-2016 USA Pear Road Show in South China, an evaluation of 180 randomly selected consumer samples was conducted by Louis Ng & Associates Limited on the spot at various Road Show venues in Shenzhen, Guangzhou and cities in the Pearl River Delta during the show period starting December 18, 2015 to March 20, 2016. Only consumers that sampled

USA Pears were randomly selected and asked the questions during the evaluation to quantify consumer perceptions on USA Pears in South China.

Based on observations, it was estimated that about 95,000 consumers visited the Road Show venues. It is estimated that over 60,000 consumers stayed more than 2 minutes at the show and about 70,000 to 75,000 of them sampled USA Pears; around 25,000 family members and children participated in coloring activities with 16,000 children fully completed the coloring sheets. All in all, it could be concluded that at least 60,000 consumers or around 76% of the visitors became more educated about Northwest pears after staying at the events longer than 2 minutes. About 35,000 consumers stayed at least 1 minute at the show venue during the period and became aware of USA Pears.

In terms of volume decline, according to the Global Trade Atlas, USA Pear exports to China through May were 2,529 MT; this is a 37.7% decline from the previous season's totals during the same time period. The reason for the drop in USA Pear exports include the slowing Chinese economy, devaluation of the Chinese Yuan, the stock market crashes that may have had an impact on importers' cash flow during the first half of the season (the beginning of the Road Show Promotion period), and increased competition from European pears that are extremely cheap (around half as expensive as USA Pears despite having higher freight charges). The USA Pear crop also had more smaller sized pears, which are not typically preferred in the Chinese market; the preferred larger size pears were sold at premium prices in 2015-16.

Despite these challenges, the promotion was successful and sales were increased above the benchmark, with the activity's influence on first time purchasers growing significantly higher than the benchmark to surpass the goal. The results highlight the importance of food safety in China. The decrease in children that like USA Pears after sampling may be due to the lesser familiarity of the product in Southern China as opposed to Northern China, where the benchmark was set and there is a higher volume of locally-produced Western Pear varieties.

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 75.44% reporting that the information provided will influence their purchase decisions and 34.59% 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. Following the Russian market ban, 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 a season of a slowing economy, stock market crashes, unfavorable exchange rate, and increased competition in China, the USA Pear Road Show and PBNW's promotional support inspired confidence in the trade to handle increased volumes of USA Pears.

According to 22 participating retail store produce duty managers/staff in four cities that responded to the evaluation phone calls, an average of 94.6% sales growth of USA Pears was recorded when the USA Pear Road Show took place outside their stores as compared with the prior two week average normal sales volumes at their outlets without USA Pear Road Show activity supports. The participating retailers also estimated that there was an average of over 20% new customers that purchased USA Pears for the first time as a result of the Road Show activities. 100% of the participating stores were pleased to have participated at the Road Show.

LESSONS LEARNED

Conducting an outdoor activity requires considering several factors, and PBNW would recommend holding such activities in the best weather months that fit within the market window. Despite best planning efforts, the overall temperatures in both Shenzhen and Guangzhou were unexpectedly cooler than usual during the period, with rain, hail, and even the first snow in Guangzhou since 1957 disrupting the scheduled activities.

In addition to the unfavorable weather, the U.S. Embassy issued a warning regarding a potential terrorist attack in Beijing, requiring that activities in public areas throughout the country receive approval from the Urban Management Offices in Shenzhen and Guangzhou. Two days of Road Show activities were unfortunately called off at the last minute at Walmart in Shenzhen and Vanguard in Zhuhai in February and March due to interference by the local city management offices before the show began. All of these issues were addressed by the PBNW representative in China, who obtained the proper approvals as required and negotiated with retailers to reschedule the promotion days. Increased lead time for planning and reserving some contingency funds in the budget may help address these challenges for future activities.

To attract active participation among Chinese consumers at the Road Show, activities with family elements should always be included. One of the very popular activities at the 2015-2016 USA Pear Road Show continued to be the children's coloring activity. In addition, the appearance of The God of Fortune added further attraction among consumers to stay at the shows. Such elements should be considered as an integral part of the event in the future.

ADDITIONAL INFORMATION

CONTRACTUAL

Performers/Dancers for Road Show Promotion Days: \$22,122.73
TOTAL CONTRIBUTION: \$22,122.73

See promotion calendar, evaluation report, sample media report, and photos attached – to be submitted with ODA final report

ODA S18 FarmsNOW: Advanced Level Training for the Next Generation – *Final Report*

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PROJECT SUMMARY

While agriculture faces an uncertain future in Oregon, with up to two-thirds of all farmland slated to change hands in the next 20 years, a new generation is rising up to pursue careers in agriculture.

Rogue Farm Corps (RFC) is a leader in beginning farmer education and training in Oregon. Over 150 individuals have graduated from RFC’s entry-level Internship Program with a foundation in agricultural skills. RFC’s new advanced-level Apprenticeship Program now provides up to two years of additional hands-on training with experienced mentor farmers, classroom learning, and business development support for graduates of entry-level training programs, filling a significant gap in services for new farmers.

For the 2016 season, RFC supported five apprentices on four host farms in the Rogue Valley and South Willamette Chapters. All five successfully completed the season on their host farms and participated in a class series that focused on advanced agricultural skill development.

For the 2017 season, RFC supported nine apprentices on five host farms in the Rogue Valley, South Willamette, and Central Oregon Chapters. All nine successfully completed the season on their host farm and participated in a class series that focused on advanced business development tools and strategies.

PROJECT PURPOSE

The face of agriculture is changing dramatically in Oregon, and there is an urgent need to train and prepare the next generation of farmers. According to the latest USDA Census of Agriculture, the average age of farmers in the State of Oregon is approaching 60 (up from 55 in 2002), sparking concern for how we will steward our agricultural lands and continue to produce food into the future.

The development of new markets for farmers is opening opportunities to support a growing social movement of young people interested in careers in agriculture. Direct-to-consumer sales have increased 60% nationwide in the last 5 years, to \$1.3 billion in 2012 and the number of farmers' markets in Oregon grew 12% from 2011 to 2012 alone. And while the average market value of Oregon products increased by 10% between 2007 and 2012, Oregon’s organic sales increased 55% in the same time period to \$1.9 billion. Local food sales in Oregon are now worth \$180 million annually.

Equally encouraging is the range of programs that have emerged in recent years to address specific challenges facing beginning farmers. RFC has partnered with OSU Small Farms

Program, commercial growers, and regional economic development agencies to support the development of the next generation of Oregon farmers.

RFC's Internship Program has served the needs of entry-level beginning farmers in Southern Oregon since 2010. The Internship Program is RFC's entry-level experience that includes up to 1,500 hours of on-farm training, 75 hours of classroom learning, 20 farm tours and 50 hours of independent study. Previous SCBGP grants supported the expansion and development of RFC's Internship Program to three additional chapter locations across the state.

Yet, a significant gap remained in the development of new farmers. Advanced-level education and training are needed to successfully transition entry-level trainees from students to farm managers and entrepreneurs. RFC's Apprenticeship Program provides up to two years of hands-on training with experienced mentor farmers, classroom and field learning, and business development support for graduates of entry-level training programs.

PROJECT ACTIVITIES

Beginning in October 2015, Rogue Farm Corps staff launched outreach and promotion for the 2016 Apprenticeship Program through online and in-person channels, including the 2015 Internship Program graduates. Twenty completed applications were submitted through Rogue Farm Corps' website between November 2015 and the end of March 2016.

Five apprentices were placed on four host farm sites to start the 2016 Apprenticeship Program.

In the fall of 2015, Rogue Farm Corps' Education Director met with partners at OSU Small Farms in the Rogue Valley and South Willamette offices to plan for further collaboration on advanced-level programming. The results of these meetings were the development of twelve shared classes and educational events being offered in 2016 in the Rogue Valley and the South Willamette, including an opportunity for Rogue Farm Corps apprentices participating in a workshop series on Water Management in the South Willamette.

Rogue Farm Corps staff developed on-farm curriculum for all host farm sites and coordinated 24 classroom sessions for the 2016 season (12 in each Chapter), including instructors from OSU Small Farms, Linn-Benton Community College, OSU Department of Crop and Soil Science, Northwest Farm Credit Service, Jackson County Soil and Water Conservation District, local farmers and community members.

The 2016 Apprenticeship Program began in April with on-farm Orientations at each of the 4 host sites. At these meetings, the on-farm curriculum and skill assessment and evaluation process was reviewed, class schedules were finalized, and Rogue Farm Corps staff discussed independent study projects with each apprentice.

Over the course of the season, the South Willamette apprentices attended 7 classes, with the option to attend 2 more as part of OSU Small Farms Dryland Farming series, plus 3 potluck discussion groups. These classes included Advanced Soil Science, Irrigation, Integrated Pest Management, Tractor Skills and Implements, Seed Selection/ Saving/ Trials/Contract Growing, Introduction to Farm Business Management, and Financial Preparedness. A similar class series

was conducted in the Rogue Valley, with the exception of the Business Class and Financial Preparedness, which are slated to run in the 2017 season.

All of RFC's apprentices wrapped up the season in the fall of 2016. In late October and November, RFC staff conducted final on-farm evaluations with all 2016 apprentices, conducted debrief meetings with each host farm, sent out end of the season surveys to all apprentices, and compiled the results. Feedback and survey responses were summarized and shared with host farms, RFC staff and board, and advisory team members.

Over the winter months, RFC staff recruited and placed nine apprentices on five host farms for the 2017 season. Many of these apprentices were graduates of RFC's Internship Program from 2016. Four of the season's host farms participated in RFC's Apprenticeship Program for the first time. In addition to RFC's Rogue Valley and South Willamette Chapters, the Apprenticeship Program ran on two host farms in our Central Oregon Chapter, pushing expansion ahead a little faster than anticipated.

In January, RFC staff developed a new class series for the 2017 season, focused primarily on business and entrepreneurial development. In the 2017 season, there were six classes per Chapter location, plus an additional three weekend intensive workshops for the entire cohort of apprentices.

In February, RFC staff hosted a mentor training session focused on communication skills, adult education theory, and practical tools for teaching during the farming season. In addition, staff hosted an orientation session for all host farms, and conducted on-farm orientation for all nine apprentices.

All of RFC's apprentices finished the season in the fall of 2017. RFC staff conducted final on-farm evaluations with all 2017 apprentices and will conduct debrief meetings with each host farm, send out end of season surveys to all apprentices, and compile the results this winter.

GOALS and OUTCOMES ACHIEVED

Goal #1's target of two to six new apprentices starting the Apprenticeship Program annually has been met and exceeded for the grant cycle. Goal #2's target of 100% of graduates reporting increased knowledge, skill, and resource connection upon completion has been met as well. Goal #3's target of refining and expanding on-farm curriculum and outlining six additional modules is on track with the development of new on-farm curriculum for four host farm sites and a new suite of classroom and core curriculum modules outlined to date.

RFC did not anticipate the growth and expansion of the Apprenticeship Program to proceed so quickly. Responding to participant demand and interest led to the expansion to Central Oregon to happen earlier than anticipated. In addition, program design and curriculum development continued to evolve at a rapid pace. At the conclusion of the grant cycle, RFC staff have outlined a two-year core curriculum for the Apprenticeship Program. The course curriculum now includes the following:

Year # 1

1. Farm and Production Planning: Crop Plan, Tillage Plan, Greenhouse/Seeding Plan, Cover Cropping
2. Pest and Disease Management: IPM, Farm scaping, Organic Treatment Methods
3. Seed Production, Variety Selection, Stewardship
4. Conservation/ Restorative Agriculture: No Till, Hedgerows, Restoration Techniques, Dryland Farming
5. Food Safety and Post-harvest Handling
6. Irrigation Method, System Design, and Repairs
7. Weekend Intensive #1: Soil Health Management: Fertility and Nutrient Management Plan, Soil Science, Soil Test Interpretation
8. Weekend Intensive #2: Tractors and Equipment: Implements, Maintenance and Repair
9. Weekend Intensive # 3: Farm Carpentry and Building Infrastructure

Year #2

1. Managing People on the Farm, Labor Costs, Communication Systems
2. Scaling Up and Exploring Distribution Channels
3. Marketing: Market Research/ Assessment & Niche Selection
4. Certification Programs and Recordkeeping
5. Insurance Needs and Considerations
6. Weekend Intensive #1: Overview of Farm Business Planning, Visioning, Legal and Business Structure Considerations
7. Weekend Intensive #2: Enterprise Selection and Diversification, Evaluating and Improving Profitability
8. Weekend Intensive #3: Farm Finances- Financial Preparedness, Bookkeeping (Cash Flow Budgets, Balance Sheets, P/L Statements, Sales Records, Taxes), Creative Financing/Funding Panel
9. Weekend Intensive #4: Accessing Land- Leasing Land, Purchasing Land, Working with Land Trusts & Conservation Easements, Oregon FarmLink, Networking Opportunities, Accessing Service Providers

BENEFICIARIES

Many stakeholder groups have benefited from the completion of this project. In addition to the host farmer and apprentices who have directly benefited from this project, RFC staff is coordinating a number of beginning farmer training work groups and collaborations across the state that are benefiting from RFC's ongoing experience developing and implementing advanced-level training opportunities. These work groups and collaborations include the Beginning Farmer subcommittee of the Oregon Community Food Systems Network, the Portland Area Beginning Farmer Network, and the newly created South Willamette Beginning Farmer Network.

Direct beneficiaries include 14 apprentices, 6 host farmers, and an additional 25 farmers who signed up for and took classes offered by RFC's Apprenticeship Program.

From one of the apprentices at Persephone Farm, who of RFC's host farms in the South Willamette Chapter: "RFC has fast-tracked my exposure to a network of farmers and agricultural professionals in Oregon. I would likely be working for the same farm without RFC, but I would not have had as many opportunities for comparison this past season as I did thanks to their programming. Ultimately, I think I will be more likely to farm in Oregon because I know I can continue to pursue the skills I want and meet the farmers I need to meet through the program's staff and affiliates."

LESSONS LEARNED

Developing and expanding a new program over the course of the grant cycle provided many lessons. With no advanced-level template to draw from, RFC staff relied primarily on the experiences of host farmers and program participants. RFC solicits in-depth feedback from host farmers and participants annually and makes program modifications based upon feedback received. RFC's educational staff was also able to draw insight from our experience participating in the National Ag Apprenticeship Network, a USDA-funded community of farming education nonprofit organizations sharing tools, experience and best practices. While the need for the Apprenticeship Program has been well understood for many years by RFC staff and alumni, exactly how to implement the vision on the ground has been a learning process.

RFC staff were consistently challenged to make modifications as they were developing course curriculum to enhance the on-farm experience of the Apprenticeship Program. In addition, the vast geographic distances between program participants led to challenges in developing a cohort feel to the program. To address this, in the second year of the grant cycle RFC organized a series of weekend intensives in which all participants from the different geographic regions attended, helping to establish more of a cohort feel in the second season.

Overall, RFC staff has been able to adjust and adapt the program design as more participants go through. This refinement process is critical to meet the needs of farmers and apprentices going through the program. Being nimble and adaptable has been an important strength on the part of the staff involved in program development, and will continue to serve the program as it grows in the future.

ADDITIONAL INFORMATION

\$50,000 in cash matching came from the Harbourton Foundation and was utilized for additional staffing needs for RFC's Executive Director and Education Programs Director.

\$18,800 in in-kind matching came from time dedicated to the project from RFC's host farmers, steering committee members, and from staff at OSU Small Farms Program for meetings, trainings, and consultation and coordination.

ODA S19 Next Generation Learning Gardens – *Final Report*

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PROJECT SUMMARY

Next Generation Learning Gardens were created at 13 schools served by Salem-Keizer Education Foundation. In addition, mobile ag fests were made available to all schools within the school district, tasting tables were implemented at each of the schools served through the learning garden program and curriculum was developed to carry concepts learned in the classroom into the garden and vice versa.

PROJECT PURPOSE

Through this project, we have been able to expand our Learning Garden program to include tasting tables at nine schools along with incorporating families in some of our most underserved communities into cooking classes where they learned how to use and preserve the foods grown in the school gardens.

Through our school learning garden program, students learn to plant, grow, tend, harvest and preserve their own produce; increasing their knowledge and consumption of fresh fruits and vegetables at school. Over period of this project, we have grown the school garden program to reinforce these classroom lessons at home to have a more lasting effect on families and their dietary decisions. During this time, SKEF school garden coordinators and FoodCorps service members have transitioned from primarily teaching afterschool programs to leading lessons on gardening, nutrition, and agriculture during the school day. By weaving the lessons from the gardens through all subjects, students are more engaged and find the subject matter more interesting and learn more effectively.

As we continue to improve our Learning Gardens program and access to the crops grown by our students, we are using lessons we have learned to reach out to families in a way that will be beneficial to them for generations to come. As this program continues to grow, we will continue to work on expansion of science and math standards being applied to garden curriculum. This will allow for real life integration of science and math lessons with garden curriculum as SKEF builds a pathway for students who wish to continue into careers in agricultural science or food innovation. As a recognized CTEC pathway, the SKEF's Enrichment Academy programs will set students up to be part of the school district's Agricultural and Food Science expansion. The garden program will also be integrated as a behavioral management resource for students who struggle in the traditional classroom

PROJECT ACTIVITIES

- Work with teachers to develop STEM lessons aligned with the state-adopted "Next Generation Science Standards" to help bring agriculture science into the classroom districtwide. As many as 41,000 students could benefit long term.
- Reach 1,350 Salem-Keizer students through direct classroom instruction of the new lessons that incorporate Oregon fruits and vegetables into STEM subjects.

- Expand Mobile AgFest, a traveling education center with tasting tables and hands-on garden activities about food science and nutrition using Oregon specialty crops. Increase its reach from 1,000 students to 2,500 per year and focus on serving Oregon fruits and vegetables both fresh and processed.
- Develop, promote and implement a family night modeled after our Mobile AgFest that brings parents into schools to learn about Oregon specialty crops. We will target six schools per year that don't currently have a learning garden for a total of 1,250 people served per year and 2,500 over two years.
- Work with Marion-Polk Food Share to offer Seed to Supper, a five-week program for adults focused on growing Oregon fruits and vegetables. The program will target 50 families each spring with a total of two sessions and 100 families.

GOALS and OUTCOMES ACHIEVED

- **Goal:** Increase student knowledge and appreciation for Oregon specialty crops through a mobile Oregon fruit and vegetable program for students without school gardens.
- **Performance Measure:** Collect attendance and pre and post surveys to measure students' basic understanding of Oregon specialty crops.
- **Benchmark:** We currently serve about 5,000 students at schools with learning gardens, which we will use as baseline to show an increase in reach.
- **Target:** Reach another 6,500 students at schools without learning gardens for a total reach of 11,500 or nearly one-third of the Salem-Keizer School District
- **Reporting Status:** Through the period of this grant, we were able to introduce a total of 12,500 students to Oregon specialty crops. This was done through tasting tables and tryday Fridays, conducted once per month at each of five elementary schools, and four middle schools. In partnership with FoodCorps backed program staff, students were invited to sample different foods and experience the positive effects these non-processed snack and meal options had on their bodies as well as the environment. Through mobile AgFest activities SKEF was able to introduce over 3,060 students and their families to Oregon Specialty Crops. Events took place in partnership with local elementary school literacy nights for families. We were also able to reach nearly 10,000 individuals through SKEF's annual Awesome 3000 and had over 800 individuals participated in making smoothies featuring Oregon berries as part of Salem Open Streets events.
- **Goal:** Incorporate Oregon specialty crops into the classroom by developing STEM-based agriculture lessons.
- **Performance Measure:** Have multiple STEM-based agriculture lessons K-12 available for teachers. Record the number of teachers who use the lessons, administer teacher and student surveys and conduct pre and post surveys to measure student knowledge of Oregon specialty crops and agriculture science.
- **Benchmark:** Identify teachers K-12 to help develop plans and roll out to select classrooms in the first year. We will scale up the program in the second year.
- **Target:** Reach 1,350 students through direct classroom instruction using lessons.
- **Reporting Status:** Through this program we were able to implement consistent and cohesive classroom instruction in 32 elementary school classrooms. Students were taught grade level appropriate lessons that combined lessons learned in the garden with concept being taught in the classroom. Activities included 792 students at eight schools

participating in after-school garden and cooking programs, 120 fourth graders and 104 kindergarteners from one elementary school planting in a field after touring the four-acre farm and greenhouse, incorporating language arts skills for 232 middle school students to successfully apply for a grant to help support their school garden program, continuing to build relationship with Rootopia to produce hands on activities that excite and encourage students in lessons that take crops from farm to table, the raising of a greenhouse at one local high school to aid students in raising vegetable and flower starts that are sold as part of a spring plant sale as an earned income revenue stream to help support their program.

- **Goal:** Increase parent knowledge and appreciation of Oregon specialty crops through cooking, gardening and interactive events that reinforce the lessons in the classroom
- **Performance Measure:** Develop and offer a series of family cooking classes, gardening classes and family AG nights that focus on Oregon fruits and vegetables. Record attendance and administer pre and post-participation surveys to test knowledge of and commitment to use Oregon specialty crops at home.
- **Benchmark:** We will use the pre-participation surveys to show the baseline knowledge and commitment to use Oregon specialty crops.
- **Target:** Reach 2,708 parents and students through family-outreach efforts including cooking and gardening classes and family night that showcase Oregon fruits and vegetables.
- **First Quarter Reporting Status:** Due to space limitations within the schools, this is the area where we struggled most. After adjusting the program, we were able to reach six families at a time for a total of approximately 1,200 parents and students with cooking classes that covered basic cooking skills, recipe development and incorporated season/local specialty crops into weekly meal plans. Families were also encouraged to adapt local ingredients into recipes that were inherent to their culture. We were also able to reach 192 individuals at four schools through our six week long Seed to Supper gardening classes. Students and families participating in this program were provided seeds, plants, starter trays and garden plots at their local community gardens. Dishes prepared featured Oregon Specialty Crops that were grown by the families. After learning how to treat and prepare the produce and meals, they were given recipes cards so they could easily replicate the meals at home.

BENEFICIARIES

- SKEF held the 5th Annual Urban Ag Fest event at McKay High School where 2,000 elementary students and 500 adults from 27 schools participated in 25 next generation science standards meeting activities center around Oregon agriculture. Over 100 McKay Ag Science students participated in leading activities and setting up the event. Partners participating are Oregon Ag in the Classroom, OSU Extension, OSU Master Gardeners, Oregon Cattlemen's Association, Marion Polk Food Share, Salem-Keizer FFA, and Willamette Health Authority.
- SKEF partnered with Oregon Ag in the Classroom to host a regional training for 24 teachers in the Salem-Keizer area. Twenty five garden education totes were delivered to 25 schools to support teachers with ag education and garden based lessons that meet that standard.

LESSONS LEARNED

- We were able to identify curriculum that could be adapted at each grad level and partner with the Junior Master Gardener program to pilot these lessons in three grade levels at one elementary school. By identifying a team of teachers and providing them with appropriate materials and a workplan, we were able to increase the number of teachers we were able to provide with professional development opportunities that incorporated the garden into their classroom lessons.
- Students at the high school level interested in participating in the growing and marketing of crops and learning about careers in the horticulture field have increased over the period of this project. We were able to place more emphasis on student driven marketing that originally anticipated and as a result, they were more invested in learning about the plants they were selling.

ADDITIONAL INFORMATION

| COST CATEGORY | GRANT REQUEST | CASH MATCH | IN-KIND MATCH | TOTAL COST |
|-----------------|---------------|------------|---------------|------------|
| Personnel | \$41,200 | \$10,000 | \$ | \$51,200 |
| Fringe benefits | \$8,736 | \$3,744 | \$ | \$12,480 |
| Travel | \$ | \$6,840 | \$ | \$6,840 |
| Equipment | \$ | \$6,900 | \$ | \$6,900 |
| Supplies | \$ | \$22,000 | \$3,820 | \$25,820 |
| Contractual | \$49,500 | \$60,500 | \$ | \$110,000 |
| Other | \$ | \$ | \$ | \$ |
| TOTAL: | \$99,436 | \$109,984 | \$3,820 | \$213,240 |

ODA S20 From Farm to Kitchen – Engaging the Next Generation – *Final Report*

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PROJECT SUMMARY

From Farm to Kitchen was designed to increase children’s (and families) understanding of the kinds of vegetable crops that grow well in our climate. Through activities supported by the grant, participants have learned to look for locally-grown produce at the grocery store, and have developed an increased interest in eating these items at home.

During farm-based field trips and summer camps held at the Sauvie Island Center children participated in three to five different lessons about food that grows well in the Pacific Northwest, and the science behind farming. By participating in growing, harvesting, preparing and tasting fresh local produce, children became more familiar with local crops and grew to like more types of vegetables. They also took home bundles of the same vegetables that they have seen growing on the farm along with a custom cook book for preparing the produce.

In addition to visiting the farm multiple times during the growing season, students participated in a winter classroom visits and a grocery shopping exercise. Both were designed to reinforce the

farm-based curriculum. Children were given a Did it Grow in Oregon (DIGIO) game card that they took to a grocery store or farmers market. They were asked to identify 3 things that could have grown in Oregon. When they returned the card to the Sauvie Island Center they received a prize – a colorful lunch tote or canvas apron.

PROJECT PURPOSE

Children living in the Roosevelt cluster, the area served by this grant, are much more likely to live in poverty. According to the 2017/2018 report from Portland Public Schools, more than 84% of these children qualify for free and reduce meals, also known as Title 1. Research shows that economically disadvantaged children suffer disproportionately from health concerns related to poor nutrition such as obesity and diabetes. Sadly, new data from the US Census Bureau shows that poverty is up 2% among Portland families with children since 2011.

From Farm to Kitchen – Engaging the Next Generation was designed to educate children, specifically those in the under-served North Portland area, about issues of nutrition and food in a fun and engaging way (in addition to being educational).

We also sought to introduce children and their families to Oregon’s specialty crop industry (including vegetables and culinary herbs and spices). Our hope was that by increasing awareness of and interest in these crops, we have contributed to a better informed consumer base which benefits both the community and local farmers.

PROJECT ACTIVITIES

During the period covered by this grant, the Sauvie Island Center provided a total of 32 hands-on, farm based educational field trips to 765 local students in Portland Public Schools Roosevelt Cluster. Additionally, 46 children attended a full week of summer camp through camp partner Peninsula Park Community Center. During field trips and summer camps children explored an organic farm and learned about fresh, local vegetables as a component of a healthy diet.

Children participating in this project took home a bundle of the same fresh vegetables that they had seen growing on the farm. Accompanying the harvest bundles were custom cookbooks with recipes for preparing their vegetables at home, a list of Portland-area CSAs and a Family Newsletter from the Oregon Harvest for Schools program at OR DOE. Children also engaged in the DIGIO game (described above in the summary).

These tools were designed to harness the enthusiasm from the farm trip and send children home with tools to share the experience and engage with their families around the vegetables and herbs. We also harvested fresh veggies during the day, which we used to prepare healthy supplements to the children’s’ sack lunches.

GOALS and OUTCOMES ACHIEVED

GOAL 1: Increase children’s’ knowledge of and favorable opinion toward specialty crops grown at SIO and most Portland area CSA farms. This will increase sales of these products. We will measure increases in two ways:1) Our Harvest of the Day (HOTD)survey tracks how vegetables that children have tried before and asks, of new vegetables tasted, which ones will they eat again.

2). Our Summer Camp Survey tracks the changes in attitudes toward fresh vegetables from the beginning to the end of the camp week.

BENCHMARK 1: Previous HOTD surveys have shown that 25-30% of students are familiar with common specialty crops grown by most CSA farms, such as kale or chard. Previous summer surveys show that about 25% of children report that they love “all types of vegetables” at the beginning of the camp week.

TARGET 1: After picking those crops from the field and tasting them, we expect approximately 75% of the children say they like them and would like to eat them again. We expect to double the number of children who say they love all types of vegetables at the end of the camp week.

Performance Measurement 1 – Attitudes toward fresh vegetables

In earlier bi-annual reports we provided detailed reporting on our “Harvest of the Day” surveys. Throughout the project we found that approximately 70% (compared to our target of 75%) of the children surveyed said that they would eat the vegetables that they had tasted on the farm again.

During the week at Summer Farm Camp, students harvested and cooked every day and so we saw larger increases in favorability toward vegetables. We surveyed campers on the first day of camp and then again at the end of the week, asking them to self-select one of three categories: I don’t like many vegetables, I like some vegetables or I love vegetables of all kinds. In 2016 the number of students who said they “love all veggies” increased from 17% of campers to 43% of campers, a 152% increase. This increase is larger than the 100% increase we had predicted. In 2017 we saw a similar increase (148%) in the number of campers saying that they love veggies of all kinds.

GOAL 2: Engage local college students in educating children about specialty crops, how they grow and taste. By engaging the students, we are also increasing the college student’s familiarity and favorability toward specialty crops as they begin their lives as adults and consumers.

BENCHMARK 2: We did an initial survey with 2015 PSU Capstone students which showed that 25% of the students felt they were very familiar with farms, having visited several farms before the project, and we expected a similar benchmark with the new group of students.

TARGET 2: We asked more detailed questions about student’s consumption habits. We expected to show an increase in consumption of specialty crops at the end of the project. Our target was for 66% of students to say that they expect to increase consumption of specialty crops.

Performance Measurement 2 – College students’ familiarity toward specialty crops

As reported in our 10/1/16 – 3/31/17 bi-annual report college students’ familiarity and favorability toward specialty crops was measured in pre and post course surveys conducted in early in the fall of 2016 and again at the end of the fall season. In the pre survey most students (60%) reported that they were “somewhat familiar” with farms, having visited one or two farms before, but 20% had never visited a farm.

Survey highlights included:

1. At the conclusion of the semester, 25% of the students (compared to 20% at the beginning of the semester) reported that they always look for produce that is grown locally.

2. 50% of the students (compared to 40% at the beginning of the semester) reported that they purchase local produce when they can afford it.
3. Students reporting that they didn't notice where their produce was grown declined from 30% at the beginning of the semester, to 25% at the conclusion of the semester.
4. Additionally, 73% of students said that the experience would lead to changes in their dietary habits.
5. All (100%) of students said the experience made them more interested in growing food in the future.

GOAL 3: Through our DIGIO game, we sought to follow the farm trip by getting students into a grocery store with a parent to engage in a scavenger hunt activity around vegetables. Our intention was to increase interest in and sales of vegetable specialty crops.

BENCHMARK 3: This was a new game, so did not have any baseline numbers for game card redemption.

TARGET 3: Our goal was a 10% return rate.

Performance Measurement 3- Did it Grow in Oregon Game

Through our first four reporting periods, we hosted 689 children and had 64 cards returned for a redemption rate of 9.29%. During our final period we hosted another 122 children and had 35 cards returned for a redemption rate of 28.69%. Overall we hosted 811 children and had 99 cards returned for a redemption rate of 12.21%, which exceeded our target of 10% by more than 2%.

BENEFICIARIES

The direct beneficiaries of the Farm to Kitchen project were the 81 children, 32 teachers, and 34 high-school/college students that engage in this project over the two years of the grant. Indirect beneficiaries included local farms and local groceries, farm stands and farmers markets that sell local seasonal produce.

The overall impact of the project was to provide a specific target area of Portland with exposure to a new experience that deepened their appreciation of food and farming. From the teachers to the students to the families, the experience provided project participants with a sense of where food comes from and how it can grow just a few miles away from where they live. As demonstrated in our DIGIO redemption, participants learned to look for local food. And, as demonstrated in harvest of the day and summer camp surveys, children showed increased favorability for fresh vegetables after the place-based lessons about food production.

LESSONS LEARNED

Benefits

The children were so excited to take home bundles of the same fresh vegetables that they saw growing on the farm. Some kids asked if they would be taking home vegetables and literally cheered when they heard that the answer was yes. While we know that kids get excited about tasting things on the farm, we didn't expect this level of excitement. Based on the children's reactions, we are hoping to incorporate more opportunities for take home veggies. This benefits both kids and their families, and the local farm where we purchase the vegetables.

The recipe book that was developed to accompany the vegetable bundles has also been a big hit.

We have updated the booklet a few times and posted it to our Educator Resource page. We will also be using some of the recipes as the basis for our Family Cooking events which are held in the spring and fall.

Challenges

We were pleased to have exceeded our projections for redemption of the Did it Grow in Oregon game; however, processing the cards and fulfillment of the prizes was time consuming. We liked having an incentive for kids to visit stores and look for locally grown produce, but needed to find a way to simplify the process.

During this project, all game cards included our address and a stamp on the reverse of the game card. Cards that were not returned represent a fairly significant waste (stamps on approximately 700 cards that were not returned). Additionally, we had to pick up cards from our P.O. Box, enter data into a spread sheet, generate labels and package up prizes, then return to the P.O. to mail prizes.

For the second iteration of this game we have transitioned to an online form. We still send kids home with a game card; however, the card directs them to an online form. On the reverse of the card is a list of our 2018 family events. When the information is entered to the form we are able to download it to an excel sheet which simplifies things. Because we don't have to enter the data, we save time in producing labels for mailing and in tracking redemption. Additionally, we are having volunteers prepare prize packages in advance. A few times per month we pull down all entries, generate labels and mail packages.

We also found that the packets of information we were sending home with children were time consuming to assemble and resulted in quite a bit of extra paper (which also cost money to produce). In this iteration we are also posting to our website some of the items that were previously printed.

ADDITIONAL INFORMATION

We engaged support from two local business for DIGIO game prizes. In year one Green Zebra grocery donated \$250 cash and \$250 in kind in \$5 gift cards to their stores. Over two years the Organically Grown Company donated \$250 cash each year for a total of \$500. They have signed on to sponsor the DIGIO game in its second iteration, which is being funded through a grant from the Oregon Department of Education's Farm to School Grant program. We also received cash support from Peninsula Park Community Center in the form of a cash match of transportation fees totaling \$901.25.

ODA S21 Rogue Valley Grown Wholesale Market Development – *Final Report Accepted*
February 2018

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PROJECT SUMMARY

The Rogue Valley Grown Wholesale Market Development Project facilitated producer and wholesale grocery buyer connections and created regional branding materials to connect consumers to producers to build loyalty. Producers were also provided professional business development, cost of production assessment and marketing support opportunities to improve their capacity to successfully and profitably scale for wholesale as a means to diversify their market share. Participating grocery stores were offered product demonstrations to engage and educate shoppers about locally grown specialty crops available for purchase in the stores. Durable marketing materials were created to outlive the project timeline and all the regionally branded graphics files were shared with the stores for their continued use.

PROJECT PURPOSE

The Rogue Valley Grown Wholesale Market Development Project provided specialty crop producers a multi-level support to expand beyond saturated direct market opportunities into wholesale while promoting their products available through retail grocery stores with regionally branded and farm identifying materials. The project was responsive to consumer desire for local vegetables and fruits to be available where they already shop and be distinguished as local. The creation of regionally branded marketing materials helped the consumer identify locally grown products and provided the producer an opportunity to distinguish their produce. The grocery stores benefited from supported marketing of local produce on the store shelves with signs developed to be used in the produce section as well as with tasting events in the stores.

The project was responsive to regional producers reporting decreased direct market sales and the enduring eat local trend to provide producers and consumers increased opportunities to buy locally produced specialty crops. The additional communication required of both the grocery store produce buyer and the farmer was often enough barrier that sales opportunities were not fulfilled. Providing staff, a Market Development Specialist, was an important link that allowed buyers and producers to develop relationships with support.

PROJECT ACTIVITIES

The Rogue Valley Grown Wholesale Market Development Project allowed specialty crop producers and grocery store produce buyers to explore market opportunities with dedicated support to determine the factors that were prohibiting success.

The Rogue Valley Grown brand development was very successful — buyers, sellers, and consumers all responded positively. The 24 different farmer biography cards have been printed

and laminated in both portrait and landscape formats (5.5 X 4.25”) and distributed to ten grocery stores and two nonprofit partners for use in both point of sale displays and in tasting demonstrations. The Rogue Valley Grown logo has been used on smaller signs that are easier for produce departments to place with the actual produce item as well as being provided digitally for use on in-store created signage. The farmer biography cards were often too large for the produce displays and obstructed the merchandise displays. Commonly grown specialty crops like kale, lettuce, tomatoes, and others were challenging to specifically source identify as it is common for a grocery store to buy from several producers and accidentally mislabel product to be from the wrong farm. Grocery store produce department staff reported consumer interest in the biography cards and will continue to display them in the department. The Rogue Valley Grown 18” twist ties used on bunched items have been embraced by farmers, grocery buyers, and consumers. The farms that chose not to use them did so because they sold to a wholesaler who moved product outside of the region so the branding was not appropriate and it was too much trouble to use more than one type of twist tie.

