Fiscal Year 2011 Specialty Crop Block Grant
Final Report
Agreement Number 12-25-B-1250

~~December 22, 2014~~
Updated March 23, 2015

Oregon Department of Agriculture
Agricultural Development and Marketing Division
1207 NW Naito Parkway, Suite 104
Portland, Oregon 97209
(503) 872-6600

Shannon Brubaker
Specialty Crop Block Grant Program Manager
Email: sbrubaker@oda.state.or.us

TABLE OF CONTENTS

ATTACHMENTS

ODA-004 Corvallis Farm to School Project: A Model for Farmer Direct Purchasing by School Districts in Oregon

ODA-006 Native Bees and their Importance to Oregon's Specialty Crops

Attachment 1: Establishing Pollinator Meadows
Attachment 2: Xerces ODA Final Report Dec 2013

ODA-007 Low Income Latino Producerto ConsumerConnection

Attachment 1:flyer and images

ODA-S10 Corvallis Farm to School Project: A Model for Farmer Direct Purchasing by School Districts in Oregon

Attachment 1: Farm tour captures
Attachment 2: Promotional material samples

ODA-S12 Growing the Community of Practice in Support of Specialty Crop Producers

Attachment 1: FoodHub Marketing and Promotion Master List (1/1/2012– 9/30/2012)
Attachment 2: Improved FoodHub features: *Knowledge Base, Emergency Food Assistance, and Associate Member Fresh Sheet* (with screen shots)
Attachment 3: Earned Media:

a. **"Food hubs: How small farmers get to market"**, *Grist*, 3/7/2012
b. **"Farmers' Markets Move Online"**, *Huffington Post*, 4/30/2012
c. **"FoodHub returns to the White House"**, *Sustainable Business Oregon*, 6/12/2012
d. **"FoodHub Uses Online Social Networking to Get Farm-Fresh Food to School Cafeterias"**, *Civil Eats*, 6/28/2012
e. **"New 'food hubs' connect school districts with local farmers, fulfill new school lunch rules"**, *The Washington Post*, 9/02/2012

Attachment 4: List of Associate FoodHub Members who work to support Oregon specialty crop producers

ODA-S13 Expanding Markets for CSA Farms by Accepting SNAP

Attachment: The CSA Farmer's Nationwide Guide to Accepting SNAP/EBT Payments

ODA-S16 Live Winery Certification Expansion

Attachment 1: LIVE Winery Program Progress Report 2014

ODA-S17 "Building the Web-based Tool Connecting Plant Buyers and Growers

Attachment 1: **Digger** article "If youre not seen you don't exist"
Attachment 2: Point of Sale – Booth Panel introductory flyers "NurseryGuide.com" "Find your

Match'
Attachment 3: **Digger** article "Find your perfect match – NurseryGuide.com"
Attachment 4: **Digger** article "Everyone needs top be found"
Attachment 5: Oregon Nursery Guide Advertisements
Attachment 6: Nursery Guide Tips from Weekly Member updates
Attachment 7: Presentation September 10, 2013: Nursery Guide Site update
Attachment 8: National Advertisement

ODA-S18 Promoting U.S. grown hops and Developing Educational and Promotional Materials for the Oregon Hop Commission and Hop Growers of America

Attachment 1: USA Hops Statistical Report 2011
Attachment 2: USA Hops Statistical Report 2012
Attachment 3: AB InBev Recap

ODA-S19 "Northwest Berries Fresh From Your Freezer" - Promotion of Processed Pacific NW Raspberries, Blackberries and Strawberries to Food Service/Restaurant Markets in East Asia and the United States

Attachment 1: Analytics oregon-berries.com FFF Pages
Attachment 2: FFF Smart Phone App Screen Shots
Attachment 3: FFF Webpage Screen Shot
Attachment 4: FFF-English-Flyer-final
Attachment 5: FFF-Japanese-Flyer1
Attachment 6: Food Ex Pictures
Attachment 7: FY2011_ORBC_attach_full
Attachment 8: NRA Pictures
Attachment 9: Oregon Berry App Metrics
Attachment 10: Oregon Berry App Webpage

ODA-S24 Rogue Valley Local Foods: Nutrition Outreach and Market Development Project

Attachment 1: 2012 oregon trail outreach final version
Attachment 2: Cooking with vegetables
Attachment 3: THRIVE-C542 Oregon Trail Poster high-res
Attachment 4: rvlf only oregon trail outreach
Attchmenet 5: rvlf only oregon trail outreach espanol

ODA-026 Oregon Blueberry Inspection and Promotion for Korea

Attachment 1: Appendix I. PR Activity Result & Media Coverage

ODA-027 Celebrate Oregon Agriculture – Dinner in Oregon

Attachment 1: 2014 DIO Focus Group Demographics
Attachment 2: Dinnerin Oregon Recipes

ODA-001 Grant Administration – *Final Report – APPROVED 3/24/2014*

PROJECT SUMMARY

The Specialty Crop Block Grant Program (SCBGP) is an important program for Oregon. With more than 200 crop types and greater than 60% of the agricultural farm gate value from specialty crops, specialty crop markets constitute a large portion of Oregon's economy. When taking into account the fact that majority of Oregon's 40,000 farms are small to medium sized, you begin to realize the complexity of Oregon agriculture. The SCBGP has been of huge value in supporting Oregon's diverse and complex agricultural economy.

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

Coordination: The SCBGP Coordinator is responsible for all grant contracts, reports to USDA, documentation, and grantee performance reporting and monitoring. Progress and financial reports submitted by the subgrantees to ODA are one of the tools that SCBGP Coordinator uses to monitor the projects. Reports are used to ensure that work is completed within the required timeframe, ensure that the funds are used only for activities covered by the approved project, and ensure that grant funds supplement rather than replace State funds.

The SCBGP Coordinator develops and manages a database and analyzes the data for tracking to be used for documentation of grant outcomes and accomplishments. The data is compiled into summary reports required by the USDA.

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

Outreach/Training:
SCBGP Coordinator conducts outreach and trainings for potential recipients interested in program regarding the criteria for development and implementation of effective grant projects. SCBGP Coordinator holds statewide training/listening sessions, with additional statewide travel on an as needed basis.

SCBGP Coordinator provides technical assistance to potential applicants (concept proposal phase), to those invited to submit applications (grant proposal phase) and to those applicants approved by USDA subgrantees. Statewide trainings are held in the fall and winter and for those not able to attend, webinars of the trainings are held to inform

applicants about the program, train applicants on how to apply, and train subgrantees on the best practices for reporting.

ACTIVITIES PERFORMED

The Oregon Specialty Crop Block Grant Program (SCBGP) has improved markedly since having hired a full-time employee to facilitate the program. The addition of this employee to ODA's Marketing and Business Development Division has in turn further increased the competitiveness of Oregon's specialty crops. All program support materials are filed as hard copies and electronically at ODA.

FY2012 Outreach

ACTIVITIES PERFORMED

On December 3, 2011 the USDA Agricultural Marketing Service announced that the $55 million to support the Specialty Crop Block Grant Program – Farm Bill was approved for fiscal year 2012. Down slightly from year's past, Oregon's available grant allocation was $1,487,908.90.

The schedule for the FY2012 SCBGP was as follows:

Dec 15	USDA Webinar (Overview/SCBGP)	
Dec 19 or 20	Discuss targeted outreach	ODA Marketing Team
Jan 9-11	FY2012 Kickoff conference call	Advisory Board
Jan 13	NOFA (web, news release, Facebook, twitter, etc.)	
Jan 20, Jan 27	Webinar (OR Program/Concept proposal)	
Phase I – Concept Proposal		
Feb 27, 12pm	Concept proposals due	
Mar 5-15	Review concept proposals	Advisory board and ODA
Mar 21	Discuss external concept proposals	Advisory board and ODA
Apr 3	Director to make final decisions about invitations to submit grant proposals	ODA
April 3	Invite applicants to submit grant proposals	SCBGP Coordinator
Phase II – Grant Proposal		
April 7-30	Review external & internal budgets	SCBGP Coordinator
April 13, 10-11am	Webinar (Grant proposal)	SCBGP Coordinator
May 7	Grant proposals due	External and internal applicants
May 11-21	Review applications	ODA Technical team
May 24, 1:30pm	Director to make final selection decisions on external & internal applications	ODA
June 4-6	Present decisions to advisory board	ODA
Jun 8	Invite applicants into state plan	SCBGP Coordinator
Jun 8-28	Prep state plan	SCBGP Coordinator
Jun 28	Submit state plan	SCBGP Coordinator
Jul 11	State plan final due date	

Throughout the fall and winter, outreach was conducted through key one-on-one meetings, site visits, by attending and speaking at key conferences, and encouraging a consultative approach with the Agricultural Development and Marketing division.

For the 2011 funding cycle, the ODA conducted broader statewide outreach than in prior years, which resulted in a number of new applicants. While the increased participation was a positive outcome, the ODA SCBGP advisory board felt that many of the proposals did not have a significant enough impact. The advisory board did see an improvement in the quality of the writing of the proposal, which was thought to be a result of the outreach and instruction provided by the SCBGP Coordinator. Based on the feedback from the advisory board, the SCBGP Coordinator did not conduct statewide presentations for FY2012, and instead focused on more targeted outreach.

The public was encouraged to attend the USDA SCBGP program outreach webinar, which was held on December 15, 2011.

On January 11, 2012 the SCBGP advisory board convened via GoToMeeting to review and refine the program policies and priorities, and to prepare for the FY2012 competitive process. The Advisory Board determined that the program priorities were set broadly enough to encompass all of the current Oregon priorities, so no changes to the priorities were made.

On January 13, 2012 ODA announced the call for FY2012 Specialty Crop Grant Program concept proposals. Two webinar trainings on Oregon's SCBGP were held for prospective applicants on January 20 and January 27, with over 30 attendees.

On February 27, 2012 ODA received 53 concept proposals (representing about $3.5 million in funding requests) - 29 applicants were new to the program.

The SCBGP Advisory Board reconvened on March 21, 2012 to discuss concept proposal scores and to make recommendations for the FY2012 funding cycle selections.

The ODA Director reviewed the Advisory Board's recommendations on April 3, 2012 and the ODA sent out 27 invitations to phase two of the FY2012 SCBGP competitive process (representing about $1.5 million in funding requests).

On May 7, 2012 ODA received 26 applications for full proposals. An ODA internal team reviewed the full proposal applications and made recommendations to the Director for the FY2012 funding cycle selections on June 4, 2012.

The SCBGP Advisory Board reconvened on June 6, 2012 to discuss the FY2012 funding cycle selections. Projects selected by the Director and approved by the Advisory Board were submitted in the state plan to USDA on June 28, 2012.

On October 1, 2012, the USDA approved and funded Oregon's fiscal year 2012 SCBGP application for a total of $1,490,475.88 to 22 projects. Geographically, the FY2012 projects have a strong statewide reach including projects in eastern, central, and southern Oregon to go along with the Willamette Valley. Both urban and rural communities are represented.

In mid-October 2012, two mandatory webinar trainings on reporting, monitoring and compliance were held for all partner organizations that are funded through the FY2012 SCBGP.

With a new Farm Bill on the horizon, ODA and the SCBGP felt it was an opportune time to more thoroughly review Oregon's SCBG program priorities for the FY2013 funding cycle.

To review or program priorities, ODA:
- Conducted and analyzed a stakeholder survey (104 respondents) – *Oct/Nov 2012*
- Analyzed program priorities from other key specialty crop states in the region
- Held a planning session with the Advisory Board – *Nov 7, 2012*
- Held a planning session with the ODA's Certification, Marketing and Business Development program teams – *Nov 16, 2012*
- Drafted program priorities – *Dec 5, 2012*
- Collected and synthesized comments to a FINAL DRAFT – *Dec 21, 2012*
- Finalized priorities – *Dec 26, 2012*

The following details are the areas outlined by stakeholders as the programs priorities in no particular order:

1. Market development and access
    a. International —
        i. Understanding and addressing trade barriers or regulatory constraints in foreign markets (e.g. tariffs, TRQs, FTAs, quotas, bilateral agreements).
        ii. Providing market information through trade shows, conferences, seminars, market research, consumer testing, in-bound trade missions, etc.
        iii. Applying new technologies to help identify new customers and facilitate shipments (e.g. packaging configurations, customer data, logistics, transportation enhancements, etc.).
    b. Local/farm-direct, regional and domestic markets —
        i. Providing market information through trade shows, conferences, seminars, market research, consumer testing, in-bound trade missions, etc.
        ii. Connect farmers to consumers by enhancing direct marketing opportunities that highlight production practices, farmers, and growing

locations.

iii. Support the development and advancement of co-operatives to leverage grower and producer efforts.

iv. Develop and enhance economic opportunities in local communities, such as agri-tourism.

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

c. Certification programs that enhance market access and increase sales by addressing food safety, sustainability, or other outcomes, including, but not limited to: GAP/GHP, identity preserved, organic, sustainability, Global Food Safety Initiative (GFSI) or other market assurance programs.

2. Food safety compliance and traceability through implementation of practices, trainings, or systems development. Assisting any segment of the specialty crop distribution chain in developing Good Agricultural Practices (GAP), Good Handling Practices (GHP) and Good Manufacturing Practices (GMP). Preparation for and/or assistance in compliance with the Food Safety Modernization Act (FSMA).
3. Efficiency of distribution systems by enhancing the shelf life and marketability of crops/farm products through shared post-harvest handling and storage, logistics, warehousing, cold storage, or transportation.
4. Prevention and management of pests and diseases to minimize economic harm to specialty crop growers, including integrated pest management.
5. Training and equipping the next generation of farmers in agronomic, economic and environmental stewardship skills. Introduce, educate and recruit people to the variety of specialty crop career opportunities.
6. On-farm labor needs, connecting growers with hiring resources, to provide technical information about laws and compliance, or developing mechanization or methodologies for routine or repetitive labor demands. Create and implement workforce training programs to maintain the technical skills required in keeping the Oregon specialty crop sectors competitive.
7. Productivity enhancements and innovation in production practices, mechanization, irrigation, natural resource management, energy conservation/efficiency or renewable energy development, ecosystems services or other arenas.

ODA-002 Phase Two of an Integrated Farm to School and School Garden Pilot Program in Oregon – *Final Report – APPROVED 2/08/2013*

CONTACT NAME: Michelle Markesteyn Ratcliffe
PHONE: 503.872.6620
EMAIL: mmarkesteyn@oda.state.or.us

PROJECT SUMMARY

The school food market presents an emerging market for Oregon specialty crops, and fruits and vegetables in particular. Every school year children in Oregon consume over 20,000 tons of fruits and vegetables in addition to center of the plate entrees that contain Oregon specialty crops. Farm to School programs are an innovative strategy to increase the present and future market competitiveness for Oregon specialty crops.

While Farm to School programs are unique to the place and people who run them, they consist of a spectrum of activities that both serve up and celebrate our agricultural bounty. These programs connect local farmers and food processors with school cafeterias in preschools, grades K-12, and colleges. They include serving more Oregon agricultural products on the lunch line, and activities that directly connect youth to food production through activities such as school gardens and field trips.

Currently there is tremendous interest in Farm to School programs. The momentum nationally is in large part fueled by the First Lady's "Let's Move" campaign, coordinated efforts to reduce childhood obesity in this generation, and by the recent passage of the 2011 Healthy, Hunger Free Kids Act. This federal legislation will require schools to serve more nutritious meals including those that are lower in sodium and fat, and that have more fruits and vegetables. This increased focus on improving the school food environment provides an opportunity for Oregon specialty crops particularly fresh and minimally processed fruits and vegetables. As interest in and attention in integrated Farm to School and school garden approaches increases, it is important to better how the model translates in different communities and in different agricultural growing regions.

This project builds on a previously funded FY2010 Specialty Crop Block Grant entitled Integrated Farm to School and School Garden Pilot Project. Phase one of this pilot program was designed to document the process and outcomes of integrated Farm to School and school garden programs at one large urban school district (Salem-Keizer with 40,206 students), and one small rural district (North Powder with 245 students). Students were exposed to specialty crops served up on the lunch line and promoted in the cafeteria and in the home through school menus and / or parent newsletters. Students at both districts also received food and garden-enhanced education in school gardens.

While difference in implementation between the two pilot districts were expected, the observed differences were pervasive from how and what food is sourced to how staff are trained to prepare and serve it as well as the extent and types of food-based education and community involvement. In both school districts, phase one of the pilot was highly successful in large part because of the school garden contractors who were able to coordinate and mobilize resources.

Phase two of this pilot program then capitalized on opportunities and addressed barriers to serving more Oregon specialty crops identified in year one of the pilot program by focusing exclusively on one of the two original sites, the North Powder School District.

In the first quarter of 2011, the connections between the cafeteria, classroom and garden were streamlined in North Powder School District as the part-time contract garden coordinator was also hired as the part-time Head Cook in the school kitchen. This provided an opportunity for students to experience seamless programming and ensure more Oregon products make their way onto the lunch line.

Major barriers to making that vision a reality however, were the increased staff time needed to prepare and serve Oregon produce, and a lack of trained educators and farming supplies. This project introduced minimal processing capabilities into the cafeteria and expanded food-based educational opportunities in an effort to increase procurement and consumption of Oregon specialty crops.

The other large urban school district, Salem-Keizer School District that was part of the original pilot (Phase one) was not a part of this project (Phase two) as they have been relatively very successful at integrating the cafeteria, classroom and community, and will continue to do so. That said, many of the lessons learned from observing Salem-Keizer School District have directly informed the development of phase two of this pilot project.

We conducted this project in part because we needed to better understand what factors affect Farm to School and school garden success in smaller, rural schools with a limited growing season. We also needed to better understand strategic activities state agencies and others can undertake to facilitate successful programming in these areas. Towards that end, this project continued to document the process and outcomes of integrated Farm to School and school gardens in the North Powder School District. Lessons from phase two of this pilot will continue to inform future state agency programming related to procurement and promotion of specialty crops, not only for schools, but also other institutional purchasers in rural parts of the state.

PROJECT APPROACH

Phase two continued the successful activities of procuring, promoting and educating students about specialty crops, and included additional minimum on-site processing. The delayed timeline of Phase One of this project, slightly pushed back the timeline for Phase two, such that the

project extended 16 months instead of the originally anticipated 12 months, ending in December 2012. Specific procurement, promotional and educational activity outputs for this grant include:

Procurement of Specialty Crops

- 2,300 total pounds of Oregon specialty crops were purchased and served at North Powder School District from November 2011 through June 2012 that were grown by area farmers. Of the above total weight, 1200 pounds of local grown russet potatoes were served at the Annual Halibut Feed in April 2012.
- 940 total pounds of North Powder garden produce was served in school June 2012 through December 2012.
- The most common products were apples, beets, cantaloupe, carrots, corn, lettuce, onions, peas, peppers, potatoes, squash, tomatoes, and watermelon.

Promotion of Specialty Crops

- 1,024 Educational fliers were sent home to North Powder students and their families from November 2011 through June 2012 promoting specialty crops and announcing cafeteria offerings of specialty crops.
- 209 students participated in monthly tasting tables that offered specialty crops. Tasting tables were expanded from elementary and middle school to include high school students. This is important for peer modeling of positive fruit and vegetable consumption behaviors. For example, one high school students said, "Man you should try that stuff its always good!" This type of peer endorsement is a proven strategy to increase positive attitudes towards and consumption of Oregon specialty crops.
- North Powder Farm to School website was updated periodically to feature cafeteria offerings of specialty crops and school garden activities.

Education on Specialty Crops

- 5 teachers volunteer assisted Farm to School program activities.
- 18 teachers assisted classes with educational activities featuring specialty crops.
- 250 students participated an average of 8 times in educational activities involving specialty crops from November 2011 through June 2012 resulting in 2,048 educational exposures. For example, students participated in pressing cider, making fresh pumpkin pie bread, snapping fresh green beans, chopping onions, and making homemade apple pie for use in the community holiday dinner that served 420 people.
- 250 students participated an average of 7 times in hands on gardening from November 2011 through December 2012 resulting in 1,945 exposures to specialty crop production. For example, students planted and maintained garden site, and grew vegetable starts in the greenhouse.

During this grant period challenges to procuring Oregon specialty crops were that the mainline distributor of Oregon produce cancelled their run to the rural community. The other produce distributor comes from Idaho and deliveries to the local pizza shop 20 miles away, not the school. Near the end of the grant period, a Farmer's Market opened up in neighboring LaGrande making procurement a little easier.

One unexpected outcome was the great extent to which the community, and particularly the school board responded positively to the visible Farm to School program activities. For this community, the two years of Specialty Crop Block Grant investment in Farm to School programming has helped fuel community pride and additional community investment in infrastructure. See attached news article dated 8/30/12 in *The Observer*.

During the grant period, the school voted to build a new and expanded kitchen and cafeteria facilities that would act as a dynamic learning laboratory. Construction began and was completed during this grant period, so we were delayed in purchasing the RoboCoup processor until the last quarter of the grant when the school was ready for it. Further, grant funds on supplies and materials were also largely delayed until the last two quarters of this grant period because the school garden contractor was able to secure donations for some of the needed supply items.

GOALS AND OUTCOMES ACHEIVED

The **goal** of this project was to increase the amount of Oregon specialty crops served in schools. During year one of the pilot, North Powder School District served approximately 0.5 ton of Oregon specialty crops so that is the **benchmark** for phase two. The **target** goal for 2011-2012 was to purchase 0.7 ton of Oregon specialty crops and to continue this purchase pattern in subsequent years.

School food services tracked the number of pounds of Oregon specialty crops purchased and reported purchasing 1.15 tons, a 1.1 tons increase from the benchmark, and 0.45 tons increase from the target.

During the grant period, students at the school also produced .47 ton of Oregon specialty crops, brining the total amount of specialty crops served to the school to 1.62 tons. That total equates to a 1.57 tons increase from the benchmark, and .92 tons increase from the target.

