

**Fiscal Year 2006 Specialty Crop Block Grant
Final Report
Agreement Number 12-25-G-0573**

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Attachments

1. **Food Safety Outreach and Education** (*GAP Manual, GAP 2010 updates*)
2. **“Buy Local” Promotion: Development of a cooperative, web-based sourcing and marketing portal for Oregon specialty crops for Farm to School and other farm-direct selling channels** (*Marketing and Promotion plan, Press Release, sample postcards*)
3. **“Buy Local” Promotion: Retail Marketing Promotion** (*Photos*)

Project Title: Food Safety Outreach and Education - *Final Report*

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Project Summary

When this project was conceived, it was believed that it is the responsibility of the Oregon Department of Agriculture (ODA) to educate and prepare Oregon's specialty crop producers to control food safety risk through systems-based approaches. If Oregon growers are not prepared to address these issues and practice good growing and handling practices, the possibility of a food safety incident would negatively affect the reputation that Oregon specialty crops have crafted through careful and dedicated experience. Additionally, as consumers and retailers increasingly require assurances that the food supply can be safely traced from farm to table, having systems in place and training would help facilitate the transition when Oregon producers must contract with third party certifiers. This project has been successful in achieving this goal and Oregon is now a leader in the US in certified farming operations using Good Agricultural Practices (GAP).

This project was extremely timely because it came at a time when many processors and retail buyers were beginning to require some type of third-party food safety or GAP certification of their fresh produce growers. Oregon produces many specialty crops and the competitiveness of Oregon's specialty crop producers depends on their ability to access these third-party verification systems and to understand and implement the requirements.

Project Approach

ODA developed and distributed training materials on good agricultural practices, including examples of standard operating procedures and farm safety plans that producers can use to prepare for GAP/GHP certification. A Good Agricultural Practices Manual was printed and made available on the web that includes an overview and explanation of all the questions addressed during a GAP audit, a sample farm safety plan that meets the requirements of a GAP certified operation, and sample logs that farms can use to document their standard operating procedures required for certification (see attached manual).

Over 1,000 copies of this manual have been printed and distributed at outreach meetings across the state over the past three years of this project. The manual was updated in January of 2010 to reflect changes in the the USDA's GAP/GHP program requirements and is still available through the ODA's GAP/GHP resources website at:

http://www.oregon.gov/ODA/ADMD/gap_shp.shtml or in print by request through the office. This manual continues to be requested and shared with growers through district office staff and requests that come into the department.

Organized meetings with the manual began with grower groups in 2008 and ODA staff continue to conduct workshops throughout the state to distribute materials, present practical information on GAP/GHP certification, and answer grower questions. Additionally, we have developed targeted information to help non-traditional grower groups and continue to educate more sectors of the specialty crop industry in Oregon. Those groups include, but are not limited to: Baker County Water Board, Owyhee Irrigation District, Vale Irrigation District, Warm Springs Irrigation District, Oregon Health Sciences University, Portland Public Schools, organic producers, and various specialty crop processors or distributors. Throughout the duration of the project, ODA conducted over 50 formal educational workshops and countless more training sessions with individual growers, groups and grower representatives.

Additionally, in 2009, the outreach program was expanded to encompass more direct-market and farmer's market growers that are looking to sell to schools or that participate in direct sales markets that are looking for greater assurance that their food is safely produced and handled on its way to the market. We conducted seven workshops across the state focused on farmer's market and direct market vendors. In addition to these educational seminars, ODA Food Safety Division visited farmer's markets and did walk-through audits of the food handling practices that were occurring at the markets. [During the 2009 season, 51 markets were visited.](#) This allowed market managers across the state and vendors to understand real-life implications of food safety risks in their product and learn how to mitigate those risks.

Goals and Outcomes Achieved

The main goal of the project was to reach as many specialty crop producers as possible and to see GAP/GHP certifications increase due to greater understanding and familiarity with the standards and the audit process. The response from industry was overwhelming and it was clear that there was, and still is, a dire need for education and assistance in this area. We well exceeded our goals to conduct 15 workshops in the first year and distribute 150 manuals in the first year. [We estimate that over 500 farmers and farm workers attended these workshops, with many attendees attending multiple workshops.](#) Since the Winter of 2008, when we began workshops around the state, we have conducted over 50 formal workshops and distributed over 1,000 copies of our manual, between the original version and the version updated in January of 2010.

Additionally, it was expected that educating new growers on GAP/GHP audit procedures that the number of growers requesting GAP/GHP certification through the

department would double. In the first year of the educational program only, GAP/GHP certifications conducted by the department almost quadrupled from 68 GAP audits in 2007 to 254 in 2008. In 2009, the number of audits dipped a bit to 192 due to economic conditions and other factors not related to this project but numbers for 2010, which are in process now, are looking like they will be above 250 again. Oregon is the number two ranked state in number of GAP/GHP audits, behind only California. So, although we are still below 1% of all farms in Oregon – the state is a leader in the nation in acceptance and use of third-party audit verification programs in food safety.

Beneficiaries

The direct beneficiaries of this project are the growers who participated in the workshops that ODA provided, the approximately 250 growers that have participated in the program since 2008. They receive benefit not only from familiarity and knowledge about the process and USDA's GAP/GHP standards, but it can save them considerable expense in the auditing process to understand the requirements before having an auditor come out to their operation. Inspection costs for the state under this program run about \$100,000 and at least five times that amount would be considered an economic benefit for the specialty crop producers taking advantage of the program and being able to sell their products into the marketplace.

Additionally, other groups that benefited from this program were farmer's market managers and organizations, packers and processors buying from certified growers, commodity commissions, organic growers, farm direct marketers and school food purchasers. All these groups participated in these trainings and have worked collaboratively with the ODA to either develop their own system of evaluating food safety risks on the farm or are still considering how to implement food safety systems in their sector of the specialty crop industry in Oregon.

Lessoned Learned

ODA has been following the adoption of GAP/GHP certifications with regard to the school foodservice industry quite closely. It was expected that under this program, the ODA would educate at least 50% of the farmers selling produce directly to schools in GAP/GHP and would also focus on four of Oregon's major school districts with whom to promote farm food safety practices. We have learned several things in attempting to accomplish this goal.

First, we learned that we don't have a clear sense of what farmers are selling directly to schools in order to determine if they are certified for GAP/GHP practices. This is because most school food purchases are through a distributor and in many cases they are prepared foods that are going through a processor or packer first. Therefore, this data is extremely difficult to get.

Second, while great attempts are being made to source local food whenever possible, school districts and their contracted distributors have not made third-party food safety certification a priority in making purchases. This has been a factor that has spurred demand for ODA's education and outreach program in the past but among small producers, there is still a common misconception that GAP/GHP practices are not compatible or are too onerous for small farms. There are many reasons why this focus on GAP/GHP practices has not transpired in the school food community in Oregon, but there is evidence that it is becoming increasingly important.

For example, Oregon pears are a large commodity purchase for the National School Lunch Program. In the procurement guidelines it requires that producers bidding for those programs follow GAP/GHP practices. The ODA educated and actually certified almost 100 pear growers in Oregon with the intention of selling to the school lunch program. Unfortunately, the USDA procurement program ended up purchasing pears from another large packer (not in Oregon) that had not been certified or educated under GAP/GHP standards. This was frustrating for the Oregon pear growers who had gone through the GAP/GHP education and paid funds to become certified for this purpose.

As food safety becomes a larger priority for Oregon's school foodservice industry, ODA will continue to engage and offer outreach and training to school districts, distributors and farmers attempting to access those school districts directly. Additionally, we have submitted a subsequent project for FY2009 funds to provide cost-share assistance to small farms and beginning farmers participating in the GAP program. We are working collaboratively within the ODA to target this assistance to those farmers who may be selling to schools or small farmers that are selling to schools but haven't taken advantage of implementing GAP practices because of the perception of cost.

Project Title: National Organic Program Accreditation - *Final Report*

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Project Summary

The purpose of this project was to develop new capacity within the Oregon Department of Agriculture (ODA) to offer certification under the USDA National Organic Program (NOP) to specialty crop producers in Oregon. At the time, the Washington State Department of Agriculture (WSDA) under their Organic Food Program was certifying about 30% of Oregon's organic producers. Deploying WSDA staff to Oregon was costly

and inefficient, for both the agency and organic producers in Oregon. Therefore, ODA and WSDA worked together to provide ongoing organic certification services to existing producers and offer new certification to specialty crop producers that want to “add-on” NOP certification to existing programs such as Good Agriculture Practices and Good Handling Practices (GAP/GHP) certification.

Additionally, many Oregon producers currently practice organic farming methods, but do not benefit from differentiated purchase price or marketplace recognition because of the inability to label and sell products as organic. Housing an organic certification program within the experienced Commodity Inspection Division of the ODA would create economies of scale in audit services for systems-based farm certification programs and save Oregon producers in efficiency and cost.

As organic agriculture has been growing exponentially in Oregon, this project was a response by the Oregon Department of Agriculture to specialty crop producers who asked the Department to begin certifying organic agriculture in addition to the other certification services that we were doing. Time, efficiency and cost are always objectives of specialty crop producers, and as GAP/GHP and other certification services were increasingly being required in the marketplace, Oregon’s specialty crop growers wanted the Department to work quickly to develop capacity to service all their certification needs.

Project Approach

The ODA has used these project funds to develop capacity and a quality systems manual for an organic certification program to be administered through our Commodity Inspection Division. In 2009, the Oregon Department of Agriculture was officially accredited to be a National Organic Program (NOP) certifier for production and handling. This was an arduous process, but we began accepting applications for certification in November 2009 and conducted our first on-site inspection of a cultivated mushroom producer in early February 2010. [The ODA currently has seven organic inspectors.](#)

We developed an extensive training program for our auditors to ensure that they understood specialty crop organic production fully in order to fairly and competently interpret the requirements of the National Organic Program with practices here in Oregon. We had our inspectors attend trainings provided by the International Organic Inspectors Association on crop production and processing, as well as trainings provided through our cooperative agreement with the Washington State Department of Agriculture. All auditors in the organic program have undergone ISO 9001:2008 Lead Auditor training which ensures the highest integrity in third-party auditing standards. Additionally, we have attended training for certifiers, provided by the National Organic

Program, as well as professional development on specific topics like conservation practices on row crop farms and materials review as a part of this grant project.

Goals and Outcomes Achieved

The goal of this project was to become accredited as a certifying agent under the USDA's National Organic Program and that was accomplished in August of 2009. Oregon began accepting applications for certification in November of 2009 and certified 30 specialty crop producers and handlers in 2010. Interest in the program and bundling of services has been significant and we expect double-digit growth in number of clients in 2010.

Since the original application for this grant was completed, organic agriculture has increased exponentially and continues to grow. The ODA had estimated that Oregon specialty crop organic sales would increase by 5% over the three years of the project period, as new producers were able to take advantage of ODA's certification services. Finding data by state down to the specific crop is still difficult to do, but the closest estimate we have of total farmgate value of organic specialty crops in Oregon is the "value of crops and nursery crops, excluding livestock and poultry products" as measured by the 2008 organic agriculture census. This is a fairly good indicator as Oregon does not produce a lot of crops that are not considered specialty crops and that figure is now \$81.6 million dollars - thus growth is well over our estimate of \$21 million.

However, this growth cannot be directly attributed to the addition of the ODA organic certification program since we actually did not begin certifying new clients until 2010. We can, however, estimate that approximately \$500,000 of growth in Oregon's organic sector did happen as a direct effect of the ODA's program, as the 2010 new certified specialty crop producers represent approximately this amount in organic farmgate value. Using the 2008 figure of \$81.6 million dollars of organic farmgate value, this would be about 0.6% growth.

Additionally, the ODA predicted that organic specialty crop acreage would increase from the 7,000 acres reported in 2006 by 10% in the first five years of the program. Although, at the time of this final report it is only the first year of the program, reported organic acreage for harvested crop production was at 9,510 acres in 2008, as measured by Washington State University's Center for Sustaining Agriculture and Natural Resources (CSANR). Before ODA's program had been established, this figure had already increased by more than 10%. ODA did, however, increase specialty crop organic acreage by 70 acres in 2010. Although this may seem like a small number, specialty crop farms tend to be small acreage, high-value producers and thus represent a more significant figure in farmgate sales than in acreage. However, ODA still believes

that specialty crop acreage and newly certified specialty crop acreage will increase as the program continues.

Beneficiaries

In the first year certifying organic clients, the Oregon Department of Agriculture certified 30 specialty crop producers and handlers, eight of which had not been certified organic before. The bulk of the other certified specialty crop producers were transitions from Washington State Department of Agriculture's program, saving producers from paying costly out-of-state inspection fees.

The newly certified organic producers represent over 70 acres of organic specialty crop production and although the ODA does not collect individual sales data from its customers, is estimated to be over \$500,000 of organic specialty crop product sales. While this is still quite small compared to the overall sales of organic agriculture in Oregon, this is only counting specialty crops, which tend to be smaller, high-value operations than other organic commodities produced on large acreage farms.

The entire organic specialty crop industry in Oregon is truly a beneficiary of this project. Through the development of organic expertise and capacity within the ODA, information on the development of organic markets, technical requirements and challenges, and areas in need of assistance are better identified and information sharing on organic agriculture is better communicated throughout the ODA. For example, the ODA Fertilizer Division licenses all fertilizer sold in Oregon. They have recently modified their database, with assistance from the organic certification program, to include a note on fertilizers that have been reviewed for compliance to the National Organic Program standards by the Organic Materials Review Institute or Washington State Department of Agriculture's Brand Name Materials List. This assists all specialty crop producers in selecting fertilizer products that they can be assured are being sold legally in Oregon and have been reviewed by an authoritative source as to their compliance with organic regulations.