Tasting demonstrations were successful when they happened, consumers engaged and purchased the specialty crop items that were featured. Maintaining the tasting schedule was challenging as the demonstrations depended on volunteer support.

Wholesale Success Workshop covering wholesale production and on-farm food safety was very well attended and post-training surveying found participants to have greatly appreciated the information presented. Profitability and efficiency trainings were well attended and appreciated.

Crop planning facilitation was offered to all the grocery stores and producers participating in the project with a few farms and stores being interested. The software within the Local Foods Marketplace platform was utilized as were spreadsheets already being used by both the buyers and sellers. The production planning and purchasing in the corresponding season illustrated the inaccuracies and lack of need for crop planning. While it was agreed that crop planning could be useful to identify gaps, especially for fall and winter crops, it was left for the buyers and farmers to decide if they’d continue. Some grocery buyers didn’t feel their purchasing was at a great enough volume to need planning and farmers expressed that the production variables were too great to be able to fulfill crop planning expectations.

Utilizing the online software platform, Local Foods Marketplace, proved too laborious for producers to consider worthwhile even after the Market Development Specialist took on entering their availability for them. The rapid changes in inventory were challenging for the buyer and the seller and the platform was discontinued.

GOALS and OUTCOMES ACHIEVED

GOAL 1: Increase wholesale direct sales of Rogue Valley Grown specialty crops to grocery stores and institutions.

PERFORMANCE MEASURE: Number of stores consistently purchasing Rogue Valley Grown specialty crops.

BENCHMARK: In 2014, Thrive staff worked with six grocery stores and no institutions in Jackson and Josephine Counties that were consistently purchasing Rogue Valley Grown vegetables during our prime growing season, June through October.

TARGET: Double the number of stores and institutions consistently purchasing Rogue Valley Grown vegetables during our prime growing season, June through October, to 12.

OUTCOME ACHIEVED: The Project increased the number of stores consistently purchasing of Rogue Valley Grown specialty crops to include four stores that were not previously purchasing and promoting Rogue Valley Grown, for a total of 10 stores.

GOAL 2: Increase the market value of wholesale sales in Jackson County.

PERFORMANCE MEASURE: Dollar value of sales to distributors, and direct to retail sales (restaurants, grocers) as measured by Southern Oregon University survey instrument.

BENCHMARK: The Rogue Valley Grower Economic Assessment 2013 estimates wholesale sales of \$1.17 million for our subset of growers.

TARGET: 10% increase by 2017 to \$1.29 million in sales.

OUTCOME ACHIEVED: Southern Oregon University faculty Vincent Smith will conduct a third mail survey of all agricultural producers in Jackson County for the 2018 growing year. This report will be available in 2019. The Rogue Valley Food System Network will publicize the report online at www.RVFoodSystem.org website.

In post project surveys both buyers and sellers identified wholesale and organic specific wholesale markets being unpredictable and challenging to navigate.

Rogue Valley Grown marketing materials have been shared both in durable and digital form to allow the grocery stores to continue to promote the regional producers that they are featuring in their produce departments.

BENEFICIARIES

The beneficiaries are the specialty crop growers who received support building relationships and sales to grocery store produce buyers, and technical training to increase their wholesale readiness. The produce buyers benefited from the introduction to local farmers and the available product that their customers want to purchase where they already shop for food. The consumers benefited by being able to buy locally grown produce from their grocery stores. The local economy benefits by creating a local multiplier when local people buy locally produced vegetables and fruit from local grocery stores.

24 farms and ten grocery stores benefited from this project.

The beneficiaries are the specialty crop growers who received support building relationships and sales to grocery store produce buyers, and technical training to increase their wholesale readiness. The produce buyers benefited from the introduction to local farmers and the available product that their customers want to purchase where they already shop for food. The consumers benefited by being able to buy locally grown produce from their grocery stores. The local economy benefits by creating a local multiplier when local people buy locally produced vegetables and fruit from local grocery stores.

LESSONS LEARNED

Being responsive to farmer needs is challenging as the needs change so quickly — from micro issues like pest pressures and crop failure as well as the macro issues like Amazon acquiring Whole Foods and groceries being delivered by drone. The farmer has very little time for things like sales and distribution — they need support, can't find time to receive it, and can't afford to hire help. At the same time, consumers are responding to the draws of drone-delivered meal kits and large-scale grocery chains claiming to be supporting small-scale local farms while having little time to fact check the claims. Grocery store produce buyers are operating on extremely thin margins, have very busy days handling very perishable product, and operate at a pace and volume that makes accurate source identification challenging. Department-wide standards that are advertised to the customer are most effective and trusted. If a store can pledge to its customers that it prioritizes buying within a 100-mile radius that would satisfy being a values-driven produce department.

ODA S22 Worker Protection Standard (WPS) Training for Nursery Employers and Employees – *Final Report*

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Project Summary:

This project focused on educating and training agricultural employers on the updates to the Worker Protection Standard (WPS) as well as their requirements towards their employees. In addition, the training of workers and handlers was conducted in both English and Spanish. The trainings focused on education to help the employers and handlers understand their tasks and responsibilities concerning the WPS. This summer series accomplished its goals to inform and educate over 200 individuals at seven different sites. From start to finish, there was an over 70% increase in knowledge of the WPS when surveying the employers after the presentation. Overall, these trainings provided in-depth knowledge and education on the Environmental Protection Agency (EPA) requirements as well as Oregon specific laws and regulations.

Project Purpose:

The purpose of the project was to educate and train agriculture employers and future handlers on the federal regulation of the WPS. The law came into effect, specifically for agriculture, in 1994 and was just recently updated in 2017. It was pertinent that Oregon State University (OSU) serve the state of Oregon with these trainings. Without the handler training, the individuals conducting this type of work would cause undo risk to their health as well as potential of violations for their employer. It is the employer's job to make sure all handlers are trained accordingly so that they are not brought up on a potential violation. The objective of the program was to conduct educational trainings that were meant to inform, protect, and mitigate. By December 31, 2018, in accordance with federal law, all handlers must be trained as handlers and present their training card that proves they have been trained. Additionally, annual trainings in the WPS are required. Therefore, it was appropriate to conduct these trainings for both educational purposes in accordance with the federal law.

Project Activities:

We performed training for employers and employees in the nursery industry at seven sites, serving over 200 individuals in person, and online with a webinar that was attended by more than 50 individuals. Since sharing the webinar on YouTube, it has been viewed over 150 times. We were able to increase their competitiveness by ensuring compliance with the Worker Protection Standard, which overlaps significantly with Global GAP requirements. Using pre-tests and post-tests, we measured a 70% increase in their knowledge of key requirements related to worker safety and pesticide risk reduction. We learned that this kind of training was sorely needed, and we honed our methods to be more efficient and effective over the course series. We got to know Jeff Stone, the Executive Director of the Oregon Association of Nurseries (OAN), and he helped us understand the needs of the largest specialty crop in Oregon – nursery stock. We made plans to continue our work with OAN, finding ways to make continued programing self-sustainable. The project led directly into a broader effort to reach more specialty crops in Oregon with this important

information, including organic growers, cane berries, and seed crops. To ensure that specialty crop producers were the sole beneficiaries of the program, we performed marketing only to OAN members and nursery license holders (list from Oregon Department of Agriculture).

Our partners, OAN and the SAIF Corporation, provided handouts including posters and training DVDs, required by the new regulations, at no cost to our specialty crop producers. OAN arranged for training spaces at large nurseries, and at their central office. Training locations were selected to ensure coverage of the major nursery regions in Oregon, including the north Willamette Valley and surrounding areas. The SAIF Corporation hosted the webinar, performing the technical functions of recording/hosting.

This project measured both qualitative and quantitative data. Firstly, the qualitative data that was retrieved included understanding and adjusting to the needs of those participating in the training. For example, some original questions were used for collecting quantitative data that did not suit neither the presentation nor the crowd. It was important as the training series progressed, that the presenters, Kaci Buhl, Gilbert Uribe, and Daniella Whanger, adjusted some of their focus and thoroughly explain the more difficult aspects of the WPS. Feedback continued to be paramount to the success of the education. There was an organic development in the presenter's ability to explain difficult concepts, such as the Application Exclusion Zone (AEZ), and have the participants understand and conceptualize what it meant for them.

Secondly, the quantitative data that was retrieved included data on the total attendance, the attendance between the three sessions, the attendance by site, and the knowledge evaluation. The total number of those in attendance exceeded two hundred. It should be noted that the majority of those seeking the training and information were employers. There were over one hundred and twenty individuals at the employer presentation, around seventy individuals for the handler training in English, and around fifty for the handler training in Spanish. From the data collected, there is a stark increase in attendance after the coordinator, Kimberly Brown, sent out a mass email to all nurseries about the training event. Furthermore, data was collected on the efficacy and efficiency of the education. From the data collected, there was an increase of knowledge by seventy percent from the pre-test to the post-test.

Goals and Outcomes Achieved:

The goal and of these trainings was to increase awareness of the WPS. For the objective of increasing education and compliance to strengthen occupational safety and prevent potential pesticide incidents. All seven trainings were completed including a webinar that served over 50 individuals. Over 200 individuals participated in the trainings for the WPS. The benchmark used to determine "increased knowledge" as described per the original grant by utilizing the comparisons between the pre and post-tests, was effective in its collection of data. In the original grant proposal, it was stated that the goal for "increased knowledge" would expand to 25%; after the completion of the program, it was found that there was increased knowledge of 70%. In conclusion, the use of pre and post-test data to determine "increased knowledge" was monumental towards promoting and educating on the WPS.

Beneficiaries:

The focus of the summer 2018 Worker Protection Standard training series was prioritized to nursery specific crops. But the training series was open to all specialties. As a result, 37.4% of participants stated they were from the Nursery Crop Industry and 51.6% were from other specialty

crop industries. Employers benefited from learning how to comply with a federal regulation, thereby preventing potential pesticide exposures and/or incidents/injuries.

Over four hundred individuals participated in the summer 2018 WPS training. Over sixty-five handlers were trained in English. And over forty-five handlers were trained in Spanish. The Worker Protection Standard is a federally mandated law that requires every handler be trained before conducting duties as a handler on the property as well as re-new their training every twelve months. From the data that was collected, knowledge increased from the pre and post-test by seventy percent.

Lessons Learned:

One of the goals of the summer WPS training series was to obtain data that showed an increase in knowledge from the training participants. However, technology issues impeded the efficacy of Pesticide Safety Education Program's (PSEP) data collection. The continued issues with the Turning Point Technology data collection system and the Mac computer caused some inconvenience. Unfortunately, it was unknown until data collection was necessary that Turning Point Technology does not work cohesively with the Mac computer. We could not have foreseen the issues associated with these dichotomous systems.

Administration is vital to the success of the program. To have people participate in the training Kimberly Brown took the role of administrator. Kimberly Brown conducted a mass email to nurseries all across Oregon with the dates, locations, and registration. The importance of these direct emails was supported in the quantitative data. There is a drastic increase in those that participated in the training because of the administration work that was conducted. It was also crucial to be as up to date on the latest Oregon specific information as possible. This included the updates to the AEZ by Oregon Occupational Safety and Health Administration (OR-OSHA).

With the progression of the trainings, there were positives and negatives that resulted from the experience. Positives included the boost of attendance due to administration efforts, utilizing multiple mediums of media for the presentations, and the open collaboration and team effort made by the partners of the project; the Oregon Association of Nurseries (OAN), OSU, and the State Accident Insurance Fund (SAIF) Corporation. As mentioned above, the impact the administration had on the total attendance of the trainings, made the events successful. This was a vital component to the overall success of the training. Another component towards the trainings success was the utilization of multiple mediums for presenting. While there were technical issues with Turning Point Technologies, having both the Power Point Presentations and Pesticide Educational Resource Collaborative (PERC) videos allowed for flexibility if it was needed. Another positive was the open collaboration and participation that came from the partnership. It was important for these trainings, and subsequently future trainings, to collaborate effectively by recognizing the team effort. Secondly, the negatives included the issues with Turning Point Technologies and the Mac computer, and the addition of unnecessary questions.

Additional Information:

The planned marketing campaign was not completed because the required process for soliciting a contractor with federally-connected funds was too lengthy to be accomplished within the time-frame planned. Kaci Buhl initiated the effort in August, after completing the first round of training events. However, she had not completed this kind of solicitation before. Many lessons were learned, and Ms. Buhl plans to seek other mechanisms to accomplish the necessary marketing.

ODA S23 Oregon Branding Specialty Crops for Marketing and Promotion – *Final Report*

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Due to limited staff time and resources, this project did not get started after the project was approved by the USDA.

Attachments

ODA-001 QMS Program Creation and Implementation

Attachment 1: Oregon Quality Assisted Inspection Program

Attachment 2: 12 Fillable Forms Created during project

Attachment 3: Positive Lot Identification Form

Attachment 4: QMS Organization Chart

ODA 002 Specialty Crop-Up Dinner Series and Market Showcase featuring Buyer/Seller Meetings & Educational/Promotional Components

Attachment 1: Crop Up Dinner Series & Market Showcase Cookbook

ODA-004 Establishing Oregon as a Pest-Free Area for *Xyllela Fastidiosa*

Attachment 1: Xyllela Fastidiosa Flyer

ODA-S08 Advancing Rural Eastern Oregon Specialty Crop Distribution and Education

Attachment 1: Pictures of students in the School Garden, the greenhouses, and shed

ODA-S09 Coordinate Oregon Sider Industry to Ensure Sustainable Supply of Fruit

Attachment 1: Venturing into Heirloom Cider Apple Production

ODA-S11 Enhancing Rural Specialty Crop Producers' Global and Economic Competitive Advantage

Attachment 1: Appendix A – List of Deliverables

Attachment 2: Appendix B – List of Companies

Attachment 3: Appendix C – Survey Results

ODA S12 Increasing Awareness of NW Berries to Seniors & Senior Institutions

Attachment 1: Aging Gracefully with Berry Health Benefits

Attachment 2: Oregon's Best Berries for Your Best Life

Attachment 3: Recipe Cards-Blackberry Backed Oatmeal

Attachment 4: Recipe Cards-Blackberry Bread Pudding

Attachment 5: Recipe Cards-Microwave Blackberry Cobbler

Attachment 6: Recipe Cards-Raspberry Coconut Smoothie

Attachment 7: Recipe Cards-Raspberry Lemonade

Attachment 8: Recipe Cards-Raspberry Yogurt Pancakes

Attachment 9: Recipe Cards-Strawberry Basil Vinaigrette

Attachment 10: Recipe Cards-Strawberry Vanilla Jam

ODA-S17 USA Pear Road Show in Southern China

Attachment 1: 2015-2016 USA Pear Road Show in South China Schedule

Attachment 2: 2015-2016 USA Pears Road Show Evaluation Summary Report

Attachment 3: Press Release "USA Pears Relaunches Fruitful Run in China"

Attachment 4: Press Release "Making Your Own Pear Dishes"

Attachment 5: Press Release "USA Pears Relaunches Fruitful Run in China" Continued

Attachment 6: Press Release "Over 360,000 Boxes of USA Pears were Imported to China Last Year"

Attachment 7: Press Release “USA Pears Relaunches Fruitful Run in China” Continued
Attachment 8: Press Release “China is One of Top Five International Markets for USA Pears”

Attachment 9: Press Release “USA Pears Relaunches Fruitful Run in China” Continued

Attachment 10: Press Release “Over 360,000 Boxes of USA Pears were Imported to China Last Year” Continued

Attachment 11: Pictures form the USA Pears Launch

ODA-S19 Next Generation Learning Gardens

Attachment 1: Article titled “Plant Sale Aims to Help Elementary Students”

Attachment 2: Awesome Times Article titled “Seed to Supper”

Attachment 3: 2016 Summer Day Camps List

ODA-S21 Rogue Valley Grown Wholesale Market Development

Attachment 1: Rogue Valley Grown Farmer Profiles

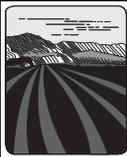
ODA-001 QMS Program Creation and Implementation

Attachment 1: Oregon Quality Assisted Inspection Program

Attachment 2: 12 Fillable Forms Created during project

Attachment 3: Positive Lot Identification Form

Attachment 4: QMS Organization Chart



Oregon
Department
of Agriculture

Quality Management System

Service Request Form

Contact or Fax to: _____

Company/Applicant Name: _____

Requested By: _____ Email: _____

| Location Name | Address or GPS | City | ZIP | On-Site Phone |
|---------------|----------------|------|-----|---------------|
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Inspection Information

Start Date: _____ Time: _____ am/pm End Date: _____ Time: _____ am/pm

- Inspection Classification Full Time/ Continuous
 Single Use: Lot Number _____
Label/Brand _____
 Intermittent

Product/ Commodity _____ Quantity _____

Destination of Shipment Domestic Export Country _____

Inspection Process and / or Certification Requirement

- | | |
|---|--|
| <input type="checkbox"/> Federal/State In-Line | <input type="checkbox"/> USDA Good Agriculture Practices |
| <input type="checkbox"/> Staged Load | <input type="checkbox"/> USDA Good Handling Practices |
| <input type="checkbox"/> Third Party Inspection | <input type="checkbox"/> PRIMUS |
| <input type="checkbox"/> Customer Assisted Inspection | <input type="checkbox"/> National Organic Program |
| <input type="checkbox"/> Quality Assurance Inspection | <input type="checkbox"/> USDA Harmonized GAP |
| <input type="checkbox"/> Identity Preserved | <input type="checkbox"/> Global G.A.P. |
| <input type="checkbox"/> Secured Storage | |
| <input type="checkbox"/> Brewers Value (Hop) | |
| <input type="checkbox"/> Phyto Certification (only) | |
| <input type="checkbox"/> OTHER: _____ | |

ADDITIONAL REQUIREMENTS: _____

Company/Applicant Signature: _____ Date: _____

Service Request Received By(ODA): _____ Date: _____



Oregon
Department
of Agriculture

Quality Management System

Comment Intake Form

| Date | Commenter | Comment | Response Date | Reviewed By | Corrective and Preventive Action/Results |
|------|-----------|---------|------------------|-------------|---|
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Oregon
Department
of Agriculture

Quality Management System

Nonconformity Report

Program: _____
District: _____
Date: _____

Assessment Made By: _____

NONCOMFORMITY

OBSERVATION

Finding(s): _____

Statement of Noncomformity or Observation: _____

Corrective Action: _____

Corrective Action Responsible Party: _____

Timetable: _____

Accepted: _____ **Date:** _____

COMPLETION OF CORRECTIVE ACTION HAS BEEN REVIEWED AND VERIFIED?

YES

NO

REVIEWER: _____



Federal/State Licensee Training Verification

The purpose of this form is to provide documentation of training for USDA licenses. The instructor must be a licensed inspector experienced in the procedure(s). The Instructor is to verify independent performance of the procedures.

Name: _____

Product: _____

- 1. Above person has completed training in Fundamental Principals of Inspection and Rules of Conduct.

Instructor: _____ **Date:** _____

- 2. Above person has working knowledge of the standard or contract requirements.

Instructor: _____ **Date:** _____

- 3. Above person demonstrated proper sampling procedure(s) for this product.

Instructor: _____ **Date:** _____

- 4. Above person demonstrated proper inspection procedure(s) and defect identification.

Instructor: _____ **Date:** _____

- 5. Above person can prepare notes and certification of sample results per grade instructions.

Instructor: _____ **Date:** _____

Date Training Completed: _____

Inspector

Instructor



Oregon
Department
of Agriculture

Quality Management System

Field Supervisory Review Report

Inspector: _____ License: _____ Supervisor: _____

Date: _____ Time: _____ AM/ PM Business Location: _____

Commodity: _____

Yes No

1. Current U.S. Standards and Inspection instructions
2. Necessary equipment maintained and calibrated
3. Correct representative sampling rate and # of samples Rate: _____
4. Suitable working conditions, safety, lighting, tables, etc
5. PLI under proper control, accountable, applied properly
6. Notesheet legible, complete, accurate math, lot differentiation
7. Certificate legible, complete as per USDA instructions. Secure?
8. Accurate defect identification, scoring and sizing determination

Location of Inspector: _____

Observations: _____

Non-conformities/Cause: _____

Corrective Actions: _____

Initialed Certificate Number: _____

Supervisor Signature _____

Date _____

I have read and understood this report: _____

Inspector Signature _____

Date _____



Quality Management System

Licensee's Performance Rating Federal-State Shipping Point Inspection Service

Rating Period

District

Name and Home Address

Products Inspected During Rating

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

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Personality

1-5 Rating

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|---------------------------|--|
| Knowledge of Product | |
| Tact | |
| Judgment | |
| Cooperation | |
| Final Grade Rating | |

DO YOU RECOMMEND REEMPLOYMENT?

- YES
 NO

(If no, explain in remarks)

Supervisory Potential

- YES
 NO
 TOO EARLY TO DETERMINE

Remarks

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Employee Signature

Date

Supervisor Signature

In the block titled "Personality," a descriptive word or phrase such as "friendly," "agreeable," "quiet," "abrupt," "disagreeable," "happy," "pleasing," "arrogant," "talkative," "crabby," "argumentative," etc., should be used.

In the block to the left of the headings "Knowledge of Product", "Cooperation", "Attitude", "Judgement", and "Tact", the inspector's rating must be shown by using the numbers 1 through 5 as applicable, (1 being considered better than 5).

TACT

The ability of inspectors to deal with difficult people or with difficult situations in a manner that will avoid embarrassment to them and to the service and in a manner that will avoid giving offense. Tact includes the ability to do or say the right thing at the right time in any situation.

ATTITUDE

One's general outlook towards their work. A proper attitude is one in which the inspector is cooperative, loyal, and concerned with the best interest of their job and fellow employees. Inspectors with a good attitude are interested in their work and do it without complaining or being overly critical. An improper attitude would be one of selfishness, laziness, indifference, complaining, criticizing, failing to follow instructions and placing the interest of one's self above the best interest of the service.

JUDGEMENT

The ability to consider all pertinent facts and information and to reach a logical conclusion or decision. This may be associated with grading produce, dealing with personalities or entering into general conversations.

COOPERATION

A willingness to accept and follow instructions and to work with others to accomplish a job or carry out the mission of the program.

KNOWLEDGE OF PRODUCT

The degree to which an inspector is familiar with requirements of the grade standards, inspection instructions and other official instructions related to product(s) they are authorized to certify and how familiar the inspector is with general inspection service policies and procedures. It also takes into consideration the licensee's general knowledge of the growing, handling and marketing practices pertaining to the commodities they inspect.

How a licensee adheres to the workplace attire policy is a factor in the person's evaluation and can be included under Attitude, Judgement and or Cooperation.

- * Clothing should be clean, neat, modest, and professional;
- * Clothing may display USDA or Federal-State identification (not mandatory on the part of AMS.);
- * Footwear will have both closed toes and heels; and
- * Clothing and shoes will meet the safety requirements of the employee's work environment.

RATING

Grade 1 Inspectors who have been exceptional; displaying not only the ability, but also a natural inclination to handle with great proficiency any inspection assignment. In addition, these people are tactful with those with whom they must have dealings, at the same time giving promise of sufficient leadership ability to indicate that they are capable of developing as supervisory inspectors.

Grade 2 Inspectors whose work has been entirely satisfactory and are capable of supervising a few people or a small grading station, but who do not necessarily have either manifested or developed managerial skills to handle a large inspection operation involving multiple inspection stations or several inspectors

Grade 3 Inspectors whose work, attitude, and interest have been satisfactory and who can be recommended to work independently if needed.

Grade 4 Inspectors who are regarded as fairly satisfactory under immediate supervision and who can be used for temporary employment when needed or when no more desirable candidate is available. A "Grade 4" inspector is not recommended for re-licensing when more desirable candidates for licensing are available.

Grade 5 Persons who are unsatisfactory either on the grounds of ability, attitude, judgment, conduct or other causes and who are not regarded as satisfactory for re-employment (specifically re-licensing).



INTERNAL REVIEW REPORT

Scope of review:

Reviewer(s):

District Representative(s):

Date and Time of Review:

| | |
|-----------------------|---------------------|
| Date and time started | Date and time ended |
| | |

| | | | | | |
|-------------------------|--------------|--|----------------------|--------------|--|
| Opening Meeting: | Date: | | Exit Meeting: | Date: | |
| | Time: | | | Time: | |
| Attendees: | | | Attendees: | | |

Overview:(areas the review will focus)

Cooperator Management responsibility: (section 1)

The Quality System: (section 2)

Contract Review: (section 3)

Document and Record Control: (section 4)

Inspection Equipment: (section 5,6,7)

[Redacted]

Positive Lot Identification, State Lot Identification: (section 8)

[Redacted]

Process Control: (section 9)

[Redacted]

Verification: (section 10)

[Redacted]

Control of Unsatisfactory Inspection Services: (section 11)

[Redacted]

Corrected and Preventive Action: (section 12)

[Redacted]

Handling, Storage, Packaging, Preservation: (section 13)

[Redacted]

Training Requirements: (section 14)

[Redacted]

Other: (any topics outside of the scope of BIQMS)

[Redacted]

District Representative(s) Signature

Date

Reviewer(s) Signature

Date

MEMORANDUM OF UNDERSTANDING

**UNITED STATES DEPARTMENT OF AGRICULTURE, AGRICULTURAL
MARKETING SERVICE, SPECIALTY CROPS PROGRAM, SPECIALTY
CROPS INSPECTION DIVISION, FEDERAL-STATE INSPECTION PROGRAM**

**Contract of Agreement for Usage of Positive Lot Identification (PLI) Hand Stamping
Devices under an Approved Alternative Inspection Program**

This agreement covers PLI device number(s) _____.

I (We), _____, located at _____,
(insert name of applicant) (insert main office or headquarters)
hereinafter referred to as the applicant, hereby make this application for usage of PLI stamping devices
commencing on _____ or as soon thereafter as appears practicable to the Federal-State Inspection
(insert date)
Service (FSIS) in _____ continuing from season to season except as terminated by Section I-G of
(insert state)
this contract, and to cover lots of fresh fruits and vegetables as we may designate at:

| Location of Facility | Products Covered |
|----------------------|------------------|
| | |
| | |
| | |

- I. It is mutually agreed that with respect to:
 - A. PLI device imprints and usage - The applicant will comply with the policies, procedures and specifications set out in this agreement, PLI instruction manual, and all inspection manuals, guidelines, memos or visual aids for the product(s) being stamped;
 - B. The PLI device must print the following information:
 - 1. "Federal-State" or "USDA";
 - 2. The state's name or abbreviation;
 - 3. A permanent accountability number assigned by FSIS;
 - 4. A date code or other identifiable number. Separate date codes or numbers must be used when multiple grades of the same label are packed;
 - C. FSIS will retain complete oversight and control of the device and its use. The applicant will ensure that the device is used only during packing operations of officially sampled and inspected product and will be secured when an inspector is not on the premises;
 - D. Devices not legibly printing the required information must be immediately corrected by the applicant;
 - E. Imprinted PLI information shall not be affixed to a commodity that is not being certified by FSIS. This shall include the re-styling of packages previously inspected. PLI imprints on non-certified commodities or any other abuse of the PLI privilege will result in immediate confiscation of the imprinting device(s) by FSIS;
 - F. Confiscation of any PLI device will be for the remainder of the current packing season and/or until it can be demonstrated that integrity has been restored to the system. If the applicant requires PLI stamping during that time, FSIS will provide a hand-applied PLI imprint which will remain under FSIS supply and control.
 - G. USDA Compliance or PACA action may be initiated as a result of any violation of PLI usage guidelines. Additional penalties may apply for flagrant or repeated violations.

- H. Termination of usage – the applicant may use the hand stamping PLI device(s) until such privilege is suspended, withdrawn or terminated by:
1. Mutual consent;
 2. Either party giving the other party 7 days written notice specifying the date of termination;
 3. Immediate Confiscation (see F);
 4. FSIS at any time due to bankruptcy of the applicant, closing of the business of the applicant or change in controlling ownership of the facility; or
 5. FSIS at any time, acting pursuant to any applicable laws, rules, or regulations which debar the applicant from receiving benefits of the service.
- II. Appeal Rights – appeal requests must be made in writing and include the reason for appeal and an explanation of the circumstances. This request must be filed with the local FSIS office within 24 hours of confiscation.
- III. No member of congress, or resident Commissioner, shall be admitted to any share or part of this agreement or to any benefit to arise therefrom, unless it is made with a corporation for its general benefit.
- IV. This application, when approved, shall constitute a contract between the undersigned applicant, FSIS in _____ and Specialty Crops Inspection (SCI) Division in accordance with the terms and conditions provided therein and shall supersede any previously executed contract(s) for use of PLI devices at the designated facility.
- (insert state)

APPROVED FOR THE APPLICANT:

APPROVED FOR _____ FSIS:
(insert state)

BY (*Signature*)

BY (*Signature*)

TITLE

TITLE

DATE

DATE

APPROVED FOR AMS, SCI:

BY (*Signature*)

TITLE

DATE



Oregon
Department
of Agriculture

**QUALITY MANAGEMENT
SYSTEM
Training Record**

Program/System: _____

Instructor: _____

Date of Training: _____ Training Hrs _____

Training Subject/Title: _____

Training Material: _____

Training Objective(s): _____

Training Outline and Topics:

Attendees: *(by signing below you attest to your attendance and understanding of training material)*

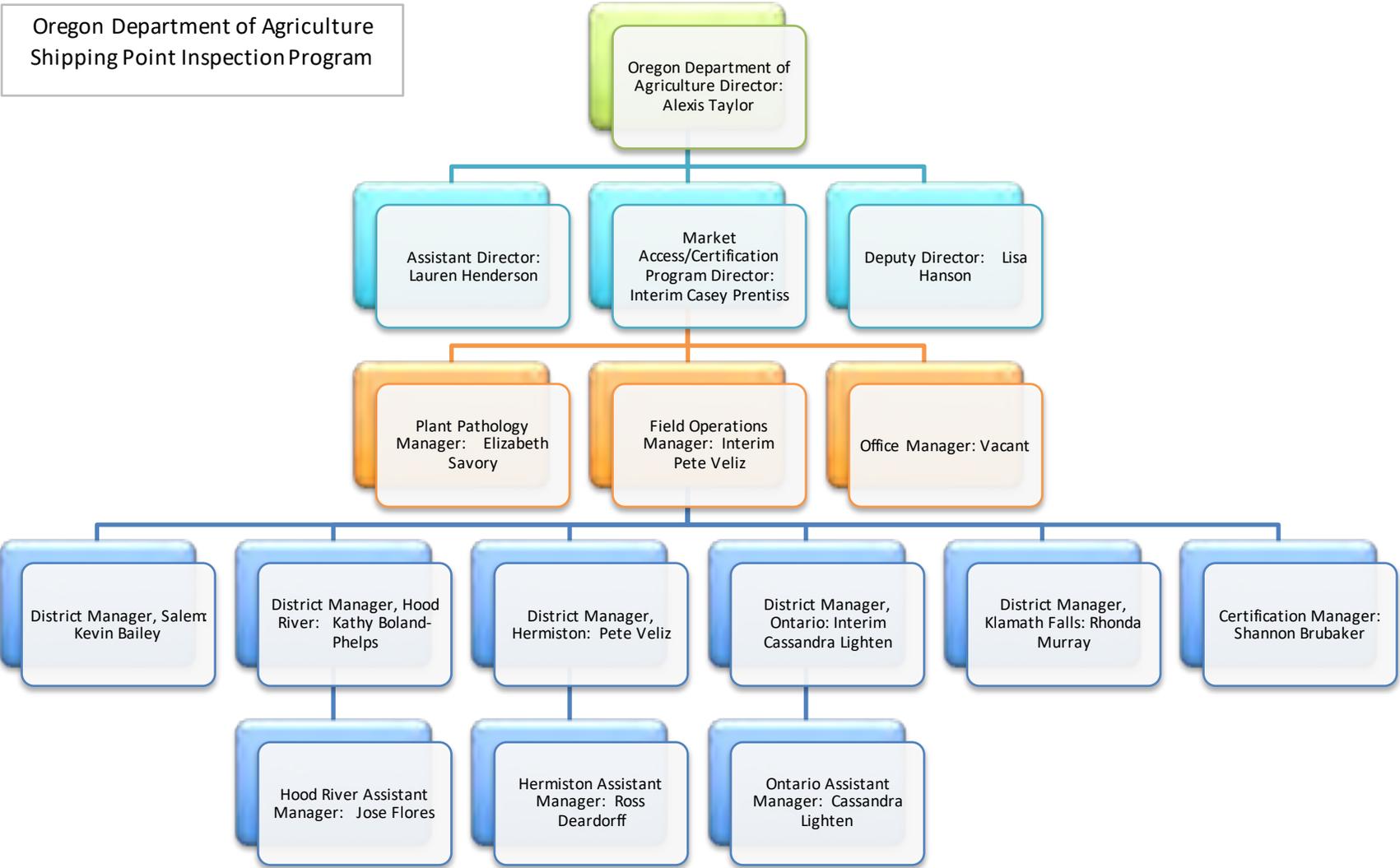
Print Name

Date

Signature

Training Officer Signature _____

Oregon Department of Agriculture
Shipping Point Inspection Program



ODA QMS

Form 0

Version 1.0

Revised: 04/2018

ODA 002 ODA 002 Specialty Crop-Up Dinner Series and Market Showcase featuring
Buyer/Seller Meetings & Educational/Promotional Components
Attachment 1: Crop Up Dinner Series & Market Showcase Cookbook

Crop Up Dinner Series & Market Showcase Cookbook



Project partners:



Oregon State University
Food Innovation Center

OREGON
DEPARTMENT OF AGRICULTURE



Crop-up Dinner Series & Market Showcase Cookbook supported by a USDA Specialty Crop Block Grant through the Oregon Department of Agriculture.

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Sp Adobe Spark

Specialty Crops and Project Overview

In Oregon, there are approximately 34,200 farms occupying about 16.3 million acres. Of those farms, roughly 96% are family owned and operated¹. In terms of production, Oregon is #1 in the nation for: blackberries, boysenberries, hazelnuts, orchardgrass seed, ryegrass seed, crimson clover, red clover seed, fescue seed, potted florist azaleas, sugarbeet for seed, rhubarb and Christmas trees; as well as #2 for black raspberries, winter peas, pears, peppermint, blueberries and spearmint². Oregon is a specialty-crop state with 220+ recognized specialty crops¹!

Working in conjunction with Oregon's specialty crop producers, commodity commissions, Agricultural Experiment Stations, local chefs, and others in the food/agricultural sector we worked to connect farms with international and domestic buyers to enhance the competitiveness and profitability of Oregon specialty crops; and increase consumers awareness and knowledge about Oregon's specialty crops through exciting 'Crop Up' Dinner & Market Events.

Our goal was to help address the following problems:

Lack of knowledge among wholesale, retail and food service buyers; consumers; and key players in the food/agricultural industry about Oregon's specialty crops

Underutilization of Oregon specialty crops.

Absence of consumer awareness in regard to seasonal availability and uses of Oregon specialty crops.

Underdeveloped relationships between buyers, consumers, and farmers.

The Portland metro region spends over \$4 billion buying food each year, with the overwhelming majority (95%) of those dollars spent on food produced and processed outside of our region. According to Ecotrust's 7-Cents Report (funded by

Kaiser), institutional buyers in Oregon recently demonstrated that the purchase of local foods has a 1.86 economic multiplier and a 2.43 employment multiplier. The institutional food buyer sector represents a huge untapped market opportunity for the Oregon specialty crops that currently account for 60% of Oregon farms' gate value³.

Our groundbreaking project has brought the Food Innovation Center, Oregon State University Branch Experiment Stations, Oregon Department of Agriculture, and other project partners to rural Oregon communities to help connect buyers and consumers with Oregon specialty crop farmers and share information related to marketing and certification services that enhance competitiveness of Oregon specialty crops. Our overall plan was to help increase demand for Oregon specialty crops in the domestic local markets. Our Crop-Up Markets focused on educating buyers and consumers about Oregon specialty crops, while our Crop-Up Dinner events focused exclusively on using Oregon specialty crops in delicious culinary preparations to generate interest and inspiration for consumers to cook at home! For the first year, we collaborated with local guest chefs who helped to provide a connection to the local agricultural and food communities.