BENEFICIARIES

The beneficiaries of this project include producers of Oregon specialty crops, schools, students and their families. The activities and outcomes section above quantitatively details the impact of project activities on each of these beneficiaries. The significant increase in the number of pounds of specialty crops served from the preceding year, points to the fact that if Oregon specialty crops were more readily available to this rural community, that this school would purchase them.

A way this community could increase purchase of Oregon specialty crops is through the Department of Defense's Fresh Fruit and Vegetables Program. However, although eligible, this rural community is not able to access this federal programs because the state's prime vendor will not deliver any closer than a location 20 miles away from the school.

As state agencies and community partners are able to address distribution bottlenecks, we anticipate that the economic impact of this project will continue to be realized in subsequent years, which annually will increase the benefit to cost ratio of this investment.

LESSONS LEARNED

During the project period, the Farm to School program generally, and the school garden in particular, became a focus of pride and hope in the rural community. Community members noted that the project "brightened the community." It attracted neighbors willing to assist with program including helping with irrigating, maintaining the garden, supporting students, and through donations.

Not only was produce from the school garden used to supply the school, but it also supplied the local food bank, and the Lunch Bunch program at the local grange with fresh produce. This is particularly important in a community that does not have access to fresh fruits and vegetables. Youth and adults' preferences for fresh produce diminished because of a lack of access and availability to fruits and vegetables.

During this project it became evident that students do not have access to fresh fruits and vegetables at home or elsewhere in the community and that their palates need to be reeducated. The garden and cafeteria are important components in that reeducation.

Research in the area of the impacts of Farm to School activities on students' consumption of fruits and vegetables is relatively new, and it is unclear how much of what types of educational experiences students need. That said, best guess estimates indicate that individuals need approximately 10 hours of educational experiences and exposure to positively influence their attitudes towards fruits and vegetables, 20 hours to influence attitudes, and 50 hours to positively influence consumption behaviors. Therefore, it is important that farm to school activities continue and are integrated into multiple grades and subjects. The reimagining of the cafeteria as a classroom is an important step in this process.

The biggest lesson we learned was that transportation and storage influences, and in this case decreased, the amount of specialty crops purchased by schools in rural areas of Eastern Oregon. Small rural schools may need to ban together with other schools and institutions to increase purchasing power and to buy in bigger quantity. Issues arise, however, with that solution, as cold storage units in many rural Eastern Oregon communities are relatively small or non-existent. Future projects should look at innovative solutions to distribution bottlenecks.

ODA-003 Oregon FoodCorps Pilot Program – *Final report* – *Updated March 23, 2015*

CONTACT NAME: **Amy Gilroy, Oregon Dept. of Agriculture, Development & Marketing**
PHONE: **503.872.6620**
EMAIL: **agilroy@oda.state.or.us**

PROJECT SUMMARY

In Oregon, there are approximately 90 school districts (which collectively serve over half of the school aged students) buying locally produced foods, and about 200 school gardens across the state as of 2007, and 496 school gardens as of 2013. These numbers of Farm to School programs in Oregon present an opportunity, as it is unknown what level of Farm to School programming exists in each site and how much it is integrated between the cafeteria, classroom and community. It is not enough to simply increase the amounts of Oregon agricultural products that schools serve on the lunch line. If we really want kids to eat them at school, and elsewhere, it is critical that Oregon specialty crops are also promoted within the cafeteria, classroom and community. Ensuring that kids eat the food ensures a more stable market now and into the future. Stabilizing and growing the school food market provides local, regional and national market opportunities for producers and processors of Oregon specialty crops.

While Oregon has the structures in place, the reality is that we lack capacity and need people to implement quality, consistent Farm to School programming, particularly in underserved and rural communities. Even schools in seemingly better-resourced urban areas struggle to piece together staffing each year. This shortage was exacerbated this past year when the Northwest Service Academy who placed AmeriCorps members in school gardens in parts of Oregon did not receive renewed funding. This has deepened the critical service gap in Farm to School and school garden programming in Oregon.

To address this gap, in 2010 the Oregon Department of Agriculture (ODA) applied for and was selected as one of 10 states that will pilot FoodCorps. FoodCorps is poised to be the next national AmeriCorps service program. Once placed at Service Sites, FoodCorps members will build Farm to School supply chains, expand food system and nutrition education programs, and build and tend school food gardens. ODA will act as the Host Site managing Service Sites in Oregon. As a state agency, ODA sees FoodCorps as an unprecedented opportunity to institutionalize local procurement and food and garden-based education in schools. FoodCorps fits squarely with ODA's programmatic work in (1) coordinating Oregon Farm to School and School Garden Program with the Oregon Department of Education and extensive public-private partnerships around the state, (2) supporting agriculture, food and environmental literacy in the state, and (3) fostering new career entrants into farming and food processing of specialty crops.

FoodCorps members will be the critical "boots on the ground" that so many Farm to School programs in Oregon need. During year one of this project extension, four FoodCorps members will serve two elementary schools, two middle schools, and one high school in communities where over 70% of all students are eligible for free or reduced price school meals. Gardens will be located in urban, rural, suburban and coastal settings that span gardening zones 7-9.

PROJECT APPROACH

Each FoodCorps Service Site's program is unique, but they will all participate in a previously funded Specialty Crop Grant promotion, Oregon Harvest for School, and have edible gardens. Gardens will range in size from about 2,500 to 4,000 square feet. Site-specific variations include beds for annual crops of vegetables, areas for perennial fruit and berry crops, plantings of native habitat to attract pollinators, and composting. In addition to increasing exposure to nursery crops, the proposed FoodCorps school garden sites will increase the availability of specialty crops including fruits and vegetables for youth and their communities through a number of site-specific ways including tasting in the garden, classroom and cafeteria (as part of a tasting table that is not part of the school meal) as well as supplementing the produce offered in the school cafeteria as part of the regular school meal. Activities that increase exposure of youth and adults to Oregon nursery and specialty crops increases the incidence repeated purchases.

During year one of this project, FoodCorps placements during the 2011-2012 school year were in (1) Corvallis Environmental Center, Corvallis, Benton County and the School Garden Project and the Eugene, Lane County (2) Food Roots, Tillamook, Tillamook County, (3) Growing Gardens, Portland, Multnomah County, and (4) Salem-Keizer Education Foundation, Salem, Marion County. In the first year of this pilot project, the Oregon service members were expected to complete a total of 6,300 hours of service and they outdid the expectations. In fact, they served 7,036 hours! They conducted 641 activities and reached over 8,000 students. Furthermore, they engaged over 300 unduplicated volunteers from their communities. In total, the members built 8 brand new school and community gardens and from those gardens, they donated almost 2,000 pounds of fresh produce.

During the 2012-2013 school year, 5 FoodCorps service members served in (1) Corvallis Environmental Center, Corvallis, Benton County (2) Food Roots, Tillamook, Tillamook County, (3) Growing Gardens, Portland, Multnomah County, and (4) North Powder Charter School, Union County, and (5) Salem-Keizer Education Foundation, Salem, Marion County. In total, during year 2 of this project, the 5 service members provided 8,668 hours of service to Oregon communities. They conducted 1,001 food and garden-based activities to 6,673 students and generated 388 volunteers who collectively provided 2,606 volunteer hours. They harvested 2,509 pounds of produce from school and community gardens of which 1,633 pounds were brought into the cafeteria and 987 pounds were brought into the classroom. They also initiated 76 interactions with local farmers and producers through in-class farmers and field trips. These types of activities that connect production of Oregon specialty crops with promotion and

education are more likely to increase lifelong eating of those fruits, vegetables and tree nuts. In addition, many of the garden activities engaged students and adults with Oregon nursery crops.

During the 2013-2014 school year, 7 service members are serving in (1) Corvallis Environmental Center, Corvallis, Benton County (2) Food Roots, Tillamook, Tillamook County, (3) Growing Gardens, Portland, Multnomah County, and (4) North Powder Charter School, Union County, (5) Salem-Keizer Education Foundation, Salem, Marion County hosts two Service Members, and (6) Rouge Valley Farm to School Program, Lincoln County.

While Farm to School and school garden activities are unique to each community, a unifying factor with all Oregon FoodCorps Service Members is the use of the Oregon Harvest for Schools Toolkit. Through a Memorandum of Understanding with the Oregon Department of Agriculture, FoodCorps service members use the Oregon Harvest for Schools Toolkit to the greatest extent practicable. The Oregon Harvest for Schools toolkit was previously funded by Specialty Crop Block Grant funds. These materials can be found online at www.ode.state.or.us/go/h4s. Using the toolkit ensures that the service members are promoting and educating youth and adults in communities across the state about the virtues, uses and availability of Oregon specialty crops.

During year one of this project, all 4 FoodCorps service members around the state used the Oregon Harvest for Schools posters and materials in varying ways. Some used the materials about once per month during the 2011-2012 school year. Others used the materials during tasting tables only, and some used the materials several times during the year in class and after school. Several service members prepared the featured specialty crops each month during garden club classes. For these educators, the materials were useful for some of the months, such as winter crops. For example, students made apple ginger salad in October, cooked butternut squash with brown sugar in November, made Italian potato salad in January, and pear salad in February.

During year two of this project, all 5 FoodCorps service members around the state used the Oregon Harvest for Schools posters and materials in varying ways. Some used the materials about once per month during the 2012-2013 school year. Others used the materials during tasting tables only, and some used the materials several times during the year in class, in the school garden, after school. Several service members prepared the featured specialty crops each month during garden club classes. For these educators, the materials were useful for preparing and cooking specialty crops with students. For example, students made apple ginger salad in October, cooked butternut squash with brown sugar in November, made Italian potato salad in January, and asparagus soup a couple months later.

The significant contributions of project partners can be summarized as follows: the Oregon Department of Agriculture provided overall project management including grant reporting, managed personal services contracts and the FoodCorps Fellow, provided training and technical assistance to FoodCorps members, and managed media and communications in Oregon.

Partners supporting this project include FoodCorps National and the Service Sites in Oregon where FoodCorps Service Members are placed. Their contributions are formalized through Memorandums of Understanding (on file) and can be summarized as follows: FoodCorps National provides in kind staff time to manage payroll for FoodCorps members; in kind staff time to manage health care for FoodCorps members; in kind staff time to support media and evaluation activities; provides FoodCorps members' stipends, health insurance, and educational stipend; and provides a FoodCorps Fellow that is housed at the Oregon Department of Agriculture to support the program.

The FoodCorps Fellow works on the following scope of work in coordinating the FoodCorps Oregon program: Maintains FoodCorps Oregon records; Supports Service Members and build the FoodCorps Oregon service member team; Perform the midterm site evaluation at each site; Performs two "helping and / or supporting" visits per service site during the year to support the service member in a specific task; Coordinates and support site supervisors; and Participates in FoodCorps National trainings and professional development.

Oregon Service Sites provide in-kind staff time to designate a Site Supervisor; enter into Host Site Agreement; attend annual Site Supervisor orientation; Advertise, recruit, select members; Provide adequate training for member for each service plan activity; Orient member to Host Site organization and partners; Provide ongoing guidance, supervision, support, and member development opportunities; Certify member's Monthly Service Reports; Assure member attends FoodCorps sponsored team trainings and events; Participate in site visits; Complete mid-year and year-end performance evaluations of member; Provide cash match contribution; and provide necessary office space and equipment.

GOALS AND OUTCOMES ACHEIVED

The goal of this project was to increase procurement and consumption of Oregon specialty crops in up to five school districts through educational activities of FoodCorps members and community partners. The baseline data on students' knowledge and consumption of specialty crops was collected in the fall of 2011 using the "Garden Produce Survey", an online survey questionnaire. Then post surveys was administered after the target evaluation groups completed 10 hours of food and garden-based education. Each school year there was a pre-test administered in the fall, and a post-test administered at the end of each school year. The target was to increase children's knowledge and consumption of specialty crops by at least 10%.

The baseline data on students' knowledge and consumption of specialty crops was collected in the fall of 2011 using a survey. FoodCorps Oregon service members from four Service Sites surveyed ten sample groups totaling 157 youth participants during the 2011-2012 program year. Survey results indicate that student' attitudes toward trying new fruits and vegetables tended to improve over the course of receiving 10 hours of garden-enhanced nutrition education, though

the average classroom scores at this sample size were not statistically significant at the 0.05 level.

Survey results at one Oregon site showed a significant level of improvement in average attitudes toward trying new produce: At Growing Gardens in Portland, surveys of 68 students demonstrated a 24.9% average score increase ($p<0.0001$). Conversely, the sample surveys at another site showed a significant level of decrease in average attitudes. At the Salem-Keizer Education Foundation in Salem, surveys of 13 students demonstrated a 27.0% average score decrease ($p=0.0474$).

This decrease may be due to the quality of programming, the low respondent rate, and / or the age of the students. Previous studies by McAleese (1999) and Ratcliffe (2007) have similarly demonstrated a decrease in consumption of fruits and vegetables among participants aged 10-12. However, these studies also surveyed a control group and found the control group also decreased but to a greater extent. Therefore the findings of those two studies were significant, because the gardening experiences significantly decreased consumption of fruits and vegetables less. A similar phenomenon may be at work in these schools, but we do not have a control school for comparison.

At a national level, across the ten states that participated in FoodCorps' first program year, survey results indicate that student attitudes toward trying new fruit and vegetables improved, on average, by 6.1 percent ($p=0.0443$). This attitude change was measured using the Fruit and Vegetable Neophobia Instrument, an internally validated pre- and post-survey developed by University of North Carolina researchers, which asks students a series of questions about their attitudes toward trying new, unfamiliar fruit and vegetables across a variety of scenarios.

This grant project's target is to increase the number of children's knowledge and consumption of specialty crops by at least 10%. The first year's 6% measure is considered good progress towards the 10% goal.

Year two FoodCorps Outcomes: Leading institutions in childhood nutrition advise that, in order to begin changing dietary behavior, children need to receive at least ten hours of nutrition education. FoodCorps service members are doing just that; this year, more than 431 Oregon students received at least 10 hours of hands-on food and garden education. The baseline data on students' attitudes toward trying new specialty crops was collected in the fall of 2012 using a survey. FoodCorps Oregon service members from four Service Sites surveyed four sample groups, totaling 55 youth participants during the 2012-2013 program year. Survey results indicate that student' attitudes toward trying new fruits and vegetables tended to improve over the course of receiving 10 hours of garden-enhanced nutrition education, though the average classroom scores at this sample size were not statistically significant at the 0.05 level.

Year three FoodCorps Outcomes: FoodCorps Service Members made significant improvements in program performance. Service Members conducted 1,824 activities related to exposing youth to fruits and vegetables including garden activities, nutrition education and taste tests. They served 10,422 students and conducted 50 taste tests in the cafeteria and helped developed 24 new dishes or recipes and introduced 9 new ingredients into the school meals program. They also made 50 connections with farmers, producers and distributors.

Starting on the 2014-15 program year, FoodCorps is transitioning to a new vegetable preference survey**,** also given as a pre/post survey to a sample group of students per service member. This type of survey is very widely used in nutrition education programming and is well validated and tested. They chose this survey because across many studies, fruit and vegetables preferences prove to be the strongest predictor of fruit and vegetable intake in children, above other factors, and because it is likely to capture student preference data more fully than the previous Fruit and Vegetable Neophobia Instrument.

BENEFICIARIES

Further, the school food market presents an emerging market for Oregon specialty crops, and fruits and vegetables in particular. Approximately 307,700 school-aged students in Oregon eat school lunch each day. According to the USDA required meal pattern, schools must serve a half-cup of fruits or vegetables per lunch. That equates to schools currently serving approximately 26,154,500 cups during the school year. Many schools also serve breakfast, snack and / or supper during the school year. Over 50,000 children also participate in summer feeding programs that similarly include requirements to serve fruits and vegetables.

Just of half of the school-aged kids in Oregon eat school lunch. Other states have found that incorporating locally grown foods and promoting them in schools led to an increase in student participation in school meals. Additionally, it is highly likely that the amount of required fruits and vegetables will increase in the near future with the recent passage of the 2011 Healthy, Hunger Free Kids Act which includes new Institute of Medicine's recommendations to serve more produce in school meals. For these reasons we anticipate that as Farm to School programs are institutionalized across the state, the potential market opportunity for Oregon grown and processed fruits and vegetables will grow over time. FoodCorps will speed the institutionalization of these programs in Oregon.

Farm to School activities will have additional benefits on Oregon's economy. Previous pilot studies have shown that serving more local foods on the lunch line reverberates through our whole economy. In fact, a state economist traced dollars that were initially spent by school food services all the way through 401 of Oregon's 409 economic sectors. For each dollar spent initially by the school district on local foods (or job created by the district purchasing local foods) successful rounds of spending led to another. 86 cents for an increase of $1.86 into the Oregon economy and created another 1.43 jobs for an overall increase of 2.43 jobs in Oregon.

Further, each FoodCorps Service Member received a $15,000 living stipend, and the FoodCorps Fellow received a $20,000 living stipend which was new dollars coming to Oregon that is spent on basic costs of living in communities across the state. That equates to $235,000 in new dollars to Oregon per 13 FoodCorps Service Members during the project period. Once they complete the year of service, each FoodCorps member was also be provided with a $5,000 educational stipend. FoodCorps members are placed at schools that commit to procurement and promotion of the Oregon Harvest for Schools featured produce, a previously funded Specialty Crop Block Grant funded program to the greatest extent practicable. Districts where FoodCorps members were placed purchased an average of $10,000 in Oregon gown fruits and vegetables per year toward that promotion, for a minimum of $110,000 spent of Oregon specialty crops during the project period. We anticipate this purchase pattern will continue in subsequent years, which will increase the benefit to cost ratio of this investment.

FoodCorps Service Member and FoodCorps Fellow each completed at least 1,700 hours of service. This equates to approximately 25,500 hours of service during this project. This service directly increased the procurement and promotion of specialty crops, while simultaneously planting the seed for future careers in the specialty crop industry both for FoodCorps Service Members and the generation of eaters they inform. FoodCorps members were provided with career training and development throughout the year in this field.

Other specialty crop stakeholders outside the applicant organization and partners further received direct benefit from this project and support its implementation. Beneficiaries of the project include farmers, school food buyers, educators, students, and families. For example, through FoodCorps programming, over 100 specialty crop producers have interacted with school-aged kids and / or their families. A personal connection to current and future customers is highly valued by many specialty crop producers. Making connections between the cafeteria, classroom and community is an evidence-based best practice to ensure students have enough exposure to the specialty crops so that they will consume them now and into the future. It is important that students eat the Oregon specialty crops so that schools will continue to buy them.

LESSONS LEARNED

In short, the FoodCorps service program in Oregon is a valuable asset to the overall statewide farm to school and school garden portfolio. In the three years since the onset of this pilot project, the interest in and number of school garden across the state nearly doubled from 270 to about 500 garden in nearly 43% of the schools in the state. FoodCorps service members are placed in only a fraction of those but because the service members are highly visible, organized, and seen in communities as positively impactful. Thus they generate and maintain interest in engaging Oregon schools and kids with Oregon's specialty crop industry generally, and specifically with Oregon fruits, vegetables, tree nuts and nursery stock.

Several opportunities and learning occurred at the onset of this project and called for two modifications to the proposed activities and expenditures outlined in the original grant. First, as specified in the grant agreement, ODA was going to spend $42,000 to hire a contract FoodCorps coordinator. During year one, however, FoodCorps National was working on raising private, non-governmental, funds to support a "FoodCorps Fellow" program to support Host Sites in managing Service Sites and members. The efforts were successful and in August 2012 FoodCorps placed a Fellow at ODA to supervise the service members and service sites at a cost share amount of $5,000 per year (for approximately 1700 hours of work). Instead of paying the $42,000 for a contractor, ODA spent $5,000 of this grant each year to accomplish the same year one work deliverables.

The second adjustment we needed to make to the original scope of work outlined in the grant was in regards to training. Originally we proposed to expend $4,000 to hire a contract trainer to train approximately 40 FoodCorps members and adult teachers and volunteers who will assist in the Service Sites' Farm to School and school garden programs. However, we quickly learned that each service member had wildly different skill sets and training needs. Instead, utilizing personal services contracts with each of the service members, we instead helped members find targeted training opportunities. Further, as the pilot program progressed, FoodCorps national greatly increased their capacity to provide training to service members. Therefore future FoodCorps programming could limit Host Site training to statewide orientation at one more statewide gathering as required by FoodCorps.

Furthermore, every week FoodCorps Service Members are required to submit "reflection logs" of their experiences from which we have learned major lessons during this pilot program. During year one of this pilot, we learned that when FoodCorps members hit the ground in Oregon communities, it was not clear where to start, who to contact, and how to get farm to school and school garden programming moving. FoodCorps National helped fill this gap by requiring year one FoodCorps Service Members to complete a "Landscape Assessment" that puts essential information about who to contact all in one place, but it does not inform members how best to work with these contacts to achieve the goals and objectives.

Then during year two of this project, FoodCorps National analyzed the documented needs of FoodCorps Service Members based on the first two years of weekly reflection logs. In short, the five things Service Members identified they needed to be able to increase communities' access to and engagement with specialty crop production and consumption are: (1) communication and training, (2) organization and lessons, (3) teaching supplies, (4) funds, and (5) garden supplies. Drilling down further, we learned that the greatest communication and training needs are related to guidance on working with teachers, parents, and food service staff.

These findings resonate with and accurately reflect our experiences of the nearly 500 school gardens in Oregon. Namely, at this point in time, a major gap in FoodCorps programming, and

farm to school programming in general in Oregon, is guidance on how to more fully engage parents, teachers and school food service staff in purchasing, promoting and consuming Oregon specialty crops. Multiple efforts in Oregon, and nationally, exist to engage school food services, and best practices are being identified and disseminated. For example, the USDA Farm to School Team has developed a series of training webinars. Efforts to identify best practices for engaging teachers are growing and largely coordinated by school garden professionals. However, to date, there is no coordinated effort to identify best practices for engaging parents and families in farm to school programing. This is an opportunity for leveraging farm to school to drive sales of Oregon specialty crops. More effectively connecting the cafeteria, classroom and community will accelerate improvements in consumer (youth and adults) attitudes of, knowledge about, and utilization of Oregon specialty crops.