Additionally, the Department signed a Letter of Cooperation last year with a number of other agencies to help assist and promote organic agriculture. Other signatories on this letter included Oregon State University Dean of Agricultural Sciences, the Director of Agriculture, the Chairman of the State Board of Agriculture, State Conservationist for Natural Resource Conservation Service (NRCS), and Oregon Tilth – the state's largest organic advocacy group. The expertise and capacity developed with assistance from this grant ensures that the ODA can be an effective member of this team and participate in a wide range of issues that help organic agriculture grow and thrive in Oregon.

Lessoned Learned

The completion of this project has been of noteworthy benefit to Oregon agriculture and the project staff. By increasing and expanding the breadth of ODA's certification services and through the extensive training provided under this grant to achieve accreditation for organic certification, ODA staff have also increased their capacity to assist Oregon specialty crop producers in other areas that have common threads with the organic program. As mentioned earlier, the synthesis of Good Agricultural Practices and Good Handling Practices with organic production is a growing area of concern where the ODA is assisting the industry. Additionally, ODA has begun auditing and pilot work with industry in the fields of sustainability in Christmas trees and winery production, as well as greenhouse gas emissions inventory work with the wine industry. These opportunities continue to expand and build upon the training and work developed under this grant project.

As this was the ODA's first application to the Specialty Crop Block Grant Program (SCBGP), we have learned the importance of identifying and planning measurable outcomes that are achievable and directly attributable to the project(s). Over the last five years, the SCBGP staff have assisted in this effort tremendously and the measurable outcomes for the projects submitted in subsequent years have been better. One of the most important lessons that we learned in many of our early projects in this program was the difficulty in tracking overall increases in acreage or sales in Oregon's specialty crop industry when the bulk of the project work is not attributable to these figures, at least in the short term. Some of this came from lack of understanding about how long the training and accreditation process would take, but some of it was ignorance about how possible it would be to measure an attributable benefit.

With this project especially, the data that we were working from when the project plan was originally written was from Washington State University's Center for Sustaining Agriculture and Natural Resources (CSANR) – the only entity collecting aggregated organic data at the time. Since then, in 2007 and 2008, the USDA National Agricultural Statistics Service (NASS) began adding questions regarding organic agriculture in their agricultural census and did a special questionnaire in 2008 only on organic agriculture. The number of farms in Oregon from what CSANR had previously known and those that reported they were participating in organic agriculture in 2008 to NASS was significantly different and much higher than had previously been reported. So, in three years the amount of data on organic production in the state has changed significantly – as have the specific data points that are collected and the source of the data (i.e. directly from growers rather than through known certifiers).

Future projects that the ODA undertakes will monitor measurable outcomes more closely to see if they can actually give us valuable data in measuring success of the

project. This project has been a great success in terms of feedback we have received from the specialty crop industry in Oregon, which is an important indicator. However, the measurable outcomes that we chose to track do not necessarily help us track the success that matters to our beneficiaries.

Project Title: “Buy Local” Promotion

With growing consumer interest in locally grown, seasonal produce, Oregon is positioned as a prime location to enjoy a diverse and delicious local diet. Oregon growers are leaders in developing innovative outlets to reach local consumer and Oregon grocery retailers highlight these growers and products in many of their marketing efforts. The original intent of this project was to work in partnership with growers, retailers and farmers markets to build on this growing consumer interest and develop a statewide marketing campaign that would “tell the story” of the local farmer and promote the connection between local specialty crop farm businesses and urban consumers.

There were three main components of the original work plan:

- 1) research and development of an official statewide “Buy Local” campaign/brand,
- 2) developing a website that highlights and “tells the story” of the producer, and
- 3) a retail marketing promotion.

The first component of the promotion project was to research and field test the implications of developing an official “Buy Local” program and brand for Oregon agricultural products as other states have done. However, during our research, we found that many of our specialty crop producers are weary of fencing in an “Oregon” brand and may be hesitant to use such state sponsored branding because of the large amount of Oregon agricultural products that leave the state (over 80% of total output and much of that leaving the country with different labeling and branding needs and requirements). With such a small population for the size of our specialty crop output and Oregonians natural fondness for local and seasonal food, the research showed that a state sponsored local branding program may not be as beneficial to our specialty crop producers as the availability of other marketing tools. In fact, we found that many of the state branding programs in other states are perpetually fighting budget problems and are not sustainable for state budgets to support. With this research, the department has determined that providing producers with tools for increasing actual sales are more beneficial than promoting generic Oregon produce.

Because of the findings of this research, ODA decided to change the project and submitted an addendum to the original project, which was approved by the USDA AMS.

The work toward a local campaign/brand was halted and instead efforts were shifted to focus on the development of a web portal and continuing to find opportunities to coordinate with local retailers in other ways. Below are the final reports for the two sub-projects of the “Buy Local” campaign:

“Buy Local” Promotion – Development of a cooperative, web-based sourcing and marketing portal for Oregon specialty crops for Farm to School and other farm-direct selling channels – *Final Report*

In order to best leverage the specialty crop funding the ODA worked with a local leading non-profit in promoting local food systems and become a partner in the FoodHUB project. The FoodHUB project created a producer database with users ranging from growers, cooperatives, foodservice buyers, distributors, and retailers.

Below is the final report for the FoodHUB portion of the “Buy Local” project, which includes data starting in FY2006 and tracks progress to date. Since we have funded different elements of the FoodHub project, the report builds from the beginning and addresses

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Project Summary

With the dramatic increase in demand for local food from urban consumers especially, food distributors (including retailers, food service, restaurants, and school purchasing programs) continue to be increasingly interested in sourcing locally produced fresh fruits and vegetables. The original intent of the “Buy Local” project was to directly reach the urban consumer. As the project developed over time, however, the primary goal moved away from reaching the consumer through messaging and materials and instead toward working with local growers and distributors directly.

Harvest windows and availability of many Oregon’s small fruits and vegetables has historically often been poorly understood. While many retail, food service and school lunch buyers would like to “Buy Local” it is often difficult to match their demand with actual production. At the same time, small to medium sized producers may wish to sell their products to this wider range of buyers but often lack the resources to go beyond farm-stand or farmers market selling venues. This lack of information is a significant constraint to the development and utilization of specialty crops in local Oregon markets.

The goal of this project shifted to identifying a range of suitable specialty crop producers and packers and develop a web-based platform where the availability of their fresh fruit and vegetable is published. With this platform, buyers can learn about producer's operations and gather up-to-the-minute availability of specialty crop products by product and region. This impacts the ability of smaller specialty crop producers to expand beyond direct farm marketing channels. It also increases the level of awareness of Oregon specialty crops and their availability among retailers, distributors, food service and school purchasing program managers. This increased awareness of the availability of these products will increase their sales and utilization.

In order to execute this project, the ODA extended our contract with Ecotrust to build upon the FoodHUB product that we originally joined forces with in the FY2006 Specialty Crop Grant "Buy Local" Project. FoodHUB now is a joint partnership between a local food and farms non-profit, Ecotrust, and the ODA and is also supported by a number of other private funding sources.

Project Approach

In January of 2009, Ecotrust and staff from the ODA's Agricultural Development and Marketing Division interviewed five firms that responded to a technical development RFP to build the FoodHUB software product (<http://food-hub.org/>). A development firm was selected based on meetings with all of the applicants and negotiations were made by Ecotrust on the scope of the work and contract budget. Software development began in March of 2009 and Tier 1 service level of the product launched in the fall of 2009.

Additionally, Ecotrust and the ODA conducted six separate "show and tell" meetings with industry to show a test version of the software tool and get feedback and discussion points on usability, likes and dislikes and its applicability to different buyers and sellers. Feedback was collected by Ecotrust staff based on comments and discussions of attendees. Additionally, Ecotrust collected more detailed feedback during one-on-one discussions with over 25 individual producers and buyers. Attending these sessions were three school food service administrators, two of the major retailers in the Northwest and the two major distributors were contacted through one-on-one meetings with the FoodHUB staff.

Over the course of these sessions, a new category of food buyer was identified as showing interest and having a stake in using a product like FoodHUB to source locally grown produce. These buyers are large institutional and foodservice buyers from schools, hospitals, and regional chain restaurants. This is a significant category of buyers in which FoodHUB hopes to connect to more specialty crop producers in Oregon and the Northwest.

FoodHub launched in a limited release beta form on November 1, 2009. Since that time much focus has been on systems improvements and marketing and outreach. FoodHub's beta release phase concluded on January 31, 2010 and the official launch and celebration was on February 1, 2010 at the Local Food Connection Conference in Eugene, Oregon. Ann Wright, USDA Deputy Undersecretary was in attendance to mark the occasion at cut the ceremonial red ribbon at the launch event, which was attended by over 120 Northwest food and agricultural colleagues.

Goals and Outcomes Achieved

The goal for the FY2006 funding was to develop a website that highlights and "tells the story" of the producer. This goal was both achieved in the site's development and implementation and over the years more specific goals were identified and executed.

The goal of the FY2007 project was to create better market access for small to medium sized specialty crop producers that want to expand beyond direct farm marketing. Below were the defined measurable outcomes and the work that was completed related to the outcomes:

Outcome #1: Conduct four field meetings and marketing workshops for small to medium sized Oregon specialty crop producers in four locations that reflect the various growing districts in the state (25 attendees at each or 100 statewide).

Achievements: Ecotrust and the ODA conducted six separate "show and tell" meetings with industry to show a test version of the software tool and get feedback and discussion points on usability, likes and dislikes and its applicability to different buyers and sellers. Participants at these meetings ranged from fruit and vegetable operations in the Valley such as Gathering Together Farm, Gaining Ground Farm and Flores Creek Farm to specialty crop buyers such as New Seasons Market (retail grocer), Bon Appetit Management Company (institutional food service) and Portland Public Schools, among others. Feedback was collected by Ecotrust staff based on comments and discussions of attendees. We discovered that conducting these meetings is the best way to reach growers, however, they are costly (e.g. mileage and time), due to size of the state and the variety of operations.

Outcome #2: Develop and test an appropriate web-portal where at least 25 small to medium sized Oregon specialty crop producers will be recruited to offer their products for sale in "real time". Users of the web-portal will be required to report direct sales as a result of the project. Sales directly attributable to the web-portal are expected to be at least \$5,000 per participant over the life of the pilot phase of the project of \$250,000 total.

Achievements: The recruitment phase was delayed due to the longer than anticipated development cycle. The first opportunity to query producers regarding their \$ value of sales via FoodHub is going to be at their one year anniversary date – not until Feb 2011 at the earliest, so our project implementation as it relates to evaluation lags behind some of the reporting.

Outcome #3: Conduct direct and personal outreach to at least 35 Oregon based retailers, distributors and school purchasing program managers to advise on use of the new web-portal.

Achievements: Prior to launch, EcoTrust collected detailed feedback during one-on-one discussions with over 25 individual producers and buyers. Attending these sessions were three school food service administrators, two of the major retailers in the Northwest and the two major broadline distributors were contacted through one-on-one meetings with the FoodHUB staff. After launch and through present, EcoTrust staff has conducted numerous presentations throughout Oregon and Washington (see the attached materials a complete list of activities).

Beneficiaries

FoodHub provides a web-based platform where the availability of their fresh fruit and vegetable is published and benefits both the buyers (retailers, distributors, food service and school purchasing program managers) and the sellers (specialty crop farmers).

In a single month, the site had 207 registered members including 96 buyers and 120 sellers with the vast majority of sellers listing themselves as farmers (as opposed to fishermen or ranchers). Here are some sample farmer members:

- Hedlin Farms: A small Skagit County, Washington grower of specialty varieties of onions, pumpkins, and greens.
- Middleton Organic Specialty Foods & Orchard: An Eastern Washington grower and producer of fresh tree ripened fruit products.
- Clearwater Cranberries: A collaborative of cranberry growers on the Oregon coast committed to environmentally responsible growing practices.
- Sun Gold Farm, LLC: A fourth generation Oregon family farm with a huge assortment of specialty crop fruits and vegetables.

On the buyer side, there are restaurants, retail grocers specialty retailers, hospitals, corporate campuses, schools and even a food cart or two. Here are some sample buyer members:

- School districts: Auburn School District (WA), comprised of 22 schools serving 22,000 lunches daily; Portland Public Schools (OR), which serves lunch to

46,000 students daily; Seattle School District (WA), which serves 17,600 lunches and 6,000 breakfasts daily; Bend LaPine School District (OR), which serves 16,000 meals daily; and the Beaverton School District (OR).

- Oregon Health & Science University: One of Oregon's largest health care complexes with eight restaurants and a meal program for 540 patient beds.
- Ashland Food Cooperative: A certified organic retail grocery store in Ashland, Oregon.
- Bon Appétit Management Company: An onsite restaurant company that provides café and catering services to corporations, colleges and universities, and specialty venues. They have over 400 locations in 29 states.