REFERENCES:

- [1] Oregon Agriculture Facts & Figures 2017
- [2] Oregon Agriculture Facts & Figures 2017.
- [3] Northwest Institutional Buyers Alliance, 2015.
- [4] National Restaurant Association, 2013.

Pop Up Restaurants are temporary dining events that take place in interesting and unusual dining settings.

Specialty crops are defined as "fruits, vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture)" (USDA, 2017).

For a full list of USDA Specialty Crops visit

<https://www.ams.usda.gov/services/grants/scbgp/specialty-crop>

CROP UP Dinner & Market Locations



| 2016 | 2017 |
|--|---|
| <i>July 21, 2016 - Aurora, OR</i> | <i>August 2, 2017 - Eugene, OR</i> |
| <i>August 4, 2016 - Astoria, OR</i> | <i>August 17, 2017 - North Bend, OR</i> |
| <i>August 18, 2016 - Hermiston, OR</i> | <i>September 21, 2017 - Madras, OR</i> |
| <i>August 24, 2016 - Portland, OR</i> | <i>October 7, 2017 - Salem, OR</i> |
| <i>Sept 13, 2016 - Medford, OR</i> | |

Aurora, Oregon • July 21, 2016

Growing Region—Willamette Valley



Venue: OSU North Willamette Research and Extension Center

Willamette Valley Region

Aurora, Oregon located in the Willamette Valley Region which is perhaps the most diverse agricultural region on earth, this region produces more than 170 different crops including vegetables, tree fruits, berries, hazelnuts, wine grapes, and hops and specialty seeds of all kinds along with nursery products and Christmas trees. Grain, hay and grass seed are grown in the valley, too, along with dairy and beef cows, as well as poultry.

About the venue

The North Willamette Research and Extension Center (NWREC) combines the research and Extension or outreach activities of Oregon State University to serve the needs of the region's agricultural industries. NWREC researchers and Extension faculty focus their work and programming on our most important location agricultural commodities including: nurseries, berries, fresh market vegetables and seed production, and Christmas trees. In addition, two special programs at NWREC cut across these four commodity areas—small farms and specialty crop registrations.

MENU



SNACKS

seasonal pickles
dulse seaweed crackers
cauliflower lettuce wrap

DINNER

cucumber, smoked albacore, dill
kale 'caesar' salad
tomato & radish panzanella
bbq carrots, carrot tops, sesame seed
smoked crab, succotash, chiles
gelato maestro berry sorbet
sweet anise custard, berries, hazelnuts



Aurora, Oregon • July 21, 2016

CONTRIBUTORS & MARKET VENDORS

Aurora, Oregon • July 21, 2016

Big B Farms
Aurora, Oregon

Oregon City Brewing
Oregon City, Oregon

Bite Fuel
Oregon City, Oregon

Oregon Dulse
Newport, Oregon

Froozer
Denver, Colorado

Oregon Dungeness Crab Commission
Coos Bay, Oregon

HBF International
Sheridan, Oregon

Oregon Raspberry and Blackberry
Commission
Corvallis, Oregon

LaCreole Orchards
Dallas, Oregon

Oregon Strawberry Commission
Corvallis, Oregon

Little Prince of Oregon Nursery
Aurora, Oregon

Rogue Creamery
Central Point, Oregon

Minto Island Growers
Salem, Oregon

St. Josef's Winery
Canby, Oregon

NORPAC Foods
Salem, Oregon

Guest Chefs
Urban Gourmet
Portland, Oregon

Oregon Albacore Commission
Lincoln City, Oregon

Astoria, Oregon • August 4, 2016

Growing Region—Coastal Region



Venue: OSU Seafood Lab

Coastal Region

Astoria, Oregon is located on the north coast, where the bounty of the Pacific is found here in full splendor, offering a delicious menu that includes salmon, halibut, Dungeness crab, rockfish, pink shrimp, oysters, mussels, clams and more. Coastal dairy farms are famous for their cheeses. Specialty crops in this region include artichokes, beets, carrots, cauliflower, radish, herbs, lettuces, peppers and much more.

About the venue

The Oregon State University's Coastal Oregon Marine Experiment Station (COMES) is home to the OSU Seafood laboratory is the only seafood experiment station on the West Coast of the contiguous United States. The Station is affiliated with the COMES-Newport and the OSU Department of Food Science & Technology.

MENU



SNACKS

seasonal pickles
charred eggplant
grilled potato flatbread

DINNER

pickled plums, beets, greens, Oregon blue cheese
sablefish crudo
tomato, string bean & kale salad
potato, smoked salmon, sour cream
summer squash zoodle salad with Dungeness crab
bbq carrots, carrot top salad
mixed berry custard cup
compost muffins



Astoria, Oregon • August 4, 2016

CONTRIBUTORS & MARKET VENDORS

Astoria, Oregon • August 4, 2016

Fort George Brewery
Astoria, Oregon

Froozer
Denver, Colorado

Gales Meadow Farm
Forest Grove, Oregon

Lazy Creek Farm
Astoria, Oregon

NORPAC Foods
Salem, Oregon

Oregon Albacore Commission
Lincoln City, Oregon

Oregon Dulse
Newport, Oregon

Oregon Dungeness Crab Commission
Coos Bay, Oregon

Oregon Raspberry & Blackberry
Commission
Corvallis, Oregon

Oregon Strawberry Commission
Corvallis, Oregon

Oregon Trawl Commission
Brookings, Oregon

Portland Bitters Project
Portland, Oregon

R-evolution Farm
Nehalem, Oregon

Rock Bauer Landscaping
Hammond, Oregon

Skout Bars
Portland, Oregon

St. Josef's Winery
Canby, Oregon

Guest Chefs
Fort George Brewery
Astoria, Oregon

Hermiston, Oregon • August 18, 2016

Growing Region—Columbia Plateau



Venue: OSU Hermiston Agriculture Research and Extension Center

Columbia Plateau

Hermiston, Oregon, located in the Columbia Plateau, is Oregon's principal wheat production region. Irrigation along the Columbia River has transformed what was once sagebrush and desert into some of the nation's most productive farmland where you can find potatoes, onions, a variety of vegetables for processing, watermelon, tree fruit, and alfalfa.

About the venue

The Hermiston Agricultural Research & Extension Center (HAREC) serves nearly 500,000 acres of irrigated agriculture in Oregon and Washington's Columbia Basin. The center concentrates on discovery and implementation of agricultural and horticultural opportunities and provides solutions to production restraints. Research at HAREC emphasizes identification of new crops or and production practices, plant breeding and varietal evaluation including nutritional contents, integrated pest management of insects and insect transmitted diseases, plant disease control and environmental issues. In addition, an emphasis on stream ecology investigates aspects related to salmon.

MENU



SNACKS

seasonal bruschetta
baba ganoush
grilled potato flatbread
pickles, smoked fish, kimchi

DINNER

summer gazpacho
grilled watermelon, shrimp, tomato, herbs
beet, carrot & pear salad
roasted onion, pears, greens, blue cheese
potato, garlic, herbs, creamy dressing
beef tenderloin, crab, corn 'chow-chow'
olive oil cake, whipped cream, Oregon berries
compost muffins



Hermiston, Oregon • August 18, 2016

CONTRIBUTORS & MARKET VENDORS

Hermiston, Oregon • August 18, 2016

Bellinger Farms
Hermiston, Oregon

Crafton Farms
Hermiston, Oregon

Finley's Fresh Produce
Hermiston, Oregon

Froozer
Denver, Colorado

Ordnance Brewing
Boardman, Oregon

Oregon Albacore Commission
Lincoln City, Oregon

Oregon Beef Council
Portland, Oregon

Oregon Dairy and Nutrition Council
Portland, Oregon

Oregon Dungeness Crab Commission
Coos Bay, Oregon

Oregon Raspberry and Blackberry
Commission
Corvallis, Oregon

Oregon Strawberry Commission
Corvallis, Oregon

Oregon Trawl Commission
Brookings, Oregon

Pear Bureau Northwest
Portland, Oregon

Sea View Cranberries
Sixes, Oregon

Sno Road Winery
Echo, Oregon

Umatilla County Department of Land Use
Pendleton, Oregon

Walchli Farms
Hermiston, Oregon

West Winds Nursery
Hermiston, Oregon

Guest Chefs
Walker's Farm Kitchen
Hermiston, Oregon

Portland, Oregon • August 24, 2016

Growing Region—Willamette Valley



Venue: Food Innovation Center

Willamette Valley Region

Portland, Oregon located in the Willamette Valley Region which is perhaps the most diverse agricultural region on earth, this region produces more than 170 different crops including grain, hay, grass seed and specialty seeds of all kinds. Fresh and processed vegetables, tree fruits, berries, hazelnuts, wine grapes, and hops are grown in the valley, too, along with nursery products, Christmas trees, dairy and beef cows, as well as poultry.

About the venue

The Food Innovation Center (FIC) is a unique urban Agricultural Experiment Station located in Portland, Oregon. As part of Oregon State University, the FIC serves the Northwest food industry and communities, as well as national and international businesses. The FIC has three areas of excellence: a product and process development team to help new and established entrepreneurs bring products to market; a full-service consumer sensory testing laboratory; and a food safety hub for education and testing.

The Oregon Department of Agriculture's Agricultural Development & Marketing program is located at the Food Innovation Center and assists Oregon agricultural producers, processors, packers and fishers to solve market access issues and the marketing and promotion of their products to local, national and international markets. The marketing program works to identify markets and viable business opportunities for Oregon's agricultural community.

MENU



SNACKS

white kimchi
grilled potato flatbread & condiments
seasonal pickles

DINNER

seasonal vegetable salad
cucumber, summer squash, smoked tuna
melon & tomato gazpacho
summer bean salad, fresh herbs
bbq carrots and carrot tops
celery, apple, Anaheim chile
beet pastrami
olive oil cake, whipped cream, Oregon berries



Portland, Oregon • August 24, 2016

CONTRIBUTORS & MARKET VENDORS

Portland, Oregon • August 24, 2016

Able Farms
Portland, Oregon

Holm Made Toffee Co.
Bend, Oregon

Base Camp Brewing Company
Portland, Oregon

Hood River Juice Company
Hood River, Oregon

Blossom Vinegars
Clackamas, Oregon

Lucky Foods
Tualatin, Oregon

Canaan Family Farm
Deer Island, Oregon

NORPAC Foods
Salem, Oregon

Culinary Breeding Network
Corvallis, Oregon

Olive Growers of Oregon
Salem, Oregon

East Side Distilling
Portland, Oregon

Oregon Albacore Commission
Lincoln City, Oregon

Flamingo Ridge Farm
Gaston, Oregon

Oregon Brine Works
Hood River, Oregon

Froozer
Denver, Colorado

Oregon Dairy and Nutrition Council
Portland, Oregon

Gales Meadow Farm
Forest Grove, Oregon

Oregon Dulse
Newport, Oregon

Oregon Hop Commission
Hubbard, Oregon

Tranquil Farms
Oregon City, Oregon

Oregon Raspberry & Blackberry
Commission
Corvallis, Oregon

Walchli Farms
Hermiston, Oregon

Oregon Strawberry Commission
Corvallis, Oregon

Pear Bureau Northwest
Milwaukie, Oregon

*Guest Chef
Lauren Chandler, Natural University
Natural Medicine
Portland, Oregon*

Reverend Nat's Hard Cider
Portland, Oregon

Sea View Cranberries
Sixes, Oregon

Slice of Heaven Farm
Sandy, Oregon

Swell Granola
Tualatin, Oregon

Teufel Nursery
Hillsboro, Oregon

Tomiyasu Orchards
Hood River, Oregon

Medford, Oregon • *September 13, 2016*

Growing Region—Southern Oregon



Venue: OSU Southern Oregon Research and Extension Center

Southern Oregon

This region has a rich agricultural heritage known for livestock grazing, orchard fruits like pears and other fruit and vegetable production. The Rogue River Valley produces pears and other high-quality tree fruit. From Pinot noir and Chardonnay to Tempranillo and Viognier, Southern Oregon is one of the most diverse winegrowing regions. The Klamath Basin is home to beef cattle, alfalfa and other hay varieties, and lots of potatoes. Sheep and cattle graze in mountainous, hilly areas of this region.

About the venue

Southern Oregon Research & Extension Center (SOREC) was formed in 1994 when the Southern Oregon Experiment Station was combined with the Jackson County Extension Service.

The Center helps thousands of Jackson County residents find answers and solve problems every year, in addition to instructing on-going programs and a selection of season-appropriate classes. Programs at SOREC include: Home Food Safety and Preservation, Jackson County 4-H, Jackson County Master Gardeners, Land Steward Program, OSU Small Farms and much more.

MENU



SNACKS

bean dips
grilled potato & navy bean flatbread
seasonal pickles

DINNER

cucumber, fennel & tomato salad
smoked tuna loin, corn, okra, peppers
late summer ratatouille with Dungeness crab
pumpkin, onion, walnut, brown butter
pork shoulder, red cabbage, cranberry, hazelnuts
pear, apple, and cranberry crumble, whipped cream
fig and plum cake with berry compote



Medford, Oregon • September 13, 2016

CONTRIBUTORS & MARKET VENDORS

Medford, Oregon • September 13, 2016

Deer Creek Apis
Selma, Oregon

Kia's Kitchen
Grants Pass, Oregon

Ella Bella Farms
Ashland, Oregon

La Mera Gardens
Talent, Oregon

Froozer
Denver, Colorado

Valley Flora Farm
Langlois, Oregon

Fry Family Farm
Central Point, Oregon

Oregon Albacore Commission
Lincoln City, Oregon

Glass Family Farm
Medford, Oregon

Oregon Dairy and Nutrition Council
Portland, Oregon

Hanley Agriculture
Central Point, Oregon

Oregon Dungeness Crab Commission
Coos Bay, Oregon

Happy Days Produce
Central Point, Oregon

Oregon Honey Festival
Ashland, Oregon

Inland Empire Foods
Sutherlin, Oregon

Oregon Raspberry & Blackberry
Commission
Corvallis, Oregon

Kerbyville Farms
Kerby, Oregon

Oregon Strawberry Commission
Corvallis, Oregon

Oregon Trawl Commission
Brookings, Oregon

Pear Bureau Northwest
Milwaukie, Oregon

Quady North Winery
Jacksonville, Oregon

Rogue Valley Farm to School
Ashland, Oregon

Seven Oaks Farm
Central Point, Oregon

Standing Stone Brewing
Ashland, Oregon

Terra Sol Organics
Williams, Oregon

Valley View Orchards
Ashland, Oregon

Guest Chefs
Porters Restaurant
Medford, Oregon

Eugene, Oregon • August 2, 2017

Growing Region—Willamette Valley



Venue: Bethel Farm at Kalapuya High School

Willamette Valley Region

Eugene, Oregon located in the southern Willamette Valley Region which is perhaps the most diverse agricultural region on earth, this region produces more than 170 different crops including grain, hay, grass seed and specialty seeds of all kinds. Fresh and processed vegetables, tree fruits, berries, hazelnuts, wine grapes, and hops are grown in the valley, too, along with nursery products, Christmas trees, dairy and beef cows, as well as poultry.

About the venue

The Bethel Farm is a six-acre working farm that serves as an outdoor classroom for Bethel School District students and staff. It is centrally located on previously unused school district land between Kalapuya High School and Prairie Mountain K-8 school. To learn more about [Bethel Farm](#).

MENU



SNACKS

potato crackers
vegetable dips & condiments
seasonal pickles

DINNER

zucchini, pink shrimp, tomato, garlic, herbs
tomato, stone fruit, swiss chard
smoked beet pastrami
salmon, new potatoes, sour cream, herbs
bbq carrots and carrot tops
olive oil cake, whipped cream, Oregon berries



Eugene, Oregon • August 2, 2017

CONTRIBUTORS & MARKET VENDORS

Eugene, Oregon • August 2, 2017

Bethel Farm
Eugene, Oregon

Wintergreen Farm
Noti, Oregon

Camas Swale Farm
Eugene, Oregon

Good Food Easy
Creswell, Oregon

Hot Winter Hot Sauce
Portland, Oregon

Nourishing Kitchens
Corvallis, Oregon

Oregon Olive Oil Growers
Salem, Oregon

Pasta Gardner
Eugene, Oregon

Phoenix Farm Enterprises
Springfield, Oregon

Sohr Performance & Nutrition
Eugene, Oregon

North Bend, Oregon • August 17, 2017

Growing Region—Coastal Oregon



Venue: North Bend Community Center

Coastal Region

North Bend, Oregon is located on the south coast, where the bounty of the Pacific is found here in full splendor, offering a delicious menu that includes salmon, halibut, Dungeness crab, rockfish, pink shrimp, oysters, mussels, clams and more. Coastal dairy farms are famous for their cheeses. Specialty crops in this region include artichokes, beets, carrots, cauliflower, radish, herbs, lettuces, peppers, cranberries, lily bulbs and much more.

About the venue

The North Bend Community Center is a gathering spot for many local events in the North Bend/Coos Bay area on the south coast. An excellent facility with plenty of space to feature the local specialty crops during the Market Showcase and kitchen facilities to prepare our Crop-up dinner.

MENU



SNACKS

bread & crackers
Blue Nile hummus
seasonal pickles & crudité

DINNER

tomato, tomatillo, pickled onion, radish, herb & sprout salad
rockfish ceviche, cucumber, melon, jalapeno
summer succotash
bbq carrots, sesame seeds, broccoli sprouts
smoked beets, peppers, herbs
olive oil cake, whipped cream, Oregon pears



North Bend, Oregon • August 17, 2017

CONTRIBUTORS & MARKET VENDORS

North Bend, Oregon • August 17, 2017

7 Devils Brewing Company
Coos Bay, Oregon

Oregon Microgreens & Wheatgrass
Coos Bay, Oregon

Bridgeview Coffee Roasters
North Bend, Oregon

Pacific Seafood
Bay City, Oregon

Coos Bay Farmers' Market
Coos Bay, Oregon

River's Edge Winery
Elkton, Oregon

Coos Cultures
Coos Bay, Oregon

Stud Monkey Organic Farm
Coquille, Oregon

Coos Head Co-Op
Coos Bay, Oregon

Valley Flora Farm
Langlois, Oregon

James Orchard
Winston, Oregon

Madras, Oregon • *September 21, 2017*

Growing Region—Central Oregon



Venue: OSU Central Oregon Agricultural Research Center

Central Oregon

Tucked in the middle of the state, this popular recreational region produces a variety of specialty vegetable seed crops like carrots to go along with wheat, garlic, mint, potatoes, hay, and beef cattle. An increasing urban population in Bend has also led to a growth in local production of fresh vegetables.

About the venue

The Central Oregon Agriculture Research and Extension Center is at the center of 60,000 acres of irrigated crop land and in the center of Central Oregon seed production. High value, specialty crops such as hybrid carrot seed, peppermint oil and tea leaf, garlic seed and potatoes provide the core of this progressive agricultural community. The purpose of the station is to conduct research and provide valuable knowledge relating to agriculture, food systems and biological, social and environmental sciences, which in turn helps improve the quality of life of people and their environments.

MENU



SNACKS

seasonal vegetable salad bites
assorted crackers
cottage cheese & onions
pickled turnips & turnip greens

DINNER

'mediterranean' bean salad
fall vegetable ratatouille
zucchini, carrot, beet & fresh herb medley
braised fennel & green chickpeas
seared beef with herb 'chimichurri'
zucchini cake & Eberhard's ice cream



Madras, Oregon • September 21, 2017

CONTRIBUTORS & MARKET VENDORS

Madras, Oregon • September 21, 2017

Eberhard's Dairy
Redmond, Oregon

Paradise Produce
Madras, Oregon

Humm Kombucha
Bend, Oregon

Thomas Orchards
Kimberly, Oregon

Josie's Best Gluten Free
Bend, Oregon

Justy's Jelly
Redmond, Oregon

Mahonia Gardens
Sisters, Oregon

Marshall's Haute Sauce
Portland, Oregon

Mecca Grade Malting Co.
Madras, Oregon

New Basin Distilling
Madras, Oregon

Painted Hills Natural Beef
Fossil, Oregon

Salem, Oregon • *October 7, 2017*

Growing Region—Willamette Valley



Venue: Oregon Bounty Event, Oregon State Capitol

Willamette Valley Region

Salem, Oregon located in the heart of the Willamette Valley Region which is perhaps the most diverse agricultural region on earth, this region produces more than 170 different crops including grain, hay, grass seed and specialty seeds of all kinds. Fresh and processed vegetables, tree fruits, berries, hazelnuts, wine grapes, and hops are grown in the valley, too, along with nursery products, Christmas trees, dairy and beef cows, as well as poultry.

About the venue

The Oregon Bounty Event at the Oregon State Capitol is an annual event showcasing all aspects of Oregon agriculture including specialty crops grown and prepared in the heart of the Willamette Valley. Our “lunch box” concept was a hit with event attendees and the market showcase highlighted specialty crop producers at the local Salem farmers market.

LUNCHBOX MENU



kale, carrot, onion, pepper, hummus,
and dried berry vegetable 'wrap'

'german' style potato salad

beet, tomato, herb & yogurt salad

Oregon Pears

2% Milk & Mocha Darigold Milk



Salem, Oregon • October 7, 2017

CONTRIBUTORS & MARKET VENDORS

Salem, Oregon • October 7, 2017

Darigold Dairy
Portland, Oregon

Pear Bureau Northwest
Milwaukie, Oregon

Oregon Dairy and Nutrition Council
Portland, Oregon

Salem Farmers' Market specialty crop vendors
Salem, Oregon

FEATURED RECIPES



Sp Adobe Spark

A Note from the Chef's

Writing recipes can be quite challenging. As you look through these recipes, you might think, “oh, I don’t like that much garlic in my salad dressing”, or “I don’t really like beets”... that’s ok. In fact, we might almost prefer it! It is our hope that you don’t follow these recipes ‘word for word’, but instead use them as templates. You can modify the recipes to meet your preferences - if you don’t like a particular vegetable or ingredient, substitute it for one that you do like. If you want your version to be spicy, less salty, more acidic, or whatever – just do it! We came up with many of these recipes ‘on the fly’ – trying to be creative and utilize specialty crops in new and interesting ways that we hadn’t seen before. Sometimes it worked out (these are the recipes you will find in this book). Other times, it didn’t work out as well; we just learned from our mistakes and moved on. The most important thing is that you are cooking, having fun, and eating VEGETABLES!

Happy cooking from the FIC Culinary Team.

Jason Ball, Chris Bailey and Sarah Masoni

BBQ Carrots, Sesame, and Carrot Top Salad

**yields 4 portions*

BBQ Carrots

2 bunch small heirloom carrots
½ cup brown sugar
½ cup soy sauce
1/8 cup mirin
2 Tbsp. gochugaru, or your favorite chili paste
2 Tbsp. garlic, minced
2 Tbsp. sesame oil
Pinch black pepper

White Sesame Puree

½ cup white sesame seeds, untoasted
1 cup heavy cream
1 Tbsp. white pepper
Salt

Carrot Top Salad

1 cup carrot tops, picked into small pieces
½ cup scallion, sliced thinly on the bias
1 small Asian pear, diced into 1/2" pieces
2 Tbsp. white sesame seeds, toasted
¼ cup olive oil

Method:

Carrots

Preheat oven to 450F.

Clean carrots thoroughly to remove any particles of dirt. Remove green tops if they are still attached and set aside. Cut carrots into thirds. Set aside until ready to cook.

In small saucepot over medium heat, cook brown sugar until sugar dissolves and begins to bubble. Remove pot from the heat and swirl in soy sauce, stirring to combine. Return pot to heat and cook until mixture reduces in half, or until it thickens to a syrup consistency. Add mirin and gochugaru and reduce to syrup consistency. Remove from heat and add garlic, sesame oil and black pepper. Stir to combine.

In large bowl toss carrots with glaze. Begin by drizzling about ¼ cup of the glaze to ensure

desired flavor and spice is reached. Adjust the amount of glaze depending on your desired sweetness / spiciness. Place carrots on a foil lined pan and bake for 15—20 minutes. The carrots should be cooked through, and the glaze should have started to caramelize.

Sesame Seeds

Toast sesame seeds in a nonstick skillet over medium heat, stirring seeds lightly until golden in color and fragrant. Remove seeds and set in a bowl.

In small saucepot, heat heavy cream over medium heat just before it reaches a boil. Working quickly in blender combine hot cream and sesame seeds. Blend until smooth and silky in texture. Finish by stirring in white pepper and adding salt to taste.

To Finish

Place warm carrots on a plate or platter. Drizzle the sesame seed puree over the carrots.

Toss all of the carrot top salad ingredients in a bowl, and place on top of the carrots.

Serve and enjoy!

Cauliflower Lettuce Wraps

**yields 8-10 wraps*

2 heads Bibb lettuce
2 ea. cauliflower
2 Tbsp. olive oil
1 Tbsp. paprika
2 ea. red pepper, sliced
fresh herbs (whatever your preference is)
salt & pepper

Ingredients for Dressing

2 cup yogurt
1 cup hazelnuts, toasted & chopped
1 Tbsp. tahini
2 ea. shallot, sliced thinly
4 ea. garlic cloves, grated
2 Tbsp. olive oil

Method:

Pre-heat oven to 450F.

Clean the Bibb lettuce and pull away the leaves – these will be the ‘wraps’. Set aside in the refrigerator until you are ready.

Clean the cauliflower (leave whole). Rub the olive oil, paprika, salt, and pepper all over the cauliflower. Roast in the oven until golden brown and cooked through. Remove from oven and let cool.

Meanwhile, mix all of the dressing ingredients together – adjust seasoning as necessary.

Cut the cauliflower into ‘chunks’ and place into a bowl. Toss the cauliflower with the dressing. You may not need all of the dressing; leftover dressing will keep in the refrigerator for 4-5 days. Lay out the lettuce wraps and fill with an appropriate amount of the cauliflower mixture. Top each wrap with the sliced red pepper.

After you have prepared all of the wraps, garnish the tray with fresh, seasonal herbs.

Enjoy!

Corn, Pickled Okra, Thyme-Smoked Tuna, Tonnato

**yields 4 portions*

3-4 ears fresh corn (shucked & removed from the cobb)
pickled okra
thyme-smoked tuna
tonnato sauce

Pickled okra

2 cup okra, thinly sliced
1 Tbsp. dried red chile pepper
4 ea. garlic
1 Tbsp. black peppercorns
¼ cup kosher salt
¼ cup honey
2 cup rice wine vinegar
2 cup water

Place sliced okra in a glass jar or other non-reactive container. In small saucepan heat remaining ingredients to a gentle boil. Pour liquid over sliced okra and store in refrigerator for at least 2 hours, or as long as 7 days.

Thyme-Smoked Tuna

Tuna loin (trimmed and cleaned)
2 cup applewood chips (soaked in water overnight)
2 bunches fresh thyme, fresh

Prepare smoker according to manufacturer's instructions, set applewood chips and thyme atop hot coals. Smoke tuna for about 20 minutes taking great care not to remove the lid from the smoker, but also trying to keep the heat relatively low.

Remove tuna when firm throughout. Flake into fork-sized chunks and hold in the refrigerator until you're ready to assemble the dish. Reserve ½ c of tuna for tonnato sauce.

Tonnato

½ cup smoked tuna

½ cup mayonnaise

¼ cup extra-virgin olive oil

4 ea. anchovy fillets

1 Tbsp. lemon juice

2 Tbsp. capers (drained)

In a food processor, combine all ingredients and process until smooth. Season to taste with salt and black pepper.

Assembly

Toss corn, pickled okra and tonnato in a bowl to combine. Season to taste with salt and pepper. Mound atop platter. Lay smoked tuna atop and garnish with sliced chives and parsley.

Enjoy!

Fig & Plum Cake, Berry Compote & Whipped Cream

**yields 6 portions*

Fig & Plum Olive Oil Cake

3 cup all-purpose flour
1 Tbsp. baking powder
1 cup butter, melted
1/2 cup olive oil
7 ea. eggs
2 cup sugar
3 ea. lemon (zest & juice)
4 ea. figs
4 ea. plums

Berry Compote

1 cup blackberries
1 cup raspberries
1 cup blueberries
2 Tbsp. white sesame seeds, toasted
1 cup brown sugar

Whipped Cream

1 cup heavy cream
1/4 cup cane sugar

Cake

Preheat oven to 325F.

Line a shallow cake pan with parchment paper, and grease lightly with oil or butter.

In a mixing bowl, combine the oil, lemon zest, juice, and butter. In another mixing bowl, combine the flour and baking powder. Clean and cut the figs and plums in half (discard the seeds) and set aside.

In a mixing bowl fitted for a stand mixer, combine the eggs and sugar. Whisk on medium speed until 'pale yellow ribbons' form. Slowly add the dry ingredients and mix thoroughly. Then slowly add the liquid ingredients and mix well. Pour the batter into the prepared pan and place the plums and figs in the batter (cut side up). Feel free to be creative with your design! Bake the cake for approximately 45 minutes (or until a toothpick inserted into the cake comes out clean).

Cool the cake in the pan until ready to serve.

Berry Compote

Toast sesame seeds in a nonstick skillet over medium heat, stirring seeds lightly until golden in color and fragrant. Remove seeds and set in a bowl.

Combine all ingredients and cook gently over medium heat for 10 minutes. Feel free to add additional sugar or lemon juice to your preference. Set aside until ready to compose the dessert.

Whipped Cream

In a mixing bowl fitted for a stand mixer, whip the heavy cream until soft peaks form. Add the sugar and continue to whisk until stiff peaks form. Keep cold until you're ready to compose the dessert.

To Finish

Cut cake into 6 pieces and place on a platter.

Top the cake with the compote, whipped cream and serve. Feel free to add additional components such as hazelnuts or almonds!

Kale 'Caesar' salad

**yields 4 portions*

Dressing

- 2 cup yogurt
- 2 clove garlic
- 2 Tbsp. dijon mustard
- 5 anchovy fillets (optional)
- 2 Tbsp. olive oil
- 2 Tbsp. tahini
- 1 ea. lemon zest and juice

Salad

- 1 cup toasted, crushed hazelnuts
- 1 bunch kale (lacianato)
- 3/4 lbs. green beans
- aged cheese (shaved or shredded)

Method:

Mix all of the dressing ingredients together. Feel free to adjust the seasoning to your preference (more or less lemon, anchovy, etc.). Set aside in the refrigerator until you are ready to use.

Meanwhile, clean the kale and green beans. Cut or tear both of them up to your desired size. We used tender green beans and added them into the salad uncooked for an additional crunch. Once you have all ingredients gathered and ready, mix the salad together in a large bowl.

You will likely have more dressing than you need—just dress the salad using whatever amount you prefer and save the remaining dressing for another salad! Garnish with the hazelnuts and cheese.

Late Summer Ratatouille with Dungeness Crab

**yields 4 portions*

1/2 cup olive oil (x2)
1 onion, diced into ½" pieces
1 clove garlic, thinly sliced
2 cup red and yellow sweet peppers, sliced into ½" ribbons
2 large purple eggplants, diced into ½" pieces
2 large yellow squash, diced into ½" pieces
1 cup heirloom tomatoes, diced into 1" pieces
2 Tbsp. picked thyme leaves
¼ cup parsley leaves, roughly chopped
Dungeness crab (as much or as little as you'd like)

In a large pot, heat oil over medium heat. Sauté onion until softened and lightly colored. Add garlic, sweet peppers, and eggplant and begin to cook until the vegetables start to soften, roughly 10 minutes. If mixture looks dry add 1c of water or vegetable stock. Add in squash and a pinch of salt and cook for another 5 minutes, stirring occasionally. Add tomatoes and herbs and cook for another 5 minutes. During this time swirl in ½ c olive oil and stir to combine. Season with salt and pepper.

Serve on platters or individual bowls with lump crab flaked atop. Garnish with more chopped parsley and a drizzle of good olive oil.

Mediterranean Bean Salad with Creamy Dill Dressing

**yields 6 portions*

- 2 cup haricot vert (green beans)
- 2 cup cranberry beans
- 2 cup lima beans
- 2 cup edamame (optional)

Creamy Dill Dressing

- 1 cup Greek yogurt
- 3 Tbsp mayonnaise
- 2 Tbsp whole grain mustard
- 1 Tbsp lemon juice
- ¼ cup olive oil
- ½ cup fresh dill, chopped
- ¼ cup fresh parsley, chopped
- salt and pepper

Method:

Separately, wash and cook the cranberry beans and lima beans in salted water; start with cold water (approximately 3x the amount of the beans), and bring to a simmer. Simmer until the beans are cooked. Strain and cool on a tray.

Blanch the green beans OR leave them raw. We like the crunch that they add when they are raw. Just be sure to wash them thoroughly.

For the dressing, whisk all ingredients to combine. Season to taste with salt and pepper. If you would like to add more acid or seasoning, please do.

Combine the beans with dressing in a large bowl – toss to coat. Garnish with fresh dill.

Enjoy!

Onion, Pear, & Blue Cheese Salad

**yields 4 portions*

5 ea. onions
2 ea. pears
1/4 lb. rogue river blue cheese
1/2 cup hazelnuts
2 handfuls mixed greens
1/4 cup tarragon
1/4 cup parsley

Method:

Pre-heat oven to 500F. Pre-heat grill to high heat (if necessary).
Wash all vegetables thoroughly. Measure and scale all ingredients.

Cut the top portion of each onion off (the top is the end opposite the root, leave the skins on). Place all onions (cut side down) on a foil lined sheet pan. Roast the onions in the oven. You will want to 'burn' the exterior (you will squeeze out the interior, so it doesn't matter – you actually want the exterior to be black). When the onions are appropriately 'burnt', remove them from the oven and let cool until you are able to handle them. When you can handle them – hold the root end and squeeze out the interior of the onion. Try your best to keep it in one piece (it will be easier to cut that way). After you have squeezed out the interiors, cut the onions into quarters, and separate out the petals. Set aside until you are ready to finish the salad.

For the pears: if you are using ripe pears you don't need to grill them. If you are using unripe pears, we recommend that you cut the pears in half (remove seeds) and grill the pears. In any case, you will want the pears to be cut into large wedges (so they keep some integrity for the salad).

When you have the onions and pears ready, you can mix all ingredients in a large bowl. Dress the salad, and continue to mix well.

Place the salad on a plate or platter (for sharing). Garnish with fresh herbs, blue cheese, and toasted hazelnuts.

Olive Oil Cake *Adapted from Daniel Humm (Eleven Madison Park)*

**yields 6 portions*

Ingredients (Cake)

3 cup pastry flour
1 Tbsp. baking powder
1 ¼ cup butter (melted)
1/3 cup olive oil
14 ea. egg whites
4 ea. lemon zest
3 Tbsp. lemon juice

Whipped Cream

1 cup cream
¼ cup sugar
sea salt (to finish)
mixed berries

Method:

Pre-heat oven to 325F.

Line a half sheet pan with parchment paper (you might need two pans).

In a mixing bowl, combine the pastry flour and baking powder.

In a separate bowl, combine the butter and olive oil.

In a kitchen aid mixer (whisk attachment) – whisk the eggs on medium speed. Gradually sprinkle in the sugar until it is all incorporated. Increase whisk speed to ‘high’. Continue to whisk until pale yellow ribbons form.

Add the dry ingredients and lemon zest, and slowly mix to combine. Slowly mix in the butter and oil mixture (on low speed) until the batter is smooth and homogenous.

Pour the batter into the prepared sheet pan(s).

Bake until a toothpick inserted in the center comes out clean (approximately 45 minutes, although oven temperatures can differ greatly. Keep checking regularly after 45 minutes).

Cut the cake into pieces, and place on a plate or platter. Top with a scoop of whipped cream, a touch of sea salt, and seasonal mixed berries. Enjoy!

Pastrami Beets & Horseradish Mousse

**yields 4 portions*

Pastrami Beets

1 bunch medium sized beets, rinsed and tops removed
Olive/vegetable oil blend
Spice rub (see below)

Spice Rub

2 Tbsp. coriander seeds
2 Tbsp. yellow mustard seeds
2 Tbsp. lightly packed dark brown sugar
1 Tbsp. smoked paprika
1 tsp. kosher salt
½ tsp. powdered garlic
1/8 tsp. ground cloves
2 Tbsp. ground black pepper

Method:

To make the spice blend:

Toast coriander and mustard in a medium skillet over medium heat, stirring occasionally, until fragrant and lightly browned, 3 to 5 minutes. Transfer to a bowl to cool.