Therefore, we contracted with the FoodCorps Fellow at ODA to do a small project outside of her fellowship responsibilities and work hours to complete the following scope of work: (1) survey and curate existing best practices and materials to engage parents and family in purchasing, promoting and consuming Oregon specialty crops through farm to school programming; (2) consolidate existing materials; (3) generate a list of new guidance materials needed; (4) create a one stop shop for streamlined access to information on how to best work with parents and family; (5) conduct a webinar training on how to use new guidance materials; (6) archive materials on ODA website; and (7) distribute materials broadly. These deliverables from these activities have been completed and will not only benefit existing and new FoodCorps Service Members and Service Sites, but also anyone in Oregon who does not have a service site.

Finally, the unifying focus of Service Members on Oregon Harvest for Schools provides a huge opportunity to engage youth and adult in Oregon specialty crop production, preparation, and consumption. The progressive activities of growing, finding, preparing and enjoying specialty crops has been found to improve consumers' knowledge and attitudes towards them and their consumption of the them. That said, the inconsistent application of Oregon Harvest for Schools materials among FoodCorps Service Members, as well as across the state, provides an opportunity for distilling and spotlighting best practices, and streamlining the application of the toolkit.

.

Salem service member handing out tastes of Oregon strawberries and kale to students.

Portland service member teaching about Oregon onions.

Year 3 Service Members

Year 2 Photos:

All 5 current service members and FoodCorps Oregon's Fellow.

Oregon's FoodCorps service members at statewide orientation with ODA host Michelle Ratcliffe.

ODA-004 Export Preparedness and Market Access Seminars – *Final Report*

CONTACT NAME: **Amanda Welker, Oregon Dept. of Agriculture, Devlopment & Marketing**
PHONE: **503.872.6600**
EMAIL: **awelker@oda.state.or.us**

PROJECT SUMMARY

Oregon specialty crop exports are poised for growth into Asian markets and emerging markets. Our Pacific Rim location, presents a strategic advantage for logistics and container shipment pricing advantage. Oregon's agriculture industry relies on exports for financial viability of the industry. With a large land mass in Oregon and a small population of 3.7 million people, it's critical for Oregon to continue growing export opportunities and training specialty crop exporters efficiencies in required documentation and certifications as well as readiness techniques to negotiate pricing strategies and work with shipping agents. These skills will increase the bottom line for specialty crop exporters and make them more competitive in a rapidly changing global marketplace.

Large categories of growth include the baking industry in Asia, nursery products, organics, fresh fruits and vegetables, young millennial buyers with exposure to Western products through travel and social media, and a rising middle class in burgeoning developing markets in South and Southeast Asia.

PROJECT APPROACH

The Oregon Dept. of Agriculture (ODA) planned to organize three separate seminars for specialty crop exporters with this grant project: 1.) A China Market Access Seminar, 2.) Exporting 101 and 3.) Emerging markets seminars. Specialty crop producers and processors, through stakeholder outreach, identified these three areas as priorities for state agricultural exporters. Additionally, the grant provided two export training opportunities for ODA staff to attend certification course work for export and international marketing in order to increase trade knowledge and provide additional technical consulting, export tools, materials and feedback for specialty crop exporters.

ODA executed two of the three seminars with some modifications to the Export 101 program based on additional constituent feedback. ODA performed two surveys to specialty crop producers and processors. The feedback that ODA was able to obtain from specialty crop stakeholders, help shape more meaningful and dynamic training topics and education programs that exceeded attendance expactations.

Significant partnerships with USDA, Foreign Agriculture Service and US Dept. of Commerce contributed to success of these seminars. These partnerships allowed ODA to improve content and reach to a larger audience of specialty crop exporters and potential exporters.

GOALS AND OUTCOMES ACHIEVED

There were four major goals set in the grant proposal for this project along with a target for participation. As a result of this project and seminars we were able to measure most goals.

1. Increase export sales for specialty crops:
Export statistics show steady increase of specialty crop exports from Oregon within the grant period. Fruit and nut exports are leading growth opportunities in Asian markets. This goal is a long-term goal and exports will continue to be monitored and compared in future years. Significant progress has been made in the current grant period with specialty crop exporters reporting new sales to ODA.

2. Convert specialty crop suppliers into export-ready companies:
Another goal of this project was to measure companies converted to export-ready. This goal proves more difficult to measure, but ODA was able to obtain to bring new specialty crop exporters into these seminar programs. These new companies expressed an increase in their export knowledge and readiness in seminar surveys.
3. Improve market access for specialty crop exporters:
The two semianrs provided specialty crop participants with market access tools. The China market access seminars provided a wealth of information about entering the Chinese market. These areas included importer and distribribution channles, permitting, labeling and resources available in-market through USDA and State of Oregon.

4. Provide market knowledge and technical information for emerging markets:
ODA was nt able to execute the third semianr on Southeast Asia and therefor did not meet this specific goal. Although, many of the topics covered in ODA's export seminars are transferrable for practical use in Southeast asian markets. ODA will continue to work on providing more information regarding the unique requirements and knowledge required to export to this rapidly growing region.

ODA did meet and exceed target for participation. The target of 15-30 specialty crop farmers, producers or processors was exceeded. Between three seminars, over 120 participants attended the program. Additionally, ODA was able to provide individual one on one training for Phytosanitary Certificate Issuance and Tracking (PCIT). This training will help an extremely rural area in Eastern Oregon do more export of onion and potato products.

BENEFICIARIES

Oregon specialty crop producers and processors are primary beneficiary of this grant program. High-growth in Asian markets present significant opportunity to increase competiveness of Oregon specialty crop products by growing the knowledge and expertise in our shippers and packers.

Oregon's specialty crop exports are reaching record highs, and the number of growers, packers and processors involved in international activities has gained strong momentum. Since starting this series of training programs, ODA has had stronger participation levels and interest in international activities from specialty crop growers, producers, packers and processors.

LESSONS LEARNED

This project proved educational for our entire international staff at ODA. All team members were involved in logistics and recruiting for each event. Agency divisions worked cooperatively and crossed-trained to provide seminar content, and help identify areas of expertise and areas for improvement with added awareness and emphasis of specialty crops.

ODA gained additional feedback from specialty crop stakeholders in seminar evaluations. Many ideas for continued training topics were shared. These topics included trade finance and certifications.

ODA was able to gain valuable information from specialty crop constituents though surveys. In the spring of 2014, ODA conducted an export survey to many stakeholders asking them to rank in order of importance their desire for various export topics.
Regretfully, ODA was unable to complete the "Emerging Markets" seminar in the grant period. Due to staff reduction, ODA did not have a position available to make the assignment. ODA has now returned to full staffing levels and will plan to continue export education opportunities for specialty crops.

ODA-005 Greater China Market Development for Oregon Specialty Crops – *Final report*

CONTACT: Oregon Department of Agriculture, Development and Marketing Programs
PHONE: 503-872-6600
EMAIL: awelker@oda.state.or.us

PROJECT SUMMARY
The subgrantee declined funds due to unexpected circumstances.

PROJECT APPROACH
No activities were performed on this grant. The activities did not move forward and the funding was not used for the project as submitted.

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

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

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

ODA-006 Native bees and their importance to Oregon's specialty crops *Final report*

CONTACT NAME: **Helmuth Rogg, Plant Programs, Oregon Dept. of Agriculture**
PHONE: **503-986-4662**
EMAIL: **hrogg@oda.state.or.us**

PROJECT SUMMARY

The numbers of one of the prime crop pollinators, commercial honeybees, have dramatically declined since 2006 due to colony collapse disorder. This loss poses a severe risk to crop production because about two thirds of food and fiber crops grown worldwide depend upon insect pollination and honeybees are key pollinators for many crops, including some specialty crops. Many Oregon specialty crops also depend upon native bumblebees and solitary bees, such as blueberries and carrot seeds. However, some bumblebee species and populations are declining while there is not much hard data available about the health of solitary bee species or populations. In Oregon, there is little known about the significance of native bees to specialty crops. This project is intended to determine the species of native bees associated with some Oregon specialty crops and to acquire preliminary information regarding their possible importance to these crops. Native bee enhancement through diverse wildflower plantings will be demonstrated in several specialty crop settings. Finally, steps will be taken toward development of a native bee identification aid.

Honeybee populations and health are in decline and potential alternative pollinators of specialty crops currently relying upon honeybees must be considered. Also, some specialty crops (such as blueberries) are probably primarily pollinated by native bees rather than by honeybees. Knowledge about native bees and their significance to specialty crops is very limited in general and particularly for Oregon. It is imperative to gain a better understanding of Oregon's native bees and their role in specialty crop pollination in order to retain and enhance native bee pollination services.

PROJECT APPROACH

From early April through mid-August 2012, the approximate period of native bee activity, eighteen specialty crops in forty locations in eleven counties in central, eastern, southern, and western Oregon were surveyed for native bees. Two different methods of native bee survey were used because each method was expected to catch a different set of bees. Based on survey techniques developed in 2011, ten blue vane traps and 256 bowl traps were set. Traps were sampled periodically to remove specimens. Using specimen preparation techniques developed in 2011, specimens were then prepared so identifications could be performed using all available identification literature and aids.

Over 10,000 native bee specimens were collected. Bowl traps were found to be most effective for collecting the greatest diversity of bees. All bumblebee specimens were identified to species, nineteen in total, including a new central Oregon locality record for a species that is apparently declining and has become uncommon in western Oregon, *Bombus occidentalis*. Analysis of the bumblebee data showed that three species comprised almost ¾ of all bumblebees collected. *Bombus vosnesenskii* was most abundant (47%) followed by *B. californicus* (17%) and *B. mixtus* (10%). Other analyses are being developed as identification of the non-bumblebees progresses.

Bumblebees are among some of the most important native bee pollinators, particularly for crops such as blueberries. Some species have also received a great deal of attention as potential subjects of conservation concern. Some widely used bumblebee identification aids have significant errors. Since much bumblebee distribution data is provided by non-taxonomists unaware of these deficiencies, this has undoubtedly led to erroneous distribution data and perhaps inappropriate assessments of the health of some bumblebee species. Development of corrected identification aids based on pictures acquired through our state-of-the-art imaging system is in progress.

Growers at the surveyed sites and the William L. Finley National Wildlife Refuge generously cooperated in allowing ODA access to their properties and supported the survey activities. The Xerces Society prepared, established, and maintained native bee enhancement sites at four cooperating specialty crop farms in Clackamas County. The Society also prepared a guide to methods for establishing plantings to enhance and maintain pollinator populations. See attachments "Xerces ODA Final Report" (pdf file attached) and "Establishing Pollinator Meadows" (pdf attched).

GOALS AND OUTCOMES ACHIEVED

Eighteen specialty crops at forty sites in eleven Oregon counties were sampled for native bees. Over ten thousand native bee specimens were collected and prepared for identification. All bumblebees have been identified to species and most of the other specimens have been identified at least to genus. Errors in existing widely used bumblebee identification aids have been detected and remedies designed. Images for corrected bumblebee and other bee guides have been acquired and guide design has been performed.

The Xerces Society prepared, established, and maintained four native bee enhancement sites at cooperating specialty crop farms and also prepared a guide to methods for establishing plantings to enhance and maintain pollinator populations.

The volume and species diversity of specimens acquired through the trapping was surprising and overwhelming. This abundance and diversity, combined with the lack of regional identification resources, particularly for species level identification (over 500 species of

native bees are documented from Oregon), has been a huge impediment to completing identification and the performance of subsequent analysis. Most specimens have been identified at least to genus. The absence of regional or even national identification resources for some genera may prevent identification proceeding further in those cases.
The identification challenge has also prevented development of a species-level image-based identification aid, as was originally envisioned. Also, even for the genera for which species level identification is possible, the characters used are so subtle and require so much experience that it is not feasible for the intended user group to attempt identification at this level. It can be challenging to distinguish even some species of bumblebees, probably the easiest native bees to identify to species. At this point, it appears the only realistic approach is to develop an identification aid to common and easily identified bumblebees associated with specialty crops and those common and abundant genera of other bees that can feasibly be identified by non-specialists.

Numerous specialty crops in diverse locations in Oregon were sampled for native bees, a basic goal for the project. Two sampling methods were compared and the bowl traps were found to be most effective at capturing a diversity of native bees. Most specimens have been identified to the level feasible, given the identification resources, another basic goal. However, it will not be possible to identify many specimens to species. Analysis of bumblebee relative abundance based on the samples has been completed. Similar analysis for non-bumblebees will have to await completion of identification, at least to the degree possible. The species-level identification guide that was a goal of the project will not be possible, other than for bumblebees. However, a modified identification guide for the bees associated with the sampled specialty crops is being developed. Establishment and development of a few pollinator enhancement plots and the development of a pollinator enhancement planting guide has been accomplished.

Assessment of two sampling methods revealed bowl traps were the most effective at acquiring a diversity of native bee species. Over ten thousand specimens of native bees were collected at diverse sites in eighteen specialty crops in all major regions of Oregon. Identification of bumblebee species associated with the sampled specialty crops has been completed, with relative abundance analyses completed. Most non-bumblebees have been identified at least to genus, which, realistically, may be the level of identification feasible for most genera. Bee identification challenges for non-specialists are now clear and realistic goals have been set for an identification guide of native bees associated with sampled specialty crops. Design of that guide has been modified to reflect this reality and images have been acquired for that guide. A few pollinator enhancement pots were established and a pollinator enhancement planting guide was also developed.

BENEFICIARIES

Specialty crop growers now have information about the bees associated with those crops, although this information has not yet been made fully available. Recognition of the native bees associated with specialty crops may enhance efforts to conserve and enhance those key species and genera. Specialty crop and other growers now have guidelines for potentially enhancing and maintaining pollinator populations and services. Distribution and abundance data will be useful to conservation groups and other biologists, especially the new (and unexpected) locality information for a declining species of bumblebee. Survey and specimen preparation techniques will be useful for other agencies or groups conducting native bee surveys. When completed, the identification aid will benefit specialty crop growers, other growers, the public, and other agencies and organizations with interest in native bees. This will be especially true of the corrections to widely used bumblebee identification aids.

Knowledge about the relative abundance and the distribution of native bees in specialty crops and in Oregon is valuable to all of the beneficiaries addressed above. For instance, analysis of the bumblebee data showed that three species comprised almost ¾ of all bumblebees collected. *Bombus vosnesenskii* was most abundant (47%) followed by *B. californicus* (17%) and *B. mixtus* (10%). Since the biology of each species is unique, knowing the major species present in specialty crops may aid conservation and enhancement of the pollination services they provide. The potential economic impact of recognition of which native bee species may be important to specialty crops and of the development of means to augment and maintain their services cannot be easily quantified. However, clearly this information may have substantial benefits for the production of specialty crops.

LESSONS LEARNED

Two trapping methods for native bees were assessed and trapping bowls were found to be the most effective for acquiring the greatest species diversity of native bees. The survey methods used were remarkably productive, far exceeding expectations. This success has also been a constraint to identification and analysis. The challenges of working through over ten thousand specimens, many of which are difficult if not impossible to identify to species, have been daunting, to say the least. Furthermore, the constraints of the current state of native bee taxonomy, particularly in Oregon and the Far West, were not fully appreciated. On the other hand, the finding that bumblebees, which are more readily identifiable, are abundant and diverse in the sampled specialty crops is valuable information.

Plantings that may augment and conserve native bees and their services can be established. However, it is an assumption that these plantings correspond to increased native bee and other pollinator services that result in increased yields. The actual effect of such efforts is unknown and needs to be studied.

Finding a new locality for a bumblebee of conservation concern was unexpected.

The overwhelming abundance of a single species of bumblebee in the collected specimens was unexpected.

There is a great need for better native bee identification resources for Oregon and the Far West. Native bee surveys and research are inherently limited in this region if most local native bees cannot be readily identified.

ODA-S07 Low-Income Latino Producer to Consumer Connection – *Final Report – APPROVED – 3/24/2014*

CONTACT NAME:	Karin Pfeiffer-Hoyt, Marketing & Outreach Coordinator, Adelante Mujeres
PHONE:	503-992-2041
EMAIL:	kpfeifferhoyt@adelantemujeres.org

PROJECT SUMMARY

The Low-Income Latino Producer to Consumer Connection sought to address the following issues: 1) Lack of access to marketing opportunities for low-income immigrant Latino farmers in Oregon due to social barriers including lack of access to local institutions, and 2) Lack of consumer education and access to fresh and local produce for low-income immigrant families and children.

Through a partnership between Adelante Mujeres and the Oregon Child Development Coalition (OCDC), and later, with the Virginia Garcia Memorial Health Center (VGMHC), the project served to enhance the local marketing capacity of low-income Latino farmers. In addition, the project helped build momentum for healthy foods within the Latino community by creating more low-income producers and consumers of local produce. Finally, the project strengthened low-income consumer awareness around nutrition and the benefits of supporting local food and farmers.

PROJECT APPROACH

The planning phase for project implementation consisted of meeting with Nutrition Services and Food Services staff at OCDC to evaluate the sales and lessons learned from the 2011 growing season (May through October 2011) and prepare for the 2012 growing season. We identified and addressed barriers to local specialty crop sales, including: ordering/purchasing logistics, lack of familiarity with fresh local produce on behalf of the food preparers at OCDC sites, and liability insurance requirements. We also identified additional institutions in the area that serve Latino and low-income consumers, and began to target these potential marketing outlets. Most of these institutions were not accustomed to purchasing Oregon-grown specialty crops, but as we developed a relationship with them, interest grew and creative solutions were developed. For example, the Beaverton School District typically purchased all of their products through a national distributor in the past. The district does not have a centralized kitchen and food preparation facilities are limited at individual schools, but the district's Nutrition Services Director determined that they could purchase local vegetables for salad bars at several schools. By showcasing these local products on the menu, the district would be promoting specialty crops in a highly visible manner.

The significant development that grew out of the initial planning phase was the establishment of La Esperanza Distributor, Adelante Mujeres' values-based produce distributor. La Esperanza Distributor has allowed Adelante Agricultura Latino farmers to develop the skills necessary to conduct business effectively, in a professional manner. Therefore, it serves both as a market outlet for a significant portion of the participating farmers' specialty crops as well as a training opportunity. All activities performed by La Esperanza Distributor directly assist Latino farmers with the cultivation, sale and promotion of specialty crops. These specialty crops include a diverse variety of fruits and vegetables with a particular emphasis on products that are desirable to the Latino community such as chili peppers, cilantro, tomatillos, fava beans, and fresh garbanzos.

From October 2011 to March 2012, a business plan was developed for La Esperanza Distributor, which began implementation in the 2012 growing season. We established relationships with 6 institutional buyers; 3 of which serve low-income consumers. In the winter of 2011-2012, we met with OCDC and other prospective La Esperanza Distributor buyers to educate them about local produce purchasing, work out logistical details, and develop a list of products and quantities that buyers were interested in purchasing. During this time period, we also conducted individual farm and marketing plans with participating Latino farmers. This involved one-on-one planning meetings. In the winter of 2012-2013, we were able to leverage additional funding to develop a Community Supported Agriculture (CSA) program as part of La Esperanza Distributor. Specialty Crop Block Grant Program funds were not used for activities related to the development of the CSA.

In addition to La Esperanza Distributor, 19 low-income farmers received over 100 collective hours of one-on-one technical assistance related to business and marketing over the course of the project. A series of 5 business classes was offered in February and March of 2013, which was attended by 8 farmers. Class participants increased their knowledge and understanding of budgets, how to create and implement a successful business plan, as well as how to prepare for and manage potential risks and liabilities.

The project plans shifted somewhat in the second year, due to staffing changes at OCDC that slowed progress. Momentum picked up again with OCDC when a new Food Services Director was hired for the Washington County centers. A memorandum of understanding between the partners was established, to clarify roles and responsibilities of both organizations for the remainder of the project. As of Sept. 18th, 2013, OCDC purchased $560.00 of produce from La Esperanza Distributor for use at two of their centers. A portion of the produce purchased was incorporated into classroom nutrition education lessons. OCDC students attended farm visits to La Esperanza Farm in which they saw firsthand how the land was prepared for spring crops and how common vegetable crops are grown. Adelante Agricultura staff conducted a series of nutrition education classes with OCDC students in the classroom in July of 2013.

An unusual development of the project, which has resulted in a new partnership, occurred in the winter of 2012-2013, when it was determined that the parking lot farm stand concept at OCDC would be too much of a liability and safety issue. Adelante Mujeres staff identified the Virginia Garcia Wellness Center, mere blocks from the largest OCDC center in Cornelius, as a possible partner and a site for a parking lot farm stand. The Wellness Center primarily serves the low-income Latino community and was looking for ways to promote locally grown produce with the population they serve. Staff of both organizations, along with Adelante Agricultura participant farmers, developed and implemented a weekly farm stand at the Center that began operation in June of 2013. A memorandum of understanding between the three parties was created and a Fruit & Veggie Incentive Voucher program, with $500 worth of vouchers for low-income consumers, was developed as a way to promote the farm stand among Wellness Center participants.

This change in the project scope, which was approved by ODA, served to fulfill the expected measurable outcomes that the OCDC parking lot farm stand would have fulfilled. It allowed for a direct-to-consumer marketing outlet of specialty crops grown by Latino farmer participants.