As of June 30, 2010 the site had 580 registered members, the vast majority of which are specialty crop producers or specialty crop buyers. From January 2010 through present, the marketing and outreach efforts were focused on: conferences and presentations throughout Oregon and Washington, earned media, social and electronic media (e.g. newsletter (with over 4000 subscribers,) Facebook updates, and Twitter updates). See the attached materials for sample mailers, and a complete list of activities, press releases and articles.

Lessoned Learned

Based on the measurable outcome of conducting meetings, we discovered that conducting these meetings is the best way to reach growers, however, these meetings are costly (e.g. mileage and time), due to size of the state and the variety of operations.

Early on, we thought that FoodHub would be ideal for farm to school connections through the individual school district connections. We learned that developing these connections is more time consuming than was initially anticipated. However, we received greater interest from larger distributors (e.g. Sodexo, FSA, etc.) than we thought we would in the earlier stages. These distributors are now providing so of the largest connections through FoodHub for school lunches.

The overall takeaway from the early work conducted on this project is that there is a real need to connect farmers with buyers and FoodHub has begun to fill this need. As shown in studies, Oregon farmers lead the country in Internet and computer usage. Therefore this web-based platform is a natural fit for marketing their products. We hope this project continues to grow helping growers connect locally, regionally and beyond.

“Buy Local” Promotion – Retail Marketing Promotion

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Project Summary

For the retail “Buy Local” portion of this project, the Fred Meyer (a subsidiary of the Kroger Co.) retail chain was selected to work with to highlight and promote locally grown specialty crop produce items (fresh and frozen) in several stores. The timing of the project was intended to take advantage of the new WIC Cash Value Vouchers distributed to approximately 112,000 Oregon WIC recipients for purchases of fresh and frozen produce in retail stores throughout the state.

The Fred Meyer store group was selected for the following reasons: they are the second largest retail store group in Oregon; they wanted to improve their public image as a purchaser of locally grown products; and they expressed interest in working with the Oregon Department of Agriculture to help promote the fresh, local specialty crop products they carry in their stores.

Project Approach

Communication with Fred Meyer’s Vice President and Merchandiser of Produce began in 2009 but due to some internal issues, the actual promotion dates were deferred to 2010 and expressly when Fred Meyer would be featuring more locally grown items in their fresh produce sections. The stores chose to use specially designed “Fresh Today Northwest Grown” storyboards for this project, along with some newly designed “Northwest Grown” signs and tags.

Eleven stores with adequate space to hold the “Fresh Today Northwest Grown” storyboards as well as good customer traffic were selected to participate and were notified about the program. Once the boards were completed and distributed to the stores, along with colored chalks for the stores to use on the storyboards, the produce managers were responsible for setting them up in visible locations. Each store was allowed to create their own look for the storyboards with handwritten listings of farms, locations and featured items (see photos in the appendix section). The storyboards were designed to be permanent and will continue to be used year-around.

The Fred Meyer advertising department designed and printed “Northwest Grown” tags and signs of different sizes and these were also distributed to their stores. The “Northwest Grown” logo was also used in some scheduled ads, which featured selected produce items and specific farms.

Goals and Outcomes Achieved

During a three-month period, commencing in June 2010, the ODA project manager visited the 11 stores, documented use of the storyboards and signage with photos and communicated findings after each visit with the Fred Meyer Vice President. This feedback to the corporate office was helpful, as signage improved with stores visited later during the three-month period.

The original measurable outcome for this portion of the project was to increase retail sales by 5% over three years after the promotion was deployed. Because the promotion shifted to working with a single retailer, Fred Meyer agreed to collect sales data on specified specialty crop produce items, comparing sales of the 11 stores with storyboards to 39 other stores without storyboards for the same period this year versus last year. Because the project was implemented in the 2010 season, we currently have just a single year of sales data.

Unit sales and sales for the specified specialty crop produce items in stores with storyboards generally outperformed the stores without storyboards, but two items had decreased sales in the storyboard stores when compared to the previous year and to non-storyboard stores. The store group management also noted an increase of customer comments received about their locally grown program and many comments specifically on the storyboards.

The comparison chart below shows how the sales and unit trends for several local items in the twelve Story Board stores compare vs. the rest of Fred Meyer’s thirty-nine Oregon stores for the 2010 sales season:

	Sales Trend % SB vs. ROM	Unit Trend % SB vs. ROM
<u>6/20-9/25</u>		
Zucchini squash	-2.11	-2.29
Green onions	+2.01	+2.59
Radishes	+2.50	+3.11
Leaf lettuces	+1.34	+ .38
<u>6/20-9/11</u>		
Blueberries	+4.44	+4.54
<u>8/1-9/25</u>		
Hermiston watermelon	+2.54	+5.43
Corn	-4.40	-3.88

- The numbers above represent only the spread between Story Board (SB) stores and the Rest of the Market (ROM). Actual unit growth for these items in all stores, compared to last year, ranged from single digit to the high double digits.
- For most of the items and categories the Story Board stores outperformed the Rest of the Market.
- The items listed above were predominantly Oregon grown during the time frames listed but in some cases do include Washington grown produce.

The original project intended to include local identity signage of both fresh produce AND frozen Oregon fruits and vegetables, however only fresh produce items were tagged.

Some of the stores did a better job of tagging their local produce items, as well as signs that identified WIC eligible foods in/around the produce section. A few stores overcame a 'smudging' ink problem by putting the sign in a clear sleeve. This was a good solution, as signs could still be easily changed, if the produce supplier changed.

There was also one store visited that hadn't put out their story board, and this was conveyed to the corporate office to be investigated and corrected.

Given the fact that only one store out of the entire group of several hundred Oregon/SW Washington Fred Meyer stores was known to be identifying farms and farm locations prior to the implementation of this project, it has been gratifying to see the progress and use of Northwest grown tags and the "Fresh Today Northwest Grown" storyboards in the 11 stores visited during a four month period.

Beneficiaries

Several Oregon farms had their products clearly identified in the produce departments of Fred Meyer stores for the first time, and we anticipate they will continue to be identified. We also anticipate that this store group will entertain carrying more locally grown produce and other goods in their stores, including from additional suppliers.

Lessoned Learned

Setting up this type of program takes a lot of advance planning, and coordination between different departments. There also needs to be buy-in from the store personnel, not just the corporate office. Unfortunately, due to logistics and time issues, only the produce and advertising departments were communicated with directly, so the frozen food aisle and products never were included in the tagging and ads.

This project led to building a very successful relationship with the produce and advertising departments of this store group, which has been very encouraging and opens the door for adding more programs and sales of Specialty Crop products in the

future. This is especially encouraging given the highly competitive and generally less flexible nature of large corporate structured stores groups. ODA staff has already initiated discussions with this store group regarding some new promotional programs in the next year, and will also use the experience of working with this store's corporate staff to strengthen relationships with other store groups to present in-store local products and promotions.



Good Agricultural Practices Manual

Oregon Department of Agriculture
Agricultural Development and Marketing Division
1207 NW Naito Parkway, Suite 104
Portland, OR 97209
http://www.oregon.gov/ODA/ADMD/gap_ghp.shtml

February 2010

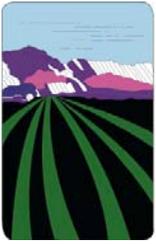


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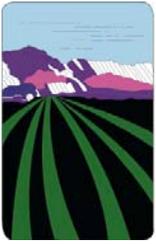
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Appendix: Sample Farm Safety Plan.....48

All three sections: general, farm review, and field harvest questions must be audited for USDA Good Agricultural Practices (GAP) Certification.



General Questions

- P-1 A documented food safety program that incorporates GAP and/or GHP has been implemented.**



*No points given for this question,
but documentation must be provided.*

- P-2 The operation has designated someone to implement and oversee an established food safety program.**

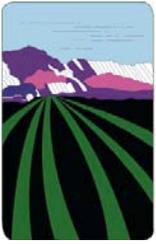
Name: _____



*No points given for this question,
but documentation must be provided.*

NOTES:

There are three sections to a Good Agricultural Practices audit that must be completed by the auditor. The auditor can do all three at the same time: general questions, farm review and field harvesting during your harvest time.



General Questions

G-1 A documented traceability program has been established.*



Possible score: yes = 15 points, no = 0 points
Verification requirements: documented procedure

The traceback program must provide one-step forward, one-step backward traceability for all fresh produce in the scope of the audit and handled at the facility. This includes tracking from a production area (one field or group of fields), harvest date (or group of dates), through storage and where product is sent after leaving the farm.

G-2 The operation has performed a “mock recall” that was proven to be effective.*



Possible score: yes = 10 points, no = 0 points
Verification requirements: record of mock recall

A mock recall must be done within the **6 months** prior to the audit and should determine where a particular lot of product was shipped and whether or how the operation would determine how to remove it from the marketplace. Recall records should show the amount of product remaining from the original shipment, customers contacted and disposition of product that could not be effectively recalled.

NOTES:

*New or amended question for 2010 program.



General Questions

G-3 Potable water is available to all workers.



Possible score: yes = 10 points, no = 0 points
Verification requirements: record of water tests

Water must meet the Department of Labor’s OSHA regulations (29 CFR, Part 1910) and be approved for drinking purposes. Operations may have several types and sources of water, including: municipal, well water, and surface water. Each must have documentation to show that it is in fact potable and is tested at appropriate intervals.

Municipal water sources are regulated by city and county authorities and are required to be potable. They are tested at regular intervals by the authority and tests are available from the municipality.

NOTES:

WATERLAB CORP.

TEST REPORT

2000 28 Street, SE
Salem, OR 97302
Phone: (503) 962-6272
Fax: (503) 925-8900

SAMPLE INFORMATION

Location: 6530 67th Ave NE well tap *M...*
Date Sampled: 07/23/2007 Sample Type: Water
Time Sampled: 0630 Collected by: Greg

CASE NARRATIVE

This analysis was performed according to the guidelines in the WATERLAB Corp Quality Assurance Program. This report contains analytical results for the sample(s) as received by the laboratory.

WATERLAB Corp certifies that this report is in compliance with the requirements of NELAP. No unusual difficulties were experienced during analysis of this report except as noted below or qualified with data flags on the reports.

TESTING INFORMATION

Lab # : 20070726-607
Date Received: 07/20/2007 Date Reported: 07/24/2007
Received by: AR Reported By: MS
Time Received: 1355

*Chlorine Residual: N/A Amount of Sample Used: 100 mLs
Date Started: 07/20/2007 Time Started: 1230
Tech: GCM Method Code: SRA 200-ED 9223 PJA Culture

TOTAL COLIFORM BACTERIA RESULTS

Analysis shows Total Coliform Bacteria to be: **ABSENT**
Absent- Acceptable Present- Unacceptable

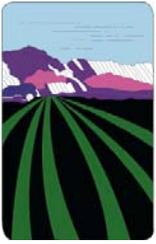
E. COLI COLIFORM BACTERIA RESULTS

Analysis shows E. coli Bacteria to be: **ABSENT**
E. coli is a sub-section of Total Coliform and its presence in water indicates that raw sewage is present in the water.

Indicator: When coliform bacteria are present in water, it is considered contaminated to the extent that coliform organisms are found normally in both from the intestinal tract of man, animals or birds. Their presence in the water, therefore, it can be considered as a vector of pollution. The laboratory operator determines the presence or absence of contamination at the time of sampling only. No definite conclusions should be drawn from a single bacterial enumeration.

* Chlorine Residual: Chlorine is used to kill coliform bacteria. Absence of chlorine in a water sample of water, invalidates the test since the water is from a system that is continuously chlorinated every day for the water to pass.

Customer: _____ Approved by: _____
ORELAP ID# OR100039 Page 1 of 1



General Questions

G-4 All employees and all visitors to the location are required to follow proper sanitation and hygiene practices.



Possible score: yes = 15 points, no = 0 points
Verification requirements: documentation of policy

This should be stressed in the policies and procedures that are followed by the operation and should include follow-up reviews of how an operation is ensuring that those practices are being observed by both employees and visitors.

Auditors should be held to the same standard as any visitor and be required to observe all company sanitation and hygiene procedures!

For example:

GENERAL OPERATIONAL PROCEDURES

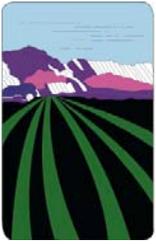
Worker Health and Hygiene

All employees are trained in and must follow good hygiene practices. This training takes place during orientation for new employees and before harvest season for all returning employees.

Company food safety policies should be followed by everybody, including visitors. The following list indicates the points about personal hygiene and other practices that are included in the training program and they should be followed...

(See sample Farm Safety Plan.)

NOTES:



General Questions

G-5 Training on proper sanitation and hygiene practices is provided to all staff.



Possible score: yes = 15 points, no = 0 points
Verification requirements: documentation of training and hygiene policies

Document the good hygiene practices that are required by all employees and the training curriculum that is given to employees on hygiene. Workers and visitors should be aware of hand washing policy and have documented hand-washing guidelines.

GENERAL OPERATIONAL PROCEDURES

Worker Health and Hygiene

All employees are trained in and must follow good hygiene practices. This training takes place during orientation for new employees and before harvest season for all returning employees.

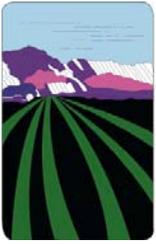
Company food safety policies should be followed by everybody, including visitors. The following list indicates the points about personal hygiene and other practices that are included in the training program and they should be followed.