Add the cooled seeds, sugar, paprika, salt, garlic and cloves to a spice grinder and grind to the texture of sand. You may have to do this in batches. Transfer to a bowl and stir in pepper. You can store this spice blend in an airtight container at room temperature for up to 3 months.

To smoke the beets:

Peel beets and toss with oil. Rub beets with a liberal amount of spice.

Prepare smoker according to manufacturer's instructions. Smoke beets at 350F for roughly an hour taking great care not to remove the lid from the smoker. Check for doneness by inserting a small knife into the center of one of the beets. If met with minimal resistance the beets are ready to be pulled. Let rest before slicing into.

Horseradish Sauce

1 cup milk
1 cup cream
1 ea. shallot

¼ cup fresh horseradish, grated (or as much or as little as you like)
3 garlic cloves
1 Tbsp. red wine vinegar
1 Tbsp. salt
1 Tbsp. gelatin

Method:

In saucepan, heat milk and cream together over medium heat. Remove from heat right before mixture begins to boil.

In blender add all other ingredients and blend. Adjust seasoning to your preference.

Assembly

Slice beets to desire shape and thickness. On base of the plate, spoon a dollop of horseradish sauce. Texture should be light and airy. Set a bundle of the beets atop the aerated mousse, creating a halo around the smoked beets. Garnish with finely chopped chives.

Potato Flatbread with Garlic

**yields 4-6 flatbreads*

Potato Flatbread

1.5 lbs. Yukon gold potatoes

1.5 lbs. AP flour

2 cup plain yogurt

1.5 oz salt

olive oil (for brushing)

salt

black pepper

Garlic Emulsion

2 cup garlic cloves

2 cup olive oil

1 Tbsp. white pepper

salt

Method:

Pre-heat oven to 425F (If serving on the same day, pre-heat a grill to high heat).

Clean the potatoes thoroughly, and measure and scale all ingredients. Place the potatoes in a large pot and cover with cold water. Cook the potatoes until they are tender and can easily be pierced with a knife.

Drain the potatoes from the cooking water and set aside (to cool). When the potatoes are cool enough to handle – mix in the salt and break up potatoes. After the salt is mixed in place the potatoes in the bowl fitted for a kitchen aid mixer.

Add the flour, salt, yogurt, and water.

Gently mix on low speed (to incorporate the dry ingredients without making a big mess). When you see the dough start to come together. Turn the speed up to 3, and mix for 7 minutes. After the dough has mixed, place it in a plastic container (covered), and put it in the fridge for 2 days.

Meanwhile, you can make the garlic emulsion. Place the garlic cloves into a blender—turn the blender onto a high speed and slowly add the olive oil to create a creamy emulsion. After you've added the olive oil, you can adjust the seasoning with additional oil, salt, and pepper. Set aside

until you are ready to use.

After 2 days, you will want to remove the dough from the refrigerator early in the morning and let it sit out for a few hours before working with it (so that it can come to room temperature). When you are ready, begin to shape the dough. It is a very 'forgiving' dough. Pull away pieces of the dough (amount depends on what size you would like your flatbread to be). In any case, you will shape the dough into large 'ball' shapes. Then, you will take the dough 'balls' and flatten them onto a floured pan (lined with parchment or non-stick silicon mats). Brush the top of the flatbread with melted butter and season with salt and black pepper.

Bake the flatbread in the oven for 30-45 minutes (the bread should be about 90% cooked through). After you have baked the bread, you can set it aside – it will hold in the refrigerator (for up to one week), or in the freezer (for up to three months).

When you are ready to serve, brush the bread with the garlic emulsion (if you like garlic, brush on quite a bit), if you don't like garlic, you can just use butter. Grill the flatbread over high heat on a grill – should only take 1-2 minutes per side.

Serve warm with your favorite condiments.

Potatoes & Smoked Salmon

**yields 4-6 portions*

1.75—2 lbs. salmon

2 cup salt

2 cup brown sugar

1 gal. water

woodchips (pre-soaked)

2 lbs. potatoes (fingerling or other small variety)

salt

black pepper

2 ea. lemon (zest and juice)

2 cup cream

* herbs / flowers for garnish

*makes four servings

Method:

Wash the potatoes thoroughly.

Measure and scale all other ingredients.

For the Smoked Salmon:

If possible, ask your fish butcher to provide you with a side of Salmon that has been scaled and had the pin bones removed. If not, you will need to break down the Salmon (if you haven't done this before, you will want to have an experienced fish butcher show you the technique so that you don't waste too much salmon. Make sure to work quickly and keep the fish as cold as possible during this process (we store the fish on ice next to our cutting board). Depending on the size of the Salmon, you may need to cut the side in half, but, it is a good idea to keep the fish pieces as large as will fit on/in your smoker.

Prepare the brine: combine the water, salt, and brown sugar in a small saucepan. Heat to dissolve the sugar and salt into the water. Add the ice to immediately cool the solution to 38F or below. When the brine is cooled to 38F below, add your fish to the brine and store in the refrigerator for 4 hours.

After your fish has brined for at least 4 hours – start to prepare the smoker. Soak your woodchips in water and set up your smoker according to the manufacturer’s instructions. We gently smoke our albacore at a lower temperature (200-250F) for a few hours. You will want to experiment a bit to find what works best for the smoker you are using. In any case, make sure that the fish is cooked through. After the fish has been smoked, remove from the smoker and cool to (40F). You can store the fish in the refrigerator for up to one week.

Prepare the sour cream:

Add the lemon zest and lemon juice to the cream, season with salt and pepper. Let the cream sit at room temperature (stirring occasionally). You will notice that the cream will get thicker. When you have achieved a taste and texture combination that you like, place the sour cream in a container and store in the refrigerator.

For the Potatoes

Wash the potatoes thoroughly, and place the potatoes in a large pot of heavily salted water. Bring the water to a simmer (188F), and cook the potatoes until they are tender and can be pierced with a knife (but are not falling apart). Drain the potatoes, and let them cool slightly. At this point, you will only add a little salt and pepper.

While the potatoes are still warm, place a small pile on a platter. Put a generous spoonful of the sour cream next to the potatoes. Garnish the sour cream with lemon zest and any fresh herbs that you have. Flake the smoked salmon on top of the potatoes and serve.

Enjoy!

Summer Bean Salad with Creamy Dill Dressing

**yields 4 portions*

Summer Beans

- 1 cup haricot vert
- 1 cup cranberry beans
- 1 cup lima beans

Creamy Dill Dressing

- 1 cup Greek yogurt
- 3 Tbsp. mayonnaise
- 2 Tbsp. whole grain mustard
- 1 tsp. lemon juice
- ¼ cup olive oil
- ½ cup fresh dill, chopped
- ¼ cup fresh parsley, chopped

For the dressing, whisk all ingredients to combine. Season to taste with salt and pepper—set aside in the refrigerator until you are ready

Assembly

In bowl combine the three kinds of beans and toss gently with dill dressing. Garnish with dill sprigs.

Feel free to substitute and add additional veggies and greens!

**makes four portions*

Summer Gazpacho

**yields 4 portions*

2 cup watermelon
1 ea. small cantaloupe
2 ea. tomatoes
1 ea. cucumber
½ cup sherry vinegar
½ cup sparkling water
salt
lemon zest and juice
lime zest and juice
black pepper

Method:

Clean all vegetables thoroughly.

Measure and scale all ingredients

Peel and cut watermelon into large cubes. Also, cut the tomatoes and cucumbers into a large dice.

Puree the watermelon, tomatoes, and cucumbers using a Vitamix or other stand blender. You can strain this mixture (if you prefer a gazpacho that is smoother – that’s a good idea. If you prefer a ‘chunky’ gazpacho you don’t need to bother).

Mix in the remaining ingredients. You will want to adjust the amount of water, lemon / lime zest, vinegar, and salt content to your tastes. When you are satisfied with the final product – chill the gazpacho over ice (it will taste nice as it gets colder).

When you’re ready to serve, garnish the soup with some nice Oregon olive oil and fresh herbs.

Enjoy - you can serve this in a cup if you’d like, totally up to you!

Summer Squash Zoodle Salad

**yields 4 portions*

Summer Squash / Zucchini
Dungeness Crab
Onion
Garlic (grated)
Tomato (fresh)
Tomato (canned)
Lemon Zest & Juice
Anchovies
Olive Oil
Chili Flakes
Salt
Pepper

Method:

To make the tomato sauce:

In a tall stockpot, heat olive oil over medium heat. Sauté onions and cook for 5-6 minutes (stirring constantly). Add fresh and canned tomatoes, lemon zest, lemon juice, anchovy fillets, garlic, salt, pepper, and chili flakes.

Lower the heat (to low setting), and cook for 45 minutes. You can adjust the seasoning and acidity at this point.

After the tomato sauce has cooked for 45 minutes, remove it from the heat. Puree the sauce using an immersion blender (a stand blender will also work well). Add the remaining olive oil. You may need to readjust the seasoning, acidity, or spices. When you are satisfied, keep the sauce warm and set aside.

To make the zoodles:

Using a 'zoodler', make 'zoodles' out of the summer squash and zucchini. Set the 'zoodles' aside in a large bowl & season with salt and pepper.

When ready to serve, toss the 'zoodles' with the tomato sauce.

Place the dressed 'zoodles' on a plate or platter. Garnish with the crab meat and fresh herbs.

Enjoy!

Summer “Succotash”

**yields 4 portions*

3 Tbsp + ½ cup olive oil
2 ½ cup white onion, small dice into ½ inch pieces
1 ½ cup red bell pepper, diced into ½ inch pieces
2 cup lima beans or edamame
2 cup sweet corn kernels
8 ea. Garlic cloves, thinly sliced
1 cup yellow sweet peppers, sliced into ½” ribbons
1 ea. purple eggplants, diced into ½” pieces
1 ea. yellow squash, diced into ½” pieces
2 cup heirloom tomatoes, diced into 1” pieces
3 Tbsp. thyme leaves, picked
1 cup parsley leaves, roughly chopped
½ cup fresh tarragon, chopped

Method:

In a large pot or rondeau, heat oil over medium heat. Sauté onion until softened -add garlic and cook for 2 more minutes.

Add sweet peppers, beans, corn, and eggplant and begin to cook until starts to soften, roughly 10 minutes. If mixture looks dry add 1c of water or vegetable stock.

Add in squash and a pinch of salt and cook for another 5 minutes, stirring occasionally.

Add tomatoes and herbs and cook for another 5 minutes. During this time swirl in ½ c olive oil and stir to combine. Season with salt and pepper. Serve on platters or individual bowls.

Garnish with more chopped parsley and a drizzle of good olive oil. You can add anything else on top too; this dish pairs nicely with many things.

Enjoy!

Tomato & Radish Panzanella

**yields 4 portions*

2 lbs. tomatoes (mixed)
1 bu. radish + radish greens
1 ea. red onion
4 cloves garlic
basil / parsley / rosemary
1 lemon zest & juice
1 cup olive oil
salt
pepper
2 cup sourdough bread (older the better)
1/2 cup butter

Method:

Wash all vegetables thoroughly.

Measure and scale all ingredients.

Cut the tomatoes, radishes, and onions. Place in a large bowl – try to keep as much tomato juice as possible.

Prepare the sourdough bread croutons. Cut or tear the bread into uneven pieces – place in a small bowl. Melt the butter and add the rosemary. Pour the melted rosemary butter over the bread – season with salt and pepper. Toast bread until it is golden brown and very ‘crunchy’ (the bread will soak in the dressing, so the crunchier the better). Set aside. About 1 hour before you plan to eat – toss the bread with the tomato mixture. Make sure to mix the salad well. Cover and refrigerate.

When you are ready to serve, mix up the salad one more time and then strain the liquid from the salad mixture (you can save it for a smoothie). Mix the remaining herbs, lemon zest, lemon juice, and olive oil with the salad. Adjust seasoning and acidity to your preference.

Place the salad on a platter and garnish with fresh herbs and radish greens.

Enjoy!

Vegetable and dried berry hummus wrap

**yields 4 wraps*

½ bunch kale
2 carrots
1 onion
4 cloves garlic
1 Lemon (zest & juice)
2 peppers (red, green, or mixed)
2 cups hummus
1 cup dried berries
4 whole wheat wraps (lrg.)
Olive oil

Method:

Wash all vegetables thoroughly.

Tear the kale into rough pieces. Shred the carrots. Peel & slice the onion and garlic. Slice the peppers.

Heat a small amount of olive oil in a sauté pan set over medium heat. Cook the onion, peppers, and garlic for 2-3 minutes or until lightly golden. Add the lemon zest, lemon juice, kale, and carrot. Continue to cook (stirring occasionally) until the kale is wilted. Remove from pan and let cool. When cool, mix in the blueberries.

Lay out the whole wheat wraps (feel free to slightly toast the wraps if you would like). Spread the hummus on the base of each wrap. Top with the sautéed kale mixture (you may want to 'squeeze out' any extra moisture from this filling before you place on the wraps.

Roll up the wraps like a burrito and slice in half. Enjoy right away, or store in the fridge for 1-2 days.

Vinegar Pickled Turnips & Turnip Greens

**yields 2-3 jars of pickles*

2 bunch turnips
2 cup water
4 cup rice wine vinegar
1 cup Shishito Peppers, sliced
1 cup shallot, sliced
¼ cup salt
1 Tbsp. cracked black pepper

3 Tbsp. olive oil
1 Tbsp. pickling liquid

Method:

Separate the turnips from the turnip greens; clean both thoroughly, cut the turnips into your desired shape (we prefer slices ¼ inch thick) and set aside.

Clean and slice the shallots and Shishito peppers.

Place the turnips, shallots, and Shishito peppers in a container.

In a small saucepan, heat the water, vinegar, salt, and pepper to a boil (212F).
Pour the hot brine over the turnips, shallots, and Shishito peppers.

The pickles should sit in the refrigerator for at least 6-8 hours, but they will taste more like a “pickle” with more time that passes.

To complete this dish, place some pickles in a bowl (or plate).

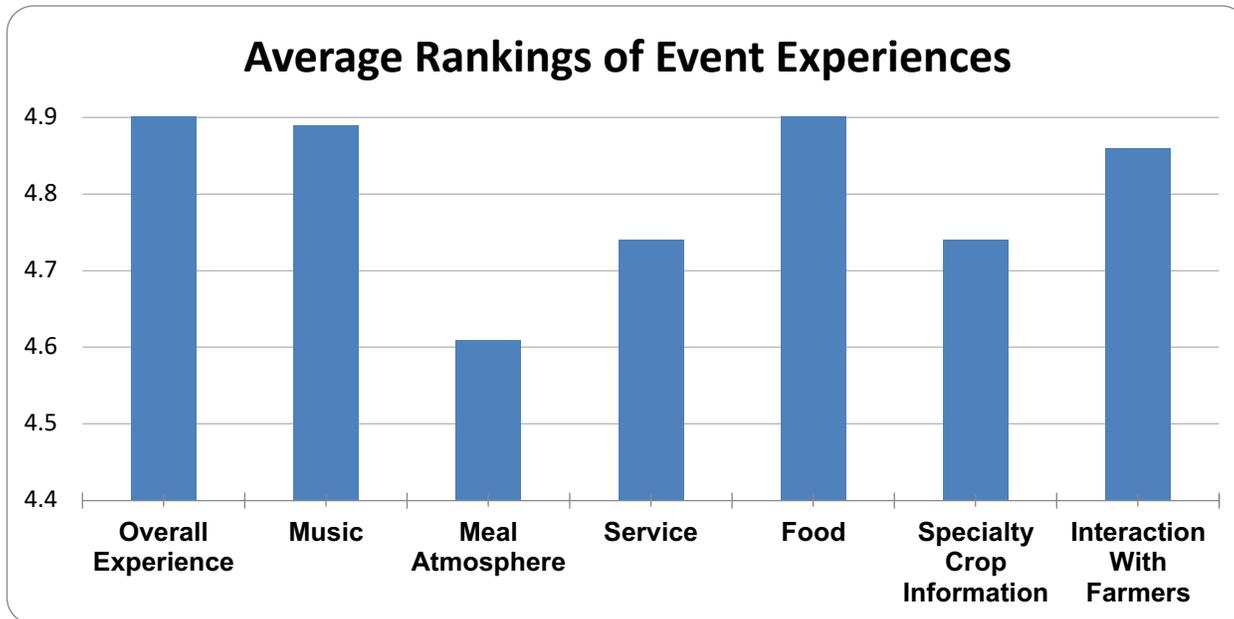
In a separate bowl, toss the turnip greens with the olive oil, and some pickling liquid. Place the greens over the pickles and serve as a side dish.

Enjoy!

Data & Feedback

As part of the educational aspect of this project, a pre and post knowledge survey was given to participants at each Market Showcase event. Pre-event surveys helped us to determine a baseline for consumer knowledge. The survey asked questions such as: “How much do you know about specialty crops”? “Did you know this product was produced in Oregon”? Each participant answered survey questions using a three-point scale (to assist with data analysis). After each event a similar survey was given out to measure knowledge *gained* from attending the events. These evaluations provided ‘benchmarks’ for current buyer and consumer education regarding specialty crops. The post event survey has allowed us to measure the effectiveness of the project.

Did participants enjoy the Event?

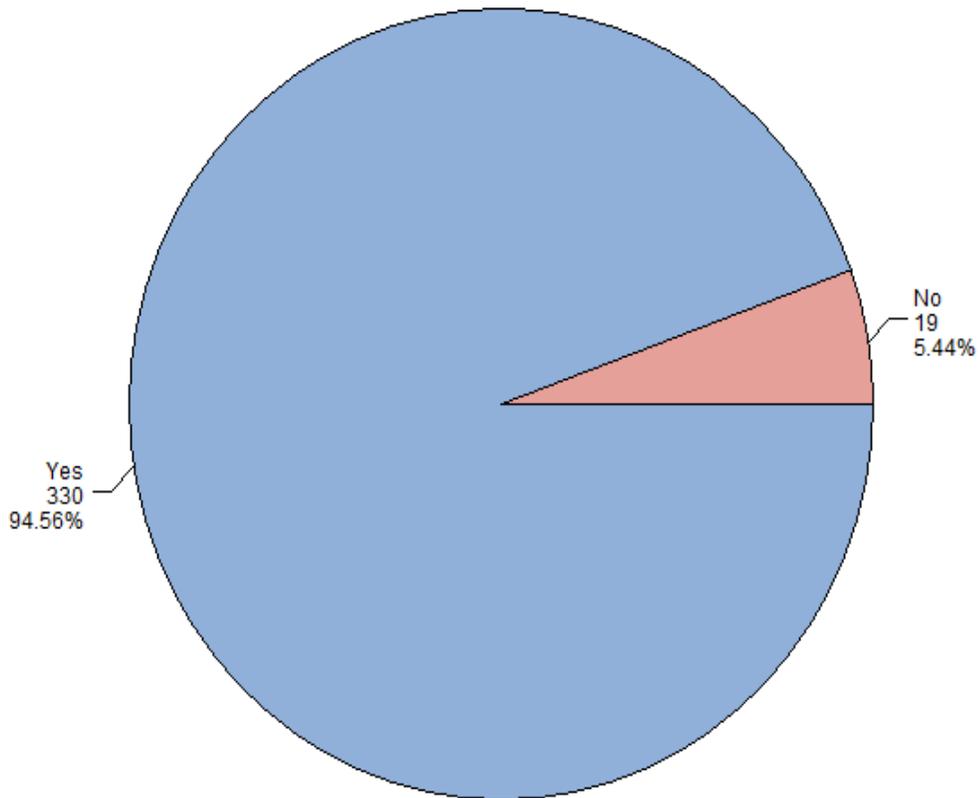


All regions overall scores were above 4.7

Number of People Who Saw A New Dish at Crop-Up Dinner 2016

sample size: 349

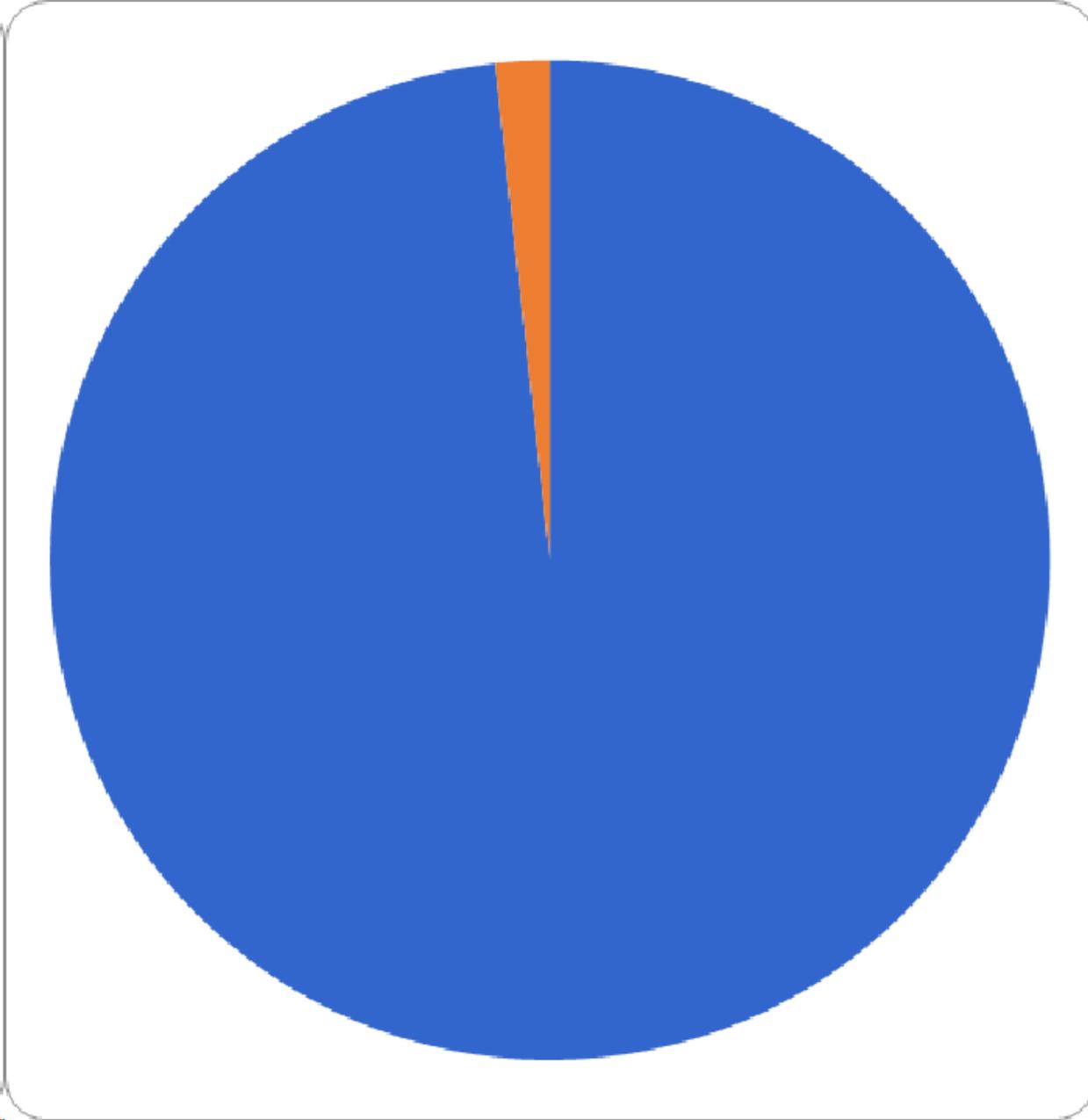
Yes (95.5%) No (5.5%)



Number of People Who Saw A New Dish at Crop-Up Dinner 2017

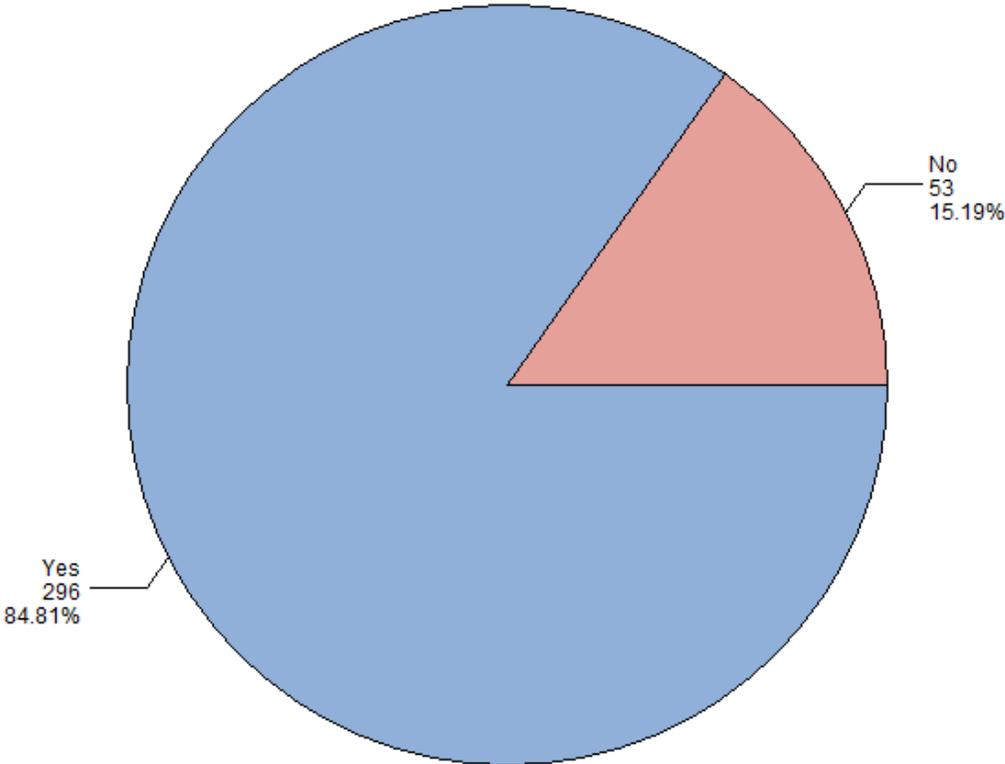
sample size: 502

Yes (98.3%) No (1.7%)



Competitiveness of Specialty Crops

Measuring the increase in competitiveness of specialty crops by the number of people willing to cook a Crop-Up dish at home



Increased Competitiveness of Vendors

| Grocery Store You Most Often Purchase From | | Willingness to seek out vendors after event | | | Total |
|--|----------------------|---|-------|------------|-------|
| | | No | Maybe | Definitely | |
| Conventional Grocery | | | | | |
| | Number of People | 3 | 51 | 62 | 116 |
| | Percentage of people | 2.5% | 43.9% | 53.4% | 100% |
| Natural Grocery | | | | | |
| | Number of People | 2 | 12 | 49 | 63 |
| | Percentage of people | 3.1% | 19.1% | 77.8% | 100% |
| Farm stand | | | | | |
| | Number of People | 3 | 11 | 20 | 34 |
| | Percentage of people | 8.8% | 32.3% | 58.8% | 100% |
| Food Co-op | | | | | |
| | Number of People | 0 | 5 | 25 | 30 |
| | Percentage of people | 0.00% | 16.7% | 83.3% | 100% |

If you would like additional information about Oregon Specialty Crops or this project contact:

Oregon Department of Agriculture
 Agricultural Development & Marketing Program
Oregon.gov/oda

Food Innovation Center
 Oregon State University
fic.oregonstate.edu

Enjoy!

ODA-004 Establishing Oregon as a Pest-Free Area for *Xyllela Fastidiosa*
Attachment 1: Xyllela Fastidiosa Flyer

WHAT IS

Xylella fastidiosa?

- *Xylella fastidiosa* is a bacterium that infects xylem vessels in a number of woody, broad leaf, and annual grass plants.
- Infection by *X. fastidiosa* disrupts the normal functioning of transportation of minerals and water through xylem vessels, leading to leaf scorch, dieback, and death.
- However, in many hosts the bacterium can remain symptomless.



Disease symptom on grape. Source: msfruitextension.wordpress.com



Bacterial leaf scorch of red maple. Source: www.apsnet.org

The pathogen is considered native to warmer regions in North America such as the southeastern USA. In recent years, *X. fastidiosa* has been reported in Asia, Europe, and South America.

In October 2015, *X. fastidiosa* was detected for the first time in Oregon infecting 'Perry' pear trees. Previously, *X. fastidiosa* was reported infecting pear only in Taiwan.

REPORTING

Xylella fastidiosa

- Report plants exhibiting suspicious symptoms to the Oregon Department of Agriculture (1-800-INVADER).
- Please take photos of symptoms and details of the suspect plant's location and the conditions its being grown under.
- Nurseries may contact their official Nursery Inspector for assistance.
- Samples from suspect plants must be submitted to lab testing for accurate diagnosis.
- An appropriate sample for diagnostic testing consists of a twig about as thick as a pencil with symptomatic leaves still attached.

MORE INFORMATION ON THE DISEASE

edis.ifas.ufl.edu/in174

nature.berkeley.edu/xylella

SAMPLE COLLECTION

Oregon Department of Agriculture
Nursery Inspection Program
(503) 986-4644

PATHOGEN DIAGNOSIS

Oregon Department of Agriculture
Plant Health Laboratory
(503) 986-4620

Oregon State University Plant Clinic
(541) 737-3472

OREGON DEPARTMENT OF AGRICULTURE

Market Access & Certification
Plant Health Program
635 Capitol St NE, Salem, OR 97301
(503) 986-4620 — www.oregon.gov/ODA

Created: 11/2015

PLANT DISEASE ALERT

Xylella fastidiosa



Bacterial leaf scorch on blueberry, caused by the bacterium *Xylella fastidiosa*. Source: apps.caes.uga.edu/gafaces

COMMON NAMES

Pierce's disease, California vine disease, Anaheim disease (grapevine), dwarf (lucerne), phony disease (peach), leaf scald (plum), leaf scorch (almond, elm, maple, mulberry, pear, plane, and oak), variegated chlorosis (citrus)



Oregon
Department
of Agriculture

DISTRIBUTION

The disease is mainly distributed in the western hemisphere.

North America: Mexico, USA (Alabama, Arizona, California, Florida, Georgia, Kentucky, Louisiana, Mississippi, Missouri, Oregon, New York, North Carolina, South Carolina, Texas, and West Virginia).

Central America and Caribbean: Costa Rica, probably most countries in Central America.

South America: Argentina, Brazil, Paraguay, and Venezuela

EPPO region: France, Italy, and Netherlands

Asia: India and Taiwan

THREAT TO OREGON

Oregon produces a number of seed, fruit, and horticultural crops known to be susceptible



to *X. fastidiosa*. The European Union and other countries prohibit or severely restrict importation of plant materials where *X. fastidiosa* is known to occur. Measures to exclude this pathogen from disease-free areas in Oregon are the best control options.

Controls may include the removal of host trees and best management practices to limit disease spread within specific areas and prevent spread to non-infested areas.

MAJOR HOSTS

About 200 plant species are susceptible to *X. fastidiosa*. Some of the common hosts are almond, American sycamore, annual bluegrass, apricot, blackberry, blueberry, elm, grape, lucerne, maple, northern red oak, peach, periwinkle, plum, raspberry, red mulberry, ryegrass, and strawberry.

SYMPTOMS

X. fastidiosa causes different symptoms on different hosts. The most common symptom is leaf scorch. The margin or edge of the green leaf suddenly starts to dry, a symptom similar to moisture stress, or damage from wind, salt, air pollutants, toxic metals, or nutrient extremes. Later these leaves die and turn brown.

Symptoms are irregular in shape. In general, a bright yellow or red band appears between the healthy and scorched tissue. As the disease progresses, the whole leaf may shrivel and drop, leaving a bare petiole attached to the plant. Infected trees are often stunted in height due to shortened internodes and have greener, denser foliage than healthy trees. Symptoms may vary depending on the infected host.



Bacterial leaf scorch of elm. Source: www.apsnet.org



Bacterial leaf scorch of shingle oak. Source: www.apsnet.org

DIAGNOSIS

Leaf scorch symptoms resemble stress caused by many abiotic factors such as moisture stress, or damage from wind, salt, or air pollutants. Specific lab testing is required for accurate disease diagnosis.

DISSEMINATION

X. fastidiosa can be disseminated locally through mechanical and insect transmission. Using pruning shears on an infected plant and then pruning a healthy plant can transmit the pathogen.

The most common dissemination is by xylem-feeding insects, which acquire the bacterium while feeding. Leafhoppers, sharpshooters, and spittlebugs or froghoppers are common vectors in North America. Potential vectors in Oregon include the blue-green sharpshooter (*Graphocephala atropunctata*) and common spittlebug (*Philaenus spumarius*). In addition, infected plant parts such as bulbs tubers, corms, rhizomes, and seeds can harbor the pathogen and lead to long distance dispersal.



Blue-green sharpshooter. Source: www.forestryimages.org



Common spittlebug. Sources: americaninsects.net and wanda.uef.fi

ODA-S08 Advancing Rural Eastern Oregon Specialty Crop Distribution and Education
Attachment 1: Pictures of students in the School Garden, the greenhouses, and shed

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |



Powder School Garden 2018 Plant

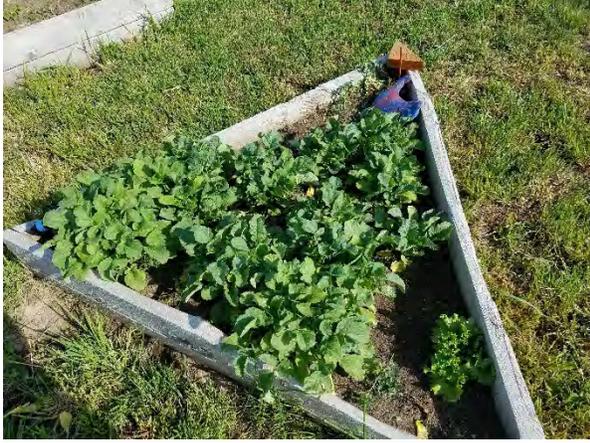
TO PLACE AN ORDER: Fill out form and email to:
 desiree.mcjinn@powdersd.org

OR drop by the office

TO PICK UP AN ORDER: Pickup times are as follows:
 Starting May 9th
 Monday - Thursday until 5/31, between 2pm -4pm
 Every Friday until 5/31 from 8am-11am & 2pm-5pm

| TABLES | Size | Price | Quantity | Cost |
|--------|----------|--------|----------|------|
| | 2.5" pot | \$1.50 | | |
| | 2.5" pot | \$1.50 | | |
| | 2.5" pot | \$1.50 | | |
| | 2.5" pot | \$1.50 | | |
| | 2.5" pot | \$1.50 | | |
| | 2.5" pot | \$1.50 | | |
| | 2.5" pot | \$1.50 | | |















ODA-S09 Coordinate Oregon Cider Industry to Ensure Sustainable Supply of Fruit
Attachment 1: Venturing into Heirloom Cider Apple Production

Venturing into Heirloom Cider Apple Production

by Dave Takush

Head Cidermaker, Co-owner

2 Towns Ciderhouse

In order to further the growth of the craft cider industry, significant progress must be made in making heirloom and traditional cider fruit available to cider producers. Similar to the craft beer industry, which can be used as a guideline for trends and growth, consumers in the craft cider industry will continue to become more savvy, and the demand for more esoteric, traditional, and unique products will grow. As the cider industry as a whole expands, the niche market of heirloom craft ciders will grow as well. Putting energy and resources into this small niche market of more unique ciders will help grow the overall cider market, as fans, critics, reviewers, aficionados, and media thrive on the cutting edge.