A memorandum of understanding between the three parties (Adelante Mujeres, Virginia Garcia, and the Adelante Agricultura farmers) was created and a Fruit & Veggie Incentive Voucher program, with $500 worth of vouchers for low-income consumers, was developed as a way to promote the farm stand among Wellness Center participants. All products sold at the farm stand were specialty crops, produced by Adelante Agricultura Latino farmer participants, with a particular emphasis on products desirable in the Latino community. These products included hot chile peppers, tomatillos, squash blossoms, epazote and other Mexican herbs. The Fruit & Veggie Incentive Vouchers were only redeemable at the farm stand itself, for purchase of these specialty crops. Adelante Mujeres and Virginia Garcia staff worked together to develop the incentive vouchers as well as a tracking system to ensure that vouchers were redeemed appropriately. Funds were only dispersed to the farmer for redeemed vouchers. Virginia Garcia staff distributed the incentive vouchers, which were in $5.00 increments, to clinic patients and participants in wellness classes. The Adelante Agricultura farmer participants who operated the farm stand noted that many individuals who made their first purchase at the farm stand with an incentive voucher returned to the stand each week to purchase additional produce on their own. Therefore, the farm stand served to further develop the market for specialty crops within the Latino and low-income community served by Virginia Garcia.

GOALS AND OUTCOMES ACHIEVED

The overarching goal of this project was to build momentum for healthy foods within the Latino community by creating more local low-income producers and consumers. We initially hoped to see a growth in sales of 25% per farmer between year one and two of the project. Average sales increase in 2012 was $200/month for three months. Our goal for 2012 was to increase individual sales by $400 and we reached that goal. The revised goal was to double this to $800 for the 2013 season. Between the 2012 and 2013 growing seasons there was an average income increase of

$1,200 per farmer through sales to La Esperanza Distributor. Direct farmer income through the Virginia Garcia farm stand totaled nearly $2,000 for the pilot season, as of Sept. 18th, 2013. The initial target was to have 15 participating farmers after two years. In year one of the project there were 7 participating farmers, and in year two there were 9 participating farmers. Farmer participation was somewhat lower than projected, in part due to unexpected family issues among several of the potential participant farmers. Low-income Latino farmers face a variety of challenges and barriers above and beyond the challenges that all small farmers face. This project served to lessen and remove some of the barriers, but the reality is that progress can be slow. Many of the potential farmers are understandably risk-averse because they do not have a financial cushion to take large risks with their farm businesses. Some farmers have expressed interest in selling to La Esperanza Distributor after they have witnessed several years of growth to a well-established local market. We see that as this project continues to grow and develop, that we will see continued growth in the numbers of farmers that want to sell to the Distributor.
The greatest achievement and impact of this project has been the development of La Esperanza Distributor. It has required a great deal of planning, developing systems and procedures, and relationship building. Given that there has been significant growth, a nearly 500% increase in sales between year one and year two, it has proven to be a successful venture. Farmer and customer feedback has been positive regarding the value of La Esperanza Distributor to beneficiaries.

The greatest achievement and impact of this project has been the development of La Esperanza Distributor, which began in the winter of 2011-2012. It has required a great deal of planning, developing systems and procedures, and relationship building. Given that there has been significant growth, a nearly 500% increase in sales between year one and year two, it has proven to be a successful venture. Farmer and customer feedback has been positive regarding the value of La Esperanza Distributor to beneficiaries.

In our initial project proposal, we proposed to develop a replicable marketing model based upon our partnership with OCDC. Given that La Esperanza Distributor grew out of the planning phase of the project, we determined that it made more sense to focus our efforts on developing and refining La Esperanza Distributor as a viable marketing outlet than to develop a model based solely on direct sales to one institution, OCDC. We are continuing to refine La Esperanza Distributor and will develop a solid replicable model in future years when the Distributor is at that point.

BENEFICIARIES
The primary beneficiaries of this project were low-income Latino producers and consumers in Washington County. The partnership between Adelante Mujeres and OCDC was ultimately strengthened and will continue to grow beyond the life of the grant. A strong partnership was established with VGMHC through the farm stand project, and plans are in place for free bi-monthly chef demonstrations at the Virginia Garcia Wellness Center in conjunction with the

farm stand. The target audience will be low-income Latino consumers and the demos will serve to show participants creative ways to incorporate fresh, local produce into nutritious meals. When we proposed this project, we envisioned creating a replicable marketing model to examine the innovative successes of this project to share with others. We are currently creating a replicable model and handbook of the Adelante Mujeres Microenterprise Program as a whole and will be incorporating the La Esperanza Distributor model as well as the low-income consumer/producer connection model into this program-wide replication model. We determined that for our replicable model to have the greatest impact it would be beneficial to include the results of our evaluation of the 2013 season, which we will be conducting during the winter of 2013-2014.

The economic impact of the project is measured primarily in the increase in income of low-income Latino farmer participants. In the 2012 growing season, La Esperanza Distributor had $1,920.50 of produce sales. As of Sept. 18th, 2013, produce sales through La Esperanza Distributor for the 2013 season have reached $9,196.00. This is a nearly 500% increase in farmer income through La Esperanza Distributor, from the first to the second year of operation. Several low-income Latino farmers have expressed interest in expanding their operations for the 2014 season because of an increase in market access through La Esperanza Distributor. These farmers are now able to see a bright future for their farm businesses.

LESSONS LEARNED

Many lessons were learned throughout the project and the project challenges yielded the greatest learning opportunities for staff. As described in the previous section, the partnership with VGMHC grew out of the slowed progress of the OCDC partnership during the first year of the project. Through this experience we learned that it is important to evaluate whether partnerships are functioning well and to adjust the direction of a project if necessary. This allowed the project to have a greater impact on the beneficiaries.

We discovered that it can be challenging to work with large food service companies that contract with school districts. The Ecotrust Farm to School program brokered the relationship with the Forest Grove School District and assisted us throughout the course of the project to work with food service staff at Forest Grove to begin purchasing farmer produce through La Esperanza Distributor. Despite these efforts, the district has been unable to circumvent the $5 million liability insurance requirement that the food service company has for all produce distributors who sell to the institutions they serve. With the continued efforts of the Farm to School movement, we hope that these barriers will decrease in the future and allow more local produce to reach students' lunch trays, particularly in schools with a high percentage of low-income students.

Our plan is to incorporate the achievements of this project, along with the lessons learned, to continue our efforts towards contributing to the success of low-income Latino immigrant farmers in Oregon.

ODA-S08 Adoption of the United States Nursery Certification Program (USNCP) by Small and Mid-sized Nurseries – *Final Report - APPROVED – 3/24/2014*

CONTACT: **John A. Griesbach, Ascent Agricultural Services**
PHONE: **503-508-7030**
EMAIL: **John@AscentAg.com**

PROJECT SUMMARY
The subgrantee declined funds due to lack of participation from industry.

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

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

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

LESSONS LEARNED
Because no work was completed on this project, there were no lessons learned. The Oregon Department of Agriculture expects to submit an amendment to the state plan in spring of 2013 to utilize these funds.

ODA-S09 Telling The World About How Treasure Valley Onions Have Been Voluntarily Tested For Pesticide Residue – *Final report*

Contact Name – Kay Riley, President
Phone – 541-372-2600
Email – kayriley@snakeriverproduce.com

PROJECT SUMMARY

This project started in 2009 when local onion shippers and packers recognized the necessity to protect the areas onion crop from growers who were using unapproved pesticides. This activity could have resulted in the complete quarantine of the areas crops. Onion production is a multibillion dollar industry in this region and the economic fallout from a quarantine would have been devastating. The project developed a voluntary testing program for off-label (unapproved) pesticides. Through a partnership with the Oregon Department of Agriculture a sampling and testing protocol was agreed upon, shippers and growers signed onto the program and the first year resulted in 54% of all acres being tested. This represented 825 million pounds of product tested. In the following years the acceptance and value of the program created additional growth. In 2010 we tested 69% of the acres, in 2011 72%, in 2012 84%, and in 2013 86%. We believe the pesticide testing program was an outstanding success and has exceeded expectations. COI has been acknowledged and recognized as a leader and visionary regarding voluntary food safety programs. This success would not have been possible without the grant funds to help us create the project.

In 2010 and 2011 a few members used COI's program to start 3td party sampling and testing for microbial contamination (E-coli and salmonella). Since we were already providing independent sampling and testing for pesticides it was very easy to provide this service also. In 2012 water quality issues became a very serious matter and the need for more microbial testing was necessary. We saw the number of tests increase from 62 in 2011 to 239 in 2012 and 389 in 2013. We were able to provide this additional testing with the help of additional funding from this grant.

Summary specific to the 2011 grant:
Members 25
Pesticide tests 200
Samples taken 818
Total acres tested 17,117
Percent of acres tested 86%
Pounds of onions tested 1.2 billion
Microbial tests 389
Total acres tested 7916
Pounds of onions tested 554 million

Marketing efforts for this program included hosting a booth at a food convention in Monterey California. Also, in the fall of 2013 COI hosted 6 individuals from major food service or purchasing companies from around the country. These individuals were all involved in food safety and purchasing in their respective companies. They were provided tours of farms, packaging facilities, sampling procedures and the preparation facilities at ODA.

PROJECT APPROACH

Project Activity	**Who**	**Timeline**
Testing of onions for pesticide residue (microbial testing will increase significantly, which will not effect the timing, but will increase the workload and the cost of testing)	Certified Onions, Inc. in partnership with the Oregon Department of Agriculture	July through Nov. 2013
Host booth at the PMA Convention	Board members of COI along with representatives from ODA	Spring 2013
[Bring food safety personnel from 6-8 major food service companies to the Treasure Valley for a special tour and demonstration of the onion testing process and then participate in the Idaho Eastern Oregon Onion Committee VIP tour of farms and packing facilities in the area. Board members for COI will travel to these companies to follow-up with the individuals who attended]	[Various board members, SYSCO, US Foods, ProAct, WalMart, Markon, Diamond Foods, Fresh Express, Club Chef]	[September 2013]
Review outcomes and submit final project report	COI	[December 2013 – January 2014]

Testing:
Pesticide Testing:
For the 2013 onion season COI tested approximately 1.2 billion pounds of onions. This amounts to 17,117 acres with an estimated yield at 700cwt per acre. This constitutes approximately 86% of all onion acres in this region. The expected measurable outcome for this project was 95%. We performed 200 total tests with 818 samples. There were no pesticide residue issues found. The

project is considered to be a complete success. This project was first started due to the unlawful use of off label pesticides (pesticides not approved by the FDA for onions) by certain growers in this area. This made every grower in the area susceptible to an embargo of the entire onion crop. This voluntary testing program was set up to protect participating growers from any restrictions on their crops. Since the inception of this program no tests have come back positive for off-label pesticides. The tests were also expanded to include an MRL (minimum residual level) test for pesticides that are approved for onions to determine if onions from this area contain unsafe levels of pesticides. Since inception none of these tests have come back positive for levels in excess of the MRL. Shippers and growers can choose which type of test to perform.

Microbial Testing:
Water quality became a big issue when the FDA came out with proposed regulations which would require recreational water quality standards for onion irrigation water. Almost immediately onion purchasers began displaying concern over potential microbial contamination (e-coli & salmonella) on the areas onions. In an effort to alleviate these fears the number of microbial tests performed in the last two years increased significantly.

Due to these water quality concerns COI performed 389 microbial tests during this grant period in 2013. This is a 63% increase over the previous year.

Research Testing:
Due to the water quality issues mentioned above COI participated in research testing of local water. The testing consisted of testing water at various locations from the local canal, to the furrows, to the onion bulb. The results of this testing appears to be very helpful in proving onions do not need recreational water quality standards to produce a safe onion. This is the first study of its kind and will be the basis of further study and input into the water quality standards debate.

Marketing:
Conventions:
COI PMA Foodservice Summary
Casey Prentiss, Grant Kitamura, and Tiffany Cruickshank attended the 2013 PMA Foodservice Conference and Exposition July 26-28, 2013 in Monterey, California. During the conference, COI members attended industry events including the Sysco and Pro*Act Barbeques to interact with onion customers and educate others about the mission and vision of Certified Onions, Inc.

During the exposition on July 28, 2013 Certified onions, Inc. shared information pamphlets, thumb drives containing valuable data and a PowerPoint presentation with over 1,700 PMA Foodservice attendees which includes approximately 500 buyers from across the produce supply chain. COI was one of 160 exhibiting companies to take part in the exposition where we were

able to share information about COI to current customers of COI members – in addition to sharing our processes with potential customers.

Traffic at the booth was consistent, but not overwhelming. Booth workers were able to engage with many attendees and distribute the majority of the promotional materials brought to the convention. Notable onion customers attending PMA Foodservice and stopping by the COI Booth include, but are not limited to representatives from US Foods, Sysco, Gills Onions, Wada Farms Marketing Group, Kingston & Associates, Pro*Act, FreshPoint, Markon, Reinhart Foodservice, CH Robinson, Potandon Produce, and Eagle Eye Produce.

Additional benefits of attending PMA Foodservice include experiencing live culinary demonstrations, panels, and tastings while promoting onions as main ingredients to leading chefs; meeting future talent and creating new partnerships; networking with decision makers and game changers; as well as attending educational sessions.

Food Safety Tour

COI sponsored a Food Safety Tour for 6 persons who are directly involved in food safety issue within their organizations.

The individuals attending were:
Alex Henvey (Diamond Onions), Beverly Kempf (Club Chef), Sean Picquelle (Taco Time), Tim Lynch (Pro Act), Edgar Salazar (Kingston), Willette Crawford (Produce Alliance). These individuals were taken to fields where sampling techniques were demonstrated, then taken to the ODA field office where preparation of the samples was demonstrated. In addition, these individuals were taken to local packing facilities and various other locations in the valley. These were the first outside individuals to view firsthand the testing procedures in place in the Treasure Valley. This tour took place in September 2013 and there has not been sufficient time to determine if this tour has had an effect on sales of onions from this region. The tour provided the following benefits:

- Participants were able to see firsthand the improved practices of both growers and packer/shippers.
- The most important aspect of practices – “mechanical” and “hands-free”
- Proactive approach of the COI group. With ever changing rules (perceptions), we were able to establish dialog of future communications dependant of FSMA findings.
- Bulb onion production and distribution from our area is further advanced than most other areas.
- If testing of product is to be accepted – standardized protocols need to be developed.
- Industry support is vital – working together towards standardized concepts, research and preventative controls.

GOALS AND OUTCOMES ACHIEVED

The first and most important measurable outcome is the number of acres that are being voluntarily tested. The goal for this grant proposal was to reach 95%. In 2013 we were able to reach 86%. There were 3 major companies we were not able to get on board. For microbial testing measurable outcomes we anticipated handling 400 tests and we reached 389. We reached 97% of our goal. We believe the success of this project to be outstanding. The benefits will be seen and felt many years in the future.

Goals and outcomes relating to the marketing activities will be difficult to gauge. The hosting of a booth at major conventions does not provide immediate feedback. The program was discussed with hundred of important people in the industry, during the years COI hosted booths at conventions, and the program is known around the country. If this has created additional sales for Oregon onions we cannot determine. The number of pounds shipped for the state continues to increase each year. What percent of this increase is directly attributable to this program cannot be determined.

The hosting of food safety personnel from major food service companies provided more tangible feedback than other forms of outreach. COI was able to learn firsthand their problems and issues regarding food safety. We received important comments and suggestions on how to improve our methods. They left with a greater appreciation of the voluntary food safety procedures Oregon has taken. This outreach took place in September 2013 and the onion season will not end until April 2014. There has not been sufficient time evaluate or assess the outcome of this marketing effort.

BENEFICIARIES

We believe the entire state of Oregon is a beneficiary of this work. If you look at the retail value of a pound of onions and compare that to the approximately 1.4 billion pounds grown in the state you can see the impact on the state's economy. This program has ensured that if off-label pesticides were found only a few acres would be quarantined and not the entire crop. This would save an entire region from economic disaster which would have an effect on the entire state. As for direct beneficiaries there are approximately 200 farmers and all their employees, 25 packing and shipping companies and all their employees, processing facilities and all their employees, retail establishments and all their employees etc. etc.

LESSONS LEARNED

First and foremost, private/public partnership like this program can work and can accomplish a great deal. COI and the ODA working together have been able to avert a potential economic disaster and improve food safety without government mandate. Second, even though a program will provide everyone involved in the industry a benefit not everyone will get on board. Third, marketing this type of program can be difficult and not easy to monitor the results. National and international conventions allow you to meet a lot of people but you may not see results for many

years and until customer demands require this type of program price is still the dominant factor in sales.

The Board and members of Certified Onions, Inc. believe this program has exceeded all expectation. We thank the ODA, USDA and the people of this country for the funds to get this program off the ground and working for the benefit of its people.

ODA-S10 Corvallis Farm to School Project: A Model for Farmer Direct Purchasing by School Districts in Oregon – *Final Report - APPROVED – 3/24/2014*

CONTACT NAME: Jen Brown, Corvallis Environmental Center
PHONE: 541-753-9211
EMAIL: jen@corvallisenvironmentalcenter.org

PROJECT SUMMARY

The purpose of the Corvallis Farm to School (CF2S) project was to develop a comprehensive program that would increase purchases of Oregon specialty crops by the Corvallis School District, promote Oregon specialty crops to children and families and serve as a model for other farm to school programs in Oregon. The CF2S project used the Corvallis School District (CSD) as a testing ground. The CF2S project was designed to provide the CSD with the initial support needed to transition to a procurement model that emphasized local/farm-direct purchasing of Oregon fruits and vegetables.

The project was designed to address the issues faced by schools in implementing farm to school programs and to increase access to the school food service market for growers of Oregon fruits and vegetables. At the very minimum, school food service departments need assistance in product sourcing and working directly with farmers before they can begin to implement larger institutional changes such as seasonal menu planning and retraining of staff. External support is needed to overcome the obstacles limiting schools' transition from conventional purchasing to a model that emphasizes local produce, and to provide schools with the tools to sustain local purchasing.

The project is important because the school market is a potential boon for Oregon farmers. Oregon schools purchase $7-8 million of fruits and vegetables annually and have almost year-round, daily access to approximately 1.5 million customers: students and their families. At the outset of this grant, however, only one third of districts reported purchasing local produce. The project was timely in that it dovetailed with rollout of the *Oregon Harvest for Schools* materials developed by Oregon Department of Education as part of another Specialty Crop Block Grant, and the CF2S project can be used as a model for inclusion and utilization of these materials to promote specialty crops to students, families and school food service.

PROJECT APPROACH

The activities performed as part of the CF2S project had one of two objectives: (1) to increase access to the school district market, and/or (2) to engage students and families through an outreach & education campaign. At the outset of the project, a CF2S coordinator was hired to work with the CSD during the grant period. The CF2S coordinator was the liaison between Oregon farmers and CSD's Food Service--matching the needs of food service with farmers, developing systems for the CSD, and overcoming challenges and barriers to local/farm-direct

purchasing at the District level. The CF2S Coordinator also spent time coordinating educational programs and outreach efforts for students and families that were coordinated with the procurement efforts of the food service department. . The CF2S coordinator focused her efforts entirely on developing relationships with producers of specialty crops. Additionally, all of the educational programs put Oregon specialty crops as their central focus. While many of our lessons could be adapted for foods other than specialty crops, we designed our lessons and materials to emphasize Oregon specialty crops. We monitored the use of these funds by limiting the scope of our activities to promotion and education about Oregon specialty crops during the grant period. Over the course of the grant period, the following activities were completed:

- *Establishment of a Local Purchasing Baseline and implementation of a Local Produce Tracking system.* The CSD's produce purchasing records were analyzed to establish a baseline dollar amount of produce purchased locally. In 2010-11, approximately 3% of produce purchased by the CSD was grown in Oregon. Establishment of the baseline allowed the CSD and the CF2S coordinator to identify products that had not been but could be supplied by Oregon farms. As a result of the CF2S project, the CSD now tracks all direct purchases of Oregon products and has an increased expectation of its produce distributer to identify farms or state of origin for CSD purchases.
- *Development of a Farm to School Advisory team*. Throughout the grant period, meetings were held with local farmers, nonprofits, retail outlets, parents, Oregon State University Food Service Director, and the Linn Benton Small Business Development Center.
- *Creation of a "Selling to Schools" handout*. A simple, one page document has been developed to give farmers the most important information they need to sell to schools.
- *Outreach to Oregon Farms.* During the grant period, the CF2S project reached 28 specialty crop farmers, including 8 that initiated contact with the CSD. Prior to the project, the CSD had had contact with only 2 or 3 farms. Through the CF2S project, farmers and the CSD developed relationships and were able to discuss produce availability, CSD requirements, current needs and forward contracting possibilities. The project resulted in purchases of specialty crops by the CSD from 20 different farms.
- *Procurement of Oregon specialty crops.* During the 2010-11 school year (the benchmark year) the CSD had purchased only 3% of their produce directly from local farms. In the 2012-13 school year, approximately 18% of the fruits and vegetables purchased by the CSD came from Oregon producers. In 2012-13, the CSD purchased 500% more local produce than they did in 2010-11. As a result of the CF2S project, the CSD applied for and was granted $65,000 to use towards the purchase of Oregon foods over the next two years.
- *Analysis of Best Practices.* A list of "Best Practices" from Farm to School initiatives around the country was created as a working document to assist the CSD to expand current and future farm to school efforts.
- *Implementation of New Farm to School efforts.* As a result of the CF2S project, the following has occurred at the CSD:
    - The CSD caterer toured the Corvallis Farmer's Market with the CF2S coordinator and was introduced local farmers. The caterer worked with the coordinator to develop local

breakfast and lunch options for CSD catering service. To date, the CSD has successfully catered 10 lunches and 10 breakfasts that feature Oregon produce.

- The CSD began piloting school meals featuring Oregon-grown foods. In September 2012, the CSD began serving a weekly "Local Breakfast" featuring an Oregon fruit at all elementary schools. In September 2013, the CSD served their first "Local Lunch" featuring all Oregon produce. In 2013-14, the pilot year, Local Lunches will be served monthly in the CSD.

- *Development of new Outreach Materials*. A template for a "Meet your Farmer" poster that built on the ODE "Harvest for Schools" theme was created. 12 different posters, each promoting an Oregon specialty crop farm, were designed and the template is available to programs statewide. A new "Local Foods, Local Heroes" promotion campaign was started using local sports heroes to promote Oregon fruits and vegetables. To date, posters of the Oregon State University men's basketball team and football team posing with Oregon specialty crops have been produced. (seen below)

- *Promotion of Oregon Specialty Crops to students, families, and school personnel.*
  - "Harvest of the Month" displays were placed in six schools. Displays were updated each month to reflect what is being served.