- *Proper Handwashing:* Hands must be washed before beginning or returning to work, and after the following activities: using the restroom, smoking or tobacco use, taking breaks, handling trash containers or disposing of trash, using the telephone, handling money, coughing and sneezing, and always before entering the work area.
- Clean work clothes.
- Clean and cut nails.
- Take a daily shower.
- Eating and tobacco are confined to designated areas.
- Do not take gloves to lunchroom or restrooms.
- Do not leave tools or part to be repaired or replaced near production areas.
- Eliminate any product that has come into contact with the floor or ground and do not pick product off the ground.
- Dangling strings and/or jewelry are prohibited.
- Glass, bottles, cans, cups, or any item made of glass will not be allowed in the production area.
- If long hair is worn, it must be tied back.
- The use of nail clippers is prohibited in the workplace.
- Do not use product containers for personal use or any non-produce items.

(See sample Farm Safety Plan.)

NOTES:

Many local health departments also require the posting of signs and free samples of those signs might be available for use.



General Questions

G-6 Employees and visitors are following good hygiene/sanitation practices.

Possible score: yes = 15 points, no = 0 points
Verification requirements: auditor verification

The auditor will verify this during an audit. They may also choose to interview employees regarding their training on company health and sanitation policies.

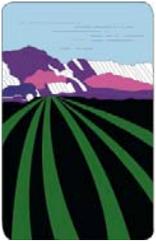
G-7 Employees are washing their hands before beginning or returning to work.

Possible score: yes = 15 points, no = 0 points
Verification requirements: auditor verification

GAP/GHP auditor will observe employee practice during the course of their visit to the operation. Meeting this requirement also requires that employees are *properly* washing hands before returning to work. This means soap and single-use towels – use of hand sanitizer alone is not acceptable.

If employees and/or visitors are observed during the audit not washing their hands after using the restroom, this becomes an automatic failure.

NOTES:



General Questions

- G-8** Readily understandable signs are posted to instruct employees to wash their hands before beginning or returning to work.

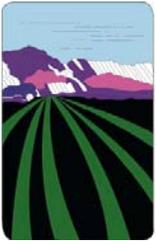
Possible score: yes = 10 points, no = 0 points
Verification requirements: auditor verification

Where applicable, signs should be posted in the native language of the majority of workers or graphic signage may also suffice if written language is difficult. Additionally, signs should be posted in conspicuous locations, at or near the restroom facilities.

NOTES:

**All employees and
visitors must wash
their hands before
beginning and
returning to work.**





General Questions

- G-9 All toilet/restroom/field sanitation facilities are clean. They are properly supplied with single-use towels, toilet paper, hand soap or antibacterial soap, and potable water for handwashing.**

Possible score: yes = 15 points, no = 0 points
Verification requirements: auditor observation

In order to meet the requirements for proper sanitation of toilet facilities, the operation must:

1. Maintain facilities in a sanitary condition.
2. Keep facilities in good repair at all times.
3. Provide self-closing doors.
4. Provide that doors do not open into areas where food is exposed to airborne contamination.

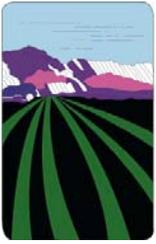
Again, hand-washing facilities must maintain the following requirements:

1. Potable running water
2. Placed in appropriate locations at operations
3. Effective hand cleaning and sanitizing preparations.
4. Sanitary towel service or suitable drying devices.
5. Devices or fixtures designed to protect against recontamination or clean, sanitized hands.
6. Signs that remind employees to wash hands before they start work, after each absence from work and anytime their hands become soiled or contaminated.

NOTES:

All dirty toilet paper from field sanitation units at the operation must be put into a sewer/septic system or proper receptacle and cannot be disposed of in trash.

Refuse receptacles must be constructed and maintained in a manner that protects against contamination of food. Rubbish and offal must be disposed of and properly stored so as to minimize the development of odor, minimize the potentials for the waste becoming an attractant and harborage or breeding place for pests, and must protect against contamination of food, food-contact surfaces, water supplies, and ground surfaces.



General Questions

G-10 All toilet/restroom/field sanitation facilities are serviced and cleaned on a scheduled basis.



Possible score: yes = 10 points, no = 0 points
Verification requirements: documentation of policy and cleaning log

A cleaning schedule should be specified in the operation's food safety manual that outlines the frequency of cleaning, what duties are required and by whom. If cleaning services are contracted outside of the company, ask the contractor to provide a log of cleaning services for the facilities and those are usually kept on the back of the door.

G-11 Smoking and eating are confined to designated areas separate from where product is handled.



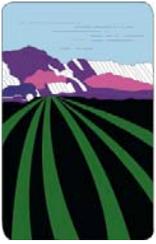
Possible score: yes = 10 points, no = 0 points
Verification requirements: observation of premises

In most situations bottled water is acceptable in the work area, provided it is stored in closed plastic containers away from food products when not being used.

In field operations, smoking and eating must be done away from the production area at the edge of the field. Ensure that employees do not use receiving areas, transport trailers, or tailgates of trucks hauling produce to eat on.

In packing or storage facilities, the operation must designate an eating and/or smoking area that is sufficiently distant from the produce to prevent contamination. It is recommended that an area be designated with some significance so as to encourage employees to use it anytime they are eating or drinking. If a painted line or tape is used, ensure that the designated area is not in the traffic flow of other packinghouse operations and transport of produce.

NOTES:



General Questions

G-12 Workers with diarrheal disease or symptoms of other infectious disease are prohibited from handling fresh produce.



*Possible score: yes = 15 points, no = 0 points
Verification requirements: documentation of policy*

Federal law requires under 7 CFR 110.10 that, “any person who, by medical examination or supervisory observation, is shown to have, or appears to have, an illness, open lesion, including boils, sores, or infected wounds, or any other abnormal source of microbial contamination by which there is a reasonable possibility of food, food-contact surfaces, or food-packaging materials becoming contaminated, shall be excluded from any operations which may be expected to result in such contamination until the condition is corrected. Personnel shall be instructed to report such health conditions to their supervisors.”

For example:

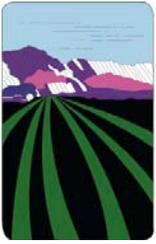
GENERAL OPERATIONAL PROCEDURES

Illness and Accident Procedures

Any employee who is ill or appears to be ill with a possible communicative disease will be sent home or assigned work away from crop production areas and harvested produce.

(See sample Farm Safety Plan.)

NOTES:



General Questions

- G-13 There is a policy describing procedures that specifies handling/disposition of produce or food contact surfaces that have come into contact with blood or other bodily fluids.**



Possible score: yes = 15 points, no = 0 points
Verification requirements: documentation of policy

In some states or municipalities, blood and other bodily fluids are considered hazardous substances and must be handled specially. In any case, care should be taken to ensure that the bodily fluids do not come into contact with any food or food-contact surfaces and that any contaminated surface is properly disinfected before work can resume.

For example:

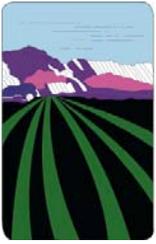
GENERAL OPERATIONAL PROCEDURES

Illness and Accident Procedures

If you have an open wound or cut it must be bandaged. If you obtain a wound, cut or have a nosebleed while working, you need to stop working immediately, contact your supervisor, and have it attended to. Make sure the area you were working in gets cleaned and disinfected as soon as possible. Discard all product that has come into contact with any blood and if any came into contact with the belt or equipment, disinfect this as soon as possible as well.

(See sample Farm Safety Plan.)

NOTES:



General Questions

G-14 Workers are instructed to seek prompt treatment with clean first aid supplies for cuts, abrasions and other injuries.



Possible score: yes = 5 points, no = 0 points
Verification requirements: documentation of policy

For example:

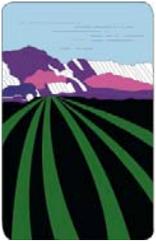
GENERAL OPERATIONAL PROCEDURES

Illness and Accident Procedures

All workers are aware of the location of first aid supplies and what steps they should take in case of a first aid emergency to stop work and avoid bodily fluid contact with others or product.

(See sample Farm Safety Plan.)

NOTES:



General Questions

- G-15 Company personnel or contracted personnel that apply regulated pre-harvest and/or post harvest materials are licensed. Company personnel or contracted personnel applying non-regulated materials have been trained on its proper use.**

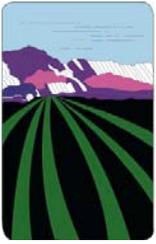


Possible score: yes = 10 points, no = 0 points
Verification requirements: licenses where applicable and training documentation where licensing not required by other authority

Pre-harvest materials considered by auditors include pesticides, growth regulators, and fertilizers. Post-harvest materials include waxes, fumigants, and fungicides. This question may be excluded if none of the application materials are applied to the produce at a particular operation.

Any training of applicators who do not hold a license in the application of these materials must include proper training on what materials are used for, the appropriate strength, and what to do in case of mistake, spill, or improper application.

NOTES:



Oregon
Department
of Agriculture

Good Agricultural Practices Manual



Documenting Sanitation Standard Operating Procedures: LOGS

General Questions Logs:

Training log

Restroom service log



Farm Name:

Food Safety Program Coordinator: _____

This form is to verify that I have been informed and trained in the requirements of the Food Safety Program for _____. The Food Safety Program Coordinator has been identified and is available to me for any questions or concerns I have.

I have received the Food Safety Program Manual and have been trained in Employee Health and Hygiene.

Date of training: _____

Name _____ Name _____

Signature _____ Signature _____



Farm Review Questions

WATER USAGE

1-1 What is the source of irrigation water?

Please circle all that apply: pond, stream, well, municipal, or other.

No points given for this question – simply provide information to auditor.

This list should include all types of water that is used in the farm operation, including different locations or parts of the farm that may use different sources. The source of irrigation water and the frequency of testing can affect the risk of microbial contamination of crops.

Sources of Farm Water:

- Municipal water supplies
- Well/ground water
- Surface water

- LOW RISK
- MEDIUM TO HIGH RISK
- HIGH RISK

1-2 How are crops irrigated?

Please specify: (flood, drip, sprinkler, or other) _____

No points given for this question – simply provide information to auditor.

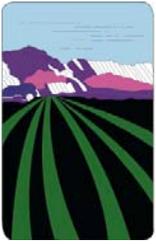
Be specific and list all methods of irrigation that the farm uses and the timing of use. Including a list in your farm safety plan makes this easy to show to the auditor. For example:

GOOD AGRICULTURAL PRACTICES	
IRRIGATION	
1. WATER SOURCE -	DEEP WELLS
2. IRRIGATION STYLE -	OVERHEAD SPRINKLERS METAL PIPES
3. TESTS -	CONDUCTED BY WATERLAB CORP
4. PIPE MAINTENANCE -	PIPES ARE INSPECTED SEVERAL TIMES DURING IRRIGATION SEASON
5. WELL MAINTENANCE -	SEALED ENTRANCE - ABOVE FLOOD PLAIN
6. SEWAGE -	NO SEWAGE OR SEWAGE TREATMENT EXPOSURE

NOTES:

First, the auditor will want to get some information about how the farm operates and uses water, a potential risk for many fruit and vegetable crops. This is also a good way for the farmer to proactively assess water contamination risks on the farm.

If you receive your water from an irrigation district, ask about water testing schedule – many irrigation districts can provide you with water quality test results for their water.



Farm Review Questions

- 1-3 A water quality assessment has been performed to determine the quality of water used for irrigation purposes on the crop(s) being applied. ***



Possible score: yes = 15 points, no = 0 points
Verification requirements: water test results and documented assessment

The type of irrigation method used may affect your risk of microbial contamination from your water source, *especially during the period right before harvest*. The producer must perform an assessment of their known water quality risk and the practices they have chosen to employ to mitigate against that risk (i.e. irrigation methods, irrigation shut-off dates, etc)

Evaluate the risk of your irrigation water by looking at the following factors:

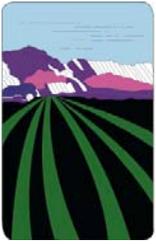
1. Knowledge of water quality – test your water source
 2. Application method
 - a. Drip, flood, sprinkler
 - b. Does it come into direct contact with produce?
 3. Inherent product risk
 - a. Potatoes versus blueberries – produce that is often eaten before washing
 4. Preventative practices
 - a. Avoid direct contact – use drip irrigation methods
 - b. Use water treatments for washing and direct contact applications
- 1-4 A water quality assessment has been performed to determine the quality of water used for chemical application or fertigation method. ***



Possible score: yes = 15 points, no = 0 points
Verification requirements: application input methodology, and documented assessment

*New or amended question in 2010 program.

NOTES:



Farm Review Questions

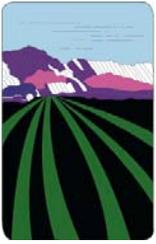
Water Quality Risks – Sources, Testing, and Treatment

	LOW	LOW-MEDIUM	MEDIUM-HIGH	HIGH
Water source used in irrigation or processing	City or Regional Water District...or, apply as drip irrigation, irrigate only root crops	Private well 50-200 feet from pollutants* and construction meets state standards**	Private well 50-200 feet from pollutants* and construction meets state standards**	Private source less than 50 feet from pollutants*; or well construction does not meet state standards**; or unknown water source (i.e. surface water)
Tests for private water quality	Bacteria twice per month, and chemicals yearly	Bacterial quarterly and chemicals yearly	Bacteria yearly, no chemicals testing	No testing or unknown results of tests
Private water treatment	Maintained by certified water supply system operator and meets public water supply standards	Disinfection is continuous and tested daily	Disinfection during production only or daily testing is not consistent.	No disinfection equipment or no ability to test.
Alternative emergency water source	Public supply or commercially bottled water	Private source with continuous disinfection and daily chlorine testing	Private source not disinfected, but tested and found uncontaminated	No alternative source plan

*Pollutants would include: abandoned or unused wells, septic systems, waste storage/disposal sites, fuel storage, animal pens, manure piles, chemical storage and chemical mixing areas.