Venturing into heirloom cider apple production is not without risks, so I would summarize some key points in the following outline:

- Growers need to be aware of the specific risks associated with growing traditional fruit in terms of cost, yield, and disease.
- Growing apples in general is not an easy, 'moneymaking' crop, and is a long-term investment.
- Growing cider apples in the northwest has not yet proven to make money.
- No one besides cider makers will buy bittersweet fruit.
- One of the many advantages and reasons that cider apple production works in England and France is because they are able to mechanically harvest fruit with very low labor input costs.
- Growers should strongly consider pairing with cider producers in a manner that helps spread the risk for both parties.
- In England 10 to 30 year contracts are not uncommon and have proven successful.
- We theoretically have very good conditions for growing apples here in the Northwest and a strong craft cider industry, thus there is a lot of potential for healthy apple grower/cidermaker partnerships

This article is an excerpt from presentations made at the Northwest Cider Association (NWCA) hosted workshops held in 2016 as part of an Oregon Department of Agriculture Specialty Crop Block Grant. More information may be found online at the Cidermaker's Toolkit at nwcider.com

ODA-S11 Enhancing Rural Specialty Crop Producers' Global and Economic Competitive Advantage

Attachment 1: Appendix A – List of Deliverables

Attachment 2: Appendix B – List of Companies

Attachment 3: Appendix C – Survey Results

ODA S11 Enhancing Rural Specialty Crop Producers' Global and Economic Competitive Advantage

CONTACT: Michelle Fusak
ORGANIZATION: Oregon Manufacturing Extension Partnership
PHONE: 503-406-3778
EMAIL: mfusak@omep.org

APPENDIX A

LIST OF DELIVERABLES

- **EDUCATIONAL WEBSITE:** www.GrowYour Exports.com
 - Materials included those created by a previous Specialty Crop Grant, awarded to Northwest Food Processors Association (now Food Northwest) 2013.
 - Export Roadmap
 - Guide to Export Resources
 - Export-Ready Video Training Series
 - 15 educational export videos with tests
 - Certificate of Completion for passing tests
 - These videos are still being watched!
 - Experienced Exporter's Radio Spots
 - Seely Mint, Scappoose, Mike Seely
 - Oregon Freeze Dry, Albany, Jim Merryman
 - Phelps Creek Wine, Ashland, Bob Manus
 - Irvine Wine, Ashland, Michael Donovan
 - A to Z Wines, Newberg, Sam Tannahill
 - International Trade, Dept. of Commerce, Allan Christiansen
 - Others, from video transcripts.

- **WORKSHOPS & CONFERENCES:**
 - Seven (7) Public Workshops (3 Food Northwest EXPO, 2 Oregon Section Institute of Food Technologists, 2 OMEP Manufacturers Summits).
 - Attended EXPO WEST in Anaheim and the International Buyer program created by Department of Commerce.

- **OUTREACH METHODS:**
 - To find these companies, OMEP made great connections with rural SBDC offices, commodity committees, local food and beverage exporting agencies, chambers, and Food Northwest board members.

- Companies were contacted by phone calls, emails, and onsite visits. OMEP created a contact list of over 380 names.
- INTERNATIONAL BUYERS TRADE MISSIONS & TRADE SHOWS:
 - Western U.S. Agricultural Trade Association's (WUSATA's) International Trade Missions and Trade Shows
 - ODA, Business Oregon, Team Oregon, China-Sister Cities, other trade mission hosts.
 - OMEP hosted buyers, two from China, introducing them to 10 companies and giving tours of Oregon's rural areas.
- DIRECT SUPPORT:
 - OMEP contracted with 4 rural food and beverage producers and each were either starting or growing their exports: Seely Mint Farm, Legend Cider, Naked Winery, and Great Life by Lucinda. Others that OMEP continues to work with include: Pure Wild Oregon, 2 Towns Cider, BerriHealth, Thomas Creek Blueberries, and Nectar Creek.
 - OMEP continues to support many of these companies free of charge.

APPENDIX B LIST OF COMPANIES

Direct Work

Seely Mint, Seely Mint Farms, Scappoose
 Naked Winery, Hood River
 Legend Cider, The Dalles
 Great Life By Lucinda, Depoe Bay
 Madison Farms, Pendleton
 Boardman Foods, Boardman
 Pure Wild Oregon, Winchester Bay
 Boardman Foods, Boardman
 Echo Wines, Echo
 Hood River Juice, Hood River
 Blueberry Ridge, Yamhill/Carlton
 Thomas Creek Farms Blueberries, Jefferson
 Two Town Cider, Corvallis
 Nectar Creek, Philomath
 Rogue Spirits, Newport

Experienced Exporters: Radio Interviews and Podcasts

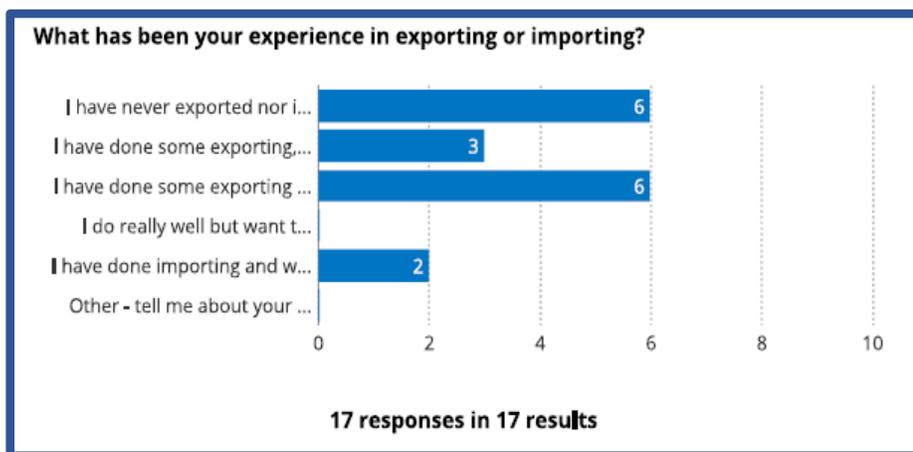
- Seely Mint, Scappoose
- Phelps Creek Winery, Hood River
- Oregon Freeze Dry, Albany
- Oregon Fruit Products, Salem
- A to Z Winery, Newberg
- Rogue Spirits, Newport
- Irvine Wines, Ashland

Connected to International Buyers

- Ordnance Brewery, Boardman
- BerriHealth, Corbett
- RiverBend Organic Farms, Jefferson
- Great Life by Lucinda, Depoe Bay
- Legend Cider, The Dalles
- Naked Winery, Hood River
- Rogue Brewery and Ales, Newport
- Pure Wild Oregon, Winchester Bay
- Plum Hill Wines, Gaston
- 2Towns Cider, Corvallis*
- Nectar Creek, Philomath*
- Hard Times Distillery, Monroe
- Hood River Juice, Hood River

*generated international sales

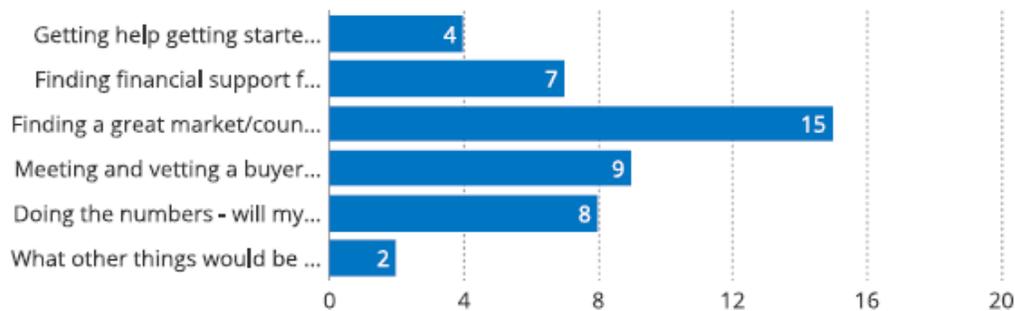
APPENDIX C
SURVEY RESULTS



Same data in tabular form:

| Experience in Int'l Trade | No. | % |
|---|-----|-----|
| I have never exported nor imported but I am interested in hearing more | 6 | 35% |
| I have done some exporting, but did not get great results. Interested in help | 3 | 18% |
| I have done some exporting with great results. Now I want to learn more. | 6 | 35% |
| I do really well but want to know if I am missing anything | 0 | 0% |
| I have done importing and want more information. | 2 | 12% |

What areas would be of most interest to you? Pick as many as you see that would be helpful.



45 responses in 17 results

Tell me about your biggest challenge when it comes to exporting or importing.

Having the financial resources to both travel to and develop the market as well as bring key buyers/importers back to the US to educate them on our product and develop relationships

What resources are available to find vegetable customers to export to?

Finding the right products for the right markets

Knowing whether I am taking advantage of all the resources or not.

finding the right market/countries.

Finding contacts.

The biggest challenge besides financial, is knowing and meeting all the regulations required, and setting up the pipeline.

We have organic tree fruit, have met GAP requirements, and are certified by Oregon Tilth.

Fresh cherries have a short season/window for shipping.

Research and relationships.

convincing management that it is profitable and worth getting involved in.

I've worked with an exporter in the past, language barriers were an issue. An exporter I'm working with now in China needs to me know some things I may not. I need help with forms, information needed, etc.

We export some soy-sauce to south-America. There are some difficulty of getting food registration in these countries.

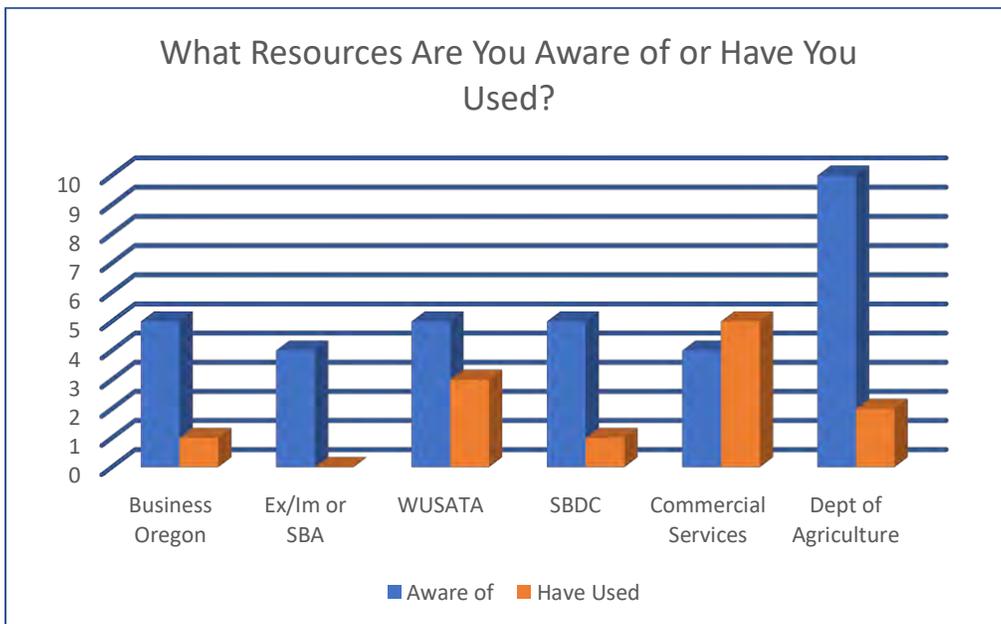
The cost of new packaging for new country.

Funding is our overall challenge and to make sure we have ease in process

Independent checklist of requirements for import into specific countries, including microbiological and chemical testing and appropriate labeling.

Finding the right cutomer

15 responses in 17 results



Of the 17 individuals, fewer than 30% knew any of the trade resources. The knowledge of ODA was a general awareness but less used in the area of trade support.

Are there other resources you are aware of or have used?

ATO offices at specific countries

n/a

I have not exported but would like to.

Not as yet!

Nope.

SEDCOR and JASO

Organic certifying body (Quality Assurance International) for help with organic exports.

7 responses in 17 results

ODA S12 Increasing Awareness of NW Berries to Seniors & Senior Institutions

Attachment 1: Aging Gracefully with Berry Health Benefits

Attachment 2: Oregon's Best Berries for Your Best Life

Attachment 3: Recipe Cards-Blackberry Backed Oatmeal

Attachment 4: Recipe Cards-Blackberry Bread Pudding

Attachment 5: Recipe Cards-Microwave Blackberry Cobbler

Attachment 6: Recipe Cards-Raspberry Coconut Smoothie

Attachment 7: Recipe Cards-Raspberry Lemonade

Attachment 8: Recipe Cards-Raspberry Yogurt Pancakes

Attachment 9: Recipe Cards-Strawberry Basil Vinaigrette

Attachment 10: Recipe Cards-Strawberry Vanilla Jam



AGING GRACEFULLY WITH BERRY HEALTH BENEFITS

Every day, from now to 2050, **ten thousand** baby boomers will turn 65.¹

The aging of this huge cohort of Americans (26% of the total U.S. population) will change the way we think about aging and what it means to grow old. Educating seniors on diet and nutrition choices that will keep them enjoying life well into their eighth, ninth and possibly tenth decades is now more important than ever.



Blackberries and raspberries are low glycemic index fruits that seniors should incorporate into their healthy eating plan. Berries are full of phytochemicals, which are naturally occurring nutrients that help protect cells from damage. Studies show blackberries and raspberries top the list in per serving amounts of phytochemicals.

Dietitians will play a vital role in helping seniors translate the complex world of health studies and government recommendations into a day-to-day diet that features more fruits and vegetables at its core.

Wouldn't it be great to steer seniors to a nutritional plan that would keep brains agile, help manage weight gain, control cardiovascular disease and possibly prevent cancer and diabetes?

Well, with berries, you can.

Did you know that Oregon is the **#1** producer of **blackberries, black raspberries** and the **#4** growing region for **raspberries**?²

Blackberries and raspberries from Oregon are grown on family farms, in the ideal climate for producing premium berries. These nutritional powerhouses can give seniors a health advantage when eaten regularly as part of a balanced diet. The wide availability of both canned and frozen berries at a significantly lower price point than fresh berries make them ideal for those on fixed incomes.



REFERENCES:

1) Mather, Mark. "Fact Sheet: Aging in the United States." Fact Sheet: Aging in the United States. Population Reference Bureau, Jan. 2016. <http://www.prb.org/Publications/Media-Guides/2016/aging-unitedstates-fact-sheet.aspx>. Accessed 21 Sept. 2016.

2) "USDA Crop Production Summary" January 2016. <http://www.usda.gov/nass/PUBS/TODAYRPT/cropan16.pdf>. Accessed 21 September 2016



Professionals working with a senior population should encourage regular inclusion of **blackberries** and **raspberries** in senior diets.

See below for several of the many clinically proven health benefits of blackberries and raspberries.

Heart Disease

Recent Studies show that eating three or more servings of berries a week can reduce heart attacks in women by one third, and other large studies concluded that men have a significant reduction in cardiovascular incidents when berries are included in the diet regularly. Anthocyanins and the fiber in berries contribute to this reduced risk of heart attack.¹

Diabetes

Regular consumption of berries rich in anthocyanins was shown to improve glucose intolerance and have a suppressive effect on type-2 diabetes in animal studies. Further studies show that regular consumption of berries can prevent or mitigate metabolic syndrome and have beneficial effects on hepatic function.²

Cancer

Extensive research into the effect of black raspberries on colon, esophageal, skin, cervical and lung cancer have shown that this berry is capable of preventing early stages of cancer and reducing tumor size in both animal and human studies. Blackberries and red raspberries both high in anthocyanins and elligitanins, which increase apoptosis in cancer cells of breast cancer.³

Brain Aging

A study on the effect of blackberry consumption on animals showed that brain functions such as short-term memory retention and motor performance increased and human studies using anthocyanin rich berries confirmed these findings. The Nurses Study concluded that those in the study who ate the most berries had a 2.5-year delay in onset of cognitive decline. Short-term studies with human volunteers confirmed an increase in cognitive function in older adults in just 8 weeks of supplementation with berries.⁴

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- 1) Am J Clin Nutr. 2015 Jul;102(1):172-81. doi: 10.3945/ajcn.115.108555. Epub 2015 May 27. Higher dietary anthocyanin and flavonol intakes are associated with anti-inflammatory effects in a population of US adults. Cassidy A1, Rogers G2, Peterson JJ3, Dwyer JT4, Lin H5, Jacques PF6. Am J Clin Nutr. 2014 Dec;100(6):1489-97. doi: 10.3945/ajcn.114.085605. Epub 2014 Oct 29. Dietary flavonoid intake at midlife and healthy aging in women. Samieri C1, Sun Q1, Townsend MK1, Rimm EB1, Grodstein F1.
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- 3) J Berry Res. 2016;6(2):251-261. Black raspberries in cancer clinical trials: Past, present and future. Kresty LA1, Mallery SR2, Stoner GD1. Semin Cancer Biol. 2007 Oct;17(5):403-10. Epub 2007 May 10. Cancer prevention with freeze-dried berries and berry components. Stoner GD1, Wang LS, Zikri N, Chen T, Hecht SS, Huang C, Sardo C, Lechner JF.
- 4) Ann Neurol. 2012 Jul;72(1):135-43. doi: 10.1002/ana.23594. Epub 2012 Apr 26. Dietary intakes of berries and flavonoids in relation to cognitive decline. Devore EE1, Kang JH, Breteler MM, Grodstein F. J Agric Food Chem. 2004 Dec 1;52(24):7264-71. Inhibition of cancer cell proliferation in vitro by fruit and berry extracts and correlations with antioxidant levels. Olsson ME1, Gustavsson KE, Andersson S, Nilsson A, Duan RD.

Oregon Raspberry & Blackberry Commission

oregonrbc@gmail.com
www.Oregon-Berries.com

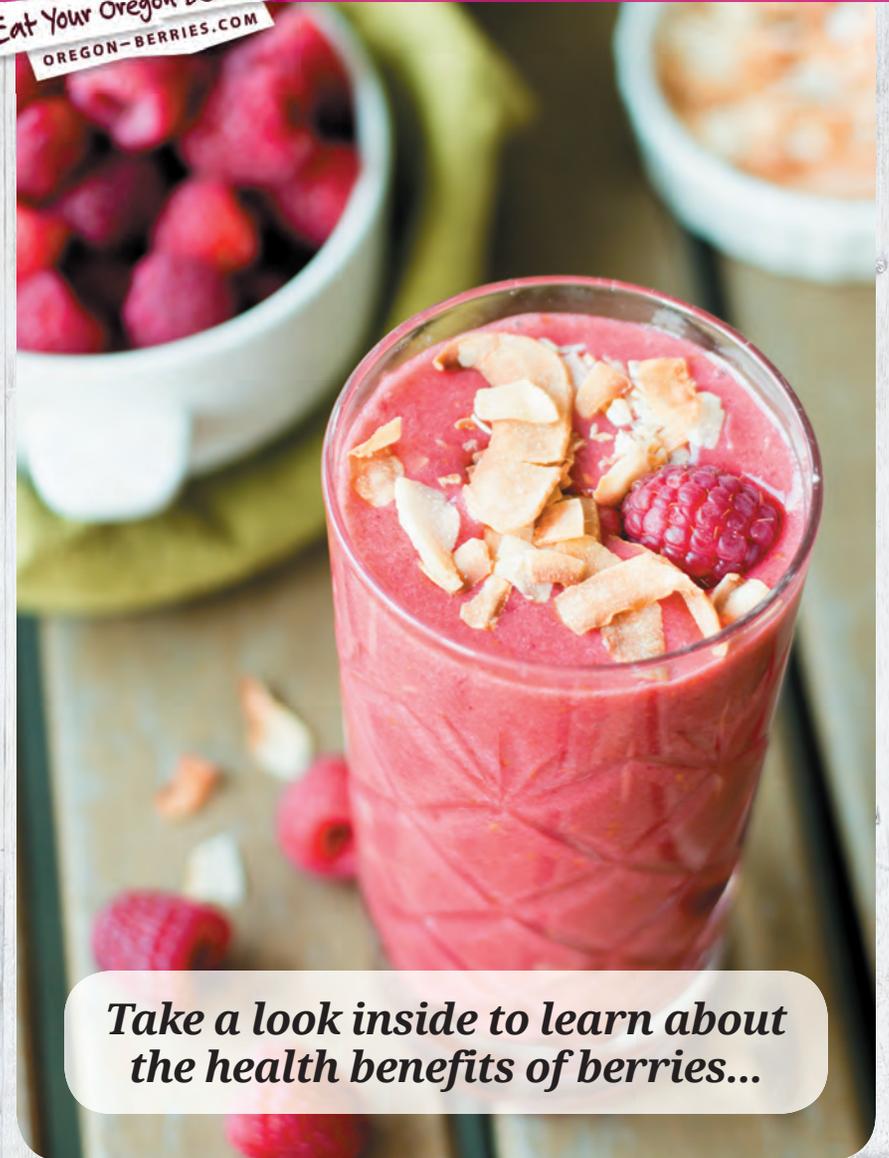
Blackberries and **raspberries** from **Oregon** are grown on family farms, in the ideal climate for producing premium berries. These nutritional powerhouses can give seniors a health advantage when eaten regularly as part of a balanced diet. It's simple to include berries in salads, smoothies, cereals and more. ***Aim for one cup, at least three times a week.***

Berries picked at the peak of ripeness and then frozen are equal to fresh in nutrition but more economical to use. A microwave can defrost berries for your morning cereal in 20 seconds or you can use them frozen in a smoothie. Having problems with berry seeds? Simply thaw and strain frozen berries for use in drinks, salad dressings or yogurt toppings.

For recipes and defrost tips visit www.oregon-berries.com



Oregon's Best Berries for Your Best Life



Take a look inside to learn about the health benefits of berries...

HEALTH BENEFITS

Keeping up with trends in diet and health can sometimes seem like a full time job. But if you look at the basics of a healthy diet, it comes down to one *simple* thing - *eating real, whole foods with an emphasis on fruits and vegetables.*

As we age, our bodies need nutrients that help combat senior related conditions like diabetes, heart disease, brain aging and cancer. In studies done around the world, *blackberries* and *raspberries* have consistently been shown to contain the highest levels of polyphenols, the naturally occurring substances that fight against the diseases of aging and *increase the likelihood of a long and healthful life.*



Diabetes

Blackberries and raspberries are low glycemic index carbohydrates. Proven medical benefits from consuming low glycemic carbohydrates include an overall healthy balance of blood sugar and fat storage, plus a major reduction in the risks of diabetes.²

Weight Management

High in fiber and sweet tasting, berries can replace sugary treats with minimal amount of fat or calories and still satisfy cravings. One cup of blackberries has more fiber than an equal amount of bran cereal.



HEALTH BENEFITS



Heart Disease

Recent studies show that eating three or more servings of berries a week can reduce heart attacks in women by one third, and other large studies concluded that men have a significant reduction in cardiovascular incidents when berries are included in the diet regularly. These studies show fiber helps prevent cardiovascular disease in seniors.¹

REFERENCES:

- 1) Am J Clin Nutr. 2015 Jul;102(1):172-81. doi: 10.3945/ajcn.115.108555. Epub 2015 May 27. Higher dietary anthocyanin and flavonol intakes are associated with anti-inflammatory effects in a population of US adults. Cassidy A1, Rogers G2, Peterson JJ3, Dwyer JT4, Lin H5, Jacques PF6. Am J Clin Nutr. 2014 Dec;100(6):1489-97. doi: 10.3945/ajcn.114.085605. Epub 2014 Oct 29. Dietary flavonoid intake at midlife and healthy aging in women. Samieri C1, Sun Q1, Townsend MK1, Rimm EB1, Grodstein F1.
- 2) J Nutr. 2010 Oct;140(10):1764-8. doi: 10.3945/jn.110.125336. Epub 2010 Aug 19. Bioactives in blueberries improve insulin sensitivity in obese, insulin-resistant men and women. Stull AJ1, Cash KC, Johnson WD, Champagne CM, Cefalu WT. Antioxidants (Basel). 2016 Jun; 5(2): 13. Published online 2016 Apr 6. doi: 10.3390/antiox5020013 PMID: PMC4931534 Recent Progress in Anti-Obesity and Anti-Diabetes Effect of Berries Takanori Tsuda Dorothy Klimis-Zacas, Academic Editor



Brain Aging

A study on the effect of eating blackberries, showed increases in brain functions such as short-term memory retention and motor performance. The Nurse's Health Study, one of the largest health surveys, showed that regular berry consumption delayed cognitive aging by 2.5 years.¹

REFERENCES:

- 1) Ann Neurol. 2012 Jul;72(1):135-43. doi: 10.1002/ana.23594. Epub 2012 Apr 26. Dietary intakes of berries and flavonoids in relation to cognitive decline. Devore EE1, Kang JH, Breteler MM, Grodstein F.

HEALTH BENEFITS

Cancer

Berries are naturally full of nutrients that help protect cells from damage and have been shown to lower the risk of colon, esophageal and breast cancers in recent studies.

Extensive research into the effect of black raspberries on cancer have shown that this berry is capable of preventing early stages of cancer and reducing tumor size.¹



REFERENCES:

- 1) J Berry Res. 2016;6(2):251-261. Black raspberries in cancer clinical trials: Past, present and future. Kresty LA1, Mallery SR2, Stoner GD1. Semin Cancer Biol. 2007 Oct;17(5):403-10. Epub 2007 May 10. Cancer prevention with freeze-dried berries and berry components. Stoner GD1, Wang LS, Zikri N, Chen T, Hecht SS, Huang C, Sardo C, Lechner JF. J Agric Food Chem. 2004 Dec 1;52(24):7264-71. Inhibition of cancer cell proliferation in vitro by fruit and berry extracts and correlations with antioxidant levels. Olsson ME1, Gustavsson KE, Andersson S, Nilsson A, Duan RD.

Blackberry Baked Oatmeal

makes 12 muffins



Heart-healthy oats team up with antioxidant-rich blackberries in this fresh twist on a muffin. Enjoy a couple warm fresh out of the oven, and freeze the rest to pop out whenever you feel like a fast homemade treat.

Ingredients

- 2 $\frac{3}{4}$ cups old-fashioned rolled oats
- $\frac{1}{2}$ cup sliced almonds, optional
- 1 teaspoon baking powder
- 1 teaspoon cinnamon
- $\frac{1}{2}$ teaspoon salt
- 2 cups 2% milk or nondairy milk
- 2 eggs, beaten
- $\frac{1}{4}$ cup honey or maple syrup
- 3 tablespoons butter, melted
- Finely grated zest of 1 orange, optional
- 1 $\frac{1}{2}$ cups frozen blackberries

(See reverse for preparation instructions)

Preparation

- 1 Preheat oven to 350°F. Lightly oil a regular sized 12-cup muffin tin.
- 2 In a mixing bowl, stir together oats, almonds, baking powder, cinnamon, and salt. Stir in milk, eggs, honey, butter, and zest. Fold in berries.
- 3 Divide oat mixture between muffin cups (they will be full to the brim), and bake until the tops are firm to the touch, 30-35 minutes.
- 4 Cool muffins in the pan for 10 minutes, then run a knife around the edge of each one and remove to a cooling rack. Once cool, place in a resealable bag and refrigerate or freeze. To reheat, microwave in 30-second bursts until warm.



Nutrition Facts

Serving Size (102g)
Servings Per Container

Amount Per Serving

Calories 190 **Calories from Fat 70**

% Daily Value*

Total Fat 8g **12%**

Saturated Fat 2.5g **13%**

Trans Fat 0g

Cholesterol 40mg **13%**

Sodium 170mg **7%**

Total Carbohydrate 24g **8%**

Dietary Fiber 3g **12%**

Sugars 10g

Protein 7g

Vitamin A 4% • Vitamin C 0%

Calcium 8% • Iron 6%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

| | Calories: | 2,000 | 2,500 |
|--------------------|-----------|---------|---------|
| Total Fat | Less than | 65g | 80g |
| Saturated Fat | Less than | 20g | 25g |
| Cholesterol | Less than | 300mg | 300mg |
| Sodium | Less than | 2,400mg | 2,400mg |
| Total Carbohydrate | | 300g | 375g |
| Dietary Fiber | | 25g | 30g |

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Visit oregon-berries.com for more recipes!

Blackberry Bread Pudding

serves 2



Loaded with fiber and vitamin C, blackberries are little flavor bombs in this lightly sweetened bread pudding.

Ingredients

- $\frac{1}{3}$ cup 2% milk or half-and-half
- 1 egg
- 2 tablespoons honey
- 1 tablespoon butter, melted
- 1 teaspoon vanilla extract
- 2 cups cubed whole wheat bread, about 4 slices
- $\frac{3}{4}$ cup frozen blackberries

(See reverse for preparation instructions)

Preparation

- 1 Preheat oven to 350°F. Have ready 2 (8-ounce) ramekins or small oven-proof dishes.
- 2 In a mixing bowl, stir to combine milk, egg, honey, butter, and vanilla. Stir in bread and berries.
- 3 Divide mixture between ramekins, place on a small baking sheet, and bake until browned and set, about 25 minutes. Serve warm.



Nutrition Facts

Serving Size (187g)
Servings Per Container

Amount Per Serving

Calories 340 **Calories from Fat 90**

% Daily Value*

Total Fat 11g **17%**

Saturated Fat 5g **25%**

Trans Fat 0g

Cholesterol 105mg **35%**

Sodium 310mg **13%**

Total Carbohydrate 49g **16%**

Dietary Fiber 5g **20%**

Sugars 24g

Protein 12g

Vitamin A 10% • Vitamin C 2%

Calcium 15% • Iron 10%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

| | Calories: | 2,000 | 2,500 |
|--------------------|-----------|---------|---------|
| Total Fat | Less than | 65g | 80g |
| Saturated Fat | Less than | 20g | 25g |
| Cholesterol | Less than | 300mg | 300mg |
| Sodium | Less than | 2,400mg | 2,400mg |
| Total Carbohydrate | | 300g | 375g |
| Dietary Fiber | | 25g | 30g |

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Visit oregon-berries.com for more recipes!

Microwave Blackberry Cobbler

serves 1



Five minutes and a mug are the secret ingredients in this deliciously simple cobbler. It's the perfect last-minute solution for a sweet anytime snack.

Ingredients

- 1 heaping cup frozen blackberries
- 4 teaspoons brown sugar, divided
- 2 teaspoons cornstarch
- 2 tablespoons whole wheat flour
- 2 tablespoons old-fashioned rolled oats
- ¼ teaspoon cinnamon
- 1 tablespoon cold butter, cut into small pieces

(See reverse for preparation instructions)

Raspberry Coconut Smoothie

serves 1



If you're new to coconut milk, this smoothie is a great way to get acquainted. Be sure to buy the beverage style coconut milk in a carton, not a can. If raspberry seeds are a concern, strain this smoothie through a fine-mesh sieve after blending.

Ingredients

- 1 cup frozen raspberries, plus more for serving
- $\frac{3}{4}$ cup unsweetened coconut non-dairy beverage
- 2 teaspoons honey
- $\frac{1}{2}$ teaspoon vanilla extract
- Toasted unsweetened coconut, optional

(See reverse for preparation instructions)

Preparation

- 1 In a blender, puree berries, milk, honey, and vanilla until very smooth.
- 2 Top with extra berries and toasted coconut, if desired.



Nutrition Facts

Serving Size (386g)
Servings Per Container

Amount Per Serving

Calories 190 **Calories from Fat 45**

% Daily Value*

Total Fat 5g **8%**

Saturated Fat 4g **20%**

Trans Fat 0g

Cholesterol 0mg **0%**

Sodium 10mg **0%**

Total Carbohydrate 35g **12%**

Dietary Fiber 12g **48%**

Sugars 19g

Protein 4g

Vitamin A 8% • Vitamin C 80%

Calcium 15% • Iron 8%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

| | Calories: | 2,000 | 2,500 |
|--------------------|-----------|---------|---------|
| Total Fat | Less than | 65g | 80g |
| Saturated Fat | Less than | 20g | 25g |
| Cholesterol | Less than | 300mg | 300mg |
| Sodium | Less than | 2,400mg | 2,400mg |
| Total Carbohydrate | | 300g | 375g |
| Dietary Fiber | | 25g | 30g |

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Visit oregon-berries.com for more recipes!

Raspberry Lemonade

serves 4



Introducing fresh squeezed lemonade without the squeeze! Whole lemons are blended with raspberries for a simple and refreshing drink.

Ingredients

- 2 lemons, scrubbed, thinly sliced (ends discarded), and seeded
- ½ cup frozen raspberries
- ¼ cup sugar
- 4 cups cold water
- Fresh mint, if desired

(See reverse for preparation instructions)

Preparation

- 1 In a blender, puree lemons, berries, sugar, and water.
- 2 Strain through a fine-mesh strainer and refrigerate.
- 3 Serve over ice, garnished with mint, if desired.



Nutrition Facts

Serving Size (281g)
Servings Per Container

| Amount Per Serving | |
|------------------------|---------------------|
| Calories 40 | Calories from Fat 0 |
| % Daily Value* | |
| Total Fat 0g | 0% |
| Saturated Fat 0g | 0% |
| Trans Fat 0g | |
| Cholesterol 0mg | 0% |
| Sodium 10mg | 0% |
| Total Carbohydrate 11g | 4% |
| Dietary Fiber 0g | 0% |
| Sugars 11g | |
| Protein 0g | |
| Vitamin A 0% | Vitamin C 20% |
| Calcium 2% | Iron 2% |

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

| | Calories: | 2,000 | 2,500 |
|--------------------|-----------|---------|---------|
| Total Fat | Less than | 65g | 80g |
| Saturated Fat | Less than | 20g | 25g |
| Cholesterol | Less than | 300mg | 300mg |
| Sodium | Less than | 2,400mg | 2,400mg |
| Total Carbohydrate | | 300g | 375g |
| Dietary Fiber | | 25g | 30g |

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Visit oregon-berries.com for more recipes!

Raspberry Yogurt Pancakes

serves 4



Protein-packed Greek yogurt and fiber-rich raspberries are pureed to create a light pink and more nutrient dense pancake batter. After blending, feel free to strain out the seeds before cooking. Good morning, indeed!

Ingredients

- 1 cup plain 2% Greek yogurt
- 1 cup frozen raspberries, plus more for serving
- ½ cup 2% milk or nondairy milk
- 1 egg
- 2 tablespoons butter, melted
- ½ teaspoon vanilla extract
- 1 cup all-purpose flour
- 2 teaspoons baking powder
- ¼ teaspoon salt
- 2 tablespoons maple or berry syrup, for serving

(See reverse for preparation instructions)

Preparation

- 1 In a blender, puree yogurt, berries, milk, egg, butter, and vanilla until smooth.
- 2 In a bowl, whisk together flour, baking powder, and salt. Fold yogurt mixture into flour to combine. Batter will be slightly lumpy.
Use a paper towel dipped in oil to lightly grease a skillet or griddle, then place over medium heat.
- 3 Once hot, pour batter onto skillet to form 4" pancakes, making about 3-4 at a time depending on the size of skillet. Cook until bubbles form on top, then flip and cook until both sides are golden brown.
- 4 Lightly grease skillet between batches and cook remaining pancakes.
- 5 Serve topped with additional berries (thawed or fresh) and maple or berry syrup.
- 6 Refrigerate or freeze leftover pancakes. Reheat in the microwave in 30-second bursts.



Nutrition Facts

Serving Size (246g)
Servings Per Container

Amount Per Serving

Calories 340 Calories from Fat 100

% Daily Value*

Total Fat 12g **18%**

Saturated Fat 5g **25%**

Trans Fat 0g

Cholesterol 65mg **22%**

Sodium 400mg **17%**

Total Carbohydrate 45g **15%**

Dietary Fiber 7g **28%**

Sugars 14g

Protein 13g

Vitamin A 25% • Vitamin C 40%

Calcium 15% • Iron 10%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

| | Calories: | 2,000 | 2,500 |
|--------------------|-----------|---------|---------|
| Total Fat | Less than | 65g | 80g |
| Saturated Fat | Less than | 20g | 25g |
| Cholesterol | Less than | 300mg | 300mg |
| Sodium | Less than | 2,400mg | 2,400mg |
| Total Carbohydrate | | 300g | 375g |
| Dietary Fiber | | 25g | 30g |

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Visit oregon-berries.com for more recipes!

Strawberry-Basil Vinaigrette

makes 3/4 cup

No need to buy bottled dressing when it's this easy (and delicious!) to make your own fresh batch to use throughout the week. Drizzle this brightly colored vinaigrette over a big bowl of leafy greens with any favorite salad toppings you have on hand for a heart-healthy lunch.