- "Local Foods, Local Heroes" posters were displayed in Corvallis and Philomath elementary schools to encourage students to eat more fruits and vegetables.
- 117,048 informational pieces promoting Oregon fruits and vegetables (surpassing initial project goal of 70,000) were distributed. These include:
  - 40,800 School Lunch Menus promoting an Oregon fruit or vegetable.
  - 18 different "Meet your Farmer" posters displayed in 13 schools (224 total posters displayed).
  - 18 different Oregon Harvest for Schools posters and corresponding nutrition information in 13 schools (224 total posters displayed).
  - 72,000 Oregon Harvest for Schools newsletters distributed to 4,000 families
  - 3,800 school lunch menu calendars featuring 2013-14 Harvest of the Month products distributed to all elementary school families.
  - *See attachment 2: for promotional material samples*
- The CF2S project was presented to staff in five Corvallis schools; the Oregon Harvest for Schools materials for classroom use were promoted.
- 216 tasting tables in schools featuring Oregon fruits and vegetables (total project goal = 200) were held. Tasting tables expanded to include Monroe and Philomath schools. 100% of elementary and middle schools in Corvallis participated, exposing over 4,500 students and staff each month to a Oregon produce and promoting 13 farms. In 2012, Corvallis High School began tasting tables, reaching an additional 1,100 students.

- *Held Educational Programs that increased knowledge about Oregon specialty crops*
  - 1,600 students went on farm field trips to learn about Oregon fruit and vegetable crops and participate in activities aligned to specific classroom curricula. The project exceeded our goal of educating 600 students. *See attachment 1: for farm tour captures*
  - 345 students participated in the successful pilot of a classroom food activity that brought specialty crops into the classroom. Food Adventures in the Classroom is now offered to all 1st, 2nd and 3rd grade classes in Corvallis.
  - Led three sessions of a 5-week after school cooking class. Students received approximately 10 hours of instruction featuring Oregon produce.
- *Promotion & Outreach to the Community.* The CF2S project activities and accomplishments were shared with a wider audience through the following activities:
  - Two hour-long radio interviews with CF2S coordinator on the "Nutrition Now" program.
  - Interview on the Joe Beaver Radio Show during OSU football team photo shoot.
  - Presentations given at the annual meeting of Oregon Farm to School & School Garden Network, to the League of Women Voters, and to the Corvallis Rotary Club.
  - CF2S coordinator and Food and Nutrition Services Director gave a joint workshops presentation entitled "Selling to Schools" to food service personnel, farmers, and farm to school staff at the 2012 Local Food Connection Conference.
  - Four articles about CF2S were published in the Corvallis Gazette Times and 1 in the Huffington Post's online publication during the grant period.

- State Representative Sara Gelser (District 16) attended a farm field trip to learn more about the impact of the farm to school program in Benton County.
- CF2S coordinator tabled at the Oregon Small Farms Conference in March 2013.
- CF2S coordinator and Program Director Jen Brown produced a webinar about the Corvallis Farm to School program. There were 74 participants and numerous downloads.

Project Partners: The Corvallis Environmental Center (CEC) contributed knowledge of Oregon farms and farmers, expertise in farm & garden education, program outreach & promotion, and project management. The CSD, the largest feeding program in Benton County, provided a platform for testing project components. The CSD participated in the conceptual development of the project and contributed personnel time for project implementation, office space and equipment, printing and copying, meeting space, project promotion and project implementation by wellness council site representatives from each school. The CF2S project resulted in new relationships between the CSD and farmers, specialty crop education for students in the classroom and the cafeteria, and promotion of Oregon specialty crops throughout the community.

GOALS AND OUTCOMES ACHIEVED

Goal 1: Increase purchases of Oregon-grown fruit and vegetables at the CSD. At the onset of the project, a baseline of Oregon produce purchased by the CSD was set (3% [~$2,800] of produce dollars spent) by reviewing purchases from the previous school year. The activities completed in order to achieve this goal were identifying menu items that could be sourced from Oregon, outreaching to farms, building relationships with farmers and the CSD, and creating infrastructure documents to support sustainability of local purchasing. In 2011-2012, the CSD purchased 7% ($5,908) of their produce from Oregon farms and in the 2012-13 school year, approximately 18% ($18,840) of the produce purchased by the CSD was from Oregon farms. While we did not reach the 20% mark by Year 2, plans are in place to far surpass the 20% mark during the 2013-14 school year as the CSD begins to pilot a Local Lunch program. While it took longer than predicted to establish local purchasing patterns, the CF2S project was able to develop internal systems and farmer-direct relationships that will facilitate local purchasing for years to come.

Goal 2: Increase student recognition of Oregon fruits and vegetables. Activities to achieve this goal included distribution of 117,048 informational pieces promoting Oregon fruits and vegetables to children and families, 216 sampling events of Oregon specialty crops, and educational programs for 1,600 students. In Fall 2011 and 2012, the knowledge, attitude and behavior of 4th grade students was assessed using a modified Nutrition Education Survey. Survey results showed a 16% increase in student recognition of Oregon fruits and vegetables, significantly less than the target of 30%. At the point when the survey was administered, students had experienced less than a year of exposure to project activities, and project activities did not yet include the more extensive exposure that was available in the second and future years, including increased access to local foods in school meals, additional promotional elements, and

combined farm field trips and classroom follow-up activities. Unfortunately the survey scheduled for the end of Year 2 was not able to occur because of school scheduling difficulties. In Oct 2013 the CF2S project is collaborating with other farm to school projects in Oregon to improve methodology and assess this goal.

BENEFICIARIES

The ultimate beneficiaries of the project are Oregon's more than 5,800 specialty crop farms, the majority of which are small farms with annual sales of less than $100,000. As a result of this project, spending on Oregon specialty crops by the CSD increased 500%. During the grant period Oregon specialty crop farmers received over $25,000 additional dollars from sales to the CSD. While only a small immediate gain, if growth of the CSD market continues at a modest rate of 10% increase a year, over the next 5 years an additional $167,890 will be spent on Oregon fruits and vegetables in just this one district. As a result of this grant, the CF2S project has become one of the leading farm to school efforts in Oregon. As the project continues to outreach throughout the state, sales of specialty crops to other districts are expected to increase. More significantly, but not as easily measured, is the project's impact on the purchasing behavior of the 4,500 students and their families (an estimated 10,000+ individuals) who had repeated opportunity to learn about and sample Oregon fruits and vegetables. Based on our sample, Corvallis students' recognition of Oregon fruits and vegetables increased by 16% in just one year. These consumers have an even greater potential to benefit Oregon specialty crop farms over the long term.

LESSONS LEARNED

This project taught CF2S staff the critical importance of produce distributors. While making direct connections with farmers works very well for some purchases, the CSD and other institutions will continue to rely on a produce distributor for the bulk of their purchasing. Getting commitments from Oregon produce distributors to source more products from Oregon farmers is critical to continue to significantly impact the amount of Oregon fruits and vegetables purchased by the CSD or other institutions. While some inroads and progress was made with the CSD's current produce distributor, this is an area for growth.

Through this project, we also learned the importance of simplifying, streamlining, and carefully documenting local produce purchasing. Creating direct relationships takes time, so it is important that each party has clear expectations and that relevant information about each producer is passed down from year to year. Because of the systems we put in place for the CSD, changes in their procurement behaviors are expected to extend into the future and have an impact well beyond the project period. While we did not quite reach our 20% target for Oregon produce, we are well on our way. It took longer to get up to speed than initially anticipated, but the CSD has begun to prioritize procurement of Oregon fruits and vegetables. An unexpected outcome of the project was the CSD applied for and received $85,000 in HB2649 funds to purchase Oregon products

and for education over the next 2 years. This is not something the CSD would have done prior to participating in the CF2S project.

ODA-S11 Marketing and sales of Oregon Cranberries in China – *Final report*

CONTACT: **Harry Hoogesteger, Curry SWCD**
PHONE: **(541) 247-2755 8#**
E-MAIL: ***harry@currywatersheds.org***

PROJECT SUMMARY

The Curry Soil and Water Conservation District (SWCD) became interested in expanding the market for Oregon cranberries several years ago. After researching several possibilities, we focused on Asia and its Pacific Rim countries as potential markets. There were several reasons: large populations in Asia (China, Japan, India, Hong Kong, etc); a growing middle class there with more income; and an opportunity to expand the consumption of Oregon cranberries.

During the past several years, Oregon cranberry growers have experienced a severe drop in the prices they receive domestically for their crop. Some farms here on the Coast have been sold, and others are in danger of foreclosure or bankruptcy. Ten years ago, the price paid to growers was sometimes as high as $1 per pound. Recently, however, it has dropped below the "break-even" price for cranberry production -- around 30 cents per pound --- to as low as 20 cents per pound. Even then, some growers have had to wait several years to receive payment for their crop.

This Specialty grant from ODA helped us engage a sales and marketing agent to represent Oregon growers in Asia. We selected Mike Stone, of the Stone group, who spends several months in Asia each year. He already had deep connections in Asian countries, based on his work with Wisconsin growers. (Wisconsin grows 2/3 of all the berries produced by the U.S.). Mr. Stone is fluent in Japanese, and speaks passable Chinese, as well.

PROJECT APPROACH

The following narrative outlines our activities during the grant - Per Specialty reporting requirements, it breaks down activities into 6-month time blocks.

February 2012 – October 2012.

We wrote an initial Request for Proposals (RFP) for a sales agent in Asia, in consultation with a number of cranberry growers. We also did outreach to several potential contractors about their contacts in Asia. We also continued our own research about trends for Oregon exports in Asia. During the first quarter of 2012, we posted the RFP on our web site, thoroughly vetted interested contractor candidates, and finally selected Mike Stone of the Stone Group to represent us and market Oregon cranberries in Asia.

We finalized the contract with Mr. Stone - and he came to Oregon to meet and interview Oregon cranberry growers. He was instrumental in starting sales of US cranberries into China, and also serves on WUSATA – helping market US agricultural products overseas.

We held a series of meetings here in summer, 2012 with Oregon independent cranberry growers on their marketing needs, the amount of product they would have available for sale to Asia, and their willingness to commit to long-term contracts there. These were productive meetings. Five growers signed letters of support for this grant, and have attended these meetings. An additional five to ten growers have expressed interest, ***if*** the market and demand should grow from the early relationships in Asia we are establishing. We are looking at 1 million pounds of berries or more. Mike also made one trip a trip to Portland, Oregon to meet with in-bound Korean food-buyers.

October 2012 – March 2013

During this period, Mike traveled to three Asian countries for trade shows on behalf of Oregon growers in November and December of 2012. He was accompanied by Oregon independent cranberry grower Scott McKenzie of the South Coast. The three trade shows were in Hong Kong, Seoul, and Tokyo. Altogether, Mr. Stone and Mr. McKenzie spent 17 days in Asia with promotional materials (and products) from Oregon growers. They met approximately 50 buyers in the three countries, and worked on detailed arrangements for future sales (price, dates of delivery, customs clearances, buyers' needs, etc.). They have already made one sale in Asia, and are looking at several more possibilities. For the immediate future, we would like local growers to have at least 250,000 pounds of cranberries (and maybe more) available for export.

During their time in Asia, Mr. Stone and Mr. McKenzie also conducted three educational cooking events (one in each country) with Oregon cranberry projects. These included using cranberries as an ingredient in muffins and other bakery goods. They also worked with local chefs in each country to help them incorporate cranberries into a meal they prepared together.

Activities Performed: March 2013 to October 2013

Our Asia sales agent, Mike Stone, contracted to do a Trade Show in China, where he reached approximately 700 people, and had "at least" 50 good leads for follow-up. We are beginning to differentiate Oregon cranberries from mainstream ("commodity") cranberries -- hoping to establish a niche value-added market for Oregon berries (redder, sweeter, juicier).
The commodity price for Oregon's independent growers continues to fall. As of late October, 2013, the price offered to Oregon independents was hovering in the high teens -- (18 to 20 cents per pound). This is below the cost of growing the berries, so growers are losing money on their crop. Several operations are near bankruptcy and are up for sale.

Scott McKenzie and others who have explored the new markets in Asia are sometimes getting up to twice that commodity price -- keeping their operations viable, and even profitable.

Mike Stone attended additional trade missions in China and Japan in spring 2013. Oregon growers at this point have sold over 300,000 pounds of high quality cranberries into Asian markets since this Specialty crop work began. These sales have been to Korea, Japan, China, New Zealand, and Russia (!). Growers have received up to twice the price for their cranberries as they would have received on the domestic market.

Activities Performed Summer-Fall 2013 - March 2014
Our sales agent Mike Stone of the Stone Group participated in 3 Asian trade shows in Hong Kong, Korea, and Japan. During these shows he continued to make contacts for selling Oregon cranberries in these three potential markets, and reached over 550 buyers, chefs, and interested food distributors during his time in Asia.

We continue to differentiate Oregon cranberries (redder, sweeter, juicier) from the average commodity crops produced elsewhere.

Mike is also investigating research for us to measure the amount of anthocynins in Oregon cranberries. Anthocynins are chemicals with anti-oxidant properties that have major benefits for human health.

Activities Performed March 2014 – September 14 (closing grant)
Our sales agent Mike Stone continued his contacts in Asia. He is finding markets in "other" countries, such as New Zealand, India, and Russia. He is also continuing to set Oregon products apart from the regular commodities market through branding our berries as redder, sweeter, and juicier. Please see Mike's final report (attached).

GOALS AND OUTCOMES ACHIEVED
Goals:

- Help Oregon cranberry growers get better prices for their fruit
- Develop new markets for Oregon Cranberries, especially in Asia
- Create a brand & distinctive niche for the uniqueness of OR cranberries
- Increase the sales of Oregon Cranberries in Asia and expand markets

Outcomes:
In summary, over the life of this grant, Mr. Stone attended eight trade shows in four Asian countries, including China, Japan, Korea, and Hong Kong. He made additional international connections for growers, enabling them to locate cranberry buyers in Russia and New Zealand, as well. Oregon independent grower Scott McKenzie accompanied Mr. Stone on one of his Asian tours to directly meet with food buyers on the other side of the Pacific.

This Specialty grant program focused on delivering samples of Oregon berries to chefs, food buyers, distributors, and others in each country. Oregon berries are generally considered to be "sweeter, juicier, and redder" than most of the cranberries available on the commodities market. Oregon also has a reputation for clean water and high-quality, sustainably-grown agricultural products.

Independent growers have sometimes been able to receive double the price they would have received on the traditional commodities market from some new Asian growers. **As a direct result of this program, over half a million pounds of Oregon berries were sold in Asia, with the potential for continued sales over the next few years.** There are about 200 cranberry growers in Coos and Curry counties (split between "Ocean Spray" growers & "independents.")

Exported cranberries can be sold as juice, dried & sweetened, or IQF (Individually Quick Frozen), or in other ways. There is a growing market for cranberries because of their "anthocynins" (anti-oxidant properties and components). Research continues to uncover additional health benefits from cranberries.

BENEFICIARIES

Oregon independent cranberry growers established a "beachhead" and important contacts in four Asian countries as a result of this grant. There are about 100 independent growers on the Oregon Coast. Since marketing and sales in Asia are completely dependent on personal relationships, establishing relationships opens the door to long--term sales agreements.
In addition, this grant helped us to deliver actual Oregon cranberries (in many forms) to Asian chefs and bakers, so they could see (and taste) our product for themselves.

Many independent growers were skeptical and reluctant to change their current marketing approach (they currently sell to a local "broker" here on the Coast.) However, the decline in prices, coupled with the possible opportunities overseas did cause some growers to re-consider and at least be open to other marketing possibilities, including Asia. " Necessity is the mother of invention."

LESSONS LEARNED

- There are other international competitors (Chile, Canada) who can undercut cranberry prices in order to capture market share.
- There are already established markets and relationships for food distribution in place in Asia. Since Asian sales are based primarily on on-going, high-trust relationships, it is hard to break in.
- Some Asian countries are not familiar with cranberries or their health benefits. Thus, to some, it is a new and foreign taste -- and not part of their existing food culture or palette.

- Customs, tariffs, embargoes, shipping hiccups, and international trade sanfus can all cause complications in delivering a quality product on time.
- Although we had great hopes for exporting berries to China three years ago, the Chinese market has proved problematic, at best. Some Oregon cranberries have been confiscated by the government when they reached China. One marketer was thrown in jail. There is uncertainty, unreliability, whiffs of corruption, and some Chinese officials apparently need to be "paid off" in order for goods to move where they need to move. One Oregon grower characterized China as "The Wild West" --- few rules; anything goes; lack of certainty; even some danger.
- Growers almost certainly have to have a "sales agent" in Asia to promote and shepherd their cranberry product to chefs, buyers, and markets. Without an agent, there is a good probability of delays, or outright failure.
- This marketing activity was unique in its strategy to introduce the special benefits and characteristics of Oregon cranberries. It was effective when we could meet and interact directly with Asian food buyers.
- In marketing, repetition of a strong, convincing message is the key to successful sales. It would be useful to continue this marketing program at some level --- to reinforce our message and our excellent product.
- Focus on Korea, Taiwan, possibly China, and to a lesser degree Japan in the future --- because these countries seem to be using cranberries as decorative items on cakes and pastries. They want big, beautiful fruit --- unique to Oregon cranberries. These specific markets are prime targets for Oregon cranberries.
- Consider marketing activity in Russia after normal trade between the USA and Russia resumes. Russia is one of the world's biggest markets for frozen cranberries. Oregon has a fairly straightforward trade route across the Pacific to Russia.
- Focus on bakery ingredient suppliers and large fancy bakery and coffee shop chains in Asia. These buyers are looking for highest quality cranberries.

ODA-S12 Growing the Community of Practice in Support of Specialty Crop Producers – ***Final Report- APPROVED 2/8/2013***

CONTACT NAME: **Amanda Oborne, FoodHub Director**
PHONE: **503-467-0818**
EMAIL: **aoborne@ecotrust.org**

PROJECT SUMMARY

FoodHub (http://food-hub.org/) is an online directory and marketplace that makes it easy and efficient for buyers and sellers of regional food to find one another and conduct business. This project responded to expressed community need and interest, expanding the FoodHub community of practice to support Associate Members with a robust suite of features and tools for Associate Members so that they can actively promote market development and access for Oregon's specialty crop producers. With these enhanced features, Associate Members are now able to 1) Champion specialty crop products and the producers and industry entities behind them; 2) Provide a targeted audience of food buyers with relevant information to help them utilize more specialty crop products; and 3) Provide specialty crop producers with easy access to information and services that will improve their bottom line.

The project built on previous work supported by SCBGP funding which provided critical investment during the early years of FoodHub's foundation. Thanks in part to ODA's support through SCBGP grants in 2009 and 2010, we began the present grant period with a membership of more than 2,000 food buyers and sellers of all kinds. The present grant has supported the further growth of FoodHub to a thriving online community that serves more than 4,000 active members, approximately 570 of which are specialty crop producers in Oregon. Through this 2011 grant, as well as leveraged funding from the USDA Rural Development's Rural Business Enterprise Grant (RBEG) Program and other sources, we have been able to achieve our project goals of registering at least 750 Associate Members, who largely express a high rate of satisfaction with the tool, and increasing Specialty Crop producers' total volume of sales or dollar value of sales. Further detail is provided in the body of the report, below.

PROJECT APPROACH

We are pleased to report that we have successfully completed all project activities included in our originally proposed timeline, and that we have built on existing partnerships as well as developed new partnerships. A summary of the status of each planned activity is included in the table below, followed by a brief narrative providing further detail on project outcomes over the course of the grant period.

Activity	Timeline	Activities completed through 9/30/12
Host feedback and design sessions with no fewer than 20 area trade associations, farmers markets, commodity commissions and like entities.	June - August 2011	Presented FoodHub to a broad range of potential Associate Members at 8 separate locations in this period, introducing the tool to constituents and requesting feedback. Developed the FoodHub Member Survey to continue gathering feedback from Associates and others on site usage, needs and recommendations for future development.
Develop detailed wireframes for review and comment by participating associations.	September – October 2011	The design team at ISITE Design created detailed wireframes outlining essential functional changes of the re-launched site. We engaged with Members to provide feedback in several ways, including through the site's "feedback" button, in the Member survey administered in October 2011, and at the 9 events FoodHub attended during this time period.
Architect final version of enhanced association profiles.	October – December 2011	Enhanced Associate Member profiles including greater ability to add detailed information about their business or organization including pictures, videos, documents and more. Architected on-site advertising to give Associate Members further opportunities and channels to highlight their services or programs.
Promote existence of Associate memberships via personal outreach, referrals, direct mail campaigns, earned media, and presentations throughout the region.	January – June 2012	During this timeframe FoodHub staff attended 34 events, often partnering with Associate Members to promote the tool to various organizations and audiences. Promotions of new site features were also made through our blog, emailed Fresh Sheets, and monthly Connections newsletters highlighting best practices and business connections.
Conduct affinity marketing w/ associations to acquire FoodHub Members and promote Associate profiles.	January – June 2012	Through partnership efforts with 15 Associate Member organizations, FoodHub added nearly 230 new Members across the region during this period.
Conduct phone interviews and one-on-one feedback sessions with no fewer than 20 Associate Members and issue an annual member satisfaction survey.	April 2012	Conducted a special study specific to farmers' markets, documenting their needs and speaking with them one-on-one to generate feedback. Feedback was generated from 50 participants both unsolicited and in follow-up phone interviews. Based on feedback from partners and members, we determined that it is more effective to incorporate the Associate-specific survey as part of the full annual member survey at the end of the year rather than create a separate survey. This allows us to do broader outreach and gather results that can be compared across, all types of users, making patterns for a specific segment, such as Associates, easier to find and explore.
Refine and redesign Associate Member interface as necessary.	May – June 2012	Improvements continue to be made on tools available for Associate Members such as a more robust Message Center and improved search functionality.
No further specific activities were called out for the final quarter of the grant. We focused our efforts this quarter on	June – September 2012	In the final reporting period of the project, we focused our energies in two areas: Networking with active Associate Members such as Gorge Grown Food Network, Chefs Collaborative (Portland chapter,

evaluating site usage by Associate Members, documenting all improvements to user experience by this Member type, and continuing to address needs and challenges as they arose.		Seattle chapter and national), La Cocina, Local Food Labs, and Good Food Awards, among others, to build commitment and increased engagement. Pursuing a key business partnership that will help achieve FoodHub's mission of building robust regional food economies by tackling the difficult issue of distribution.