**Local regulations may be consulted for specifics. Generally, wellhead is 12” above ground, casing intact, sealing cap approved and properly installed. A local government sanitarian can also offer assistance in evaluating well construction.

Source: USDA.



Farm Review Questions

1-5 If necessary, steps are taken to protect irrigation water from potential direct and non-point source contamination.

Possible score: yes = 15 points, no = 0 points
Verification requirements: auditor observation

Evaluation of surrounding land areas and potential of water source contamination is required. Surrounding land that poses a potential for contaminated runoff must be avoided by berms, swails, diversion, or other implements. Evidence of source point testing and pollution avoidance implements, including limits of animal exposure to water sources will suffice for this requirement.

1-6 The farm sewage treatment system/septic system functions properly and there is no evidence of leaking or runoff.

Possible score: yes = 15 points, no = 0 points
Verification requirements: auditor observation

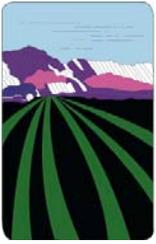
You should always survey your septic system for maintenance needs. Your auditor will do a survey of the sewage treatment system, if applicable, and check for signs of dysfunction.

1-7 There is no municipal/commercial sewage treatment facility or waste material landfill adjacent to the farm.

Possible score: yes = 10 points, no = 0 points
Verification requirements: auditor observation

There may be no municipal or commercial sewage treatment facility located within 1/4 mile of the farm in order to receive credit for this question.

NOTES:



Farm Review Questions

ANIMALS: WILDLIFE, PETS, AND LIVESTOCK

- 1-8 Crop production areas are not located near or adjacent to dairy, livestock, or fowl production facilities, unless adequate natural or physical barriers exist.**

Possible score: yes = 15 points, no = 0 points
Verification requirements: auditor observation

In general, crop production that is closer than one (1) mile to a livestock production area (i.e. CAFO or other similar operation) without any barriers to prevent cross contamination may be considered high risk and not receive credit for this question. Natural barriers may suffice if operation can show sufficient evidence that livestock or fowl feces cannot contaminate produce in the field.

- 1-9 Manure lagoons located near or adjacent to crop production areas are maintained to prevent leaking or overflowing, or measures have been taken to stop runoff from contaminating the crop production areas.**

Possible score: yes = 10 points, no = 0 points
Verification requirements: auditor observation

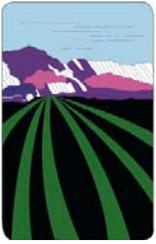
If there are no adjacent dairy or livestock production facilities, this question is not applicable. However, where observed, manure lagoons demonstrate sufficiency to protect against leaking or overflowing into adjacent crop area.

- 1-10 Manure stored near or adjacent to crop production areas is contained to prevent contamination of crops.**

Possible score: yes = 10 points, no = 0 points
Verification requirements: auditor observation

Any manure storage area must demonstrate sufficient construction to protect against leaching or runoff in crop areas.

NOTES:



Farm Review Questions

1-11 Measures are taken to restrict access of livestock to the source or delivery system of crop irrigation water.

Possible score: yes = 10 points, no = 0 points
Verification requirements: auditor observation

Livestock should not have access to the source of the water supply for the produce crop. Operators should take measures to ensure that they do not come within 200 feet of the water source. If there are no livestock or livestock facilities near the operation, this question is not applicable.

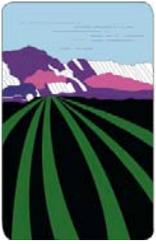
1-12 Crop production areas are monitored for the presence or signs of wild or domestic animals entering the land.



Possible score: yes = 5 points, no = 0 points
Verification requirements: monitoring records

Operation managers should make an effort to exclude wild and domestic animals from entering produce production areas. An operations manager should be able to express the demonstrate tactics that are being used to limit access to crops by animals and keep a log of those measures. This includes dogs – operators should contain domestic pets to areas where employees can eat whenever they are brought to work.

NOTES:



Farm Review Questions

- 1-13 Measures are taken to reduce the opportunity for wild and/or domestic animals from entering the crop production areas.**



Possible score: yes = 5 points, no = 0 points
Verification requirements: documentation of policy

Operations managers should be able to demonstrate how they can determine whether unwanted animals are entering into crop production areas and articulate their strategies for deterrence. In the operation's standard operating procedures, if any action has been taken it should be recorded.

For example:

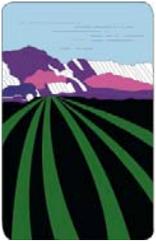
FARM PROCEDURES

Wildlife and Livestock

All fields are routinely monitored for unauthorized entry of wildlife or neighboring domesticated animals to the fields. In the event that unauthorized entry is discovered, the operation will take steps to isolate and eliminate the contaminated product or production areas, and the detected risk and corrective actions are documented.

(See sample Farm Safety Plan.)

NOTES:



Farm Review Questions

MANURE AND MUNICIPAL BIOSOLIDS

There are three main types of manure use on the farm. Determine which your operation falls in, and then refer to the questions that correspond to your operation's manure use plan.

- Option A. Raw manure or a combination of raw and composed manure is used as a soil amendment. Questions 1-14 – 1-17 are applicable to your operation.
- Option B. Only composted manure/treated municipal biosolids are used as a soil amendment. Questions 1-18 – 1-21 are applicable to your operation.
- Option C. No manure or municipal biosolids of any kind are used as a soil amendment. Only question 1- 22 is applicable to your operation.

NOTES:

RAW MANURE

1-14 When raw manure is applied, it is incorporated at least 2 weeks prior to planting or a minimum of 120 days prior to harvest.



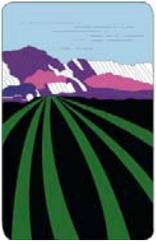
Possible score: yes = 10 points, no = 0 points
Verification requirements: manure application records

1-15 Raw manure is not used on commodities that are harvested within 120 days of planting.



Possible score: yes = 10 points, no = 0 points
Verification requirements: manure application and harvest records

A manure application log is sufficient to demonstrate that raw manure is not applied to commodities that are too close to harvest time. If the crop has a short growing season and does not grow for over 120 days before harvest, the operation cannot use raw manure after planting.



Farm Review Questions

- 1-16 If both raw and treated manure are used, the treated manure is properly treated, composted, or exposed to reduce the expected levels of pathogens.**



Possible score: yes = 10 points, no = 0 points
Verification requirements: manure treatment records

Manure treatment records are required for the auditor to review whether any composted manure used has been properly treated to reduce the risk of microbial contamination of produce. If no composted manure, or mixture of composted manure is used, this question is not applicable to the operation.

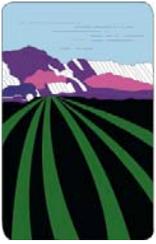
- 1-17 Manure is properly stored prior to use.**

Possible score: yes = 5 points, no = 0 points
Verification requirements: auditor observation

All untreated manure that is stored on the farm must ensure against leaching or runoff into crop production areas. Physical containment is an effective method to reduce cross-contamination with adjacent crop production areas, especially if concrete slabs or clay-lined lagoons are used to also mitigate against leaching. All storage must also be away from irrigation sources, spray dilution or processing water sources. Operations may also need to cover manure storage from rain, as rain can cause unforeseen runoff and may spread pathogens.

NOTES:

Whether you are collecting and treating manure yourself or purchasing it, you should have an idea of how your manure has been treated and documentation to show how you know that – a log if done on farm or background from a supplier if purchased.



Farm Review Questions

COMPOSTED MANURE

NOTES:

- 1-18 Only composted manure and/or treated biosolids are used as a soil amendment.**



Possible score: yes = 10 points, no = 0 points
Verification requirements: manure treatment records

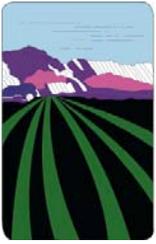
Operations treating or composting their own manure should follow a procedure as outlined in their food safety plan. Operations that purchase manure should obtain a specification sheet from the manure supplier for each shipment of manure containing information about the method of treatment and any tests associated with that treatment.

- 1-19 Composted manure and/or treated biosolids are properly treated, composted, or exposed to environmental conditions that would lower the expected level of pathogens.**



Possible score: yes = 10 points, no = 0 points
*Verification requirements: documentation of
compost methods*

Compost has a specific definition based on the time, temperature and conditions in which it was treated that can effect its safe application to fresh fruits and vegetables.



Farm Review Questions

1-20 Composted manure and/or treated biosolids are properly stored and are protected to minimize recontamination.

Possible score: yes = 10 points, no = 0 points
Verification requirements: auditor observation

All manure that is stored on the farm must ensure against leaching or runoff into crop production areas. Physical containment is an effective method to reduce cross-contamination with adjacent crop production areas, especially if concrete slabs or clay-lined lagoons are used to also mitigate against leaching. All storage must also be away from irrigation sources, spray dilution or processing water sources. Operations may also need to cover manure storage from rain, as rain can cause unforeseen runoff and may spread pathogens.

Your GAP/GHP auditor may conduct a site review when manure or biosolid materials are stored at the operation, before application.

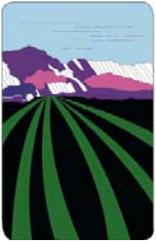
1-21 Analysis reports are available for composted manure/treated biosolids.



Possible score: yes = 5 points, no = 0 points
Verification requirements: manure treatment records

It is required that operations keep documentation of time and temperature charts, process explanations and microbial testing results for active manure treatment methods that they practice on their operation. If treated manure is purchased, accompany those shipments with similar documentation to ensure that the product is sufficiently free of pathogens for use on produce crops.

NOTES:



Farm Review Questions

NO MANURE/BIOSOLIDS USED

1-22 No manure or municipal biosolids are used.



Possible score: yes = 35 points, no = 0 points
Verification requirements: policy on manure application

If no manure (raw or treated) or biosolids are used on the operation, this should be included in the Farm Safety Plan.

For example:

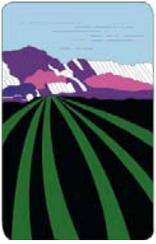
FARM PROCEDURES

Manure and Municipal Biosolids

ABC Farms does not apply any manure or municipal biosolids in its crops.

(See sample Farm Safety Plan.)

NOTES:



Farm Review Questions

SOILS

1-23 A previous land use risk assessment has been performed.*



*Possible score: yes = 5 points, no = 0 points
Verification requirements: written assessment*

This question is essentially to determine whether the land was recently used as a CAFO facility or if there has been improper use of animal wastes or other hazards that may continue to contaminate the soil. An assessment would review the previous land use history, possible previous dumping or flooding on the site, old building sites and possible microbial contamination that still exists in the soil.

1-24 When previous land use history indicates a possibility of contamination, preventative measures have been taken to mitigate the known risks and soils have been tested for contaminants and the land use is commensurate with test results.



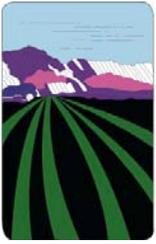
*Possible score: yes = 10 points, no = 0 points
Verification requirements: soil test results and/or
land use history assessment*

If previous land use history indicates that the soil may have a medium to high risk of microbial contamination, steps must be taken to plant crops that carry less contact with the soil, or have the soil tested. This includes previous use as a CAFO facility, building site, waste treatment facility, dumpsite, and/or chemical storage. Include soil test results and if a high risk remains, indicate in the farm safety plan the crops that will be planted in those fields that have a high risk of contaminated soil and how long they must remain in high risk under accepted scientific principles.

*New or amended question in 2010 program.

NOTES:

If you have areas of the farm that are susceptible to possible contamination from previous uses, test the soil and consider planting a crop that grows higher and away from the soil to avoid contamination with the edible portions.



Farm Review Questions

1-25 Crop production areas that have been subjected to flooding are tested for potential microbial hazards.



Possible score: yes = 5 points, no = 0 points
Verification requirements: soil test results and land use history

If a crop production area has been flooded, it must be tested prior to planting to evaluate risk of contamination. In the case of flooding, annual crops carry a much higher risk of possible contamination from flooding than perennial crops that may take several years to produce a harvest. If no flooding has occurred on the operation, this question is not applicable.

1-26 Each production area is identified or coded to enable traceability in the event of a recall.*

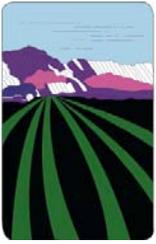


Possible score: yes = 10 points, no = 0 points
Verification requirements: field maps with identified production areas

A map or record that shows the crops grown in each field or production area should be available. The record should allow traceability of the product forward or back to the next step in the marketing chain.

*New or amended question in 2010 program.

NOTES:



Oregon
Department
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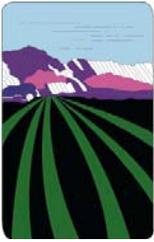


Documenting Sanitation Standard Operating Procedures: LOGS

Farm Questions Logs:

Manure application log
Activity log*

*Some farms use an activity log to document all recorded activities and we have included a sample activity log for your use as well.