Ingredients

- $\frac{1}{3}$ cup frozen strawberries, thawed and drained
- 2 tablespoons fresh lemon juice
- $\frac{1}{2}$ cup olive oil
- $\frac{1}{4}$ teaspoon black pepper
- $\frac{1}{4}$ teaspoon salt
- $\frac{1}{4}$ cup packed fresh basil, finely chopped

(See reverse for preparation instructions)



Strawberry Vanilla Jam

makes one 8oz jar



This small-batch strawberry jam is perfect for satisfying the urge to preserve without needing a bushel of berries and a canning pot boiling away on the stove. Because honey-sweetened jams are less stable than sugar-sweetened ones, plan on eating this jam within about a month.

Ingredients

- 1 pound frozen strawberries, thawed
- $\frac{3}{4}$ cup honey
- $\frac{1}{4}$ cup fresh lemon juice
- 1 vanilla bean, halved lengthwise, seeds scraped or 1 teaspoon vanilla extract

(See reverse for preparation instructions)



Preparation

1 In a large pot over medium-high heat, combine berries, honey, lemon juice, and vanilla bean pod and seeds, if using. Bring to a boil and cook, stirring frequently and using the spoon to break up the berries, until thickened, about 10 minutes.

2 Remove pot from heat, stir in vanilla, if using, or remove vanilla bean pod, and pour jam into a clean glass jelly jar with a tight fitting lid. Refrigerate and use within a month.

Nutrition Facts

Serving Size (48g)
Servings Per Container

| Amount Per Serving | |
|------------------------|---------------------|
| Calories 60 | Calories from Fat 0 |
| % Daily Value* | |
| Total Fat 0g | 0% |
| Saturated Fat 0g | 0% |
| Trans Fat 0g | |
| Cholesterol 0mg | 0% |
| Sodium 0mg | 0% |
| Total Carbohydrate 16g | 5% |
| Dietary Fiber 1g | 4% |
| Sugars 13g | |

| Protein 0g | |
|--------------|---------------|
| Vitamin A 0% | Vitamin C 20% |
| Calcium 0% | Iron 2% |

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

| Calories: | | 2,000 | 2,500 |
|--------------------|-----------|---------|---------|
| Total Fat | Less than | 65g | 80g |
| Saturated Fat | Less than | 20g | 25g |
| Cholesterol | Less than | 300mg | 300mg |
| Sodium | Less than | 2,400mg | 2,400mg |
| Total Carbohydrate | | 300g | 375g |
| Dietary Fiber | | 25g | 30g |

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Visit oregon-berries.com for more recipes!

ODA-S17 USA Pear Road Show in Southern China

Attachment 1: 2015-2016 USA Pear Road Show in South China Schedule

Attachment 2: 2015-2016 USA Pears Road Show Evaluation Summary Report

Attachment 3: Press Release “USA Pears Relaunches Fruitful Run in China”

Attachment 4: Press Release “Making Your Own Pear Dishes”

Attachment 5: Press Release “USA Pears Relaunches Fruitful Run in China” Continued

Attachment 6: Press Release “Over 360,000 Boxes of USA Pears were Imported to China Last Year”

Attachment 7: Press Release “USA Pears Relaunches Fruitful Run in China” Continued

Attachment 8: Press Release “China is One of Top Five International Markets for USA Pears”

Attachment 9: Press Release “USA Pears Relaunches Fruitful Run in China” Continued

Attachment 10: Press Release “Over 360,000 Boxes of USA Pears were Imported to China Last Year” Continued

Attachment 11: Pictures from the USA Pears Launch

2015-2016 USA PEAR ROAD SHOW IN SOUTH CHINA

Among Shenzhen, Guangzhou and cities in the Pearl River Delta, a total of 58 days of the 2015/16 USA Road Show were conducted.

| USA Pear Road Show in China 2015-2016 | | | | | |
|---------------------------------------|-----------|----------------------------|---------------------------|------------------------------|----------------|
| Ref | City | Date | Retailer | Location/Branch | Number of Days |
| 1 | Shenzhen | 2015.12.18 - 2015.12.20 | Walmart Hypermarket | Xiang Mi Hu Branch | 3 |
| 2 | Shenzhen | 2015.12.22- 2015.12.23 | Trust Mart Supermarket | Da Yi Branch | 2 |
| 3 | Shenzhen | 2015.12.24 - 2015.12.25 | Walmart Hypermarket | Heng Jiang Liu Yue Branch | 2 |
| 4 | Shenzhen | 2015.12.26 - 2015.12.27 | Walmart Hypermarket | Heng Jiang Liu Yue Branch | 2 |
| 5 | Shenzhen | 2015.12.29 | Trust Mart Supermarket | Da Yi Branch | 1 |
| 6 | Shenzhen | 2015.12.30 - 2015.12.31 | Vanguard Supermarket | Sha Jing Branch | 2 |
| 7 | Shenzhen | 2016.1.1 - 2016.01.03 | Vanguard Supermarket | Long Gang Branch | 3 |
| 8 | Shenzhen | 2016.01.05 - 2016.01.06 | Walmart Hypermarket | Sha Jing Branch | 2 |
| 9 | Shenzhen | 2016.01.07 - 2016.01.08 | Walmart Hypermarket | Sha Jing Branch | 2 |
| 10 | Shenzhen | 2016.01.09- 2016.01.10 | Walmart Hypermarket | Heng Jiang Liu Yue Branch | 2 |
| 11 | Shenzhen | 2016.01.12 - 2016.01.13 | Vanguard Supermarket | Bao An Branch | 2 |
| 12 | Shenzhen | 2016.01.14 | Vanguard Supermarket | Ji Xiang Branch | 1 |
| 13 | Shenzhen | 2016.01.15 - 2016.01.16 | Vanguard Supermarket | Heng Gang Branch | 2 |
| 14 | Shenzhen | 2016.01.17 | Vanguard Supermarket | Ji Xiang Branch | 1 |
| 15 | Guangzhou | 2016.01.19 - 2016.01.20 | Vanguard Supermarket | Hua Du Branch | 2 |
| 16 | Guangzhou | 2016.01.21 | Vanguard Supermarket | Xin Tang Branch | 1 |

| | | | | | |
|----------------------|-----------|----------------------------|----------------------------|--------------------------|----|
| 17 | Guangzhou | 2016.01.22 - 2016.01.23 | Vanguard Supermarket | Li Wan Branch | 2 |
| 18 | Guangzhou | 2016.01.24 | Vanguard Supermarket | Xin Tang Branch | 1 |
| 19 | Guangzhou | 2016.01.26 - 2016.01.27 | Trust Mart Supermarket | Huang Hua Gang Branch | 2 |
| 20 | Guangzhou | 2016.01.28 - 2016.01.29 | Trust Mart Supermarket | Pan Yu Branch | 2 |
| 21 | Guangzhou | 2016.01.30 - 2016.01.31 | Trust Mart Supermarket | Pan Yu Branch | 2 |
| 22 | Dongguan | 2016.02.26 - 2016.02.28 | Park n Shop Supermarket | Wen Hua Plaza Branch | 3 |
| 23 | Shenzhen | 2016.03.01- 2016.03.02 | Trust Mart Supermarket | Da Yi Branch | 2 |
| 24 | Shenzhen | 2016.03.03 - 2016.03.04 | Walmart Hypermarket | Jian She Road Branch | 2 |
| 25 | Zhuhai | 2016.03.05 - 2016.03.06 | Walmart Hypermarket | Xiang Zhou Branch | 2 |
| 26 | Zhongshan | 2016.03.08 - 2016.03.09 | Walmart Hypermarket | Huo Ju Branch | 2 |
| 27 | Zhongshan | 2016.03.11 - 2016.03.13 | Park n Shop Supermarket | Shi Qi Branch | 3 |
| 28 | Zhongshan | 2016.03.15- 2016.03.16 | Vanguard Supermarket | Shi Qi Branch | 2 |
| 29 | Zhongshan | 2016.03.18- 2016.03.20 | Vanguard Supermarket | Shi Qi Branch | 3 |
| TOTAL PROMOTION DAYS | | | | | 58 |

| Martial Status | Martial Status | | Martial Status | | Martial Status | | Martial Status | |
|--|---|-------|---|------|---|-------|---|--------|
| Single | 92 | 51% | 41 | 51% | 30 | 50% | 21 | 53% |
| Married | 86 | 48% | 38 | 48% | 29 | 48% | 19 | 48% |
| Divorced | 2 | 1% | 1 | 1% | 1 | 2% | 0 | 0% |
| Total | 180 | 100% | 80 | 100% | 60 | 100% | 40 | 100% |
| | | | | | | | | |
| Family w/w o children | Family with/without young children | | Family with/without young children | | Family with/without young children | | Family with/without young children | |
| With | 133 | 74% | 60 | 75% | 40 | 67% | 33 | 83% |
| Without | 47 | 26% | 20 | 25% | 20 | 33% | 7 | 18% |
| Total | 180 | 100% | 80 | 100% | 60 | 100% | 40 | 100% |
| | | | | | | | | |
| Educa-tion Level | Education Level | | Education Level | | Education Level | | Education Level | |
| Pre school to Primary | 58 | 32% | 23 | 29% | 20 | 23% | 15 | 37.5 % |
| Secon-dary School | 54 | 30% | 27 | 34% | 17 | 28% | 10 | 25% |
| College or Above | 57 | 57% | 22 | 28% | 22 | 37% | 13 | 32.5 % |
| No Educa-tion | 11 | 8% | 8 | 10% | 1 | 2% | 2 | 5% |
| | 180 | 100% | 80 | 100% | 60 | 100% | 40 | 100% |
| | | | | | | | | |
| Question 1 - After sampling the fruit, do you like USA Pears? | | | | | | | | |
| Yes | 133 | 74% | 61 | 76% | 46 | 77% | 26 | 65% |
| No | 13 | 7% | 13 | 16% | 0 | 0% | 0 | 0% |
| No prefer-ence | 34 | 19% | 6 | 8% | 14 | 23% | 14 | 35% |
| Don't know | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| Total | 180 | 100% | 80 | 100% | 60 | 100% | 40 | 100% |
| | | | | | | | | |
| | | | | | | | | |
| Question 2 - Will you purchase USA Pears in the future? | | | | | | | | |
| Yes | 130 | 72.2% | 54 | 68% | 47 | 78.3% | 29 | 72.5% |
| No | 15 | 8.3% | 13 | 16% | 2 | 3.3% | 0 | 0% |
| Don't know | 33 | 18.3% | 11 | 14% | 11 | 18.3% | 11 | 27.5% |

| | | | | | | | | |
|--|-----|------|----|------|----|------|----|------|
| Not applica-ble | 2 | 1.2% | 2 | 1.2% | 0 | 0 | 0 | 0% |
| Total | 180 | 100% | 80 | 100% | 60 | 100% | 40 | 100% |
| Question 3 - Who will consume USA Pears in your family? | | | | | | | | |
| All | 80 | 44% | 33 | 41% | 35 | 58% | 12 | 30% |
| Children | 40 | 22% | 15 | 19% | 9 | 15% | 16 | 40% |
| Elderly | 6 | 3% | 4 | 5% | 2 | 3% | 0 | 0% |
| Children & Elderly | 13 | 7% | 9 | 11% | 3 | 5% | 1 | 3% |
| Don't know | 41 | 23% | 19 | 24% | 11 | 18% | 11 | 28% |
| Total | 180 | 100% | 80 | 100% | 60 | 100% | 40 | 100% |
| Question 4 - Would you feed your young children with USA Pears? | | | | | | | | |
| Yes | 123 | 68% | 52 | 76% | 40 | 67% | 31 | 78% |
| No | 4 | 2% | 2 | 3% | 0 | 0% | 2 | 5% |
| Don't know | 53 | 29% | 26 | 38% | 20 | 33% | 7 | 18% |
| Not applicabl e | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| Total | 180 | 100% | 80 | 100% | 60 | 100% | 40 | 100% |
| Question 5 - How will you rate the USA Pear Road Show with a scale of 1 to 10 with 10 being the best? | | | | | | | | |
| 1-5 | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| 6 | 1 | 1% | 0 | 0% | 1 | 2% | 0 | 0% |
| 7 | 47 | 26% | 20 | 25% | 13 | 22% | 14 | 35% |
| 8 | 64 | 36% | 28 | 35% | 24 | 40% | 12 | 30% |
| 9 | 35 | 19% | 18 | 23% | 11 | 18% | 6 | 15% |
| 10 | 33 | 18% | 14 | 18% | 11 | 18% | 8 | 20% |
| Total | 180 | 100% | 80 | 100% | 60 | 100% | 40 | 100% |
| Question 6 - Have you learnt that USA Pears need to be ripened before consumption from the Road Show? | | | | | | | | |
| Yes | 152 | 84% | 67 | 84% | 53 | 88% | 32 | 80% |
| No | 0 | 0% | 0 | 0% | 0 | 0% | 0 | 0% |
| Don't know | 28 | 16% | 13 | 16% | 7 | 12% | 8 | 20% |
| Total | 180 | 100% | 80 | 100% | 60 | 100% | 40 | 100% |
| | | | | | | | | |
| | | | | | | | | |

| Question 7 - Will you purchase USA Pears for the first time after the Road Show? | | | | | | | | |
|---|-----|--------|----|--------|----|--------|----|--------|
| Yes | 46 | 34.59% | 21 | 34.43% | 16 | 34.78% | 9 | 34.62% |
| No | 60 | 45.11% | 27 | 44.26% | 20 | 43.78% | 13 | 50.00% |
| Don't know | 21 | 15.79% | 10 | 16.39% | 8 | 17.39% | 3 | 11.54% |
| Purchased the fruit before | 6 | 4.51% | 3 | 4.92% | 2 | 4.35% | 1 | 3.84% |
| Total | 133 | 100% | 61 | 100% | 46 | 100% | 26 | 100% |
| Question 8 - % of consumers who consider health and nutrition important purchase decision motivators | | | | | | | | |
| Yes | 65 | 36.11% | 29 | 36.25% | 22 | 36.67% | 14 | 35.00% |
| No | 101 | 56.11% | 44 | 55.00% | 33 | 55.00% | 24 | 60.00% |
| Don't know/No answer | 14 | 7.78% | 7 | 8.75% | 5 | 8.33% | 2 | 5.00% |
| Total | 180 | 100% | 80 | 100% | 60 | 100% | 40 | 100% |
| Question 9 - % of consumers who became more educated about Northwest Pears after staying 1-2 minutes | | | | | | | | |
| Yes | 22 | 50.00% | 10 | 50.00% | 7 | 46.67% | 5 | 55.56% |
| No | 10 | 22.73% | 4 | 20.00% | 3 | 20.00% | 3 | 33.33% |
| Don't know | 12 | 27.27% | 6 | 30.00% | 5 | 33.33% | 1 | 11.11% |
| Total | 44 | 100% | 20 | 100% | 15 | 100% | 9 | 100% |
| Question 10 - % of consumers who became more educated about Northwest Pears after staying longer than 2 minutes | | | | | | | | |
| Yes | 103 | 75.74% | 46 | 76.67% | 34 | 75.56% | 23 | 74.20% |
| No | 15 | 11.03% | 6 | 10.00% | 5 | 11.11% | 4 | 12.90% |
| Don't know | 18 | 13.24% | 8 | 13.33% | 6 | 13.33% | 4 | 12.90% |
| Total | 136 | 100% | 60 | 100% | 45 | 100% | 31 | 100% |
| Question 11 - % of more educated consumers who reported that the infor will influence them to buy more USA Pears | | | | | | | | |
| Yes | 43 | 75.44% | 16 | 74.51% | 17 | 77.27% | 10 | 76.92% |
| No | 10 | 17.54% | 4 | 13.73% | 4 | 18.18% | 2 | 15.38% |
| Don't know/ Not applicable | 4 | 7.02% | 2 | 11.76% | 1 | 4.54% | 1 | 7.69% |
| Total | 57 | 100% | 22 | 100% | 22 | 100% | 13 | 100% |

| Question 12 - % of consumers w/ food safety as a purchase motivator | | | | | | | | |
|---|-----|--------|----|--------|----|--------|----|--------|
| Yes | 122 | 67.78% | 58 | 72.50% | 34 | 56.67% | 30 | 75.00% |
| No | 22 | 12.22% | 9 | 11.25% | 9 | 15.00% | 4 | 10.00% |
| Don't know | 36 | 20.00% | 13 | 16.25% | 17 | 28.33% | 6 | 15.00% |
| Total | 180 | 100% | 80 | 100% | 60 | 100% | 40 | 100% |
| Question 13 - % of consumers with children who liked NW Pears after sampling | | | | | | | | |
| Yes/ Good for kid consump tion | 106 | 79.70% | 48 | 78.69% | 32 | 80.00% | 26 | 78.79% |
| No | 25 | 18.80% | 11 | 18.33% | 7 | 17.50% | 7 | 21.21% |
| No Prefer- ence | 2 | 1.50% | 1 | 2.98% | 1 | 2.50% | 0 | 0 |
| Total | 133 | 100% | 60 | 100% | 40 | 100% | 33 | 100% |

Prepared and Submitted by:-

Louis Ng & Associates Limited

Dated: June 20, 2016.



美国西洋梨协会 Pear Bureau Northwest

Client : USA Pears
Publication : Video.Sznews.com (视听深圳)
City : Shenzhen
Date : December 18, 2015
Link : <http://v.sznews.com/2015-12/18/cms43869article.shtml>

Headline

USA Pears relaunches fruitful run in China

Body Copy

The contents of this write-up are adopted from the press release entitled “USA Pears Relaunches Fruitful Run in China”



上海代表处: 中国上海市昌平路 363 号, 昌平大厦 603 室, 邮编: 200041
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美国西洋梨协会 Pear Bureau Northwest

Client : USA Pears
Publication : Shenzhen Special Zone Daily (深圳特区报)
Frequency : Daily
City : Shenzhen
Date : December 25, 2015
Page : E8

Headline

USA Pears launches fruitful run

Body Copy

The contents of this write-up are adopted from the press release entitled “USA Pears Relaunches Fruitful Run in China”

美国西洋梨开启 “硕果大路演”

近日,美国西洋梨协会的中国大型系列路演活动在深圳沃尔玛香蜜湖店拉开帷幕。路演期间,协会派出一辆大型移动舞台卡车从深圳首发,途径广州、中山、珠海及珠三角地区的其他主要城市,面向中国广大消费者介绍品种多样的美国西洋梨。

美国西洋梨协会国际市场推广总监高力行表示:“自2013年一月首次获准进入中国以来,美国西洋梨在中国消费者中的知名度一路飙升。鉴于中国是一个巨大的消费市场,我们选择了用宣传卡车在各地巡演的方式进行推广。在2014-2015年度的供应期内,有超过36万箱(每箱10公斤)美国西洋梨进口到中国,进口量同比增长了13%。我们希望今年可以获得同样的累累硕果。” (张 米)

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美国西洋梨协会

Pear Bureau Northwest

Client : USA Pears
Publication : Shenzhen Daily (深圳日报)
Frequency : Daily
City : Shenzhen
Date : December 25, 2015
Page : 10 | Lifestyle

Headline

Making your own pear dishes

Body Copy

The contents of this write-up are adopted from the interview with Jeff Correa, director of international marketing at Pear Bureau Northwest and attached recipes are from bbcgoodfood.com.

Making your own pear dishes

Cicilia Tan
cictan2011@gmail.com

FOODIES, it's time to cook your own pear dishes!

The season to enjoy juicy, sweet pears has come, according to Jeff Correa, director of international marketing at Pear Bureau Northwest. He told his Shenzhen customers last week that they can enjoy the soft, melt-in-your-mouth fruit all year round, and now it's harvest season.

According to the association, there are 10 popular varieties of pears in the United States. The imported pears buyers can find at local Walgreens are Green Anjou, Red Anjou and a few other varieties. Different from the crisp Chinese pears, which often have been stewed with dates, tremella, sugar or some Chinese medicinal, U.S. pears can be found in various dishes, especially in desserts.

Correa and his colleagues have experimented on many pear dishes and selected the best ones for enthusiasts. Here are two desserts that you can make yourself.

Apple, pear and cherry compote

Ingredients
8 sweet apples, peeled, cored and cut into chunks;
4 medium sour apples, peeled, cored and cut into chunks;
8 firm pears, peeled, cored and thickly sliced;
8 tbsp sugar, or to taste;
280g dried sour cherries (or dried cranberries).

Method
1. Put the apples and pears in a pan with the sugar and 50ml water. Bring to a simmer, then gently cook, covered, for 15 minutes or so until the sour apple has collapsed to a puree and the sweet apples and pears are tender.
2. Stir in the cherries or cranberries for 1 minute, taste and add a little more sugar if necessary. Can be chilled for 3-5 days. Serve with vanilla ice cream, if you like.

Pear and chocolate pudding

Ingredients
100g dried breadcumbs;
100g dark chocolate, chopped;
100g semisweet sugar;
85g butter;
3 tbsp maple syrup;
4 ripe pears, peeled, cored and cut into chunks.

Method
1. Heat oven to 180°C. Mix the crumbs, chocolate and sugar. Melt the butter with the maple syrup, and then stir into the dry ingredients.
2. Put the chopped pears into a 1-liter shallow ovenproof dish. Spoon the chocolate mixture over the pears and then evenly spread to cover the pears. Bake for 25-30 minutes. Cool for 10 minutes and then serve on its own or with vanilla ice cream or yogurt.

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美国西洋梨协会 Pear Bureau Northwest

Client : USA Pears
Publication : Shenzhen Evening News (深圳晚报)
Frequency : Daily
City : Shenzhen
Date : December 24, 2015
Page : T29

Headline

USA Pears relaunches fruitful run in China

Body Copy

The contents of this write-up are adopted from the press release entitled “USA Pears Relaunches Fruitful Run in China”

美味宣传

美国西洋梨开启“硕果大路演”



日前,美国西洋梨协会的中国大型系列路演活动在深圳沃尔玛香蜜湖店正式拉开帷幕,进一步带动消费者对美国原产西洋梨的抢购热潮。路演期间,协会派出一辆大型移动舞台卡车从深圳首发,途经广州、中山、珠海及珠三角地区的其他主要城市,面向中国广大消费者介绍品种多样的美国西洋梨。

这部路演车将在深圳、广州、珠海和珠三角区域的多个消费购物场所进行宣传推广。每一站都有专业人员向消费者介绍美国西洋梨的营养价值、美食搭配及烹食创意,消费者可现场试食及购买。同时,协会在每一站也准备了儿童涂色活动。

美国西洋梨协会国际市场推广总监高力行表示:“在2014-2015年度的供应期内,有超过36万箱(每箱10公斤)美国西洋梨进口到中国,进口量同比增加了13%。”他表示:“美国西洋梨富含纤维、口感柔软且营养价值高,所以适合作为婴儿及幼童食品。有趣的是,美国西洋梨也是美酒良伴。”

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美国西洋梨协会 Pear Bureau Northwest

Client : USA Pears
Publication : World Cuisine (餐饮世界)
Frequency : Monthly
City : Shenzhen
Date : January 2016
Page : 15

Headline

USA Pears relaunches fruitful run in China

Body Copy

The contents of this write-up are adopted from the press release entitled “USA Pears Relaunches Fruitful Run in China”

美国西洋梨 再度开启“硕果大路演”

美国西洋梨协会的中国大型系列路演活动在深圳沃尔玛香蜜湖店正式拉开帷幕，此举将进一步带动消费者对美国原产西洋梨的抢购热潮。路演期间，协会派出一辆大型移动舞台卡车从深圳首发，途经广州、中山、珠海及珠三角地区的其他主要城市，面向中国广大消费者介绍品种多样的美国西洋梨。这一宣传举措由美国西洋梨的主要产地美国俄勒冈州和华盛顿州的农业部门资助支持，将持续至明年三月，旨在透过系列活动更加贴近当地消费者。每一站都有专业人员向消费者介绍美国西洋梨的营养价值、美食搭配及烹饪创意，消费者可在现场试食及购买。同时，协会在每一站也准备了儿童涂色活动，通过活动将享受营养美味的西洋梨的方法介绍给孩子们。



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美国西洋梨协会 Pear Bureau Northwest

Client : USA Pears
Publication : Seaside (女报)
Frequency : Monthly
City : Shenzhen
Date : February 2016
Page : 53

Headline

USA Pears relaunches fruitful run in China
Delicious and nutritious produce tipped as “Fruit for the family”

Body Copy

The contents of this write-up are adopted from the press release entitled “USA Pears Relaunches Fruitful Run in China”



美国西洋梨在华再度开启“硕果大路演”

推介美味可口、营养丰富的家庭水果之选

2015年12月18日，美国西洋梨协会的中国大型系列路演活动今天在深圳沃尔玛香蜜湖店正式拉开帷幕。这一宣传举措由美国西洋梨的主要产地美国俄勒冈州和华盛顿州的农业部门资助支持，将持续至明年三月，旨在透过系列活动更加贴近当地消费者。美国西洋梨含24%的膳食纤维及10%的维生素C，香甜多汁，热量仅有100卡路里，不含胆固醇、钠及饱和脂肪。无论是榨汁还是做成风味小吃，美国西洋梨都是上佳选择。路演期间，协会派出一辆大型移动舞台卡车从深圳首发，途径广州、中山、珠海及珠三角地区的其他主要城市，面向中国广大消费者介绍品种多样的美国西洋梨。

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美国西洋梨协会 Pear Bureau Northwest

Client : USA Pears
 Publication : Phoenix Weekly Lifestyle (凤凰生活)
 Date : December 22, 2015
 Link : http://www.ifenglife.com/news_show.aspx?id=704&type=2&dl=news

Headline

USA Pears relaunches fruitful run in China
 Delicious and nutritious produce tipped as “Fruit for the family”

Body Copy

The contents of this write-up are adopted from the press release entitled “USA Pears Relaunches Fruitful Run in China”



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美国西洋梨协会 Pear Bureau Northwest

Client : USA Pears
Publication : Takungpao.com (大公网)
Date : December 23, 2015
Link : <http://finance.takungpao.com/q/2015/1223/3257822.html?from=singlemessage&isappinstalled=0>

Headline

USA Pears relaunches fruitful run in China

Body Copy

The contents of this write-up are adopted from the press release entitled “USA Pears Relaunches Fruitful Run in China”

大公网

美国西洋梨在华再度开启“硕果大路演”

大公网深圳讯（记者开欣南）美国西洋梨协会的中国大型系列路演活动在深圳沃尔玛壹方城旗舰店正式拉开帷幕，此举将进一步带动消费者对美国进口西洋梨的选购热情。

近日，美国农业部发布的中国进口鲜果最新年度报告显示，随着饮食习惯的调整与健康观念的增强，中国家庭对水果的消费日益增长。美国苹果成为中国苹果进口量的关键增长动力。近几年由于电商平台的高速发展，中国大城市对进口水果的消费增长迅速。以上海为例，根据海关数据，中国年进口鲜果总额达150-180亿元，并以每年40%的速度增长。除了沿海城市，重庆与成都两大西部直辖市对进口水果的需求同样呈现增长趋势。

除智利之外，中国第二大水果进口国是美国。今年5月，中美双方又对各自市场同时注入了所有种类的苹果，这将使得美国苹果对中国的出口总量增加，中国2015/2016年苹果进口量有望实现翻倍。

另一方面，中国对美国西洋梨的进口也日益增长。自2013年中国加入美国贸易协定之后，美国现已成为中国西洋梨的最大供应国。在进口美国水果的量和分额上，北京、上海、广州、深圳等一线城市继续扮演着重要的角色，但杭州、宁波、苏州、佛山、东莞、珠海、中山、顺德等二三线城市也开始逐渐发力，另外，成都、重庆、大连、沈阳对进口水果的需求也日益增长。

据了解，此次路演期间，美国西洋梨协会派出一辆大型移动舞台卡车从深圳出发，途经广州、中山、珠海及珠三角地区的其他主要城市，面向中国广大消费者介绍品种多样的美国西洋梨。

这一宣传举措由美国西洋梨的主要产地美国南加州和华盛顿州的农业部门资助支持，将持续至明年三月，旨在通过系列移动更加贴近当地消费者。美国西洋梨路演曾在2014年于北京和上海举行，广受好评。

这部遍布美国西洋梨特约路演城市包括：深圳、广州、珠海和珠三角区域的多个消费购物场所进行宣传推广。每一站都有专业人员向消费者介绍美国西洋梨的营养价值、美食搭配及烹饪创意，消费者可在现场品尝及购买。同时，协会在每一站也准备了儿童涂色活动，通过活动将享受美味西洋梨的方法介绍给孩子们。

在美国西洋梨的每个路演活动中，美国驻广州总领事馆农业贸易处主任简文琦、沃尔玛（中国）投资有限公司高级总监/总商品经理——梁康都进行了演讲。美国西洋梨协会市场拓展总监高力行及中国区代表吴永亮出席了启动仪式。

美国西洋梨协会市场拓展总监高力行表示：“自2013年一月首次进入中国以来，美国西洋梨在中国消费者中知名度一路飙升。基于中国是一个巨大的消费市场，我们选择了用舞台卡车在各地区巡迴的方式进行推广。在2014-2015年巡迴期间，有超过16万箱（每箱10公斤）美国西洋梨进口到中国，进口量同比增长了13%。我们希望今年可以获得同样的数量成果。”

“一只中型的美国西洋梨含24%的膳食纤维及10%的维生素C，富含维生素、膳食纤维、钾、钙和铜。无论何种烹饪都能成就风味小吃，美国西洋梨是最佳选择。鉴于中国消费者日益重视均衡饮食，我们很感谢美国西洋梨在华推广市场活动。我们此次巡迴的目的就是让中国的消费者了解和认识这一水果，尽享这一大自然的独特馈赠。”高力行补充道。

高力行指出，美国西洋梨因其食用方法多样广受消费者欢迎，适合男女老幼各个年龄段。他表示：“美国西洋梨富含纤维、口感柔软且营养价值高，所以适合作为婴儿及儿童食品。优质的美国西洋梨也是肉类的好搭档，消费者可以尝试将我们的新鲜参考更多西洋梨创意吃法，为家人准备一场味蕾盛宴。”

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美国西洋梨协会 Pear Bureau Northwest

Client : USA Pears
Publication : www.sina.com (新浪网)
Date : December 20, 2015
Link : <http://shenzhen.sina.com.cn/eat/news/2015-12-20/details-1fxmttme5940204.shtml>

Headline

USA Pears relaunches fruitful run in China

Body Copy

The contents of this write-up are adopted from the press release entitled “USA Pears Relaunches Fruitful Run in China”

美国西洋梨在华再度开启“硕果大路演”

2015-12-20 15:42 新浪深圳 评论 (0人参与)



A⁻ A⁺



资料图片

美国西洋梨协会的中国大型系列路演活动12月18日在深圳沃尔玛香蜜湖店正式拉开帷幕，此举将进一步带动消费者对美国原产西洋梨的抢购热潮。路演期间，协会派出一辆大型移动舞台卡车从深圳首发，途径广州、中山、珠海及珠三角地区的其他主要城市，面向中国广大消费者介绍品种多样的美国西洋梨。

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美国西洋梨协会 Pear Bureau Northwest



这一宣传举措由美国西洋梨的主要产地美国俄勒冈州和华盛顿州的农业部门资助支持，将持续至明年三月，旨在透过系列活动更加贴近当地消费者。美国西洋梨路演曾在2014年于北京和上海举行，且广受好评。



资料图片

这部遍布美国西洋梨标识的路演车色彩缤纷，将在深圳、广州、珠海和珠三角区域的多个消费购物场所进行宣传推广。每一站都有专业人员向消费者介绍美国西洋梨的营养价值、美食搭配及烹食创意，消费者可在现场试食及购买。同时，协会在每一站也准备了儿童涂色活动，通过活动将享受营养美味的西洋梨的方法介绍给孩子们。

在美国西洋梨的首个路演活动上，美国驻广州总领事馆农业贸易处主任黄文华、沃尔玛（中国）投资有限公司高级总监/总商品经理——果蔬部叶丁源、美国西洋梨协会国际市场推广总监高力行及中国区代表吴永高出席了启动仪式。

美国西洋梨协会国际市场推广总监高力行表示：“自2013年一月首次获准进入中国以来，美国西洋梨在中国消费者中的知名度一路飙升。鉴于中国是一个巨大的消费市场，我们选择了用宣传卡车在各地巡演的方式进行推广。在2014-2015年度的供应期内，有超过36万箱（每箱10公斤）美国西洋梨进口到中国，进口量同比增加了13%。我们希望今年可以获得同样的累累硕果。”

“一只中型的美国西洋梨含24%的膳食纤维及10%的维生素C，香甜多汁，热量仅有100卡路里，不含胆固醇、钠及饱和脂肪。无论是榨汁还是做成风味小吃，美国西洋梨都是上佳选择。鉴于中国消费者日益重视均衡饮食，我们相信美国西洋梨在华将广受市场欢迎。我们此次巡展的目的是希望让中国的消费者了解和认识这一水果，尽享这一大自然的独特馈赠。”高力行补充道。

高力行指出：美国西洋梨因其食用方法多样广受消费者欢迎，适合男女老幼各个家庭成员。他表示：“美国西洋梨富含纤维、口感柔软且营养价值高，所以适合作为婴儿及幼童食品。有趣的是，美国西洋梨也是美酒良伴。消费者可以登录我们的网站参考更多西洋梨创意吃法，为家人准备一场味蕾盛宴。”

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美国西洋梨协会

Pear Bureau Northwest

Client : USA Pears
Publication : Chinanews.com (中国新闻网)
Date : December 18, 2015
Link : <http://www.gd.chinanews.com/2015/2015-12-18/2/363555.shtml>

Headline

Over 360,000 boxes of USA Pears were imported to China last year

Body Copy

The contents of this write-up are adopted from the press release entitled “USA Pears Relaunches Fruitful Run in China”

美国西洋梨年销中国市场36万箱

<http://www.gd.chinanews.com> 2015年12月18日 21:25 来源: 中国新闻网



中新网深圳12月18日电(记者 郑小红)美国西洋梨协会国际市场推广部总监高力行18日在此间举行的美国西洋梨2015年“硕果大路演”上表示,在2014-2015年度的供应期内,有超过36万箱(每箱10公斤)美国西洋梨出口到中国,总量同比增加了13%。

高力行说:“自2013年1月首次获准进入中国以来,美国西洋梨在中国消费者中的知名度一路飙升。鉴于中国是一个巨大的消费市场,我们选择了用宣传卡车在各地巡演的方式进行推广。”

该协会的中国大型系列路演由深圳沃尔玛香蜜湖店开始,期间,协会派出一辆大型移动舞台卡车从深圳首发,途经广州、中山、珠海及珠三角地区的其他主要城市,面向中国消费者介绍品种多样的美国西洋梨。

高力行说:“一只中型的美国西洋梨含24%的膳食纤维及10%的维生素C,香甜多汁,热量仅有100卡路里,不含胆固醇、钠及饱和脂肪,无论是榨汁还是做成风味小吃,西洋梨都是上佳选择。而且西洋梨口感柔软,更适合作为婴幼儿及老人食品。此次巡展的目的是希望让中国的消费者了解和认识这一水果。”

宣传使用的路演车遍布美国西洋梨标识,色彩缤纷。路演获得美国西洋梨的主要产地美国俄勒冈州和华盛顿州的农业部资助支持,将在中国持续至明年三月,该路演曾在2014年于北京和上海举行。(完)

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美国西洋梨协会 Pear Bureau Northwest

Client : USA Pears
Publication : Gmw.com (光明网)
Date : December 18, 2015
Link : http://difang.gmw.cn/sz/2015-12/19/content_18166248.htm

Headline

USA Pears relaunches fruitful run in China

Body Copy

The contents of this write-up are adopted from the press release entitled “USA Pears Relaunches Fruitful Run in China”

光明网地方 首页 > 地方频道 > 地方频道 > 深圳 > 经济
difang.gmw.cn

美国西洋梨在华再度开启“硕果大路演”

2015-12-19 20:49 来源: 光明网 我有话说

光明网讯(记者严圣禾)美国西洋梨协会的中国大型系列路演活动18日在深圳沃尔玛香蜜湖店正式拉开帷幕,此举将进一步带动消费者对美国原产西洋梨的抢购热潮。路演期间,协会派出一辆大型移动舞台卡车从深圳首发,途经广州、中山、珠海及珠三角地区的其他主要城市,面向中国广大消费者介绍品种多样的美国西洋梨。

这一宣传举措由美国西洋梨的主要产地美国俄勒冈州和华盛顿州的农业部门资助支持,将持续至明年三月,旨在透过系列活动更加贴近当地消费者。美国西洋梨路演曾于2014年在北京和上海举行,且广受好评。