GOALS AND OUTCOMES ACHIEVED

Outcome 1: Provide Associate Members a simple way to (a) actively promote market development for specialty crop products, and (b) provide general information about their services that support specialty crop producers (GOAL). A "shell" profile for Associate Members has been created and 350+ Associate Members have joined FoodHub as of April 2011 (BENCHMARK). Enhanced Associate Member features will be developed and at least 750 Associate Members will use FoodHub by Sept 31, 2012 (TARGET) as measured by data tracked in FoodHub user records (PERFORMANCE MEASURE). In addition, 85% of Associate Members will report satisfaction with the tool (TARGET) as measured by an annual FoodHub user survey (PERFORMANCE MEASURE).

In July 2012, we met and exceeded our goal of welcoming 750 new Associate Members into the FoodHub community. Associates on FoodHub can be defined as "those who work to build robust regional food economies, but don't buy or sell food directly." The Associate Member category, which was officially added to FoodHub's roster a full year after the site's launch, now makes up 20% of the total membership of more than 4000, representing more than 800 unique Associate Members. These include 41 farmers' markets, 4 commodity commissions, and 68 nonprofit organizations that work directly with Oregon Specialty Crop producers, as well as service providers, academic and research institutions, government organizations, logistics and transport providers, and others.

As a measure of satisfaction with FoodHub, we asked Associate Members how likely they were to refer FoodHub to a colleague. In this latest version of the survey 68% of respondents said they would recommend the tool for use. While this is lower than our target of 85%, we have discovered that the more active Members are on FoodHub, the higher their satisfaction rate. This number indicates to us that there is still work to be done around engagement. We continue to address engagement through weekly How-To emails, directing Members to instructional videos, sending weekly Fresh Sheets and monthly Connections newsletters.

Outcome 2: Increase specialty crop producers' total volume of sales or dollar value of sales (GOAL). By Sept 31, 2012, we estimate that a minimum of 40% of participating producers surveyed will indicate increased volume of sales or dollar value of sales (TARGET), a result that should be equal to or better than the previous year's dollar value of sales reported on FoodHub

(BENCHMARK). Performance will be measured through producer self-reported data in FoodHub data fields and/or on annual surveys (PERFORMANCE MEASURE).

Progress towards this target outcome was measured through the annual Member Survey in 2011 and 2012. In both years, 50% of respondents reported that FoodHub had helped increase their sales. The average sales reported for 2012 were just over $3,500. The highest reported sale amount was for $35,000. Interestingly, this high sale was credited to a farmer-to-farmer connection made on FoodHub. By contrast, average sales attributed to FoodHub in 2011 were $2,625, with the highest recorded sale of $20,000. This represents an average increase of $850, or nearly 33% over 2011 reported sales.

Also, consistent with previous SCBGP projects, we use a conservative definition for Specialty Crop producers: we have consistently only counted specialty crop producers as those members who register as "farmers", and would thus not include a diversified dairy or a ranch producing and marketing specialty crops in addition to dairy and livestock. Evidence suggests that virtually all registered Buyer Members in Oregon (currently 935) purchase specialty crops of some kind throughout the year, and that some registered Buyers outside of Oregon also purchase Specialty Crops from Oregon producers. Therefore, our figures likely under-represent the full participation of producers and buyers of Oregon Specialty crops in the FoodHub system.

BENEFICIARIES

This grant from the SCBGP has enabled FoodHub to create new features and tools so that Associate Members can feature their specialized services that maximize an effective marketplace for specialty crop producers and buyers. Quantitate data on the economic benefits of this project are included above with project outcomes. Please see the attachments to this report for a list of Associate Members whose work supports Oregon Specialty Crop producers.

Creating robust features for Associate Members within FoodHub benefits specialty crop producers of all kinds in Oregon. Testimonials from both buyers and sellers of specialty crops confirm this:

"We were pleased that when we contacted Stacey she was able to connect us with Cascade Schools. They are located 3 miles from us and we were able to sell them our pears for school lunches."
– Pear Tree Farms, Salem OR

"This is a good source for all farmers interested in bringing their product to market."
– Casteen Family Farm, Lebanon OR

"I just found a local cranberry farm - Chocolate Cranberry Ice Cream, here we come!"
– Red Wagon Creamery, Eugene OR

The FoodHub team continues to collect and document stories of successful connections through FoodHub, anecdotal information, and best practices. These are featured on the site in a range of channels, including the Knowledge Base, Blog, and Best Practices. We expect that Associate Members —such as farmers' markets, trade associations, commodity commissions and others— will continue to positively impact specialty crop producers' total volume or dollar value of sales, and help to diversify and create new market opportunities for specialty crop producers by increasing the number and types of food buyers purchasing their products.

LESSONS LEARNED

At the time of this writing, we are actively fielding responses to our 2012 Member Survey. Early conclusions are already apparent:

- FoodHub Associate Members appreciate the platform as a means of keeping a finger on the pulse of the regional food economy. Because most don't buy or sell products, and FoodHub is primarily a means of catalyzing economic relationships, Associates use the tool to see who the buyers and sellers are in their area, to take note of seasonal developments as they are promoted on the FoodHub Marketplace, and to demonstrate their own commitment to and involvement in the regional food economy.
- Those who use FoodHub more have greater success with the tool and are more satisfied with it. This seems like common sense, but is borne out in the survey responses collected so far. Those Associate Members who describe themselves as using the tool "somewhat actively", "actively" or "very actively" seem more likely to have made connections via FoodHub, and seem to be far more likely to refer the tool to colleagues.
- Substantial opportunity persists to increase usage of the tool and engagement with the community. Based on responses to the survey question "how actively are you using FoodHub?", engagement with FoodHub by Associate Members appears to still be following the "80/20 Rule", wherein a small minority of users account for the vast majority of activity on the site. Because of the indication, described above, that active users have more success making connections and seem more satisfied with their experience (as measured by their "willingness to recommend FoodHub to a colleague"), increasing engagement with the site will continue to be a key objective in achieving our desired impact.

ODA-S13 Expanding Markets for CSA Farms by Accepting SNAP – *Final Report* - *APPROVED – 3/24/2014*

CONTACT NAME: Jill Kuehler, Friends of Zenger Farms
PHONE: 503.282.4245
EMAIL: jill@zengerfarm.org

PROJECT SUMMARY

An increasing number of Oregon farms are utilizing the Community Supported Agriculture (CSA) model because it allows farmers to directly market, plan, and finance operations before the start of the growing season while ensuring a constant demand for the food produced. However, this model has been criticized for only being accessible to participants who can afford the upfront cost. The Expanding Markets for CSA Farms project will increase the number of CSA farms that accept SNAP funds for CSA shares from the current four to at least 20 in two years. In Phase One of the project Zenger Farm will run a pilot project with a fifty-member CSA to determine effective marketing strategies, the cost and time to set-up and administer a SNAP program, and any extra support needed to retain SNAP members through the season. In Phase Two Zenger Farm will train farmers based on the results of the pilot, provide a guide with marketing templates, offer individual support, and raise public awareness about CSA farms accepting this new payment option.

PROJECT APPROACH

Zenger Farm's CSA program started in 2011 with 20 members, ten of whom paid up front like a typical CSA member and ten paying with SNAP. By the end of the season four of the SNAP paying members dropped out due to reasons of cost, personal health or inability to make it to the pick up location. Thus only 60% of SNAP participants stayed through the full season. In 2012 there were 40 CSA members, 22 paying with SNAP. 86% of SNAP participants stayed the full season. In 2013 there are 50 CSA members, 30 paying with SNAP. Thus far in 2013 we have lost only one SNAP member, making the retention rate 97%. With Zenger Farm's SNAP retention rate increasing from 60% to 97% over the past three years a successful business model has emerged that is being used to train other CSA farmers in how to successful launch their own SNAP CSA programs. Zenger Farm's CSA only includes specialty crops – fruits and vegetables.

Zenger Farm published a 27-page guide, "The CSA Farmer's Nationwide Guide to Accepting SNAP/EBT Payments", which provides CSA farmers with a step by step guide in how to accept SNAP for CSA shares. Zenger Farm also launched a website to promote SNAP CSAs to Oregon farmers and serve as an outreach tool for SNAP participants to be able to find CSAs that accept SNAP: www.oregonsnapcsa.com *(see attachment)* The document focuses on fruit and vegetable CSA operations, which enhances the competitiveness of specialty crops. There are some CSAs that offer non-specialty crops but at least 90% of the CSAs we have worked with sell only fruits and vegetables, including our own CSA.

A webinar was created in partnership with eOrganics. 97 farmers from all over the country participated in the live webinar and an additional 273 people have viewed the webinar after it was posted to youtube.
https://www.youtube.com/watch?v=7mj8cfyqeDA
The webinar is targeted toward fruit and vegetable CSA farmers.

Zenger Farmers hosted two in-person trainings. The first was at Farmer to Farmer Exchange for eight farmers and all eight said they would start accepting SNAP this year or next. The second training was held at OSU's Small Farms Conference. Of the 70 participants, 60% were CSA farmers, 20% represented nonprofit organizations and 20% were farmers markets managers. All CSA farmers who replied to the survey said they would begin accepting SNAP in 2013 or 2014.

There are currently ten CSA farms in Oregon accepting SNAP for CSA shares. Zenger Farm estimates that that number will increase to at least 25 by 2014.

The Oregonian published a front page story on Zenger Farm's SNAP CSA program:
http://www.oregonlive.com/living/index.ssf/2013/04/oregon_csa_farms_lead_nationwi.html

(NOTE: Though Zenger Farms raises livestock on the farm the livestock is not a component of the Zenger Farm CSA and is not supported by the SCBGP funds which only includes fruits and vegetables. In addition, SCBGP funds were used to publish the guide and the guide focuses on specialty crops. All CSAs mentioned in the document sell specialty crops however those, which sell non-specialty crops, were paid for by use of matching funds. SCBGP funds were used solely to enhance the competitiveness of specialty crops. This to is the case with the webinar created in partnership with eOrganics, which has a primary audience of specialty crops growers. Matching funds were used to support the aspects of the webinar that included non-specialty crops. SCBGP funds were used solely to enhance the competitiveness of specialty crops. Zenger Farms has systems in place for our projects allowing for consistent tracking of calculations and accounting practices which are applied across all organizational programs, staff are in place to ensure this is monitored for accuracies)

GOALS AND OUTCOMES ACHIEVED
(GOAL 1) To administer and evaluate a pilot season of a CSA that accepts food stamps. (BENCHMARK) The benchmark is zero since this is a pilot season. (TARGET) 50% of 50 CSA shares will be paid with SNAP funds and 90% of SNAP customers will participate in the full season. (PERFORMANCE MEASURE) Participation and customer satisfaction will be tracked.

OUTCOME: Goal 1 was achieved and surpassed. In the 2013 season Zenger Farm has 60% of CSA members paying with SNAP and a 97% retention rate.

(GOAL 2) To educate farmers about accepting SNAP as payment for CSA shares. (BENCHMARK) No education has been conducted on the topic yet. (TARGET) Five trainings will be held in different locations in the state that will reach 50 farmers. A website will be developed that will attract 1,000 visitors. (PERFORMANCE MEASURES) The number of participants in trainings will be tracked and participants will complete surveys following the trainings. Website hits will be tracked.

OUTCOME: Goal 2 was achieved and surpassed. Zenger farmers hosted two in-person trainings. The first was at Farmer to Farmer Exchange for eight farmers and all eight said they would start accepting SNAP this year or next. The second training was held at OSU's Small Farms Conference. Of the 70 participants, 60% were CSA farmers, 20% represented nonprofit organizations and 20% were farmers markets managers.

Zenger Farm also launched a website to promote SNAP CSAs to Oregon farmers and serve as an outreach tool for SNAP participants to be able to find CSAs that accept SNAP: www.oregonsnapcsa.com A webinar was created in partnership with eOrganics. 97 farmers from all over the country participated in the live webinar and an additional 273 people have viewed the webinar after it was posted to youtube.

(GOAL 3) To increase the number of Oregon CSA farms that accept SNAP funds from (BENCHMARK) the current four to (TARGET) at least 20 farms during the two-year grant period. (PERFORMANCE MEASURE) Data will be collected through online and written surveys.

OUTCOME: In progress. There are currently at least 10 Oregon CSA farmers accepting SNAP. Many of the farmers who were trained are planning on beginning to accept SNAP in 2014.

LESSONS LEARNED

Forty percent of SNAP participants not completing the first season was an unexpected problem. Reasons for not completing the season included price, transportation, and not knowing what to do with all of the produce. In 2012 and 2014 Zenger farmers provided pre-season education about seasonality and share size and spent more time explaining how CSAs work and what to expect. As a result, in 2013 the retention rate has increased to 97%.

The 2012 Zenger Farm post-survey asked participants what was the "biggest challenge" for participating in the program. Nineteen of the twenty-eight respondents (67.9%) stated that getting to the pickup time was the biggest challenge. Primary reasons for this included the limited window for pick-up (i.e., 4–6pm) and the time of pick-up (i.e., rush hour on Friday).

Other challenges included “using all the food in each week’s share” (2), “weighing items” (1), and “not forgetting to pick up the share each week” (1). It is interesting that the cost was not one of the biggest challenges, as we originally assumed. As more farmers begin accepting SNAP we will share with them what our member’s challenges have been so that they are prepared to manage similar challenges.

The SNAP office was inundated with requests from farm direct applicants this year. Farmers are having to wait 6-8 weeks to get their SNAP permits approved, thus many of the CSA farmers who planned to start accepting SNAP in 2013 are now waiting until 2014.

The biggest challenge is the inability for farmers to accept pre-payment for CSA shares with SNAP. If a SNAP member does not arrive to pick up a share on any given week that money is lost to the farmer. Though we are providing a model that demonstrates how to have a very high retention rate of SNAP members, policy change is necessary so that farmers do not have to take on a risk when accepting SNAP-paying members.

ODA-S14 Growing Through the Seasons: Developing Shoulder-Season Markets and Growing Techniques for Gorge Vegetable Producers – *Final Report*

PROJECT SUMMARY

Vegetable producers in the Columbia Gorge lacked season extension skills and infrastructure, impeding their ability to fully access local direct markets and provide local produce year-round. Area farmers' markets opened later and ended earlier than many Portland and Willamette Valley markets not because there were no shoppers, but because there was not enough produce – Columbia Gorge's slightly cooler climate requires that producers adopt season extension techniques. A 2011 survey of area restaurants and other direct produce purchasers indicated most would like to purchase local produce throughout a longer growing season, if it were available.

PROJECT APPROACH

This grant was designed to increase local vegetable production in the shoulder seasons by creating shoulder season demonstration hoops, teaching season extension workshops, and promoting local shoulder season crops to buyers and individual consumers. It utilized a vegetable producer-working group as a resource for delivering the grants activities. Gorge Grown Food Network launched and facilitated this working group in 2011 as a way to facilitate peer-to-peer learning and the transfer of tacit knowledge between farmers. It also enabled Gorge Grown Food Network to assess shared market entry barriers. The vegetable producer working group allowed us to develop close relationships with the beneficiaries of this grant.

Activities Summary:

- Hands-on season extension workshops
  - Thirteen hands-on workshops demonstrating season extension techniques were delivered
- Classroom based season extension workshops
  - Eight classroom season extension workshops took place
- Farmer shoulder-season crop surveys
  - 3 broad farmer shoulder-season surveys
- Vegetable producer working group facilitation
  - Grant related outreach increased vegetable producer working group members by 151%, from 37 to 60 growers
- Local shoulder season crop promotion
  - 1 advertisement in the local paper, 2 rounds of promotional posters highlighting shoulder-season fall produce, weekly updates via social media and market newsletters specifically highlighting spring and fall crops and recipes
  - Re-printed a consumer guide featuring 51 local farms.

Conclusions and Recommendations:

Local farmers benefitted greatly from workshops on season extension, the access to a demonstration site, and the promotion of fall, winter, and early spring fruits and vegetables. While it is difficult to quantify the economic impact of this project without recent agriculture census data and reports from the ongoing fall 2014 market sales, it is clear that sales and buyers' interest in off-season produce has increased. Positive feedback from farmers, buyers, restaurateurs and market growers indicate success, but also a need for continued development in season extension. There is a need for financial support for farmers to acquire season extension equipment such as hoop house hardware. Linking farmers to grants and local business development associations while continuing educational workshops on season extension would be fruitful. A late-fall/winter/early-spring buying guide for consumers/restaurants with recipes is recommended.

As GGFN developed new projects, received additional grants, and increased capacity the scope of work of key personnel changed. GGFN Program Association Woodley Smith assisted in project completion.

Partners: Oregon State University Extension (OSU-Ext), Washington State University Extension (WSU-Ext), Raices Community Garden managed by The Next Door Inc., Saur Farming (Ben, Tim, and Anastasia Saur) were the core partners on this project. OSU-Ext and WSU-Ext played critical roles in recruiting season-extension experts to share their knowledge with local vegetable producers, in sharing workshop announcements, and in recruiting vegetable farmers to the producer working group. Their time is included in our match verification. The Next Door Inc.'s partnership was critical to the success of this project reaching new Latino vegetable producers including their provided staff time, demonstration crops and facilities. Their partnership is reflected in our match verification. Lastly, local farmers of Saur Farming were critical to the success of this project. The principal farmer, Ben Saur, opened his farm to hosting demonstration hoops and season extension workshops and shared his knowledge with farmers less experienced with season extension. Saur Farming's contribution is tracked in our match verification.

GOALS AND OUTCOMES ACHIEVED

Activities Completed:

NOV 19, 2011, GREENHOUSE TOUR – Vanguard Nursery. 100% of participating producers reported new knowledge gain. Vanguard Nursery Tour. In total 11 people attended this tour.

JAN 14, 2012, SEASON EXTENSION & COLDFRAME WORKSHOP – Chausee Farm. 90 people participated. 88% of participating producers reported new knowledge gain. The same 88% reported intentions to seek out additional season extension resources and to expand their growing seasons.
MARCH 15, 2012, GREENHOUSE TOUR – Casa Verde CSA Farm. 16 commercial vegetable farmers participated. 11 of those farmers participated in a survey: 63% of those surveyed reported moderate to extreme gain in new information, and 37% reported a slight gain in new information. Out of the January and March workshops grew the Vegetable Producers Working Group and they have been meeting and collaborating via a listserve since.
APRIL 16, 2012, GROWING IN HOOP HOUSES AT A LARGER SCALE WORKSHOP – Gathering Together Farm.
AUGUST 25, 2012, WINTER CLOCHE WORKSHOP – **Raices Farm.** 100% of participating producers reported new knowledge gain. This workshop was on a collaborative farm for Latino producers, and the infrastructure is being utilized.
September 8, 2012- Farmer Shoulder Season Survey. Only 4 respondents, but 2 of the 4 reported extending their season by at least 2 months between 2011 and 2012 seasons.
OCTOBER 1, 2012, PLACING PLASTIC ON HOOP HOUSES WORKSHOP – **Saur Farming**. 100% of participating producers reported feeling better informed and prepared to stretch plastic on their own hoop house.
OCTOBER 6, 2012. Growing through the Seasons with **Saur Farms.** 8 farmers in attendance.
OCTOBER 13, 2012, SEASON EXTENSION WORKSHOP **–Raices Farm.** Planning for the shoulder season. 100% of participating producers reported new knowledge gain. Because this was conducted on farm, the techniques were immediately implemented.
NOVEMEBR 2, 2012, HIGH TUNNEL WORKSHOP & TOUR FOR VEGETABLE PRODUCERS –Carol Miles, WSU Ext.100% of participating producers reported new knowledge gain.
NOVEMBER 8, 2012, WINTER GARDEN & SEASON EXTENSION TOUR WITH BEGINNING LATINO PRODUCERS– Jeff Hunter's Farm with Raices Project. 100% of participating producers reported new knowledge gain.
SPRING 2012 Convened vegetable growers meeting Gorge Grown convened our Vegetable Growers Producing Working Group in late November. Nick Andrews, a soil scientist and researcher for Oregon State University's North Willamette Research and Extension Center, was a featured speaker for this quarterly gathering.
JANUARY 3, 2013: Farmer Season Extension Survey. 11 respondents. 100% of farmers reported implementing shoulder season techniques on their farm. 9 of 11 where farming year round at the time of this survey. 2 of 11 planned to extend their season in 2013.

FEBRUARY 23, 2013, GREENHOUSE SEEDING AND VEGETABLE STARTS WORKSHOP-GGFN/Nuestra Comunidad Sana with Dennis Carlson and the beginning farmers that are members of Nuestra Comunidad Sana's RAICES community farm. 100% of participating producers reported technical knowledge gain.