Raw Manure Application Log

_____ uses applies raw manure to the following crops at least two weeks prior to planting or a minimum of 120 days prior to harvest as outlined in its food safety plan.

Raw Manure Applications:

Farm Location: _____
Crop(s): _____

Date applied: _____
Expected Harvest Date: _____
Farm Safety Program Coordinator Initials: _____

Farm Location: _____
Crop(s): _____

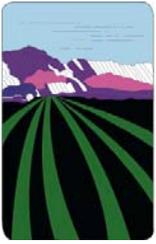
Date applied: _____
Expected Harvest Date: _____
Farm Safety Program Coordinator Initials: _____

Farm Location: _____
Crop(s): _____

Date applied: _____
Expected Harvest Date: _____
Farm Safety Program Coordinator Initials: _____

Farm Location: _____
Crop(s): _____

Date applied: _____
Expected Harvest Date: _____
Farm Safety Program Coordinator Initials: _____



Field Harvest and Field Packing Questions

- 2-1 A documented pre-harvest assessment is made on the crop production areas. Risks and possible sources of crop contamination are noted and assessed.***



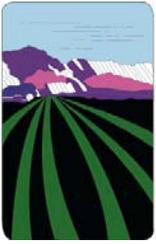
Possible score: yes = 15 points, no = 0 points
Verification requirements: documentation of assessment

You must do an assessment of your harvest risks, including toilet and wash facilities, harvest containers and equipment, wildlife contamination, transportation equipment, etc.

The date of the assessment and the projected date of harvest along with a signature or initials must be included. The assessment may be documented in various forms such as a self-completed audit checklist or a separate pre-harvest checklist.

NOTES:

*New or amended question for 2010 program.



Field Harvest and Field Packing Questions

WORKER SANITATION AND HYGIENE

2-2 The number, condition, and placement of field sanitation units comply with applicable state and/or federal regulations.

*Possible score: yes = 10 points, no = 0 points
Verification requirements: auditor observation*

OSHA defines field sanitation practices under 29 CFR 1928.110. They apply to any agricultural operation where eleven (11) or more employees are engaged on any given day in hand-labor operations in the field. If employees work less than three (3) hours a day, including travel time, the operation is exempt from providing sanitation units. Otherwise, sanitation units must be provided under the following conditions:

1. *Toilet and hand washing facilities:*
 - a. *One (1) toilet facility and one (1) hand washing facility shall be provided for each twenty (20) employees or fraction thereof.*
 - b. *Toilet facilities shall be adequately ventilated, appropriately screened, have self-closing doors that can be closed and latched from the inside and shall be constructed to insure privacy.*
 - c. *Toilet and hand washing facilities shall be accessibly located and in close proximity to each other. The facilities shall be located within a one-quarter-mile walk of each hand laborer's place of work in the field.*
 - d. *Where due to terrain it is not feasible to locate facilities as required above, the facilities shall be located at the point of closest vehicular access.*
2. *Maintenance. Potable drinking water and toilet hand washing facilities shall be maintained in accordance with appropriate public health sanitation practices, including the following:*
 - a. *Toilet facilities shall be operational and maintained in clean and sanitary condition.*
 - b. *Hand washing facilities shall be refilled with potable water as necessary to ensure an adequate supply and shall be maintained in a clean and sanitary condition.*

NOTES:



Field Harvest and Field Packing Questions

- 2-3 When question 2-2 is answered “N/A” (sanitation units are not required), a toilet facility is readily available for all workers.**

Possible score: yes = 10 points, no = 0 points
Verification requirements: auditor observation

For small farm operations that employ less than eleven (11) field workers or have workers in the field for less than three (3) hours, a toilet facility must still be available for workers. If field sanitation units are used, this question is not applicable.

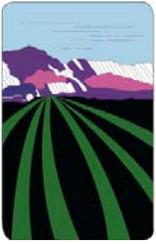
- 2-4 Field sanitation units are located in a location that minimizes the potential risk for product contamination and are directly accessible for servicing.**

Possible score: yes = 10 points, no = 0 points
Verification requirements: auditor observation

Under OSHA defined field sanitation practices, outlined in 29 CFR 1928.110, the disposal of wastes from sanitation facilities shall not cause unsanitary conditions. This means that “grey water,” or used water from the sanitation units, cannot be in a location that could contaminate a crop production area. If the operation uses temporary, mobile units they should be located on even ground and serviced away from the production area or taken to another location for servicing. If the units are not taken away for servicing, they must be accessible for a service unit to reach them and in case of an emergency cleanup or waste spill.

NOTES:

You do not always have to provide sanitation units in the field – if you have less than 11 workers working at a time, but if you do – you need to make sure that facility meets safe hygiene and sanitation standards.



Field Harvest and Field Packing Questions

2-5 A response plan is in place for the event of a major spill or leak of field sanitation units or toilet facilities.



Possible score: yes = 10 points, no = 0 points
Verification requirements: documentation of policy

This procedure should include what will be done to contain the spill to prevent additional contamination, what will be done to clean it up, and what will be done with the contaminated produce.

For example:

FIELD HARVEST AND PACKING PROCEDURES

Worker Sanitation and Hygiene

Field sanitation units are directly accessible for servicing and directly accessible in the event of a spill or major leak. In the event of a major spill or leak of field sanitation units, a response plan is in place. The area will be secured and contaminated soil will be removed from the production area and properly disposed.

(See sample Farm Safety Plan.)

NOTES:



Field Harvest and Field Packing Questions

FIELD HARVESTING AND TRANSPORTATION

- 2-6 All harvesting containers and bulk hauling vehicles that come in direct contact with product are cleaned and/or sanitized on a scheduled basis and kept as clean as practicable.**



Possible score: yes = 10 points, no = 0 points
Verification requirements: harvest container cleaning log and policies

A policy should be documented for scheduled cleaning and maintenance of harvest containers. Include a log with the person responsible for cleaning and check offs for completion of scheduled cleanings.

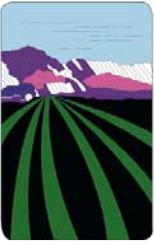
- 2-7 All hand harvesting equipment and implements (knives, pruners, machetes, etc.) are kept as clean as practical and are disinfected on a scheduled basis.**



Possible score: yes = 10 points, no = 0 points
Verification requirements: harvest equipment cleaning log and policies

A policy should be documented for scheduled cleaning and maintenance of harvest containers. Include a log with the person responsible for cleaning and check offs for completion of scheduled cleanings.

NOTES:



Field Harvest and Field Packing Questions

2-8 Damaged containers are properly repaired or disposed of.

Possible score: yes = 5 points, no = 0 points
Verification requirements: auditor observation

The operation should have disposal procedures for damaged or dirty containers that cannot be cleaned. If these containers are reused as refuse receptacles, they must be prominently marked for this purpose so that workers do not accidentally use them for carrying produce.

2-9 Harvesting equipment and/or machinery that comes into contact with product is in good repair.

Possible score: yes = 10 points, no = 0 points
Verification requirements: auditor observation

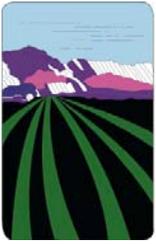
Field equipment or machinery that is leaking fluids or has loose or damaged parts is not acceptable as it can cause contamination of field crops.

2-10 Light bulbs and glass on harvesting equipment are protected so as not to contaminate produce or fields in the case of breakage.

Possible score: yes = 10 points, no = 0 points
Verification requirements: auditor observation

Field equipment or machinery must have covered glass fixtures in order to prevent contamination of crops from glass breakage. The fixtures can be protected by plastic or wire covers, as well as enclosed fixtures.

NOTES:



Field Harvest and Field Packing Questions

2-11 There is a standard operating procedure or instructions on what measures should be taken in the case of glass or plastic breakage and possible contamination during harvesting operations.



Possible score: yes = 5 points, no = 0 points
Verification requirements: documentation of policy

This is especially relevant to mechanically harvested crops where glass breakage might occur and contaminate the crop. The operation should have procedures in place to deal with an accidental glass breakage.

For example:

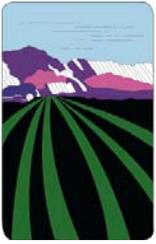
FIELD HARVEST AND PACKING PROCEDURES

Equipment

All bulbs or lighting on harvest equipment are covered, or protected from breakage. If glass is broken and contaminates product, all product will be properly disposed of and work will stop until equipment can be repaired and all product containers are cleaned, washed and inspected.

(See sample Farm Safety Plan.)

NOTES:



Field Harvest and Field Packing Questions

2-12 There is a standard operating procedure or instructions on what measures should be taken in the case of product contamination by chemicals, petroleum, pesticides, or other contaminating factors.



Possible score: yes = 5 points, no = 0 points
Verification requirements: documentation of policy

For example:

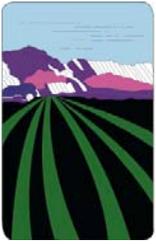
<p>FIELD HARVEST AND PACKING PROCEDURES</p> <p>Equipment If equipment does become contamination with oil, grease, or any other foreign substance, all contaminated product with be disposed of, buried, or put into covered garbage containers and work will stop until equipment can be cleaned, washed and inspected.</p> <p style="text-align: center;">(See sample Farm Safety Plan.)</p>
--

2-13 For mechanically harvested crops, measures are taken during harvest to inspect for and remove foreign objects such as glass, metal, rocks, or other dangerous/toxic items.

Possible score: yes = 5 points, no = 0 points
Verification requirements: evidence of training/procedure

Identify a point in the harvesting process where workers or supervisors are trained to detect and remove foreign material from the harvested produce. An auditor may interview staff to evaluate their knowledge of what to do in this situation.

NOTES:



Field Harvest and Field Packing Questions

2-14 Harvesting containers, totes, etc. are not used for carrying or storing non-produce items during the harvest season, and farm workers are instructed in this policy.



Possible score: yes = 5 points, no = 0 points
Verification requirements: documentation of policy

Workers should be careful not to carry personal items or other non-produce items in harvest containers. Additionally, harvest containers should not be used to haul garbage, manure or other potentially contaminating items. Auditor will verify that this practice is followed during harvest time inspections and questioning of workers.

For example:

FIELD HARVEST AND PACKING PROCEDURES

Equipment

All harvesting equipment is cleaned and washed before harvest. Employees shall not use product containers for personal use or to carry any non-produce items.

(See sample Farm Safety Plan.)

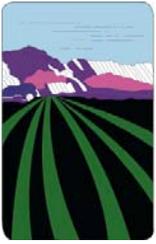
2-15 Water applied to harvested product is microbially safe.



Possible score: yes = 15 points, no = 0 points
Verification requirements: water quality test results

This question refers to surface washing procedures for fresh produce. If crop is washed after harvesting, it is recommended that it be done with potable water that is consistent with US EPA standards for drinking water. Depending on the water source and use, water quality tests results may be required as proof of an assessment that ensures it is of “microbially safe” quality.

NOTES:



Field Harvest and Field Packing Questions

2-16 Efforts have been made to remove excessive dirt and mud from product and/or containers during harvest.

Possible score: yes = 5 points, no = 0 points
Verification requirements: auditor observation

A cleaning schedule should be specified in the operation's food safety manual that outlines the frequency of cleaning, what duties are required and by whom. If cleaning services are contracted outside of the company, ask the contractor to provide a log of cleaning services for the facilities.

2-17 Transportation equipment used to move product from field to storage areas or storage areas to processing plant which comes into contact with product is clean and in good repair.

Possible score: yes = 10 points, no = 0 points
Verification requirements: cleaning logs or clean truck affidavits

Often commercial trucking companies will provide you with a clean truck affidavit to ensure that the truck has been cleaned prior to use with your produce. If you use your own trucks, document cleanout procedures in a log and have available for auditor to examine.

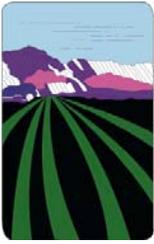
2-18 There is a policy in place and has been implemented that harvested product being moved from field to storage areas or processing plants are covered during transportation.



Possible score: yes = 5 points, no = 0 points
Verification requirements: documentation of policy

Unloading and transportation may not be done under mesh awnings or covers - it must be made of sufficient cover material to reduce risk of contamination from birds, dust, etc. In many cases, placing an empty container on the top of a stack is sufficient to prevent overhead contamination of harvested product.

NOTES:



Field Harvest and Field Packing Questions

- 2-19 In ranch or field pack operations, only new or sanitized containers are used for packing the product.***



Possible score: yes = 10 points, no = 0 points
Verification requirements: cleaning log or record of new container purchase

New containers eliminate the possibility of cross contamination of produce and hazards from used containers. However, if the operation is using reusable plastic containers, they should be properly sanitized prior to each reuse in the field. Operations should document their sanitization process and keep a log to verify that it has been done.

- 2-20 Packaging materials used in ranch or field pack operations are properly stored from contamination.***

Possible score: yes = 10 points, no = 0 points
Verification requirements: auditor verification

Containers should be stored to protect them from rodents, insects, dirt, water, or other contaminants. Be sure that they are in a covered area or covered from rain by a tarp or other means. Using the top container in a stack as 'cover' is not sufficient to meet this requirement.