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在美国西洋梨的首个路演活动上,美国驻广州总领事馆农业贸易处主任黄文华、沃尔玛(中国)投资有限公司高级总监叶丁源、美国西洋梨协会国际市场推广总监高力行及中国区代表吴永亮出席了启动仪式。

美国西洋梨协会国际市场推广总监高力行表示:“自2013年一月首次获准进入中国以来,美国西洋梨在中国消费者中的知名度一路飙升。鉴于中国是一个巨大的消费市场,我们选择了用宣传卡车在各地巡演的方式进行推广。在2014-2015年度的供应期内,有超过36万箱(每箱10公斤)美国西洋梨进口到中国,进口量同比增加了13%。我们希望今年可以获得同样的累累硕果。”

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[责任编辑:杨煜]

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美国西洋梨协会 Pear Bureau Northwest

Client : USA Pears
 Publication : www.cnr.cn (央广网)
 Date : December 18, 2015
 Link : http://sz.cnr.cn/szfwgb/shms/20151218/t20151218_520847842.shtml?plg_nld=1&plg_uin=1&plg_auth=1&plg_nld=1&plg_usr=1&plg_vkey=1&plg_dev=1&from=singlemessage&isappinstalled=1

Headline

China is one of top five international markets for USA Pears
 High-profile roadshow stages in the Pearl River Delta area

Body Copy

The contents of this write-up are adopted from the press release entitled “USA Pears Relaunches Fruitful Run in China”



央广网 2015年12月18日 12:18

中国成美国西洋梨出口第五大市场 大型路演活动在珠三角举办

2015-12-18 22:10:00 来源: 央广网

央广网深圳12月18日消息(记者杨耀)今日美国西洋梨协会的中国大型系列路演活动今天在深圳沃尔玛香蜜湖店正式拉开帷幕,此举将进一步带动消费者对美国产西洋梨的抢购热潮。路演期间,协会还推出一辆大型移动舞台卡车从深圳出发,途经广州、中山、珠海及珠三角地区的其他主要城市,面向中国广大消费者介绍品种多样的美国西洋梨。

这一系列路演由美国西洋梨的主要产地美国俄勒冈州和华盛顿州的农业部门资助和支持,将持续至明年三月,旨在透过系列活动更加贴近当地消费者。美国西洋梨路演曾在2014年于北京和上海举行,广受好评。



这组路演由美国西洋梨协会组织,将在深圳、广州、珠海和珠三角区域的多个消费场所进行推广。每一站都有专业人员向消费者介绍美国西洋梨的营养价值、营养价值及穿着加盟,消费者可在现场试食及购买。同时,协会在每一站也准备了儿童涂色活动,通过活动向儿童普及西洋梨的益处和营养价值。

在美国西洋梨的多个路演活动上,美国广州总领事馆农业贸易主任莫文华、沃尔玛(中国)投资有限公司副总裁/总食品经理——廖建刚出席了。美国西洋梨协会国际市场推广总监兼力行及中国区代表梁亦美出席了启动仪式。美国西洋梨协会国际市场推广总监梁亦美表示:“自2013年一月首次路演进入中国以来,美国西洋梨在中国市场销量持续高速增长。鉴于中国是一个巨大的消费市场,我们选择了用移动卡车在各地路演的方式进行推广。在2014-2015年度的供货期内,有超过36万箱(每箱10公斤)美国西洋梨进口到中国,进口量同比增长了13%。我们希望今年可以获得同样的重要成果。”



“一只中型的美国西洋梨含24%的膳食纤维及10%的维生素C, 富含维生素, 热量仅有100卡路里, 不含胆固醇, 糖及饱和脂肪, 无论是榨汁还是做成风味小吃, 美国西洋梨都是上佳选择。鉴于中国消费者日益重视均衡饮食, 我们期待美国西洋梨在华南市场推广成功。我们此次路演的主要目标是让中国的消费者了解和认识这一水果, 尽享这一大自然的独特馈赠。” 梁亦美补充道。

梁亦美指出:美国西洋梨因其食用方法多样广受消费者欢迎, 适合男女老幼各个年龄段。他表示:“美国西洋梨富含纤维, 口感柔软且营养价值高, 所以适合作为婴儿及儿童食品。有趣的是, 美国西洋梨也是美国国果, 消费者可以登录我们的网站参考更多西洋梨创新吃法, 为家人准备一场味蕾盛宴。”

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美国西洋梨协会 Pear Bureau Northwest

Client : USA Pears
 Publication : www.yzforex.com (亚洲外汇网)
 Date : December 23, 2015
 Link : http://www.yzforex.com/index.php?m=content&c=index&a=show&catid=22&id=36323

Headline

USA Pears relaunches fruitful run in China

Body Copy

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首页 > 要闻 > 经济报道 > 美国财经 > 正文

美国西洋梨在华再度开启“硕果大路演”

2015-12-23 13:39:05 来源: 亚洲外汇网 评论: 0 阅读: 152

美国西洋梨协会的中国大型系列路演活动将在深圳沃尔玛仓储物流中心正式拉开帷幕，此举将进一步带动消费者对美国原产西洋梨的采购热情。近日，美

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近日，美国农业部发布的中国最新鲜果蔬年度报告显示，随着饮食结构的调整与健康观念的增强，中国消费者对水果的消费将日益增长，美国苹果将成为中国苹果进口量的关键增长动力。近几年由于电商平台的高速发展，中国大城市进口水果的销量增长迅速。以上海为例，根据海关数据，中国年进口鲜果金额达150-180亿元，并以每年40%的速度增长。除了沿海城市，重庆与成都两大西部重镇城市对进口水果的需求同样呈现增长趋势。

除智利之外，中国第二大水果进口国就是美国。今年5月，中美双方又对各自市场何时准入了所有种类的苹果，这将使得美国苹果对中国的出口总量增加，中国2015/2016年苹果进口量有望实现翻番。

另一方面，中国对美国西洋梨的进口也日渐增长，自2013年中国准入美国西洋梨之后，美国现在已经成为中国西洋梨的最大供应国。在进口美国水果的推广和分销上，北京、上海、广州、深圳等一线城市继续扮演着重要的角色，但杭州、宁波、苏州、佛山、东莞、珠海、中山、顺德等二三线城市也开始逐渐发力。另外，成都、重庆、大连、沈阳对进口水果的需求也日渐增长。

据了解，此次路演期间，美国西洋梨协会将推出一辆大型移动舞台卡车从深圳出发，途经广州、中山、珠海及珠三角地区的其他主要城市，面向中国广大消费者介绍品种多样的美国西洋梨。

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在美国西洋梨的首个路演活动上，美国驻广州总领事馆农业贸易处主任黄文华、沃尔玛(中国)投资有限公司高级总监/总商品经理——覃慧娟、美国西洋梨协会国际市场推广总监高力行及中国区代表李亮出席了启动仪式。

美国西洋梨协会国际市场推广总监高力行表示：“自2013年一月首次获准进入中国以来，美国西洋梨在中国消费者中的知名度一路飙升。鉴于中国是一个巨大的消费市场，我们选择了用宣传卡车在各地巡演的的方式进行推广。在2014-2015年度的供应期内，有超过56万箱(每箱10公斤)美国西洋梨进口到中国，进口量同比增长了13%。我们希望今年可以获得同样的丰硕成果。”

“一只中型的美国西洋梨含24%的膳食纤维及10%的维生素C，香甜多汁，热量仅有100卡路里，不含胆固醇、钠及饱和脂肪。无论是榨汁还是做成风味小吃，美国西洋梨都是上佳选择。鉴于中国消费者日益重视均衡饮食，我们相信美国西洋梨在华推广市场前景广阔。我们此次巡演的目的是希望让中国的消费者了解和认识这一水果，尽享这一大自然的独特馈赠。”高力行补充道。

高力行指出：美国西洋梨因其食用方法多样广受消费者欢迎，适合男女老幼各个家庭成员。他表示：“美国西洋梨富含纤维、口感柔软且营养价值高，所以适合作为婴儿辅食及健康食品。有趣的是，美国西洋梨也是美国国鸟。消费者可以登录我们的网站参考更多西洋梨创意吃法，为家人准备一场味蕾盛宴。”

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 Room 603, Chang Ping Building, 363 Chang Ping Road, Shanghai, 200041, China.
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美国西洋梨协会

Pear Bureau Northwest

Client : USA Pears
Publication : 265ws.com (温州新闻网)
Date : December 18, 2015
Link : <http://265wz.com/a/shishang/17465.html>

Headline

Over 360,000 boxes of USA Pears were imported to China last year

Body Copy

The contents of this write-up are adopted from the press release entitled “USA Pears Relaunches Fruitful Run in China”

美国西洋梨年销中国市场36万箱

时间:2015-12-18 23:18 浏览次数: 169

中新网深圳12月18日电(记者 郑小红)美国西洋梨协会国际市场推广部总监高力行18日在此间进行的美国西洋梨2015年“硕果大路演”上暗示,在2014-2015年度的供给期内,有高出36万箱(每箱10公斤)美国西洋梨出口到中国,总量同比增进了13%。

高力行说:“自2013年1月初次获准进入中国以来,美国西洋梨在中国消费者中的知名度一起飙升。鉴于中国事一个庞大的消费市场,我们选择了用宣传卡车在各地巡演的办法举办推广。”

该协会的中国大型系列路演由深圳沃尔玛香蜜湖店开始,时代,协会派出一辆大型移动舞台卡车从深圳首发,路过广州、中山、珠海及珠三角地域的其他首要都市,面向中国消费者先容品种多样的美国西洋梨。

高力行说:“一只中型的美国西洋梨含24%的膳食纤维及10%的维生素C,香甜多汁,热量仅有100卡路里,不含胆固醇、钠及饱和脂肪,无论是榨汁照旧做成风味小吃,西洋梨都是上佳选择。并且西洋梨口感优柔,更适相助为婴幼儿及老人食物。此次巡展的目标是但愿让中国的消费者相识和熟悉这一生果。”

宣传行使的路演车满布美国西洋梨标识,色彩缤纷。路演得到美国西洋梨的首要产地美国俄勒冈州和华盛顿州的农业部扶助支持,将在中国一连至来岁三月,该路演曾在2014年于北京和上海进行。(完)

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Room 603, Chang Ping Building, 363 Chang Ping Road, Shanghai, 200041, China.
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Email: lnash@sh163.net admin@lnahk.com.hk









ODA-S19 Next Generation Learning Gardens

Attachment 1: Article titled “Plant Sale Aims to Help Elementary Students”

Attachment 2: Awesome Times Article titled “Seed to Supper”

Attachment 3: 2016 Summer Day Camps List

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Plant sale aims to help elementary students

NATALIE PATE
STATESMAN JOURNAL

Three classes of fourth grade students from Washington Elementary School are hosting a plant sale fundraising project this month.

Students have been planting seeds, transplanting, taking care of plants, making posters, and helping to sell plants from 2-3:30 p.m. Tuesday and Friday during May at the school, 3165 Lansing Ave NE in Salem.

"They have been learning about the science of plants, the importance of community and teamwork, and how to run a business all at once — and having a blast," said Kat Barton, a FoodCorps service member with the Salem-Keizer Education Foundation.

The original goal of the plant sale was to raise enough money to pay for a field trip to a small organic farm at the end of the



STATESMAN JOURNAL FILE

A student tends to peas in a school garden.

school year. The students have already surpassed that goal.

Barton said the students raised more than \$600 in five days.

"Our goal to be able to take the field trip was \$375, so we are now thrilled to be planning an improvement project for the school garden," she said.

Barton said the plant sale will continue through

May to keep raising money. They are selling a variety of vegetables including tomatoes, tomatillos, peppers, zucchini, watermelon, strawberries, peas, lettuce, herbs and flowers for \$1.50.

"My favorite part of doing this plant sale is seeing how much pride and ownership the students have taken in this project," she said.

There is a larger plant

sale at the greenhouse behind McKay high school off Hollywood Drive from 3:30-6 p.m. Tuesdays and Fridays and 9 a.m.- to 1 p.m. Saturdays, which also runs through the end of May.

All of the money from this plant sale benefits the Learning Gardens program at Salem-Keizer Education Foundation, including a total of 11 school gardens throughout Salem.

"We don't have hard numbers for how much we have raised total at the sale at McKay, as we have also been selling plants at Parrish and Houck middle schools, which are also schools with SKEF gardens," Barton said. "But even more important than the total money raised is the number of students that are engaged, the skills and lessons that they are learning, the plants that will soon be nourishing meals, and the people that have been connected."

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of Salem, Salem.

SEED TO SUPPER School Gardens Support Growing Families

Our Salem-Keizer Education Foundation school gardens team announces Seed to Supper and Family Cooking Classes.

Seed to Supper is a comprehensive, 5-week beginning gardening course that provides novice gardeners with the education and skills to successfully grow a portion of their own food on a limited budget. Class covers a variety of topics, which include, but are not limited to, choosing your plot and building healthy soil/compost, planning your garden with planting maps and crop charts, planting and direct

seeding, caring for the garden with watering, weeding, and fertilizing, and harvesting and cooking from your garden. A light meal and snacks will be provided. Classes are 120 minutes each. Ask for more information about childcare and bilingual options.

Families who receive SNAP benefits will be given priority in registration – a joint effort of Oregon Food Bank, Oregon State University Extension Service-Master Gardeners, Marion-Polk Food Share and SKEF's Family Engagement Coordinator.

Family Cooking Classes is an all-inclusive, four-week beginning culinary course that centers on the whole family and promotes healthy eating in the home. Class covers a variety of topics which

Continued on page 3



LEMONADE DAY Creating future entrepreneurs



The Salem-Keizer Education Foundation is proud to host this year's Lemonade Day.

This year, Lemonade Day falls on May 1. It is a free program for all students interested in learning about what it takes to run a business – or in this case, a lemonade stand.

The goal is to cultivate entrepreneurs.

"Teaching the basics and skills to students is essential to their success and Oregon's economic prosperity. We do that through Lemonade Day," said Krina Lee, Executive Director of SKEF.

Each child who registers receives a workbook and lessons on budgeting, profit, customer service, and much more. They are also connected with a mentor, or someone who can offer guidance through the learning and preparation process.

There will be Lemonade Day after school clubs throughout Salem-Keizer, during which students can learn from experts who will explain what running a business looks like in real life.

As Lee pointed out, "not only are we teaching business and life skills, but also aligning closely with the National Lemonade Day mantra of 'spend some, save some, share some.'"

This mentality helps kids understand wise spending, saving money and identifying a budget and giving back to the community.

SKEF is looking for sponsors of the 2016 Lemonade Day, as well as mentors for students. To sign up, contact Krina Lee at krina@skeducationfoundation.org or call SKEF at 503-364-2933. ★

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Mission Statement

The Salem Keizer Education Foundation is a catalyst for the enhancement of the education and development of all Salem-Keizer youth by providing resources for creative and innovative programs and materials, educating and mobilizing the community, and sustaining collaborative partnerships that support its goals.

Privacy Statement

Salem-Keizer Education Foundation never sells, loans or exchanges the names, addresses or other information about our donors or others who receive our mailings.

MLK DAY OF SERVICE

SKEF volunteers celebrate the holiday by giving

Nearly 70 community members celebrated the Martin Luther King, Jr. holiday by offering their time and talents to the Salem-Keizer Education Foundation on Monday.

With 15 service projects to choose from, the volunteers – which ranged from individuals to families to business organizations – met for a brief orientation and instructions from Valerie Steele, Volunteer Services Director for SKEF, and other SKEF staff members. Projects included hand-addressing mail envelopes, sorting books in SKEF's Bazillion Books for Kids program and working in the soil in the Learning Gardens at Leslie Middle School and Washington Elementary School.

"All of these are projects that department directors have on the back of their plates. This relieves the pressure of those things," Steele said. "It's high quality of work that will benefit every department."

MLK Day of Service is recognized nationally as an opportunity to take part in community service to honor the legacy of Dr. Martin Luther King, Jr. SKEF has benefitted from

countless volunteer hours on this day for the past five years.

At the Washington Elementary School garden, volunteers laid a fresh coat of mulch and cardboard to suffocate weeds. The Learning Garden at the northeast Salem elementary school hosts a variety of fruits and vegetables, including spinach, broccoli, Brussel sprouts and strawberries.

Kaiser Permanente was represented by a group of about 30 employees at SKEF on Monday.

"Since we work in Salem, we live in Salem, we are one of Salem's largest employers, we are happy to support SKEF in all they do," said Linnea Greenlund, an account manager with Kaiser Permanente. ★



WELCOME Kelly Gray

When Kelly Gray took the job at the Salem-Keizer Education Foundation in July, she was looking for a way to continue her work with the youth of the Salem-Keizer community.

As the Family Engagement and Learning Garden Coordinator, she has the opportunity to do that and much more.

"I didn't expect it, but it's a delightful surprise," Kelly said about her work focusing on gardens. "It's a great fit because I did a lot of volunteer work with OSU and their gardens program and I grew up in a rural school district."

Kelly attended middle and secondary school in the Cascade School District and then went to Western Oregon University, where she graduated with a degree in Visual Communications Design. After college, Kelly joined AmeriCorps and worked at the Oregon State University Extension, completed an internship with Susan G. Komen and worked at the Boys and Girls Club.

Wanting to stay involved with children in the area, Kelly applied for a job with SKEF and was hired through a Specialty Crop Block Grant from the Oregon Department of Agriculture.

"Specifically, I'm promoting Oregon agriculture and farmers and bringing resources to the community so they buy local," she said.

On top of running weekly Tasting Tables in Salem-Keizer schools and helping to maintain the gardens, Kelly took the lead on planning Urban AgFest, an annual SKEF event that attracts more than 1,000 students from across the district.

Additionally, her experience and talent in graphic design has made her a valuable resource on SKEF's communications team.

Welcome to the team, Kelly! ★



VOLUNTEER SPOTLIGHT Salem Alliance Church

Every October, a group of middle and high school students from Salem Alliance Church set out to serve the community.

The Salem-Keizer Education Foundation was the recipient of some of that community service when they came to Grant Community School's learning garden at the end of October and assisted with raking, weeding, making a pathway and prepping garden beds for winter.

Michelle Unwin, one of Salem Alliance's middle school pastors, said that once a year the students take part in what is a combination of service projects and fundraisers.

"They love it. It's one of their favorite days of the year," Unwin said.

Several of the students also took part in book sorting at Bazillion Books for Kids.

"To get the opportunity to serve is a big deal for them," Unwin said.

The church staff hope to cultivate a culture of serving both locally and internationally when they coordinate these service projects.

Between two weekends in October, the church had more than 200 kids serving in various capacities. About 30 of them helped out at SKEF.

"We do different trips that are totally based on service oriented things," Unwin said.

It all connects back to the church's purpose, which includes serving and blessing the community in any way they can. ★



CONTINUED FROM PAGE 1: Seed to Supper

include kitchen safety, purchasing and storing Oregon's fruits and vegetables, plant-based diets, whole grains, reading nutrition labels, and connecting seasonality to traditional cultural recipes. A light meal and snacks will be provided at each class. Classes are 90 minutes long and will be held in the evenings at Salem-Keizer middle schools.

Families who receive SNAP benefits will also be given priority when registering for Family Cooking Classes. This is a joint effort of the Salem Hospital Community Health Education Center (CHEC) and SKEF's Family Engagement Coordinator.

SEED TO SUPPER 2016 SCHEDULING

| LOCATION | DATES/TIMES | HOSTS |
|-------------------------------|--|-------|
| La Casita | Saturdays 11am - 1pm • Jan 16 - Feb 20 | SKEF |
| Four Corners | March 2016 | MPFS |
| Hammond Elementary | Tuesdays 6pm - 8pm • Feb 2 - March 15 | SKEF |
| Salem Dream Center | March - <i>*bilingual</i> | MPFS |
| Youth Farm | April/May 2016 | MPFS |
| Englewood Elementary | Mondays 6pm - 8pm • April 4 - May 9 | SKEF |
| Grant Elementary | <i>*bilingual</i> | SKEF |
| Monmouth Seed Landing Library | April 2016 | MPFS |

FAMILY COOKING CLASSES 2016 SCHEDULING

| LOCATION | DATES/TIMES | HOSTS |
|-----------------------|---|-------|
| Houck Middle School | 12 Families: Thursdays • Feb 4 - March 10 (no class Feb 25 & March 3) | SKEF |
| Parrish Middle School | 8 Families: Tuesdays • April 5 - April 26 | SKEF |
| Leslie Middle School | 12 Families: Wednesdays • April 6 - April 27 | SKEF |

SKEF = Salem Keizer Education Foundation • MPFS = Marron-Polk Food Share

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CONTACT Valerie Steele at 503-361-2933
Or valerie@skeducationalfoundation.org

35TH ANNIVERSARY SKEF wants to hear your stories

2017 will mark a major milestone as it falls on the Salem-Keizer Education Foundation's 35th anniversary.

As noted by SKEF Executive Director Krina Lee, a lot has happened in the last three decades and the foundation is making strides for the next three to be just as remarkable, if not more.



Thirty-five years of supporting thousands of kids is something to be proud of, and SKEF plans to commemorate that with a year's worth of events and programs that celebrate how far the foundation has come.

But we could also use your help. How has SKEF impacted you or your children? Did you run in the first Awesome 3000 nearly 35 years ago? No anniversary celebration is complete without a look back at our history, and we'd like to hear your stories.

Please share with us by calling 503-364-2933 or emailing joce@skeducationfoundation.org. ★

WILLAMETTE UNIVERSITY Evolving partnership

A partnership between SKEF and Willamette University's Office of Community Service Learning continues to evolve. In an effort to further this partnership, the Office of Community Service Learning has selected three WU students to serve as Community Engagement Scholars. These students will research, assess and conduct outreach activities that aim to increase our capacity, programing and volunteer recruitment.

In specific connection to SKEF, the WU Community Engagement Scholars will evaluate programs, research SKEF programs such as AVID and ASPIRE, report on the advantages of SKEF opportunities from a WU student's perspective, and create a marketing campaign for campus. The goal is to generate increased volunteer interest in SKEF.

If you're a Willamette University student and want information on how to get involved, contact the Office of Community Service Learning at 503-370-6807. ★

BUSINESS PARTNERS CORBAN UNIVERSITY Conference features three speakers

Corban University's 2016 Christian Thought Leader Conference will be held March 7-11 and will feature three distinguished speakers who will focus on the theme of flourishing at the intersection of faith, work and economics.



P. Griffith Lindell, Dean of Corban's Hoff School of Business, said there is a need for a revolution in how people view work, integrate faith and engage with economic models. The conference seeks to engage students, churches and businesses in the mid-Willamette Valley.

The three speakers will be Lakecia Gunter of Intel, Albert M. Erisman of Seattle Pacific University and Marshall Stevens, a businessman in Portland.

The conference will be held at both the Psalm Performing Arts Center at Corban University and at Broadway Commons in Salem. Learn more at www.corban.edu. ★

BMW OF SALEM Promotion brings incredible results

SKEF couldn't make an impact the way we do without support from business partners like BMW of Salem.

Thanks to their charitable giving event, with the purchase of any vehicle in the fourth quarter of 2015, BMW donated \$100 to one of five charity partners. SKEF was lucky enough to be one of beneficiaries.

At a board meeting in January, Jonathan Taylor of BMW presented a \$4,200 check to SKEF. How's that for an investment in awesome kids?

Thank you, BMW of Salem! ★



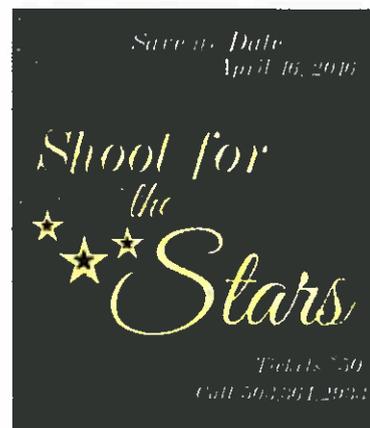
SHOOT FOR THE STARS

Join us for this amazing event

This year's premier benefit event will be held on April 16 at the Salem Convention Center and hosted by SKEF and Law Enforcement for Youth (LEY). Shoot for the Stars is a fundraising event that features live and silent auctions, entertainment, dinner and casino activities.

Tickets can now be purchased on the event website: shootforthestarsbenefit.org. They cost \$50 per person or \$350 for a table of eight.

SKEF and LEY are also seeking donated items and packages to feature in the auctions. If you are interested in contributing, please contact SKEF at 503-364-2933 or email joc@skeducationfoundation.org. ★



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- 2 You can help Salem-Keizer Education Foundation earn donations just by shopping with your Fred Meyer Rewards Card!
 - Sign up for the Community Rewards program by linking your Fred Meyer Rewards Card to SKEF at www.fredmeyer.com/communityrewards. You can search for us by our name or by our non-profit number 83096
 - You still earn your Rewards Points, Fuel Points, and Rebates, just as you do today.
 - If you do not have a Rewards Card, they are available at the Customer Service desk of any Fred Meyer store.
- 3 Recycle your used Ink Cartridges with us. Please bring us your used ink cartridges and we turn them in for school supplies to fill the depot! Drop them off at Where the Sidewalk Begins, Monday-Saturday from 8:30-5:30 at 233 Commercial Street, NE.

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LEGO Robotics Students tout projects at tournament



The FIRST LEGO League Qualifying Tournaments were again a success, with a lively display of team work, problem-solving and critical thinking.

December's two qualifying tournaments at Adam Stephens

Middle School featured teams with students grades 3-8 from Salem and surrounding areas. Some even traveled as far as Eugene to compete.

Prior to the tournament teams received the "TrashTrek Challenge", which was the theme in all three judging categories: Project, Robot Design and Core Values and the robot competition. Observing projects and designs combatting the issue of unneeded waste and developing new ways to reuse and recycle, the judges had difficult choices to make in terms of deciding winners in various categories.

Salem-based teams took home the Champions award at both tournaments. Ten teams received Advancement to the Championship Event awards and invitations to the state tournament in January. ★



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Business Spotlight

Barrett Business Services, Inc.

Each branch of Barrett Business Services, Inc. has their own way of supporting its clients and the community. In Salem, BBSI Branch Manager Tyler Massey exemplifies community service through his voluntarism in various organizations and events, including SKEF.

BBSI is headquartered in the Northwest and provides HR services to businesses of all kinds, whether they're small with just a handful of employees, or large companies. The HR functions they offer include taxes, payroll, applications and employee handbooks, to name only a few.

"We try to let clients get out of the weeds and do what they specialize in," Massey said.

BBSI's services with SKEF allow the nonprofit to spend valuable time on organizing events and supporting the schools and the community – not on time-consuming HR functions.

But it's what happens outside of BBSI offices that sets the company apart. As branch manager, Massey has assisted with the Awesome 3000 since 2008 and is now a co-chair for the event. The younger runs, with kids in grade 3 and below, are his favorite.

Massey, now serving his second term as a SKEF board member, is also involved with LEGO Robotics and has helped drop off and pick up bins for SKEF's School Supply Drive. ★



2015 CRYSTAL APPLE AWARDS

10 educators honored at Elsinore Theatre

The Historic Elsinore Theatre became Hollywood for a night in November for the 19th Annual Crystal Apple Awards – except instead of famous celebrities, the red carpet was lined with Salem-Keizer's finest educators.

The Crystal Apple Awards are an annual event to recognize excellence in education throughout the community. For nearly 20 years, the

event has honored educators across the board – from crossing guards to principals – for the difference they make in students' lives. It is held by SKEF in partnership with the Salem Area and Keizer Chambers of Commerce.

For the last several years, SKEF has also honored a local organization with the Business Partnership Award. This year's recipient was Corban University, who works to create meaningful relationships throughout the community.



A total of 29 individuals were nominated for an award and 10 were selected by a Crystal Apple Award selection committee. All nominees were celebrated at a reception prior to the ceremony on Nov. 5 and then were interviewed on the red carpet on live T.V.

The following nominees were selected as the 2015 Crystal Apple Award honorees: David DeRoest, Waldo Middle

School; Amy Divelbiss, North Salem High School; Katie Gilmour, South Salem High School; Christina Gragg, Swegle Elementary School; Rebecca Hollen, Walker Middle School; Linda Kitchin, Parrish Middle School; Holly Rushton, Clear Lake Elementary School; Terra Shiffer, Claggett Creek Middle School; Jennifer Walloch, Early College High School; and Kevin Wise, McNary High School. ★

ASPIRE Program off to a great start in Salem-Keizer

You could walk into the College and Career Center at North Salem High School on any given day and find students working on essays, filling out applications, searching for scholarships or learning about admissions from a specialist from one of many colleges and universities throughout Oregon.

The center officially opened as an ASPIRE site in early October and is among many sites throughout the Salem-Keizer School District in its brand new pilot program.

ASPIRE is a statewide mentoring program operated by the Office of Student Access and Completion. The program helps middle and high school students gain access to education and career training after high school.

While the program has been around for quite some time, it has never been offered district-wide – until now. As the state's second-largest school district, Salem-Keizer faces some challenges in implementing ASPIRE, but key players say it's going well so far. A partnership between ASPIRE, the district and SKEF has already grown the program to incredible numbers within its first few months.

"The program is successful right now. The transition is going really smoothly," said Adrian Rodriguez, of North Salem's College and Career Center. He also runs the before and after school program there.



Valerie Steele, volunteer coordinator at SKEF, is charged with recruiting and training ASPIRE mentors who make the program possible.

"Getting that many volunteers in response to how the students responded was the biggest challenge. We didn't anticipate how many students would sign up and be enthusiastic about it," Steele said.

The goal, she said, is to have 50 mentors at each ASPIRE school this year. SKEF typically holds two ASPIRE mentor trainings per week that enable volunteers to be equipped to work with students. Steele highlighted that there is no education or professional requirement, and the time commitment is based on a volunteer's availability.

"A prosperous community depends on the level of success students have after they graduate. If you can go in to a school and facilitate that success, the impact is far-reaching. It's not just good for that kid, it's good for that kid's family and that kid's community," Steele said.

Trainings are held at 223 Commercial Street NE every Wednesday at noon and every second Thursday at 6 p.m.

To become a mentor, contact Steele at 503-364-2933 or at valerie@skeducationfoundation.org. Visit <http://skeducationfoundation.org> for more details. ★

Save THE DATES • 2016

MARCH 9
3:00 pm | Salem-Keizer Spelling Contest
Cressler Middle School

MARCH 21-25
Spring Break Lunch Program

APRIL 6 – MAY 31
Salem-Keizer Student Art Show
Keizer Civic Center

APRIL 16
Shoot for the Stars

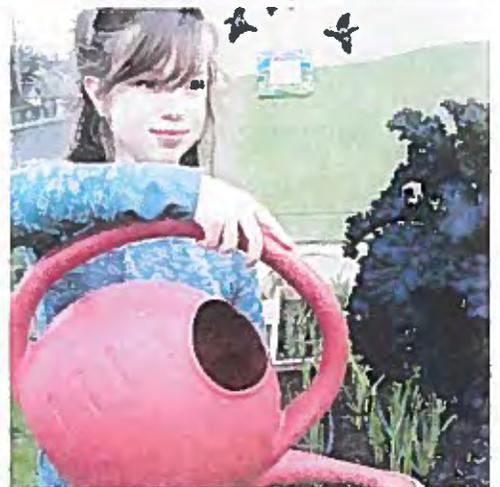
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Earth Day

MAY 1
Lemonade Day

MAY 7
Awesome 3000

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 Questions?
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Summer Camp

Locations:

McKinley Elementary School
466 McGilchrist St. SE

Englewood Elementary School
1132 19th St. NE

Daily Schedule:

Morning Camp

7:00 am - 12:30 pm

7:00-9:00

snack, enrichment & table activities

9:00-12:00

AM camp of choice

12:00-12:30

lunch, enrichment activities

Afternoon Camp

12:30 pm - 6:00 pm

12:30-1:00

lunch, enrichment & table activities

1:00-4:00

PM camp of choice

4:00-6:00

snack, enrichment activities

Snacks and lunch Provided

- Please have campers dropped off before 8:45 am for the AM camp and picked up before 12:30.
- PM session campers must be dropped off by 12:45 pm and can be picked up any time between 4 pm and 6 pm.
- Full day campers must be dropped off by 8:45 am and picked up any time between 4 pm and 6 pm.

Cost:

Half day \$95

Full Day \$165

Registration Deadline:

Deadline to register is one week prior to the camp start date. Camps fill up fast so register early.

K-2 camp descriptions

Letterboxing

Letterboxing is a "treasure hunt" style outdoor activity. Letterboxes hide small, weatherproof boxes in publicly-accessible places and post clues to finding the box online. There are about 90,000 active letterboxes hidden in North America alone. Individual letterboxes usually contain a log book, an often hand-carved rubber stamp and occasionally an ink pad. Finders make an imprint of the letterbox's stamp on their personal log book, and leave an imprint of their personal stamp on the letterbox's logbook. Campers will search for letterboxes in the area, design their own letterboxes, make personal stamps, and their own personal log books.

June 27-July 1 - PM

August 15-19 - AM

Freebuilding

Think it, find it, design it, build it. Kids will use cardboard, bed sheets, tarps, duct tape, plastic bottles, cans and many other "found" items. Kids will imagine and design real-life structures large and small. Campers will build a variety of unique projects that will highlight creativity and only be limited by imagination.

June 27-July 1 - AM

August 15-19 - AM

Kid's Invent

Learn the fundamentals of science, design, tool usage and problem solving by using found materials, motors, simple machines and a variety of other objects to create inventions that work. Kids will build and test models that fly, roll and move.

June 27-July 1 - AM

July 18-22 - PM

Urban Gardening

Introduction to the garden and how things grow. Young gardeners will learn the basics of plant care, gardening and receive hands-on experience in our learning garden. Kids will investigate science and nature through hands-on, exploration based activities.

June 20-24 - AM

We-Do Lego Robotics

Using the LEGO® Education WeDo Construction, this class will be an introduction to robotics by building LEGO models featuring working motors and sensors. Kids will work in a team and program their models and explore a series of cross-curricular, theme-based activities while developing their skills in science, technology, engineering and math.

July 5-8 - PM

August 15-19 - AM

Paper Made Magic

Ripped, shredded, folded and sculpted; paper can be used to create amazing art. We will be making jewelry, journals, sculptures, vases and toys with paper. Kids will experiment with paper-mache, origami, quilling, and sewing. We will use a variety of recycled materials to make our paper creations. At the end of the week we will have our works of art on display for all to see.

June 27-July 1 - PM

Basketball Camp

Our Awesome Youth Sports staff will guide you through a week of basketball skill development. Focus on specific skills, passing, dribbling, defense, shooting and rebounding. Learn how to work as a team and play in a real game situation. We will have fun while learning the game of basketball.

August 1-5 - AM

Gardenpalooza

Learning Gardens inspire a sense of environmental stewardship and strength in self and others. We will work as a team to grow fresh fruits and vegetables and develop menus that highlight what comes from the garden. We will explore the bounty of our environment and spend the camp working in the on-site learning garden. Come ready to get dirty, do a variety of hands-on activities, eat freshly grown food, and learn all about gardening.

July 5-8 - AM

Clay Creations

Enjoy creative fun with clay in this camp that explores a variety of clay construction techniques. We will "build" our own pots, creatures and 3D creations. Kids will have plenty of opportunities to work with clay to create many types of projects.

July 5-8 - AM

Kid's Gym

This camp includes lots of running, jumping, moving and stretching. Kids will learn how to use teamwork to complete a variety of obstacle courses and small group competitions. We will use balls, mats, and hoops to create games and fun. This week is all about moving and working your body out. Please wear sneakers and clothing that will allow for movement.

June 20-24 - PM

Bugs, Bugs and More Bugs

Spend a week studying and exploring a variety of creepy crawly insects by learning about which bugs live in our local system and building the best habitats for them. We will do a variety of activities that highlight what bugs eat and their value to the world around them.

July 18-22 - AM

Felting and Knitting

Have fun playing and creating with felting and yarn. We will learn the basics of wet felting and loom knitting by creating many unique works. Pencil toppers, basic hats, felted soap, and small pouches are just a few of the activities we will complete during the week.

July 25-29 - AM

Game On

This week is full of games. We will look at classic board games and play a whole group board game tournament. We will design our own games, write directions and present them for the group to play. We will also look at the wonderful world of Minecraft and design several game scenarios around the popular game. Literacy, math and art are on tap for this week filled with game fun.