March 9, 2013. HANDS-ON COLD FRAME CONSTRUCTION WORKSHOP: GGFN/Nuestra Comunidad Sana with Rebecca Thistlethwaite and the beginning farmers of Next Door Inc.'s RAICES community farm. 100% of participating producers reported technical knowledge gain.
MARCH 9, 2013. FARMER CHEF AND PANEL DISCUSSION covering topics of more farm to plate sales in restaurants. Panel included 2 local chefs, 1 institution, 3 local farmers, and 1 farmer from Yamhill County. The audience was a mixed Gorge Grown facilitated a conversation about the successes, challenges, and solutions.
MARCH 9, 2013. FARMERS PANEL Featured farmer speakers, Mike & Jill Paine of Gaining Ground Farm, discussed season extension techniques, postharvest handling, marketing strategies, production techniques, and more. 5 farmers participated in this workshop and 100% reported technical knowledge gain.
AUGUST 7, 2013, FARMER SHOULDER SEASON TRAINING - Hosted specialty crop experts Carol Miles and Nick Andrews to deliver farmer education. Carol and Nick visited 6 farms and provided direct feedback on season extension, crop planning, high tunnel growing, plant pests and diseases, and marketing advice. In the evening they hosted a joint classroom session. 11 farmers participated including 5 native-Spanish speaking beginning farmers. Carol also met with a group of 5 cider apple growers to discuss marketing and crop quality.
APRIL 29, 2014, Saur Farming – HOOP HOUSE TOUR AND SEASON EXTENSION WORKSHOP. 12 attendees. All participants learned about various aspects of season extension.
March 2014: CHEF/BUYER FORUM: 17 participants discussed strategies to increase local produce sales from local farms to restaurants. Farmers and restaurant buyers were able to meet and build connections and direct relationships.
SEPTEMBER 2014: Worked with local Cider Association to create promotion material including a map of farms and cideries and a website for industry promotion.
SEPTEMBER 2014: SEASON EXTENSION PROMOTIONAL POSTERS DISTRIBUTED TO BUYERS. Designed and printed new signs featuring fall products to educate customers and restaurateurs about should season produce. Distributed posters to area restaurants, markets, public meeting spaces.

Winter is when farmers are willing to engage in forums and meetings to assess needs and share insights and challenges with Gorge Grown Food Network and each other. We intend to survey farmers about how season extension has helped or challenged them throughout the

duration of this grant (2011-October 2014) by convening Producer Working Groups (Vegetable Growers, Tree Fruit/Berry growers) in Fall 2014 and a larger Food Summit in the (Winter 2015). Survey results will be available by March 2015, and at that time we will assess overall progress made toward our long term goals to bolster season extension and production in our bioregion.

BENEFICIARIES

Over 100 Gorge-area vegetable growers, the majority of whom were new farmers with less than ten years of farming experience; over a dozen Latino families, members of Raices community farm; local consumers of farm-direct produce (including families and larger food buyers such as restaurants and institutions).

Benefits: "This was the first winter I could source locally for the restaurant all winter long. I have definitely noticed a difference in produce availability and quality during the off season." – Kathy Watson, local Hood River chef.

- Increased marketing opportunities: 23 new restaurants increased or started featuring local shoulder-season produce since Fall 2011; Pfriem, River Daze, Pine Street Bakery, Water's Edge Bistro, Trout Lake Inn, Glass Onion, The North Shore, Good News Gardening, Bette's, Doppio, Celilo, Nora's, Solstice, Riverside, Katina's Café, Double Mountain, Henni's, 6th Street Bistro, Four and Twenty Blackbirds Cart, Leah's Lunch Cart, Empanadas Maria Elba, Feast Market & Delicatessen, Herbette Food Cart.
- 4 markets increased local produce sales: Rosauer's, Idlewild Market, Farm Stand, Mother's Market
- Please see "unexpected outcomes" below for other benefits.
- Hood River Farmers Market Shoulder Season Sales Increased: Fall shoulder season (Sept. – Nov. 2010) sales increased from $14,631 in 2010 to $20,644 in 2012. Total market sales increased from $20,506 in 2010/2011 to $41,262 in 2012/2013.

LESSONS LEARNED

Insights and Unexpected outcomes: Working with Hood River Parks and Recreation proved difficult when they decided not to participate in hosting the promised demonstration site. In the future, we believe that working directly with farmers and our partners at Oregon State University, Washington State University or Next Door Inc. to demonstration effective use of equipment and farming techniques will be best. We have deepened and strengthened our relationships with those partners in particular through this grant. Rather then staffing a separate demonstration site for season extension techniques, it has worked well to empower a local farmer to successfully run a living model on a working farm. Through our promotion of the High Tunnel program run by Natural Resource Conservation Service, 12 new high tunnels were built in our Vegetable Producer Working Group. This is testimony to the success of the

project, despite original challenges around developing the demonstration site.

As GGFN has strengthened relationships with partners and supported farmers in expanded markets, larger institutions have begun to reach out for assistance such as White Salmon's Skyline Hospital and Hood River Public School System's Food Services. We are currently in the process of connecting these larger institutions to local growers using season-extension techniques. For example, as of September 2014, the Mid-Columbia Medical Center is now buying over 60% local with produce coming mainly from Seed to Table Farm who's owners participated in several season-extension workshops under this grant. Seed to Table is now growing late in the fall and early into the spring in greenhouses.

One unexpected lesson learned is that several farmers are more interested in selling storage crops in bulk early in the fall than harvesting all winter long. They rely on their off season to recuperate for the season ahead. It may be helpful to consider crops that can be grown and harvested for storage to extend seasonal eating such as grains, beans and squash. Farmers also expressed a need for cold and dry storage, and flash freezers to increase sales throughout the winter.

ODA-S15 Portland Growers Alliance: collaborative direct-marketing for new and disadvantaged growers – *Final Report - APPROVED – 3/24/2014*

CONTACT NAME: **David Beller, Grow Portland**
PHONE: **503.477.2333**
EMAIL: **dbeller@growportland.org**

PROJECT SUMMARY

The Portland Growers Alliance Project was created to address the substantial barriers facing new and refugee farmers accessing land and market outlets in the Portland area. New and refugee farmers face barriers stemming from lack of capital, land availability, mentoring, and market access to pursuing entrepreneurial activity through small farm enterprises. In the case of the refugee community, additional barriers obtain in language skills and cultural knowledge. Such barriers place limitations on access to healthy food, avenues to economic prosperity, and community integration, leading to poor health outcomes and often increased dependence on social service agencies by economically vulnerable families. The Portland Growers Alliance was initiated to address this gap in access and opportunity through a collaborative marketing model patterned after other successful distribution projects throughout the country. The Growers Alliance streamlines access to land, equipment, plants, and mentorship, and jointly markets and distributes naturally grown vegetable crops through diverse direct-market channels including restaurants, food service, farmers markets and community supported agriculture. The project seeks to build a self-supporting social enterprise specifically designed to increase market access and sales for new and disadvantaged growers.

PROJECT APPROACH

▪ In accordance with the project proposal, the Project Lead with the assistance of Lead Growers sought to fulfill the project's objectives through work in the following program areas.

▪ Centralized Crop Planning:
The Project Lead and Lead Growers developed a centralized crop plan for the project that allowed for increased efficiency, and reduced redundancies across growers. Growers were able to focus on growing fewer crops in larger quantity, reducing the labor inputs, while still appealing to a wide range of customers through the diversified product offerings of the collective marketing apparatus.

▪ Streamlined Procurement and Shared Infrastructure:
The Project Lead and Lead Growers streamlined the procurement of supplies for the project, including seeds, plants, tools, and marketing materials in order to leverage economies of scale and minimize transportation and shipping fees for growers. Additionally, the project developed shared infrastructure around irrigation, packing area, storage, and transportation to further reduce overhead incurred by individuals.

▪Mentorship and Education:
Lead Growers offered weekly on-site mentorship to participants at two locations to teach new farm practices, assist with crop plan implementation, introduce new crops with potential for good return, and troubleshoot issues responsible for crop loss and damage. Additional education centered on harvest and post-harvest handling, and marketing techniques for direct-market outlets.

▪ Creation of Collective Market Outlets:
The Project Lead and Lead Growers cultivated diverse market outlets accessible to all growers in the project through the Growers Alliance brand. Growers Alliance produce was sold through two farmers' markets administered by Portland Farmers Market, through a CSA with pickups available at 5 locations in Portland, and through accounts with local restaurants and food service providers.

▪ Evaluation and Monitoring:
Each grower was asked to fill out a yearly program evaluation that recorded development of skills in specific farming tasks and estimated contributions to household income from produce consumed at home and sold through marketing outlets outside of the Growers Alliance. All sales under the Growers Alliance banner were recorded in detail for each participant to compile yearly sales totals for each participant and for the project overall. Lead Growers also recorded hours spent mentoring with participant growers to help measure educational impact.

GOALS AND OUTCOMES ACHIEVED
Original: Assist 12 farm businesses to increase their gross sales by 50% over two years. All growers will report gross sales and net profits each year, including a starting baseline.
Achieved: The project helped 17 farm enterprises increase sales. All growers reported increased sales in 2012 over their 2011 levels. We expect six growers will report sales increase from 2012 to 2013.

Original: Exceed $100,000 of sales after the third year. We expect to increase sales by 25% each year.
Achieved: In 2012, the project sold $62,000 of produce. In 2013, we expect that sales will not exceed $50,000 due to weak community supported agriculture sales. Our Saturday Portland Farmers Market sales increased 25% from 2011 to 2012 and from 2012 to 2013.

Original: Develop ten direct market outlets: two community supported agriculture pickup sites, two farmers market stands, three food service accounts and three restaurant accounts.
Achieved: In 2012, we serviced five community support agriculture sites and sold to Reed College, Thompson Farm stand and the Saturday Portland Farmers Market. In 2013 we sold at the Portland Farmers Market on Saturday and Wednesday, to Thompson Farm Stand and three

drop off points are scheduled for our new storage share approach to community supported agriculture. In 2012-13, we serviced nine sales outlets. We have not seen a strong interest from restaurants, but sold frequently to the restaurant Beast through the Portland Farmers Market in 2013.

Original: Eight out of twelve growers will exceed $10,000 worth of sales from the Alliance in 2013.
In 2012, sales exceeded $5,000 for four growers. We expect that sales will exceed $4,000 for eight of our growers in 2013.

BENEFICIARIES
We helped four refugee growers form Burma, five refugee growers from Bhutan, two grower from Russia and six grower from the USA.
Kway OO- Burma
Hso Hso- Burma
PiPi Saw- Burma
Thaw Thi- Burma
Moti Adhikari- Bhutan
Govinda Dhimal-Bhutan
Pabi Tiwari-Bhutan
Guman Bharati- Bhutan
Mani Bharati- Bhutan
Tatyana Puzur- Russia
Vladimir Stadnikov-Russia
Lauren Morse- USA
Mathew Hoselton-USA
Ben Kassmen-USA
Justin Greene-USA
Caitlin Blood-USA
Seth Belber-USA

LESSONS LEARNED
Collaborative marketing can help refugee and new American growers with the opportunity to sell through markets that they might normally be able to service. For example, refugee growers often have limited English and literacy skills which prevent them from selling directly at a farmers market or administer a community supported agriculture operation. New American growers benefit from marketing support because marketing is expensive and time consuming.

Direct marketing outlets in the Portland Metro are incredibly competitive. The project did not reach our original sales targets because it did not find enough outlets to do so. Our community

supported agriculture membership grew in 2012 to 67 members, but then dropped off in 2013 to a level that was not financially viable to support. We are beginning a new storage share approach. This will focus on a one time delivery of eight storage crops which will have a smaller price tag and less commitment of weekly community supported agriculture deliveries. We are seeing a strong interest in this concept.

An important result of our work is to get more visibility of refugee growers. Our work has been reported on Oregon Public Broadcasting and in the Oregonian newspaper. Many local customers are interested and inspired to purchase produce from growers with unique backgrounds.

ODA-S16 LIVE Winery Certification Expansion – *Final report*

CONTACT NAME: Abby Cullinan, Low Input Viticulture and Enology (LIVE)
PHONE: 503-396-4094
EMAIL: admin@liveinc.org

PROJECT SUMMARY

At the beginning of the grant period in 2011 the LIVE winery certification program included 33 wineries comprising almost 1 million cases (about half of the production of wines in Oregon). As wineries implementing LIVE practices received more attention in from buyers and wine writers, the program was poised to expand, but needed dedicated staff and funding for this expansion.

The current staff of LIVE was insufficient to meet the needs of this rapidly growing service to the industry. LIVE had doubled membership in the three years leading up to the grant period. In order to maintain the level of membership services and a high quality of program standards, it was imperative to expand to a third full-time employee dedicated to the stewardship of the LIVE winery certification program.

At the close of the grant period the program includes approximately 50 member wineries, which produce 1.4 millions cases of wine annually. Specialty crop funds were crucial to this meeting this need in a timely manner.

PROJECT APPROACH

WORK PLAN:

Time Line	Task	Completed By
Jan 2012	Hiring of Winery Certification Program Manager (PM)	LIVE Executive Director (ED)
Jan – Mar 2012	Winery PM works with LIVE Executive Director (ED) to manage 2011 winery certification process	PM and ED
Feb – June 2012	Review and revision of winery standards for 2012	PM and ED
Apr – July 2012	Development of recruitment materials Recruitment and outreach for 2012 winery members Travel to Willamette Valley, Southern	PM

	Oregon, Milton-Freewater, Columbia Valley	
June 2012	Release of 2012 winery standards	PM
Aug-Oct 2012	Training of new winery members	PM
Nov – Dec 2012	Coordinate winery inspections for Jan/Feb	PM
2013	Repeat annual process while soliciting feedback and incorporating results from 2012. Continue outreach, recruiting, branding/identity work and website updates with LIVE personnel.	PM and ED
Jan – Mar 2014	2013 winery certification process activity	PM
Apr – June 2014	2013 certification completed and grant activities concluded	PM

The **Oregon Wine Board** supported the project by providing the LIVE winery program with outreach opportunities, educational support, and funding for development of a materials management tool and marketing toolkit.

The **Washington Association of Wine Grape Growers** also provided outreach and educational opportunities through its annual meeting and Winerywise workshop series.

Vinea, a Walla Walla-based wine industry group, facilitated LIVE's work in that interstate AVA.

With assistance from the **Idaho Wine Commission**, LIVE was able to stretch its goals for this project and begin recruitment in Idaho's Snake River Valley.

Greenhouse gas emissions progress was supported by additional funding from **The Laird Norton Family Foundation**.

Other donations directly supported the educational activities of the LIVE winery program, noted in the enclosed *LIVE Winery Progress Report*.

GOALS AND OUTCOMES ACHIEVED

ACTIVITIES PERFORMED

October – December 31, 2011

LIVE conducted a national search for a new staff person to manage the winery certification program, advertising the position through a number of channels and receiving a total of 48 applications. The executive director and hiring committee reviewed these applications and

interviewed 7 candidates. The committee hired Abby Cullinan in December and arranged a January 2012 start date.

Other activities included purchases of equipment for the program manager's work and printing of marketing collateral to promote LIVE winery certification to customers.

January 1 – September 30, 2012

Management of the 2011 certification process

The winery program's 2011 certification process was jointly managed by LIVE's executive director and the program manager. This was a fundamental component of the program manager's training, and an opportunity to better understand and improve upon existing procedure. For the first time, LIVE was able to dedicate staff time to accompanying inspectors on winery site visits, gathering feedback from inspectors and members on how the process could be streamlined and improved. These visits also allowed the program manager to become more familiar with common elements of and variations among winemaking facilities in Oregon.

Information gathered from the visits and resultant discussions was used to make clarifying changes to the standards, identify web development projects to increase functionalility of online reporting system, redesign certification documents, and establish a better understanding of inspectors' methods to develop inspector training and education.

During this process some winery members underwent joint inspection for LIVE and the Carbon Reduction Challenge (CRC). Members participating in both programs benefited from cost and time savings, and the LIVE winery program and the Carbon Reduction Challenge were able to improve coordination. Analysis from this activity led to acceptance of CRC participation and paperwork for LIVE's energy and greenhouse gas reporting requirements.

2012 standards review and revisions

The program standards updates discussed above were part of an annual review and revision process by LIVE's winery technical committee. In addition to feedback from on-site visits and work with the CRC, the technical committee incorporated recommendations from an independent review of the winery standards performed by A. Kate Knox in 2011. The winery technical committee also established requirements for material use reporting in order to benchmark their use for the 2012 vintage and continue progress on the winery material evaluation tool in development. Standards updates were released on schedule in June 2012 with a winery tour and member training hosted by Domaine Drouhin Oregon.

Materials tool progress and participation

At the end of 2011 the Oregon Wine Research Institute provided LIVE with a proposal and guidance document for evaluating human and environmental impacts of materials used in wineries. Wider survey of wineries regarding materials usage and thorough scientific review of

key materials were two next steps identified by OWRI's work and the winery technical committee. LIVE surveyed its members, increasing participation from 3 wineries at the initial survey by OWRI to 25 wineries reporting material usage in April 2012. This new information provided a more accurate picture of common materials used as part of winery operations. In order to complete scientific review of these materials, LIVE approached the Oregon Wine Board with a grant proposal and in June 2012 was awarded $10,000 for this purpose. LIVE engaged A. Kate Knox for review of key winery materials and worked in the second half of 2012 to aid her progress, arranging winemaker interviews and on-site visits as well as periodic discussions related to project progress and approach.

In the final quarter of 2012 and 2013 LIVE will begin implementation of the evaluation tool and education around material impacts, based on Ms. Knox's scientific review and guidance. The tool will assist program members in understanding the human and environmental impacts of materials added to wine and used in the winemaking process. Consistent with the overall mission of the program and goals of the grant, the tool will add to the quality and value of the winery program, bringing our approach to winemaking materials in line with our approach to use of natural resources such as water and energy.

Recruitment and outreach
LIVE's winery program traveled to and participated in industry, partner, and other special events as part of our outreach and recruitment efforts.

Industry events
LIVE's winery program was represented at the annual meeting of the Washington Association of Wine Grape Growers with a booth and participation in winery educational sessions. LIVE also represented and educated attendees of the Oregon Wine Industry Symposium on the winery program, its benefits, and the certification process. LIVE has maintained contact with wineries reached at these industry events , who are likely candidates for membership in the program.

LIVE also participated in regionally-focused events, including two events in Portland featuring Walla Walla and Southern Oregon wines, respectively. Attending trade-only sessions allowed the winery manager to meet winery owners and managers from two regions with great potential for growth in sustainable winery certification. The winery program was also featured at a gathering of winemakers in Walla Walla in June, hosted by Amavi/Pepper Bridge and organized by LIVE.

In May and June, LIVE organized meetings and visits with wineries in the central and lower Willamette Valley, to educate and update winegrowers on the progress of the LIVE programs.

LIVE also traveled to Southern Oregon to speak at a joint meeting of the Southern Oregon and Rogue Valley winery associations, introducing these audiences to and highlighting the benefits

of the winery program. LIVE incorporated into its July and September Southern Oregon travel visits to potential members' wineries and the Southern Oregon Wine Institute to discuss partnership opportunities and participation in the winery program.

Partner events
LIVE's partner Vinea invited the LIVE winery program to present at its annual meeting, held in Walla Walla in April. As a local Walla Walla partner and strong advocate for sustainability in winegrowing, Vinea maintains a substantial winegrower network and within the network are many wineries considering sustainability certification.

The launch of Washington's Winerywise best practice and self assessment tools was another opportunity for LIVE to continue its outreach in Walla Walla, the Columbia Valley, and the Puget Sound area. Travel to the Puget Sound presented the additional opportunity to meet with and develop a proposal for Ste. Michelle Wine Estates, which is currently being reviewed by their environmental director

Other events
LIVE participated in the 2012 wine bloggers conference to raise awareness of members' sustainability efforts among an educated audience. Following this LIVE began planning outreach to sales and marketing professionals, beginning with a distributor and retailer meeting in October 2012.

October 1, 2012 – March 31, 2013
2012 winery certification and 2013 standards review process
LIVE continued to improve its winery certification process and standards.

- Simplified logo use rules for wineries' use of certification claims on their bottles, and development of web and print resources to provide guidance on updated rules. http://liveinc.org/logos
- Redesigned winery certificates with language reflecting continuous certification until revoked, surrendered, or suspended. This change, similar to part of the National Organic Program's certificate format, allows certified wineries to more easily incorporate sustainability claims on their labels. *See enclosed certificate*.
- Held a winery inspector training, actively soliciting feedback and producing a collaboratively developed guidelines document. *See enclosed guidelines*.
- Shadowed site visits. In this second year we were more targeted with our visits, focusing on new members and gathering feedback from inspectors and members on how the process could be streamlined and improved.
- Began transition to document control system for winery certification program documents.
- Completed an early review of winery standards to publish an updated 2013 checklist for the LIVE annual meeting. http://liveinc.org/checklist/2013/sample_winery

- Standards updates notably included incorporation of the Carbon Reduction Challenge emissions reporting tool and milestones, to strengthen our energy standards and deepen the level of information and understanding members had concerning their emissions and energy use. These changes are found mainly in control point 3.2 of the checklist. *See checklist link.*
- Wineries reported their material use and progress on the winery materials evaluation tool continued with a well-attended meeting to resolve a few remaining questions from the process and achieve consensus on the tool format. *See enclosed meeting materials.*

Recruitment, education, and outreach

In addition to meeting with and recruiting individual wineries throughout this period, LIVE attended and organized industry, partner, and other special events as part of our education, outreach and recruitment efforts.

- Attended statewide industry and partner events in Washington and Oregon. Ste. Michelle Wine Estates, an industry leader with vineyards in both states, sponsored LIVE's booth at the annual meeting of the Washington Association of Wine Grape Growers, where we focused on recruiting potential new members and offered an educational program to winegrowers interested in LIVE. LIVE also attended the Oregon Wine Industry Symposium, recruiting there and organizing an opening reception that featured wines made in LIVE certified wineries. This successfully promoted the winery program and the efforts of the members with symposium's 1500 attendees. See http://on.fb.me/18dxbEk.
- Participated in regionally-focused events, including a winegrower meeting in the Columbia Gorge, a trade event featuring wines from Walla Walla, and several Willamette Valley AVA meetings. These presented opportunities to meet with winegrowers and potential members in a more specific and engaged setting, allowing us to answer in-depth questions with a more regional focus.
- Planned and held educational events for winery members, including an Energy Trust winery workshop and, for the first time, a winery-specific session for our annual meeting. We also began recording much of our educational content to make it more available to members and the public: http://www.youtube.com/livecertified.
- Delivered educational information to the sales channel, organizing meetings with retailers and distributors from October on. This effort is increasingly valuable to LIVE members as the winery program expands and sales channel education becomes more important. Presentation content available at http://prezi.com/8r3lccytgszg/live-for-wine-buyers/
- Launched livecertified.org to introduce wine buyers to topics of sustainability in Northwest wine production, developing content with an educated and engaged consumer audience in mind.