- 2-21 Product moving out of the field is uniquely identified to enable traceability in the event of a recall.***



Possible score: yes = 10 points, no = 0 points
Verification requirements: load tickets, field harvest records, bin identification, etc.

As product moves from the field to its next destination, there must be a unique identifier that can provide traceability back to the field. This could include a load ticket or a lot number identification on the field-packed containers, etc. This unique identifier should coincide with your traceability program and match the operation's mock recall required earlier in the audit process.

*New or amended question for 2010 program.

NOTES:



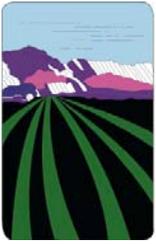
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Documenting Sanitation Standard Operating Procedures: LOGS

Field Harvest Questions Logs: Field container cleaning log
(includes harvest bins and transport vehicles)



SAMPLE

FARM SAFETY MANUAL: ABC FARMS

This is a sample Food Safety Program developed by the Oregon Department of Agriculture, Development and Marketing Division, for the Good Agricultural Practices Certification Program that can be modified to fit your operation.

SANITATION STANDARD OPERATING PROCEDURES

At ABC FARMS food safety is an integral part of our entire operation and taken very seriously. MR. A. BeeCee has been designated to oversee and implement our food safety program.

This food safety program of standard operating procedures addresses several areas of an agricultural operation, including land, irrigation water, manure practices, pesticides, equipment and worker health and hygiene.

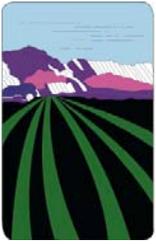
GENERAL OPERATIONAL PROCEDURES

Worker Health and Hygiene

All employees are trained in and must follow good hygiene practices. *This training takes place during orientation for new employees and before harvest season for all returning employees.*

Company food safety policies should be followed by everybody, including visitors. The following list indicates the points about personal hygiene and other practices that are included in the training program and they should be followed.

- *Proper Hand washing:* Hands must be washed before beginning or returning to work, and after the following activities:
 - Using the restrooms, smoking or tobacco use, taking breaks, handling trash containers or disposing of trash, using the telephone, handling money, coughing and sneezing.
 - :
- Clean work clothes.
- Clean and cut nails.
- Take a daily shower.
- Eating and tobacco are confined to designated areas.
- Do not take gloves to lunchroom or restrooms.
- Do not leave tools or part to be repaired or replaced near production areas.
- Eliminate any product that has come into contact with the floor or ground and do not pick product off the ground.
- Dangling strings and/or jewelry are prohibited.
- Glass, bottles, cans, cups, or any item made of glass will not be allowed in the production area.
- If long hair is worn, it must be tied back. Beard and hairnets are required where applicable.
- Do not use product containers for personal use or any non-produce items.



Illness and Accident Procedures

Any employee who is ill or appears to be ill with a possible communicative disease will be sent home or assigned work away from crop production areas and harvested produce.

If you have an open wound or cut it must be bandaged. If you obtain a wound, cut or have a nosebleed while working, you need to stop working immediately, contact your supervisor, and have it attended to. Make sure the area you were working in gets cleaned and disinfected as soon as possible. Discard all product that has come into contact with any blood and if any came into contact with product containers or transport equipment, disinfect this as soon as possible as well.

All other possible accidents, such as leakage or damage to a restroom or sanitation facility will be attended to as soon as possible and contaminated soil around facility will be removed and properly disposed of.

All workers are aware of the location of first aid supplies and what steps they should take in case of a first aid emergency to stop work and avoid bodily fluid contact with others or product.

General Sanitation

Good sanitation of restroom facilities includes the following:

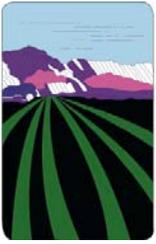
- Wash walls from top to bottom, as needed.
- Sanitize toilets, urinals, doorknobs, and any other surface inside unit.
- Fill paper products and soap dispensers.
- Remove trash to dumpster.
- Record initials and date of cleaning on “Service Record” sheet when unit is serviced.
- Brushes and any other cleaning utensils used to clean the restrooms must be identified for this use and stored separately from brushes, or any other cleaning utensil used to clean the equipment, utensils, etc.

Chemicals

Become familiar with the labels of products you are handling. Handling means opening or closing, mixing, loading, and/or applying the concentrate or working solution of the product(s). Strictly adhere to all precautionary statements and mixing instructions. You need to protect yourself, the food, the equipment, and the packaging materials when you are working with chemicals.

Employees applying non-restricted use chemicals are trained in:

- Proper chemical handling, including proper disposal of containers
- Precautions of the chemical
- Required protective gear
- Application rate and how it has achieved
- Label information



Pesticide Use

Only employees licensed by the State of Oregon Department of Agriculture for pesticide application may apply restricted-use chemicals.

Only those chemicals that are lawfully registered under the Federal Insecticide, Fungicide, and Rodenticide Act and other applicable state law are used on this operation and applied according to label.

FARM PROCEDURES

Water Usage

The source of irrigation water is PRIVATE WELL AND IRRIGATION DISTRICT.
Crops are irrigated by OVERHEAD SPRINKLERS.

Water quality is known to be adequate for the crop irrigation method application and this is shown by water test results in this food safety program. If necessary, steps are taken to protect irrigation water from potential contamination.

All water sources must be tested for harmful microorganisms three times per year. Public tests conducted by irrigation districts, municipal authorities, etc. are accepted and documented herein. Water testing results for all water sources, including irrigation, human consumption and post-harvest application are available for review.

All irrigation sources are inspected for unauthorized use or potential contamination with chemicals or other dangerous substances.

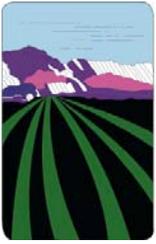
The farm sewage treatment is known to be functioning properly and there is no evidence of leaking or runoff. Additionally, there is no municipal/commercial sewage treatment facility adjacent to the farm.

Wildlife and Livestock

Crop production areas are not located near or adjacent to dairy or livestock production facilities. Additionally, no manure lagoons are located on or near the crop production areas.

Surface water resources are protected from livestock contamination by FENCING (OR OTHER METHOD). Domestic animals will be excluded from crop production areas during the growing and harvesting season.

All fields are routinely monitored for unauthorized entry of wildlife or neighboring domesticated animals to the fields. In the event that unauthorized entry is discovered, the operation will



take steps to minimize the risks of potentially contaminated product or production areas, and the detected risk and corrective actions are documented.

Manure and Municipal Biosolids

ABC FARM does not use any manure or municipal biosolids in its operation.*

*< *If used, please outline your operation's manure use plan. >*

ABC FARM applies raw manure to its production fields at least six months prior to harvest.

OR

ABC FARM uses composted manure that is purchased from DEF COMPOST, please find the treatment documentation from the company attached herein. A manure application log is attached to this food safety plan that documents all applications, their treatment method and any supporting documentation.

Land and Soil

Fields known to be former dumpsites, old homesteads, barn sites, and livestock pens containing excess material or otherwise contaminated soils and are not used by ABC FARMS in the cultivation of ABC COMMODITIES (PLEASE NAME).

There are several sites on the facility that may have a risk of prior contamination. These fields are shown on the enclosed map and those with possible contamination risk have been tested for _____. Please see attached map and testing results for a comprehensive review of soil contamination risk and planting plans.

During the past 5 YEARS, no domestic sewage, sewage sludge, septic waste, portable toilet waste, or other product that might contain human feces has been placed on or adjacent to any crop production areas.

During the past 5 YEARS, no flooding from creeks or rivers has occurred on any part of the land, nor have any adjacent domestic septic tank systems flooded onto the field. If flooding has occurred, areas affected are documented with maps and soil test results and contained herein.

FIELD HARVEST AND PACKING PROCEDURES

Worker Sanitation and Hygiene

No smoking, tobacco use, or eating should take place on the transload machinery, or around crop production areas or harvested produce. Food, drinks, and smoking are only allowed in the designated location.



Field sanitation units (toilet and hand-washing facilities) are provided for all workers that work more than three (3) hours and if there are more than eleven (11) workers on shift at a time. Otherwise, workers are instructed to use toilet facilities that are accessible by vehicle. There is one (1) toilet for every twenty (20) workers that are located within a 1/4 mile or 5-minute walk.

All employees and visitors must follow proper health and hygiene practices and use restroom facilities provided. They are equipped with hand-washing facilities with potable running water, single use hand towels, toilet paper and hand soap and are maintained on a scheduled basis that is indicated on the unit, or more frequently as necessary. If restroom facilities are not properly maintained, any employee or visitor should notify the onsite supervisor.

Field sanitation units are directly accessible for servicing and directly accessible in the event of a spill or major leak. In the event of a major spill or leak of field sanitation units, a response plan is in place. The area will be secured and contaminated soil will be removed from the production area and properly disposed.

Equipment

All harvesting equipment is cleaned and washed before harvest. Employees shall not use product containers for personal use or to carry any non-produce items.

During harvest, equipment will be as clean as practical, maintained to prevent contamination from leaking oil, grease, loose parts, and any other source of foreign material contamination.

If equipment does become contamination with oil, grease, or any other foreign substance, all contaminated product will be disposed of, buried, or put into covered garbage containers and work will stop until equipment can be cleaned, washed and inspected.

All bulbs or lighting on harvest equipment are covered, or protected from breakage. If glass is broken and contaminates product, all product will be properly disposed of and work will stop until equipment can be repaired and all product containers are cleaned, washed and inspected.

Transportation

Vehicles transporting product have not been previously used to haul domestic sewage, manure, or hazardous material. Vehicles or containers that come into direct contact with product are not used to haul any other crops during harvest.

Product is covered from the field to packing/storage site.

FOODHUB Marketing and Promotion
 Time Period: October 1, 2009 - June 30, 2010



EARNED MEDIA

6/15/2010 AgLink	Monthly	Reprint of Main Ingredient
5/15/2010 Main Ingredient	Monthly	Feature story on buying local with FoodHub
5/12/2010 Willamette Week	Weekly	Q&A with Deborah Kane
5/1/2010 Fast Company	Magazine	Portland selected as one of 12 great cities thanks to FoodHub
4/3/2010 Capital Press	Weekly	Event links sellers, buyers
3/19/2010 Sustainable Business Oregon	Newspaper	Kane gets nod for work with farmers
3/8/2010 Fast Company	Blog	Eat-onomics with Deborah Kane of FoodHub, a Match.com for Locavores Q&A with Deborah Kane regarding FoodHub
3/5/2010 Fast Company	Blog	Eat-onomics: The Ten Most Inspiring People in Sustainable Food Kane honored for FoodHub work
2/5/2010 Capital Press	Newspaper	USDA pushes local foods, exports Sub: Undersecretary helps launch FoodHub in Portland
2/4/2010 OPB	Radio	FoodHub will connect local farmers with customers
2/3/2010 OPB	Radio	Online 'Food Hub' Connects Farmers With Buyers
2/3/2010 Oregonian	Print	FoodHub Links Northwest Fresh Food Buyers with Producers
2/3/2010 Oregon Business Magazine	Blog	FoodHub Launches, Matchmaking Service for Food Buyers and Sellers
2/3/2010 Sustainablefoodnews.com	Online News site	Ecotrust's new online food database connects buyers and sellers Sub: FoodHub to Encourage Growth in NW Food Sales
1/26/2010 KLCC Radio Eugene	Radio	FoodHub Mention
12/16/2009 KBOO Food Show	Radio	FoodHub Ecotrust's Deborah Kane joins discusses FoodHub (foodhub.org), which connects food buyers directly to local farmers.
12/9/2009 OregonLive.com	Blog	Ecotrust launches site that links food buyers and farmers "Ecotrust rolled out a long-awaited program that will hook up Oregon farmers, fishermen or food manufacturers with commercial buyers, from a single chef to the institutional head looking for local products to stock a school system's kitchens."
12/1/2009 Sustainable Industries Journal	Blog	New site connects farmers, buyers Very clever and well-written promotion of FoodHub, slated to run in print pub too.

11/25/2009 Food Lover's Guide to Portland	Blog	FoodHub: Ecotrust's Newest Venture Compliments Ecotrust for launching FoodHub and calls on local food buyers and sellers to sign up now through December 31 for \$80.
11/16/2009 Huffington Post	Blog	B.Y.O.G. Editorial lauding FoodHub
11/16/2009 CleanOregon.com	Website	Ecotrust Launches FoodHub Press release reprinted
10/30/2009 Capital Press	Newspaper	Computer system links farmers with buyers Mitch Lies writes about the release of FoodHub
10/26/2009 Natural Resource Report	Online Mag	\$1.5 million and 24 projects help Oregon Ag At the other end of the allocation spectrum, \$100,000 was awarded to Ecotrust, which is working with ODA and the Washington State Department of Agriculture, to create what is being called FoodHub...