June 20-24 - AM

Messy Art

Slippery, slimy, ooey, gooey art done with paint and clay and a variety of other materials guiding artists to an exciting variety of sensory experiences. Each day brings a different art piece and a different material to create with. Plan to get messy creating art.

June 20-24 - PM

August 8-12 - AM

Super Science

Steve Spangler science is a fun and exciting science exploration program. Campers will explore through hands-on activities. Kids will use everyday items such as soda, paper, oil, salt, diapers, water, balloons, and iron fortified cereal to explore concepts such as molecules, color mixing, polymers, air pressure, the law of motion (Newton theory), and the science of nutrition. Prepare for an unforgettable learning experience.

July 5-8 - PM

August 22-26 - AM

Backyard Chemistry

What do scrambled eggs, a first aid cold pack and soda have in common? Chemistry! Spend the week testing physical and chemical reactions through hands-on experimentation. We will complete a variety of science experiments using everyday common objects you would find at home.

July 11-15 - PM

July 25-29 - AM

Soccer Camp

Our Awesome Youth Sports staff will guide you through a week of soccer skill development. Focus on specific skills such as passing, controlling the ball, shooting and dribbling. The emphasis is on skill building and teamwork while playing soccer games. Be ready to have fun and learn what it takes to be a great soccer player.

July 18-22 - AM

Rootopia

This camp will focus on growing, cooking and eating together. Activities will center on the garden, kitchen and table. Healthy eating, garden themed activities, food preparation experiences, menu planning, and active living will be highlighted. If kids grow it or choose it, they will eat it. If kids cook it, they will eat it. If kids serve themselves and plan for it, they will eat it. This week will be full of fun, healthy activities.

July 18-22 - PM

The Breakfast Club

They say breakfast is the most important meal of the day. In this camp we will dig right in and cook breakfast the way it should be every morning. We will look at traditional breakfast fare, as well as some interesting takes on every day breakfasts. We will also look at breakfast around the world and learn about what other countries start their day with. We will be preparing a breakfast food daily and sharing our fun recipes.

August 1-5 - AM

Yoga and Relaxation

Campers will have a Zen experience learning beginning Yoga and working on relaxation techniques. We will focus on using imagery through storytelling, relaxation, breathing techniques, calming foods and environments. Be ready to stretch and relax during this fun, calming week.

July 11-15 - PM

August 15-19 - AM

Super Heroes

Calling all Thor, Wonder Woman, Iron Man and Superman lovers. This action packed week is the time to develop your superpowers through a series of games, art activities, stories and writing. Kids will use literacy, language, art and physical activity to unlock the super hero within. Campers may come dressed as their favorite super hero.

August 8-12 - PM

Beginning Chess

We will spend the week learning the basics of chess. We will use a combination of computer programs, fun activities, games and instructor review to learn and improve in the game of chess.

August 8-12 - AM

Be Arttrageous

Unleash your creative spirit by exploring a new art medium each day. Focus will be on the process of art and encourage each child to make his/her unique interpretations. We will work with paint, ink, glue, paper and a variety of other mediums to encourage creativity in our young artists.

August 1-5 - AM

August 22-26 - PM

Smoothies and Snacks

All you need is a blender, bowl and a few ingredients to create yummy and nutritious snacks at home. Kids will explore a variety of "no bake" techniques and make food that is perfect when you need a little snack. Highlighted recipes will include; granola bars, hummus, smoothies, dips, fruit roll ups and much more.

July 25-29 - PM

August 22-26 - AM

SciKids

SciKids supports the exploration of STEM through collaboration, positive feedback, and using hands-on projects and experiments. We will create robotic arms, design a constellation box, make structures with different buoyancies, and learn easy ways to go green and live healthy.

July 25-29 - PM

Page to Stage

Campers will work cooperatively to write a play based on popular stories, movies, TV shows, or works of imagination. They will then make it come to life through a performance complete with costumes and props. This camp combines literature, art and performance to bring the stories to life.

August 1-5 - PM

All Sports

Basketball, flag football, soccer, kick ball, and a variety of other sports will be explored in this week long camp designed to get you moving each day. The week will end with an "All Sports Olympics" where kids try out all the skills they have learned in an obstacle course. Emphasis is on working as a team, developing individual skills and having a great time while being active.

August 22-26 - AM

Explore Japan

Explore Japanese language and culture through hands-on activities! Students and staff from Willamette University and Tokyo International University of America will teach various aspects of Japanese culture, including origami, language, songs, games, and more, all geared toward their age level. Kids will have the opportunity to learn from native Japanese speakers and experience culture from a new perspective. (This program was formerly TIUA's Kaneko Day Camp.)

July 11-15 - AM (MCKINLEY

LOCATION ONLY)

Music and Movement

Campers will use music and movement to work on coordination, balance, flexibility, strength and spatial awareness. They will make their own instruments and gain exposure to different styles of dance and music from around the world.

July 11-15 - AM (ENGLEWOOD

LOCATION ONLY)

July 11-15 - PM

Grow, Taste, Learn

We will explore the bounty of our garden by learning to prepare fresh, healthy meals right out of the garden while exploring what it takes to get food from the ground to plates.

July 11-15 - AM

3-5 camp descriptions

Geocache 101

We will be using handheld GPS units to discover the world of Geocaches. Input your coordinates and you are off to search for hidden treasure. Develop map-reading skills with this technology, become familiar with Google Earth, and design your own Geocaches for others to find. We will use Geocache web applications to search the many caches in Salem.

June 27-July 1 - AM

August 15-19 - PM

Survival Camp

Learn survival basics for the great outdoors. We will learn outdoor cooking techniques, construct shelters, read a compass, start a fire, and much more in this week long exploration. This camp will focus on learning the basics of shelter, water, fire and food. We will put our skills to the test in the ultimate outdoor challenge at the end of the week.

July 18-22 - PM

Tinkerspace

Tinkering is a process. It means to fix, make, change, modify and customize. Kids will spend the week exploring scientific concepts through Tinkering. We will use a variety of materials and complete hands-on activities working with sound, circuits, magnetism and motors.

August 8-12 - PM

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June 27-July 1 - PM

July 18-22 - AM

Mindstorm Lego Robotics

Learn robotics with LEGO Mindstorm NXT. This camp combines robotics and programming into one, and lets kids turn LEGO bricks, gears and motors into a programmable robot that can be taught to accomplish several challenges. Challenges include driving through a maze, picking up and moving objects, and responding to light, sound and touch and much more.

July 5-8 - AM

August 15-19 - PM

Paper Made Magic

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July 11-July 15 - PM (MCKINLEY LOCATION ONLY)

Hip Hop Dance

Learn the basic street moves with this fun and energetic type of dance. Campers will learn how to create their own dances using body isolations, alignment, and fast footwork. We will put everything together at the end of the week in a Hip Hop performance. This class will use non-explicit Hip Hop music.

July 11-15 - PM (ENGLEWOOD LOCATION ONLY)

August 8-12 - AM

Intro to Air/Water Rockets

Build and launch a variety of air and water rockets using a combination of models and practical tests. Campers will learn the basics of aerodynamics; learn about calculating altitude and measuring distance traveled. Campers will work in teams to design, build and launch working models of air and water rockets.

August 15-19 - PM

Junior CSI

Use your problem solving skills to gather clues and solve the mystery. We will learn the scientific processes involved to find out "who done it". At the end of the week we will work together to gather evidence and crack the case.

June 20-24 - AM

Grow, Taste, Learn

We will explore the bounty of our garden by learning to prepare fresh, healthy meals right out of the garden while exploring what it takes to get food from the ground to plates.

July 11-15 - PM

Backyard Chemistry

What do scrambled eggs, a first aid cold pack and soda have in common? Chemistry! Spend the weeks testing physical and chemical reactions through hands-on experimentation. We will complete a variety of science experiments using everyday common objects you would find at home.

July 25-29 - PM

Super Science

Steve Spangler science is fun and exciting science exploration program. Campers will explore through hands-on activities. Kids will use everyday items such as soda, paper, oil, salt, diapers, water, balloons, and iron fortified cereal to explore concepts such as molecules, color mixing, polymers, air pressure, the law of motion (Newton theory), and the science of nutrition. Prepare for an unforgettable learning experience.

June 27-July 1 - AM

August 22-26 - PM

Clay Creations

Enjoy creative fun with clay in this camp that explores a variety of clay construction techniques. We will "build" our own pots, creatures and 3D creations. Kids will have plenty of opportunities to work with clay to create many types of projects.

July 5-8 - PM

Freebuilding

Think it, find it, design it, build it. Kids will use cardboard, bed sheets, tarps, duct tape, plastic bottles, cans and many other "found" items. Kids will imagine and design real-life structures large and small. Campers will build a variety of unique projects that will highlight creativity and only be limited by imagination.

June 27-July 1 - PM

August 15-19 - AM

Soccer Camp

Our Awesome Youth Sports staff will guide you through a week of soccer skill development. Focus on specific skills such as passing, controlling the ball, shooting and dribbling. The emphasis is on skill building and teamwork while playing soccer games. Be ready to have fun and learn what it takes to be a great soccer player.

July 18-22 - PM

Be Artrageous

Unleash your creative spirit by exploring a new art medium each day. Focus will be on the process of art and encourage each child to make his/her unique interpretations. We will work with paint, ink, glue, paper and a variety of other mediums to encourage creativity in our young artists.

August 1-5 - PM

August 22-26 - AM

All Sports

Basketball, flag football, soccer, kick ball, and a variety of other sports will be explored in this week long camp designed to get you moving each day. The week will end with an "All Sports Olympics" where kids try out all the skills they have learned in an obstacle course. Emphasis is on working as a team, developing individual skills and having a great time while being active.

August 22-26 - PM

Chess

Whether you're a master or a beginner, spend the week learning about moves, strategies and tactics designed to make you a better chess player. We will use a combination of computer programs, practice games and instructor review to improve your game.

August 8-12 - PM

The Breakfast Club

They say breakfast is the most important meal of the day. In this camp we will dig right in and cook breakfast the way it should be every morning. We will look at traditional breakfast fare, as well as some interesting takes on every day breakfasts. We will also look at breakfast around the world and learn about what other countries start their day with. We will be preparing a breakfast food daily and sharing our fun recipes.

August 1-5 - AM

SciKids

SciKids supports the exploration of STEM through collaboration, positive feedback, and using hands-on projects and experiments. We will create robotic arms, design a constellation box, make structures with different buoyancies, and learn easy ways to go green and live healthy.

July 25-29 - AM

The Science of Gum

Open the wrapper and the sweet smell tickles your nose. Pop a piece into your mouth and the zesty flavor explodes. Chew, chew, CHOMP, CHOMP. Ah, the joy of chewing gum! We will learn the history of gum, how gum is made, and do a variety of activities that highlight this mysterious, sticky substance.

August 8-12 - AM

Rootopia

This camp will focus on growing, cooking and eating together. Activities will center on the garden, kitchen and table. Healthy eating, garden themed activities, food preparation experiences, menu planning, and active living will be highlighted. If kids grow it or choose it, they will eat it. If kids cook it, they will eat it. If kids serve themselves and plan for it, they will eat it. This week will be full of fun, healthy activities.

July 18-22 - AM

Smoothies and Snacks

All you need is a blender, bowl and a few ingredients to create yummy and nutritious snacks at home. Kids will explore a variety of "no bake" techniques and make food that are perfect when you need a little snack. Highlighted recipes will include; granola bars, hummus, smoothies, dips, fruit roll up and much more.

July 25-29 - AM

August 22-26 - PM

Page to Stage

Campers will work cooperatively to write a play based on popular stories, movies, TV shows, or works of imagination. They will then make it come to life through a performance complete with costumes and props. This camp combines literature, art and performance to bring the stories to life.

August 1-5 - AM

Yoga and Relaxation

Campers will have a Zen experience learning beginning Yoga and working on relaxation techniques. We will focus on using imagery through storytelling, relaxation, breathing techniques, calming foods and environments. Be ready to stretch and relax during this fun, calming week.

July 11-15 - AM

Game On

This week is full of games. We will look at classic board games and play a whole group board game tournament. We will design our own games, write directions and present them for the group to play. We will also look at the wonderful world of Minecraft and design several game scenarios around the popular game. Literacy, math and art are on tap for this week filled with game fun.

June 20-24 - PM

Kid's Gym

This camp includes lots of running, jumping, moving and stretching. Kids will learn how to use teamwork to complete a variety of obstacle courses and small group competitions. We will use balls, mats, and hoops to create games and fun. This week is all about moving and working your body out. Please wear sneakers and clothing that will allow for movement.

June 20-24 - AM

Summer Enrichment Camp 2016

Please check all selections.

K-2

Week 1: June 20-24

- AM Urban Gardening
 Game On
- PM Kid's Gym
 Messy Art

Week 2: June 27-July 1

- AM Freebuilding
 Kid's Invent
- PM Paper Made Magic
 Letter Boxing

Week 3: July 5-8 (No Program 4th of July)

- AM Gardenpalooza
 Clay Creations
- PM We-Do Lego Robotics
 Super Science

Week 4: July 11-15

- AM Explore Japan (M Only)
 Music & Movement (E Only)
 Grow, Taste, Learn
- PM Backyard Chemistry
 Yoga & Relaxation

Week 5: July 18-22

- AM Bugs, Bugs, Bugs
 Soccer
- PM Rootopia
 Kid's Invent

Week 6: July 25-29

- AM Felting & Knitting
 Backyard Chemistry
- PM Smoothies & Snacks
 Sci Kids

Week 7: August 1-5

- AM Basketball
 Be Artrageous
- PM Breakfast Club
 Page to Stage

Week 8: August 8-12

- AM Beginning Chess
 Messy Art
- PM Music & Movement
 Super Heroes

Week 9: August 15-19

- AM We Do Lego Robotics
 Letterboxing
- PM Freebuilding
 Yoga & Relaxation

Week 10: August 22-26

- AM All Sports
 Smoothies & Snacks
- PM Super Science
 Be Artrageous

Location

- McKinley (M Only)
 Englewood (E Only)

3-5

Week 1: June 20-24

- AM Kid's Gym
 Junior CSI
- PM Urban Gardening
 Game On

Week 2: June 27-July 1

- AM Paper Made Magic
 Geocaching
- PM Freebuilding
 Kid's Invent

Week 3: July 5-8 (No Program 4th of July)

- AM Lego Robotics
 Super Science
- PM Gardenpalooza
 Clay Creations

Week 4: July 11-15

- AM Yoga & Relaxation
 Backyard Chemistry
- PM Hip Hop Dance (E Only)
 Grow, Taste, Learn
 Explore Japan (M Only)

Week 5: July 18-22

- AM Rootopia
 Kid's Invent
- PM Survival Camp
 Soccer

Week 6: July 25-29

- AM Smoothies & Snacks
 Sci Kids
- PM Felting & Knitting
 Backyard Chemistry

Week 7: August 1-5

- AM Breakfast Club
 Page to Stage
- PM Basketball
 Be Artrageous

Week 8: August 8-12

- AM Hop Hop
 Science of Gum
- PM Chess
 Tinkerspace

Week 9: August 15-19

- AM Freebuilding
 Air & Water Rockets
- PM Lego Robotics
 Geocaching

Week 10: August 22-26

- AM Super Science
 Be Artrageous
- PM All Sports
 Smoothies & Snacks

Location

- McKinley (M Only)
 Englewood (E Only)

July 5-8

half day _____ x \$76 = \$ _____

full day _____ x \$132 = \$ _____

TOTAL \$ _____

Total number of half day sessions _____ x \$95 = \$ _____

Total number of full day sessions _____ x \$165 = \$ _____

TOTAL \$ _____

(Write this amount in PAYMENT on other side.)

STUDENT REGISTRATION

Registration deadline: Deadline to register is one week prior to the camp start date. Camps fill up so register early.

Add \$20 late fee to registration after the deadline dates.

Mail completed form and payment to:

Salem-Keizer Education Foundation,
233 Commercial Street, Salem, OR 97301, c/o EA Summer Camp
or register online at www.skeducationfoundation.org

| | | | |
|------------------------|---------------------|------------------|-----------|
| FIRST NAME _____ | | LAST NAME _____ | |
| SCHOOL _____ | GENDER _____ | GRADE _____ | AGE _____ |
| HOME ADDRESS _____ | | | |
| CITY _____ | STATE _____ | ZIP _____ | |
| PRIMARY GUARDIAN _____ | HOME PHONE _____ | WORK PHONE _____ | |
| CELL PHONE _____ | EMAIL ADDRESS _____ | | |

PAYMENT

TOTAL FROM OTHER SIDE: \$ _____

LATE FEE (if after deadline): \$ _____

TOTAL: \$ _____

Check Enclosed
(Payable to Salem-Keizer
Education Foundation)

Credit Card

| | |
|--------------------|------------------------|
| NAME ON CARD _____ | BILLING ZIP CODE _____ |
| CARD # _____ | EXPIRATION DATE _____ |
| SIGNATURE _____ | SECURITY CODE _____ |

AUTHORIZATION

I personally assume all risks associated with my child's participation in the program/event presented by Salem-Keizer Education Foundation, including but not limited to: use of facilities; use of streets; and all hazards from participation in the program/event. I hereby release for myself, my child(children) and his/her heirs, executors and administrators; SKEF; all sponsors and co-sponsors of the program/event; their officers, agents and volunteers, from any and all claims, demands, action or causes of action incident to my child's participation in the program/event. I grant permission to all of the foregoing to use any photographs, motion pictures, video recordings, or any other record of this program/event for any purpose.

I authorize the Salem Keizer Education Foundation and its representatives to secure the services of a physician or hospital, and to incur expenses for necessary services in the event of accident or illness. Every reasonable effort will be made to reach the parent(s) as soon as possible.

The program is designed for the enjoyment and benefit for ALL students. Should disciplinary problems occur, parent/guardian will be contacted to pick up the student immediately. My signature indicates that I have read and understand the instructions and information on this form.

PARENT/GUARDIAN (PRINT) _____

SIGNATURE _____ DATE ____/____/____

EMERGENCY CONTACT

List two persons who may be contacted in case of an emergency and authorized to pick up.

CONTACT NAME 1 _____

RELATIONSHIP TO STUDENT _____

HOME PHONE _____ WORK PHONE _____ CELL PHONE _____

CONTACT NAME 2 _____

RELATIONSHIP TO STUDENT _____

HOME PHONE _____ WORK PHONE _____ CELL PHONE _____

Does student have any allergies (*insects, plants, animals, foods, drugs, etc.*)?
If so, please list: _____

Any dietary restrictions? _____

Any health or behavioral issues that could impact the student?

PHYSICIAN _____ PHONE _____

Program Cancellation and Refund Policy

The purpose of our refund policy is to allow SKEF to offer quality programs and proper class ratios while maintaining flexibility for you. SKEF reserves the right to cancel or combine classes/programs because of insufficient enrollment or conditions beyond our control. If we combine classes and the rescheduling prevents you from participating, and/or cancel a program you will be given a full credit towards another class/program or a full refund. In order to keep our fees as low as possible, we will not be able to issue refunds for missed classes or activities, even if they occur as a result of inclement weather. If a participant needs to withdraw from an activity for any reason, SKEF must be notified in writing at least 7 days before the activity begins and a full credit or refund, less a non-refundable \$25 registration fee, will be issued within 2-4 weeks of the cancellation.

ODA-S21 Rogue Valley Grown Wholesale Market Development
Attachment 1: Rogue Valley Grown Farmer Profiles



ANTONIO'S FARM TALENT, OREGON

I have been farming in the Rogue Valley for 25 years. My farm is located in the hills of Talent. Most people know me for my organically grown strawberries, raspberries and blueberries but I also grow an array of other vegetables and fruits.

Thanks for your support. — *Antonio*



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APPLEGATE GROWERS APPLEGATE, OREGON

Our farm is located in the Applegate Valley outside of Ruch near Cantrell Buckley Park. The 156 acre farm is mostly in pasture for red and black Angus cattle. We also have 3.5 acres planted in chestnut trees, and 2 acres are in vegetable crop production. Due to the colder nights and morning temperatures, cool season vegetables do best.

Thanks for your support. — Day



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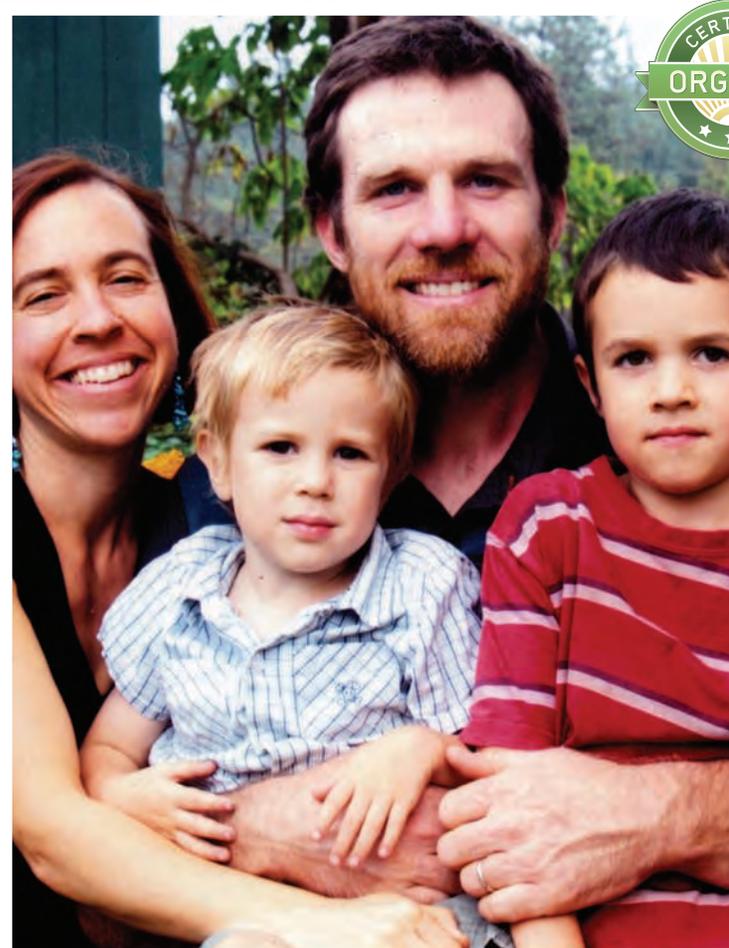
BARKING MOON FARMS APPLEGATE, OREGON

We are a family! Melissa, Josh, Everett and Ava. We live on our 10-acre farm in southern Oregon's Applegate Valley. Together, we manage our organic vegetable farm along with a mighty team of employees and apprentices. We grow over fifty varieties of herbs, grains, vegetables, and fruit on four sites around the Applegate Valley. We sell our vegetables during the main season (March through November).

Thanks for your support. — *Melissa & Josh*



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BLUE FOX FARM

APPLEGATE, OREGON

Blue Fox Farm is a family-owned partnership created to revitalize what we are rapidly losing in America — the small family farm. We currently have 30 acres of vegetables in production. Blue Fox Farm is committed to using ecologically sustainable agricultural practices free of conventional chemical pesticides, herbicides, fertilizers and genetically modified organisms. All of the vegetables grown at the farm meet this standard.

Thanks for your support. — *Melanie & Chris*

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BYGEORGE FARM

LITTLE APPLGATE, OREGON

ByGeorge Farm rests on the banks of the Little Applegate River and Yale Creek. We worked for years in the fine dining restaurant industry before our love of great food grew into a passion to produce. We participated in the local agricultural education program Rogue Farm Corps and then spent a few years furthering our education in Wisconsin, attending Wisconsin's world-renowned cheese maker program. From rainbow eggs to rainbow carrots we seek to add bit of panache to your plate.

Thanks for your support. — *Jonny & Tyson*

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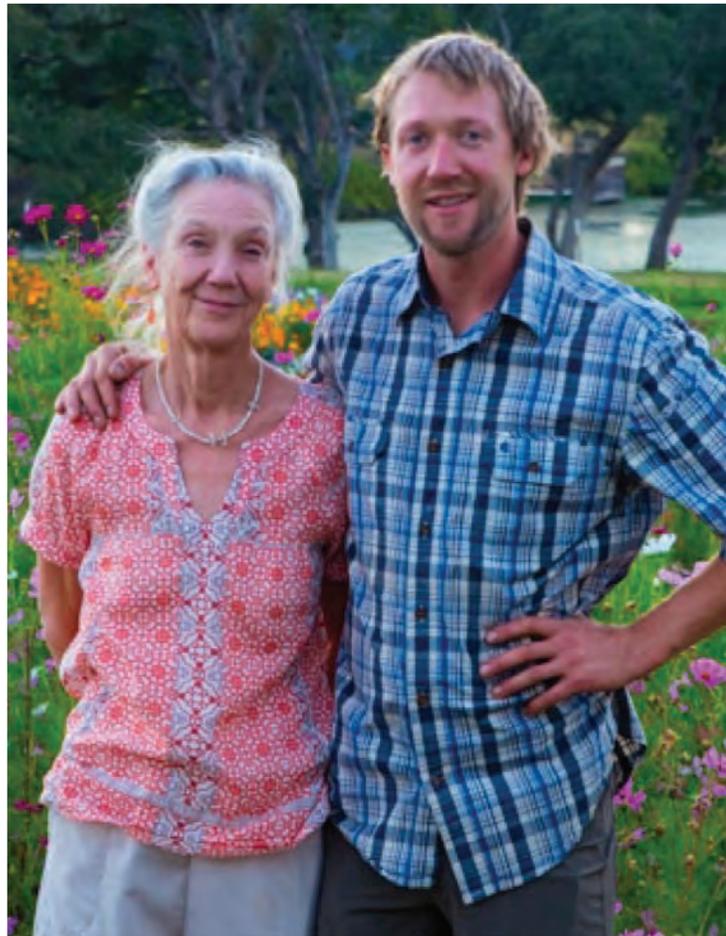
CHICKADEE FARM TALENT, OREGON

Chickadee Farm is a small family farm specializing in high quality produce and vegetable seed grown using organic and biodynamic methods. Located in Talent, we focus our work on building healthy soils and farm ecosystems, training our apprentices to become farmers themselves and, of course, growing the best crops possible!

Thanks for your support. — *Kelly & Sebastian*

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DUNBAR FARMS

MEDFORD, OREGON

Dunbar Farms strives to grow a truly wide array of organic food including grains like wheat, oats, and rye which we mill into flour, baking mixes and cereals; a varieties of dry beans; our own wine; dry corn for popcorn and polenta, the full gamut of vegetables and grass hay. We sell most of our products via an online order system and in our Honor Barn Farm Stand in East Medford. We also offer metal fabrication and repair services for other farmers in the region.

Thanks for your support. — Kat and David

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FORT VANNOY FARMS

GRANTS PASS, OREGON

Fort Vannoy is located on balanced sandy loamy river bottom soil that has been worked for over 50 years by The Crouse Family. The award winning dairy farm is now a major local food producer on 250 plus acres. Now the day-to-day operations of Fort Vannoy Farms are managed by Bob Crouse, but don't be surprised when you visit the farm to see Walt out on a tractor, changing pipe or digging ditches.

Thanks for your support. — *Bob, Nancy and Erin*

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FOUR WINDS FARM ASHLAND, OREGON

Geoffrey Stewart and Michelle O'Connor, along with their daughter Stella, have been growing certified organic vegetable row crops outside of Ashland since 2009. Specializing in all things allium: onions, shallots, garlic, and leeks as well as a handful of spring and fall greens, Four Winds Farm has continued to expand their acreage and offerings with each season.

Thanks for your support. — *Geoffrey & Michelle*

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FRY FAMILY FARM

MEDFORD, OREGON

Our farm started in 1990 with one small greenhouse and a few acres in Talent when our children were young. As our daughters grew, so did our farm. We now have ten greenhouses and about 90 acres of land in Talent, Phoenix, and Medford. We are also privileged to have a great staff of hardworking, dedicated people who we greatly appreciate. Our team and extended family bring it all together to make our farm the success that it is.

Thanks for your support. — *Steve and Suzi*

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HAPPY DIRT VEGGIE PATCH MEDFORD, OREGON

HappyDirt Veggie Patch is a diversified vegetable farm using all-natural non-chemical and non-GMO growing practices. This fertile soil has been in the same family, only lightly grazed, since the 1920s. We work to enhance our connection with the earth and community by growing vibrant, nourishing foods. We share a reverence for the natural balance and beauty of life and explore raising food as an art form, supported by a healthy dose of science and reason.

Thanks for your support. — Matt



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HI HOE PRODUCE AT BLUEBIRD FARM WILLIAMS, OREGON

Hi Hoe Produce at Bluebird Farm produces roots, vegetables, tree fruit, table grapes, seeds, culinary herbs, grains and dry beans. We are the region's longest established organic produce business. Our entire farm has beneficial bird and insect habitat with a well established on farm nutrient cycle, fueled by perennial and annual cover crops.

Thanks for your support. — *Michelle & Chi*

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L&R FAMILY FARMS

APPLEGATE, OREGON

The farm grew from Liz and Ryan's love for great food and working on the land. We are pleased to offer our community fresh high quality food that we enjoy eating and feel great about feeding our two kids. We own and run our own small, certified organic, 20-acres where we produce fresh veggies, seeds, and pork.

Thanks for your support. — *Liz & Ryan*



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OSHALA FARM

APPLEGATE, OREGON

Oshala Farm is family owned and operated on 113 acres in the Applegate. Three generations of our family live and work together on the farm. Our commitment to quality, consistency and organic practices can be seen in everything we do. For us it's about the moments in life when we can quiet down enough to listen to the land. We know that it's those moments that you can taste and feel in the food we grow for you and your family.

Thanks for your support. — *Elise & Jeff*

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RIDGELINE MEADOWS ASHLAND, OREGON

We supply fresh, garden ripe, organic produce. Our focus is on vine-ripe tomatoes, sun-ripened dried tomatoes, beets, lettuce, and melons. We are located on a south facing low elevation hill overlooking the town of Ashland. Our gardens are drip irrigated from two 600' deep wells. The wells are power assisted by two 1.2 Kwh wind spires and a 5.5 Kwh solar array.

Thanks for your support. — *Bill*

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SHASTA VIEW FARM ASHLAND, OREGON

We are a family farm that began in 1998, in the Siskiyou mountain range outside of Ashland. The farm has a beautiful view of Mt Shasta. We produce certified organic wheatgrass and other specialty shoots year round in greenhouses. We put a large emphasis on producing a quality product using Good Agriculture Practices, non-GMO supplies and environmentally conscious materials.

Thanks for your support. — Robin & Tony

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TERRASOL ORGANICS

ROGUE RIVER, OREGON

Our farm was born from a big passion to grow food and work a little bit of land. We are a year round certified organic micro greens farm. With vibrant colors and robust flavors, these micros make a great addition to sandwiches, salads, burger, tacos or anywhere you would add greens such as spinach. They are high in vitamin A, C, E and K. We are excited to provide you a quality product packed full of nutrients.

Thanks for your support. — *Christi & Kyle*



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THE FARM AT SOUTHERN OR. UNIVERSITY

ASHLAND, OREGON

The Farm at SOU is 5 acres of vegetables and fruit, active bee hives and pollinator gardens. It is run by students, for students. The farmers design & maintain all growing operations to produce healthy and sustainable food for the university community. It's a hub for education, student and faculty research, and community outreach to the Rogue Valley. Projects on The Farm inspire ecologically-committed student leaders who embrace a vision of living and working sustainably.

Thanks for your support. — *the Raiders*



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THE FARMING FISH

ROGUE RIVER, OREGON

We are a Certified Organic farm centered on Aquaponics and passionate about all sustainable farming practices. We are located in the beautiful Evans Valley and our mission is to practice agriculture in the most wholesome ways we can, while nurturing the lands that we ask to feed us. By combining aquaponic and traditional organic growing, we strive to work with nature to grow healthy, happy food for your family and ours.

Thanks for your support. — *Olivia & Mike*

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VALLEY VIEW ORCHARD ASHLAND, OREGON

Valley View Orchard is a living reminder of the Rogue Valley's fruit-growing heritage. Owned by Kathy and Tim O'Leary since 2000, the 50-acre orchard produces certified organic sweet cherries, tart cherries, apricots, peaches, nectarines, apples and pears. Founded in 1919 by the pioneer Wagner family, generations of Rogue Valley families have made eating fruit grown at Valley View Orchard part of a healthy local tradition.

Thanks for your support. — *Kathy & Tim*

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WANDERING FIELDS RUCH, OREGON

We are a small-scale certified organic family farm located in the Little Applegate Valley. We grow winter storage crops, hot season annuals, and a wide range of organic seed crops for several seed companies. Our farm also encompasses a diverse orchard, basketry willow, various berries, and native plant hedgerows. We love growing exceptionally delicious varieties of vegetables and fruits and spreading the love of good, nourishing food around our community.

Thanks for your support. — *Ben & Kristina*

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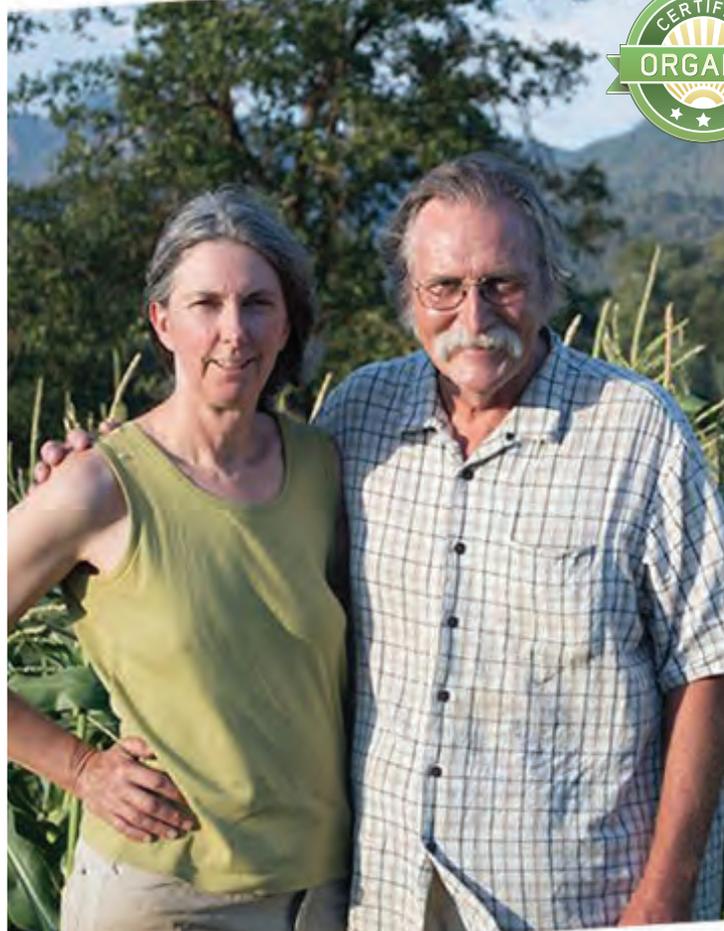
WANDERING ROOTS GOLD HILL, OREGON

Our 50-acre farm is a diverse, fruit, nut and vegetable farm located between Gold Hill and Rogue River. We integrate animals into our system with over 50 hair sheep and 100 laying hens that we rotate throughout the pasture. We grow the highest quality produce to nourish our community and maintain a healthy ecosystem around us which means we do not use any chemicals or genetically modified organisms.

Thanks for your support. — Anna & Jeff

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WHISTLING DUCK FARM WILLIAMS, OREGON

Our farm is located in the Applegate Valley. It is our home, farmstead and livelihood. Our farm is certified organic, ecologically based and located on 22 acres of fertile, deep loam soils at an elevation of 1149 ft. Our farming methods, coupled with excellent soils and an ideal climate allow us to grow high quality, nutritious produce for our local community. We have been farming in Southern Oregon since 1991.

Thanks for your support. — *Mary & Vince*

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YOCUM & SUN FARM ASHLAND, OREGON

We supply fresh, garden ripe, organic produce. Our focus is on vine-ripe tomatoes, sun-ripened dried tomatoes, beets, lettuce, and melons. We are located on a south facing low elevation hill overlooking the town of Ashland. Our gardens are drip irrigated from two 600' deep wells. The wells are power assisted by two 1.2 KwH wind spires and a 5.5 KwH solar array.

Thanks for your support. — *Bill*

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