NEWSLETTERS: Print and Online

6/28/2010 Springwise	Enewsletter	Site connects food buyers and sellers
4/30/2010 Sustainable Business Oregon	Enewsletter	Food gets Portland on the Fast Cities List
4/25/2010 Sustainable Industries Journal	Enewsletter	Working with mission drive organizations
3/24/2010 Food Safety News	Enewsletter	FoodHub Connects Growers, Buyers Online
3/22/2010 Cullinate	Enewsletter	What is FoodHub?
3/11/2010 Sustainable Business Oregon	Enewsletter	Kane honored by Fast Company as a sustainable food leader
2/5/2010 Portland Culinary Alliance	Enewsletter	FoodHub launches
2/5/2010 Oregon Business Magazine	Enewsletter	FoodHub will connect local farmers with customers
2/3/2010 Sustainable Food News	Enewsletter	Ecotrust's New Online Database Connects Food Buyers, Sellers
1/21/2010 Oregon Ag Quarterly	Quarterly	FoodHub connects the spokes of Pacific Northwest agriculture
1/1/2010 The Tagline	Quarterly	FoodHub: Where food people connect
12/1/2009 The Furrow : OR Rural Action	Newsletter	FoodHub: Where food people connect
11/6/2009 Portland Farmers Market	Vendor Newsletter	
11/5/2009 Slow Food Portland	Enewsletter	FoodHub: Cultivating a Local Economy
11/5/2009 COMFOOD	Enewsletter	FoodHub: Cultivating a Local Economy
10/30/2009 Edible Seattle	Enewsletter	Connect on FoodHub
10/27/2009 Seattle Chefs Collaborative	Enewsletter	Presenting FoodHub!

ADVERTISEMENTS

Edible Seattle	bi-monthly	Strawberry: by the flat or by the field.
Tilth Producers (Wash)	Quarterly	Strawberry: by the flat or by the field.
Oregon Tilth	Quarterly	Strawberry: by the flat or by the field.
The Apple Press (WSNA)	Quarterly	Strawberry: by the flat or by the field.
1/1 - 4/30/10 The Apple Press (WSNA)	Online	Looking for Food in All the Best Places
3/12/2010 Portland Food&Drink.com	Weekly	Meet Market
3/5/2010 Capital Press	Weekly	Looking for Food in All the Best Places
3/1/2010 Capital Press	bi-monthly	Looking for Food in All the Best Places
3/1/2010 Ag Link	1/4ly Magazine	Looking for Food in All the Best Places
3/1/2010 Main Ingredient	bi-monthly	Looking for Food in All the Best Places
3/1/2010 Edible Seattle	bi-monthly	Looking for Food in All the Best Places
3/1/2010 In Good Tilth	1/4ly Magazine	Let Them Know You are Available
2/26/2010 Edible Portland	Weekly	Let Them Know You are Available
1/1/2010 Capital Press	1/4ly Magazine	Let Them Know You are Available
1/1/2010 Tilth Producers (Wash)	bi-monthly	Let Them Know You are Available
1/1/2010 Ag Link	bi-monthly	Let Them Know You are Available
1/1/2010 Edible Seattle	bi-monthly	Looking for Food in All the Best Places

1/1/2020	In Good Tilth	1/4ly newsletter	Let Them Know You are Available
12/11/2009	The Apple Press (WSNA)	Weekly	Looking for Food in All the Best Places
12/4/2009	Capital Press	Weekly	Let Them Know You are Available
11/20/2009	Capital Press	Weekly	Let Them Know You are Available
11/13/2009	Capital Press	Weekly	Let Them Know You are Available
11/1 - 12/31/09	Capital Press	Online	Let Them Know You are Available
	12/1/2009 CapitalPress.com	1/4ly Magazine	Skyscraper ad
	12/1/2009 Edible Portland	Monthly	Let Them Know You are Available
11/1 - 12/31/09	Main Ingredient Portland Food&Drink.com	Online	Let Them Know You are Available Meet Market

PRESENTATIONS

6/30/2010	OSU Extension	Special Mtg	presentation	Corvallis, OR
6/14/2010	USDA Farm Service Agency Directors	Annual Conf	presentation	Portland, OR
6/9/2010	Sign Up Fair	FoodHub Hosted	presentation	Eugene, OR
5/20/2010	Sign Up Fair	FoodHub Hosted	presentation	Joseph, OR
5/10/2010	Sign Up Fair	FoodHub Hosted	presentation	Seattle, WA
4/27/2010	National Nutrition Summit	Annual Conf	presentation	Washington, DC
4/23/2010	International Assn Culinary Professionals	Annual Conf	presentation	Portland, OR
3/22/2010	Farm-To-Table Trade Mtg	Trade Expo	booth/table and presentation	Olympia, WA
3/20/2010	Spokane Farmer-Chef Connection	Trade Expo	conference discount offered	Spokane, WA
3/18/2010	Food Services of America Expo	Trade Expo	booth/table	Portland, OR
3/18/2010	French Prairie Regional Expo	Annual Conf	booth/table	Canby, OR
3/12/2010	Oregon School Nutrition Assn	Annual Conf	booth/table and presentation	Seaside, OR
3/8/2010	Farmer-Chef Connection	Annual Conf	booth/table and presentation	Clackamas, OR
3/1/2010	Farmer-Fisher-Chef Connection	Annual Conf	booth/table and presentation	Seattle, WA
2/27/2010	OSU Small Smalls Conference	Annual Conf	booth/table and presentation	Corvallis, OR
2/24/2010	Wild Seafood Exchange	Annual Conf	presentation	Seattle, WA
2/22/2010	Farm-To-Table Trade Mtg	Annual Conf	booth/table and presentation	Mount Vernon, WA
2/22/2010	Local Food Connection	Open House	presentation	Ashland, OR
2/9/2010	Open House in the Gorge	Annual Conf	presentation	Hood River, OR
2/8/2010	Local Food Connection	Luncheon	booth/table and presentation	Hermiston, OR
2/2/2010	FoodHub Launch Luncheon	Annual Conf	presentation and celebration	Portland, OR
2/1/2010	Local Food Connection	Trade Expo	booth/table and 2 presentations	Eugene, OR
12/3/2009	Whatcom Bounty Trade Expo	Annual Conf	booth/table	Bellingham, WA
11/13/2009	WA Tilth Producers Annual Conf		booth/table	Yakima, WA
11/5/2009	North Peninsula Farm to School		presentation	Blyh, WA
Week of 11/26	Sneek Peek Sessions for ngos, trade assns, farmers market managers, etc.			Mt Vernon, Seattle WA
Week of 11/19	Sneek Peek Sessions for ngos, trade assns, farmers market managers, etc.			Portland, OR
10/30/2009	Oregon School Nutrition Assn Board	Vendor Fair	presentation	Salem, OR
10/15/2010	Food Services of America		booth/table	Portland, OR

EVENT SPONSORSHIPS

3/8/2010	Farmer-Chef Connection	Annual Conf	Title Sponsor
11/20/2009	Oregon Agribusiness Council	Annual Dinner	Title Sponsor
11/13/2009	WA Tilth Producers Annual Conf	Annual Conf	Title Sponsor

MASS MAILINGS & EMAILS (GENERATED by FOODHUB & PARTNERS)

6/29/2010	FoodHub Connections	Email	FoodHub is a great place for special promotions
6/16/2010	FoodHub Connections	Email	Food Buying Club Finds Strawberries
6/2/2010	FoodHub Connections	Email	Gervais Finds Lettuce
5/18/2010	FoodHub Connections	Email	Salvador Molly's Finds Peppers
5/5/2010	FoodHub Connections	Email	Little Pots and Pans Plans Ahead
4/21/2010	FoodHub Connections	Email	Portland Public Schools Finds Radishes
3/22/2010	Marketplace Madness	Email	Focus on connections happening on the site
3/8/2010	FoodHub News Digest #4	Email	Bon Appetit just joined
2/26/2010	Oregon Tilth	Email	Encouragement to join to 340 Oregon Tilth operators
2/24/2010	FoodHub News Digest #3	Email	Become an Ambassador, Radio spot in Seattle
2/10/2010	FoodHub News Digest #2	Email	Marketplace Mayhem

1/27/2010	FoodHub News Digest #1	Postcard, Email	First 100 buyers and sellers free in Eugene
1/20/2010	Postcard mailing....	Email	Sent to 3500+ people
12/9/2010	It's a Meet Market!	Email	Ecotrust announces arrival of FoodHub
11/17/2010	Explore FoodHub today!	Email	Sent to Guide to Local and Seasonal Products
11/12/2010	Red carpet treatment for those in Guide		Sent to Guide to Local and Seasonal Products

PRESS RELEASES

6/10/2010 **Area Businesses Aim to Seed a New Crop of FoodHub Members**
Discounts on Annual Registration Fee Now Available for NW Food Buyers & Sellers

2/2/2010 **"Northwest Bakery ISO Local, Organic Peaches"**
FoodHub Rolls Out as a Matchmaker between Farmers, Food Producers, and Buyers

1/20/2010 **USDA Undersecretary Ann Wright to Visit Oregon to Promote Agency's "Know Your Farmer, Know Your Food" Initiative**
Three-day visit will include tours of innovative agriculture programs and celebrate the launch of FoodHub

11/30/2009 **Food Services of America Encourages Oregon Restaurants and Schools to Become Members of FoodHub**

11/2/2009 **New Website Aims to Transform the NW Food Economy**

FOR IMMEDIATE RELEASE

Media Contact: Amy Brown
amyb@seed-pr.com, 503.230.7099



Area Businesses Aim to Seed a New Crop of FoodHub Members

Discounts on Annual Registration Fee Now Available for Northwest Food Buyers and Sellers

PORTLAND, Ore. — *June 10, 2010* – With a desire to sustain and regionalize the Northwest food economy, ten regional businesses are generously underwriting portions of an annual [FoodHub](#) membership fee for hundreds of potential users.

FoodHub is a new online marketplace and directory that helps regional food buyers and sellers find each other, connect and do business. A social venture initiative of the nonprofit [Ecotrust](#), FoodHub is designed to increase food trade in the Pacific Northwest. It is the only network of its kind that accommodates food producers and food buyers of every scale and production type across such a significant geographic range.

To incentivize Northwest farmers, ranchers, fishermen and food buyers of all kinds to join FoodHub now, ten diverse entities from the region's food and farming community have brought discounts, ranging from 20 to 80 percent off the annual \$100 membership fee, to the table.

"The strength of FoodHub lies in the connections made possible by a robust and active network of buyers and sellers," said Deborah Kane, vice president of Ecotrust's Food and Farms program and creator of FoodHub. "Our partners are applauding the ease and efficiency that FoodHub brings to the process of sourcing and moving more regional food through the supply chain. They want to make joining and using FoodHub accessible for everyone, so they're dangling a carrot that's too sweet to resist."

Select discounts are limited time offers, so food buyers and sellers are encouraged to act now by visiting www.food-hub.org.

- **THRIVE** (The Rogue Initiative for a Vital Economy): THRIVE members receive a 20 percent discount now through June 30, 2010.
- **Oregon Tilth**: Operations certified organic by Oregon Tilth receive a 20 percent discount now through June 30, 2010.
- **Organic Valley**: To encourage food buyers at public K-12 schools, school districts and child care centers to source locally produced foods, the 51 Northwest dairy families of Organic Valley cooperative are offering to cover 80 percent of the annual FoodHub membership fee through June 30, 2010.
- **Food Services of America (FSA)**: FSA will underwrite 50 percent of the FoodHub membership fee for the first 100 FSA restaurant or school customers to register.

- **SYSCO:** SYSCO will underwrite 50 percent of the FoodHub membership fee for any produce farmer in Oregon and Washington up to 100 producers.
- **Eugene Water and Electric Board:** Food buyers and sellers located in the McKenzie River watershed qualify for a 75 percent discount now through April 2011, thanks to a grant made to the Eugene Water and Electric Board from the National Fish and Wildlife Foundation – Oregon Governor’s Fund for the Environment.
- **Friends of French Prairie:** Members receive an unrestricted offer of 20 percent off the annual FoodHub membership fee.
- **Gorge Grown Network:** Farmers and food buyers in Hood River, Wasco and Sherman counties in Oregon or Klickitat and Skamania counties in Washington qualify for a 20 percent discount, now through May 30, 2011.

Additional offers will soon be announced thanks to partnerships with New Seasons Market and the Oregon Farm Bureau.

About Ecotrust’s Food & Farms Program

FoodHub is an Ecotrust project made possible by the generous support and contributions of many. Ecotrust’s mission is to inspire fresh thinking that creates social equity, economic opportunity, and environmental well being. With regard to our Food & Farms program, we improve public understanding of agriculture and the challenges it faces and increase the market share of regionally grown, processed, and manufactured foods. Whether by introducing a farmer to a chef or a food processor to an institutional buyer, Ecotrust is a trusted “benevolent broker” that has been making connections between food buyers and sellers in the Pacific Northwest for a decade. Learn more at ecotrust.org.

#



BY THE EAR OR BY THE ACRE.
*Are you missing out? Join FoodHub today
and start doing deals on the region's
busiest online marketplace.*



***food-hub.org. Where regional food
buyers and sellers connect.***

FoodHub is a project of Ecotrust
721 NW 9th Ave, Ste. 200
Portland, OR 97209

Whether you buy or sell fruits, vegetables, meat, seafood or specialty items, FoodHub can help you find your perfect match. You can buy or sell in large or small quantities. Direct deliveries or mainliners, FoodHub accommodates various distribution strategies. It's a great place to meet and do business over food.

JOIN TODAY. *Membership in this vibrant marketplace is only \$100 a year. Discounts ranging from 20-80% for farmers, ranchers, fishermen, schools, restaurants, and others were recently added and may apply. Log on to food-hub.org today or call 503.467.0816. **ALREADY A MEMBER?** You can help FoodHub grow by sharing this information with a friend or colleague.*

Fred Meyer Stores “Buy Local” - Multiple Oregon Locations (2)



Fred Meyer Stores “Buy Local”