April 1, 2013 – September 30, 2013

Recruitment, education, and outreach

Project activities during this period consisted largely of educational events and outreach, taking steps to include wine buyers as well as producers.

- LIVE held its **2013 Annual Meeting** in April at Adelsheim Vineyards. In addition to board elections and review of the previous year's activities, the annual meeting is an important educational event for LIVE members. The 2013 meeting was the first to include wineries' marketing/sales staff and to tailor educational content to wineries. With record attendance and introduction of breakout sessions, LIVE was able to hold informative and collaborative discussions for winemakers and salespeople alike. Sales and marketing professionals led a seminal discussion about incorporating certification into brand messaging, and generated energy and ideas for future activities, much of which was taken up by a newly formed branding committee later in the year. Winemakers gathered to hear UC Davis Professor Roger Boulton discuss ideas for low input approaches in the winery, helping members understand how to evaluate and reduce the impacts of materials and resources used in their operations. The keynote speaker, writer Cole Danehower, addressed his remarks to this broader audience and recounted his talk in this written piece: http://essentialnorthwestwines.com/l-i-v-e-long-and-prosper/. Potential new winery members also attended, some of whom later joined the program.
- Pilot **in-store tastings** at Whole Foods Market allowed the winery program to better understand some of the challenges encountered by members in a sales setting. LIVE was well-received in these settings, but the need for better understanding on the part of buyers was also clear. (Example tasting pictures.)
- New **educational lectures** as part of the LIVE Lecture Series included general program training for wineries led by A to Z Wineworks and an Oregon OSHA winery safety workshop, both successful and well-attended. (OSHA workshop video.)
- LIVE formed a **branding committee** of respected professionals affiliated with the Northwest wine industry. The committee first met in June 2013 and outlined some questions and feasible next steps for LIVE to consider, in order to add value to the winery program. Projects suggested and completed by September included a **member's guide to marketing best practices**, a **LIVE trade tasting,** and development of materials for **buyer education** and **on premise signage**. Please see links below for examples.
    - LIVE member marketing guide.
    - Trade tasting photos.
    - LIVE wine buyer's guide.
    - Example window decal for stores and restaurants.
- **Outreach travel** continued as planned. In June 2013 LIVE met with retail/distribution businesses in Seattle and Portland to introduce the program and get feedback on how the program could be incorporated into their work. Response was positive and feedback informed discussion at the initial meeting of the branding committee. LIVE traveled to Southern Oregon in August to meet with wineries and recruit new members. Additional trips allowed for simultaneous recruitment and participation in **industry and partner events**. OSU's Grape Day was an educational event for Oregon growers, which allowed

LIVE to connect with potential members. LIVE presented for the second year at the Winerywise workshops in July, talking to wineries from Milton-Freewater, the Columbia Valley, and Puget Sound. The Oregon Wine Board invited LIVE to join an August event on Mount Hood, held for wine buyers from Japan and focused on sustainability in the Oregon wine industry. (LIVE/Oregon Wine Board event on Mount Hood.)

Program development

- The winery program incorporated the Carbon Reduction Challenge (CRC) initiative into its operations and standards. Much of the program transition occurred during this period with support from CRC manager Michele Martin and technical advisors at Ecova. The winery's programs 2014 lectures will include sessions related to climate impact and energy efficiency, in order to strengthen program members' commitment competency in this area.

October 1, 2013 – March 31, 2014

Certification and standards: 2013 certifications and 2014 standards review

The 2013 certification process began in the first quarter of 2014, as wineries finalized their 2013 calendar year data and reported information to LIVE. Notable new certifications were Canoe Ridge Estate Winery in Paterson, Washington and The Rogue Winery in Medford, Oregon. As part of the Ste. Michelle Wine Estates family of wineries, Canoe Ridge represents an important step in the participation of larger producers, because they are influential buyers of the Oregon specialty crop that is the focus of this grant. Ste. Michelle wineries source fruit from across the Northwest, including Oregon, and this winery's participation is intended as a pilot to be replicated across other properties/facilities. Ste. Michelle has signalled the value it sees in sustainable wine production by expressing a preference for LIVE certified fruit and continuing those sustainability efforts in its winery facility.

The Rogue Winery in Medford, Oregon represents increasing interest from custom crush facilities and one of Oregon's fastest growing wine regions, southern Oregon. The Rogue Winery is now able to offer southern Oregon vineyards a certified sustainable winery facility to process their grapes, and thus is another important new participant in the program.

LIVE continued to improve its winery standards, and convened the winery technical committee in March 2014 to review and update program standards. Updates for 2014 include a reorganization of the winery checklist into fewer chapters that reflected the program's priorities and presented content in a more focused manner. These chapters are:

1. Planning, Records, and Training
2. Grapes and Enology
3. Energy Use and Greenhouse Gas Emissions
4. Materials Management
5. Water Management
6. Worker Health, Safety, and Benefits

7. Community Impact and Education

New content on the 2014 winery checklist included:

- Addition of a control point to the *Worker Health, Safety, and Benefits* chapter dealing with basic hiring, wages, and benefits practices that align the winery program with recent updates to the vineyard program; and
- Addition of a control point to the *Community Impact and Education* chapter with more content around educating buyers and the public.

The winery technical committee and program manager also outlined goals for updates to program reporting forms, which wineries use to collect data on their water use, materials use, and greenhouse gas emissions. The focus of the discussion was aggregation of historical data from the program and revisions to the forms that would allow wineries to visualize the information they entered. These revisions are intended to demonstrate trends in a winery's usage/emissions through the year and allow comparisons with other wineries of a similar size. This work was still in progress at the close of this biannual report period, but a draft water use report is included as an example. *See enclosed report example.*

Recruitment, education, and outreach

LIVE's winery program continued outreach to winegrowers throughout the Northwest. This consisted largely of attendance at industry events in Oregon, Washington, and Idaho – the annual meeting of the Washington Association of Wine Grape Growers, the Oregon Wine Industry Symposium, the annual meeting of the Idaho Wine Commission, and the Walla Walla in PDX trade tasting. The Oregon wine industry's annual dinner featured wines from LIVE certified wineries, paired with local and seasonal food. This dinner was an opportunity to inspire attendees and bring attention to the work of the wineries in the program. *See enclosed event menu.*

Trainings and marketing support tools were delivered to wineries during this period and were well received. The training content and tools were developed at the direction of LIVE's marketing and branding committee, which met again in January 2014 and identified priority deliverables. The activities of October 2013-March 2014 also included planning for the LIVE Annual Meeting, where these materials would be distributed more widely. S*ee enclosed example training slides and marketing support tools.*

LIVE continued to educate new audiences about the winery program and has seen initial success with including the tourism industry. A productive initial meeting with Travel Oregon in March 2014 deepened our understanding of how certified wineries could connect with Oregon's agrotourism and culinary tourism initiatives.

Program development

LIVE's outreach also highlighted the need for a new program membership option, for

winegrowers still in the process of setting up their properties/facilities and community college programs that teach viticulture and enology. Although these types of winery facilities are not focused on commercial production, they are interested in sustainability and want to understand how they can design their operations to protect human and natural resources. LIVE's board approved an education membership option in March 2014, which will allow these newer industry members and educators access to many of the tools and educational content made available to the commercial operations currently in the program.

April 1, 2013 – June 30, 2014

Recruitment, education, and outreach

Project activities during this period consisted largely of educational events and outreach.
LIVE held its **2014 Annual Meeting** in April at Zenith Vineyard. The winery program seminar was delivered by Matt Shinderman of Oregon State University and focused on greenhouse gas (GHG) emissions reporting and beverage industry GHG impacts.
Six additional wineries enrolled in the program, and LIVE distributed the remainder of the grant funds as inspection fee subsidies to these facilities. This was a

BENEFICIARIES

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

Clearly state the quantitative data that concerns the beneficiaries affected by the project's accomplishments and/or the potential economic impact of the project.
The LIVE Winery Certification Program project aimed to help its members achieve the following goals:

1) Minimization of inputs into the winemaking process with preference given to cultural and natural processes over chemical substitutes. Further, all chemicals used have been evaluated under the lenses of pre- and post-use environmental impact, consumer safety, and worker safety.
2) Conservation of resources via reduced and responsible energy, water, and raw material usage
3) Reduction and responsible management of solid and liquid waste
4) High prioritization of worker health and safety
5) Achieve reductions in greenhouse gas emissions
6) Production of high quality wines using the least impactful methods

After performing a self-evaluation of sustainable and integrated production of wine, LIVE certifies the successful efforts of the winery members through third-party inspections. The beneficiaries of this process are the owners and employees of any Oregon or Washington winemaking facility, and the industry as a whole.

Specialty crop funds were used to benefit these producers by reducing initial certification costs, supporting educational programs, and developing decisions support tools for management of materials, solid and liquid waste, worker health and saftey, and greenhouse gas emission as described in the ACTIVITIES section of this report. See *LIVE Winery Progress Report* (enclosed) for additional explanation and quantification of these activities.

LESSONS LEARNED

Offer insights into the lessons learned by the project staff as a result of completing this project. This section is meant to illustrate the positive and negative results and conclusions for the project.

Provide unexpected outcomes or results that were a effect of implementing this project.
If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving.

Because of additional support from foundations and industry associations (see notes partners in PROJECT APPROACH section of this report), LIVE was able to stretch beyond its original goals for this project, with outreach across the Northwest into Idaho, development of marketing tools for members, and analysis of certification data to inform the program's educational priorities (see enclosed *LIVE Winery Progress Report*). Without funding and staff time specifically dedicated to the winery program via the specialty crop block grant award, this would not have been possible.

LIVE also relied on contractors for some of the work performed in the course of this project—inspections, web development, and environmental assessment for the materials evaluation tool. Our experience with these contractors was uniformly positive, and illustrated an important lesson: upfront diligence in selection of contractor partners allowed the activities described here to proceed in a timely manner and allowed us meet our responsibilities to funders and the beneficiaries of the grant activities.

ODA-S17 "Building the Web-based Tool Connecting Plant Buyers and Growers – *Final Report - APPROVED – 3/24/2014*

CONTACT NAME: Ann M. Murphy, Oregon Association of Nurseries
PHONE: 503.682.5089
EMAIL: amurphy@oan.org

PROJECT SUMMARY

No single, widely recognized Web site offered the opportunity for wholesale plant buyers to search for availability and new sources of plant material from wholesale growers at a time when online searches for this type of information is increasing and traditional nursery industry marketing and sales methods are becoming less effective. An ineffective online presence—or not having a presence online—represents a serious competitive challenge for growers, especially for smaller nurseries that do not have the resources or know-how to build or maintain a site.

Proposed in this grant request were activities implementing and promoting a robust online buyers guide to (1) create awareness of the Oregon and northwest nursery industry; (2) create an easy efficient way to make business-to-business connections; and (3) create a cost effective online platform for growers. It will help smaller growers break into online marketing and will add a greater dimension to the online mix of growers that already have an online presence. We anticipate there will be several secondary benefits as well, e.g., easier and targeted grower communications about plant pest and disease issues and easier creation of a partial load communication tool. This project helped the OAN construct, market and operate an online nursery guide valued by plant buyers. The request built on the work done in USDA Specialty Crop Grant #2808-GR, which identified how various segments of the industry utilized the internet for plant searches, valued functionality for an online interface, and technology platform requirements to support the proposed functionality.

Online searches for plant information, sources and availability is an increasingly important tool for the industry. Currently, almost 90% of the target industry segments use the Internet to find plant information and almost three-quarters of those go online daily or weekly. [Only trade shows were reported more frequently as a primary method for finding nurseries and growers.] Only 20% said they were very satisfied with their search experience, however. The need to know availability of a plant prior to making a phone call is very high (75%). Most requested features of an online resource are new varieties information, my-state/my-zone plant information, shopping list help, and RFP-type functionality. "Type in a plant name and you would get back a contact list of growers who report that they grow or carry this plant" is of interest across target groups. [Source: Pivot Group Research funded by Grant #2808-GR]

Before implementation of ODA-3078-GR, the Oregon Association of Nurseries (OAN) maintained a passive searchable database. Enhancements to the OAN's online Nursery Guide

(www.nurseryguide.com) was needed for growers to keep pace with the growing use of the Internet in the industry for plant searches. OAN is convinced that increasing desirable functionality will drive visits to the site and increase site "stickiness," heightening awareness and desirablility of doing business with Oregon and northwest-based wholesale nurseries.

A more valued online searchable Nursery Guide has the potential to benefit all Oregon and northwest wholesale nurseries, greenhouse and Christmas tree growers selling to garden centers, brokers, rewholesale yards, and landscape professionals regionally and/or nationally. [Note: the proposed project is not targeted to the home owner; consumer traffic will be redirected to the OAN's www.PlantSomethingOregon.com.]

PROJECT APPROACH

An OAN-member advisory group was organized to provide additional input into priority functionality. OakTree Digital, the technology firm selected to help design and rollout the online Nursery Guide, evaluated research results and opinions of the advisory group and provided a recommended list of functionality that could be accomplished within the constraints of the budget using an open-source Drupal platform. Legal review of contracts and finding a source for plant information and photos delayed the project for several months before data transfer and testing could occur. The delay put the project several months behind schedule. Working with PlantLust.com, we were able to populate approximately 1,000 of the 3,000 plant listings with photos and/or plant descriptions. Members are providing additional photos and Great Plants Picks has offered their plants descriptions and photos to supplement the plant data.

Originally scheduled for July 2012, testing took place in December 2012. Fixes were implemented before, during and after launch. The Drupal platform recommended by OakTree Digital turned out to have more functionality and aesthetic limitations than anticipated. A decision was made to use Google Search on the site to aid in visitor search for plants due to Drupal's search limitations. A soft launch occurred in late January 2013 so Google could begin spidering the site. According to OakTree Digital and several OAN member technology companies, the average time for Google to spider a site is 10 days, which would have provided sufficient time before advertising hit the streets; however, it took much longer for information to become available for search, and it never was satisfactory.

An article about the new online Nursery Guide appeared in the January issue of *Digger* magazine, OAN's monthly trade publication. The OAN booth at the early January Mid-Atlantic Nursery Trade Show in Baltimore, Maryland, touted the new Nursery Guide with a "Find What You're Missing" message. Advertising launched in *Digger* in February and ads appeared in national trade publications and online in trade e-newsletters beginning in March. In April, search engine optimization (SEO) activities and Google pay per click (PPC) advertising launched. Traffic to the site more than tripled during peak shipping season (April-June) and, even though

PPC stopped in August, traffic is still almost twice what it was during the same time period in 2012. Marketing initiatives including the messaging and creative were designed by Pivot Group. *(See Digger articles, Booth panels, advertisements attached)*

OakTree Digital's contract expired January 25, 2013, but they continued to work with us to resolve outstanding issues. The contract was considered complete in March 2013, at which time, no one on the original OakTree Digital team remained with the company. At that point, OAN made the decision to work with Pivot Group, the company that also was providing marketing support for the project. They recommended migrating to a new platform—ASP.net—to reduce long-term programming and maintenance costs. Search improvement was the most important issue based on user comments during the first few months after rollout. OAN requested that Pivot Group modify the search function to be more user friendly. The new platform supports all the functionality OAN originally was anticipating at the start of the project. Target date for the current site to migrate to the new platform is mid-October. OAN staff and several of its members and a plant buyer are in the testing phase of the new search functionality.

Though not part of the original scope of activities, we began e-commerce discussions with OakTree Digital in September 2012 to size the project so that we could better serve our members during the listing purchase process. Due to OakTree Digital team member transitions and OAN staff workloads, the initiative didn't get implemented in time to help with 2013 list purchase process. (OAN anticipates this functionality will be implemented in mid-2014).

OAN made the decision not to provide a free listing for every member because (1) every member has an online profile on the site and (2) Elizabeth Peters was adamant that members thought their name in the printed directory qualified as their free listing. Even after a concerted effort on the part of the OAN staff—phone calls, personal emails, postcards mailed to members, reminders in *Digger* magazine and in the weekly *Member Update*—only 426 of OAN's 919 members purchased listings (46%), significantly fewer than in past years and far fewer than anticipated.

NOTE: Up to this point and for the next several years, the printed *Nursery Guide* and its distribution is the driving force behind purchased plant, service and supply listings. The printed *Nursery Guide* was, after the Farwest Trade Show, the most important way OAN promotes the Oregon nursery industry,

For decades, NurseryGuide.com, the OAN's searchable online database, had links to listing business websites as added value to a listing purchase, albeit the site had a lot less functionality than the current, grant-funded site. However, the principal value provided by the grant-funded project is an online profile for every member, a tremendous value for those companies without an online presence, and plant descriptions and photos, which improve the authority of the site and thereby the relevance of the site—and Oregon—for searches.

We are using the online site to facilitate the print listing renewal/purchase process for members and all listing information now resides on the new online site in lieu of maintaining a separate FileMaker database for Nursery Guide listings. The next phase of the project, which will be funded solely by the OAN, will provide reporting and ecommerce capabilities so that listings can be purchased online to free up OAN staff resources and add convenience to members.

All income derived from printed listings, which also appear on NurseryGuide.com, is reinvested in OAN activities that support the marketing and education of the industry in Oregon. The old NurseryGuide.com site, offered limited advertising opportunities, however, the grant-funded online NurseryGuide.com site offers more advertising opportunities. Income derived from online advertising similarly is reinvested in marketing initiatives to promote the site and the marketing and education of the Oregon nursery industry.

Remote hands-on training is being planned beginning in late October through early December at 4-5 nursery locations around the Willamette Valley. Online help videos will be available at the time the site migrates to the new platform. The goal is to get as many members comfortable with the site as possible and encourage everyone to update their member profiles with keyword-filled business descriptions and photos.

Future enhancements include e-commerce capabilities allowing members to modify their listings without OAN staff intervention and enhancing reporting capabilities, which the Drupal platform did not support. We also anticipate delivering a mobile application, though the site is friendly to a variety of mobile devices. Work continues to build the site's photo library. OAN staff time to provide plant descriptions is also necessary. The list purchase pricing model is being evaluated and it is likely that OAN will return to providing at least one free listing to every member to make the information as robust as possible for site visitors.

GOALS AND OUTCOMES ACHIEVED

GOAL: Increase percentage of OAN members listing their products or services online from 52% (2011 baseline) to 65% (2013 target). Due in part to project delays and change in the listing process, the actual result was a 46% participation rate. Member training and changes in list pricing will encourage greater participation in 2014.

Date	Description	Completion
Sept.-Oct. 2011	Prepare and submit technology company RFP; select company to update OAN's technology platform	Completed Dec. 2011
Sept.-Oct. 2011	Prepare and submit marketing interface RFP; select company to create marketing Internet interface	Completed April 2012
Oct.-Dec. 2011	Sign contract, engage technology firm and	Completed January

	complete upgrades	2012
Oct.-Dec. 2011	Sign contract, engage marketing firm and build interface	Completed July 2012
Oct. 2011-June 2012	Build sponsorship/advertising financial model to support maintenance of the site; reflect pricing in 2013 Media Kit	Completed December 2012
Jan.-July. 2012	Test interface with various market channels to ensure value is delivered	Completed January 2013
Mar. 2012-Dec. 2013	Design and implement member awareness and education	Jan. – article in Digger; Feb.-present – Weekly tips in Member Update; July-Oct. – Online training videos produced; Oct.-Dec. – Onsite training
June-Nov. 2012	Develop program launch strategies	Completed January 2013
July-Aug. 2012	Program software and interface modifications	December 2012 - Ongoing
Dec.. 2012 – Dec. 2013	Launch and sustain visibility program and track site traffic (includes trade show presence)	Jan. – August 2013
Jan.-Dec. 2013	System maintenance	Ongoing

BENEFICIARIES

All OAN members have an online presence increasing the potential for increased sales. As plant and product shortages begin to appear in the industry, the online Nursery Guide provides substantial opportunity to increased sales. Anecdotally, the new availability list functionality is encouraging calls to nurseries listed on the site. Google views Nursery Guide as an important and robust source of information, and by association buiding online credibility for members and improving their relevancy in search results.

Most visitors to the site are new visitors (77% versus 23% return visitors) exposing OAN member nurseries to new buyers.

LESSONS LEARNED

With the rollout of the new search functionality and the flexibility of the new platform, OAN and its marketing committee are pleased overall with the results of the project and believe strongly that members will benefit with increased sales in the short- and long-term. The project started

with a plant-centric focus (based in part on the results of market research), when in fact the emphasis should have been on simplifying search. The amount of staff time required to manage the project was substantially more than anticipated. More time should have been invested in mapping data and functionality, but looming deadlines pushed OAN to move quickly.

In hindsight, we should have required our technology partner to evaluate multiple platforms. The original timeline provided eight months of training time to get members comfortable with the new site before embarking on the listing process. Due to a variety of delays, in reality we only had one month to prep members, which caused confusion and coincided with their peak shipping season making it difficult to capture their attention. OAN now realizes it will take a long-term educational effort for members to grasp the value of managing their listings and list purchases throughout the year rather than during the historical timeframe. Approximately 200 new plant listings are requested each year, which is good from a Google search perspective—new content is highly valued in search results—but requires substantial staff time to find and upload photos and plant descriptions.

Project goals were based on the anticipation that members would immediately see the value of the project—an online presence for every member and increased relevance in online searches—and their role in making the project a success, e.g., providing plant descriptions. We over-anticipated their understanding of and attention to the project. We also lacked of understanding what motivates members to purchase listings, which hampered our efforts to increase member participation. Apparently, free is a very good (and motivating) price for participation, but it doesn't convey the short and long-term value of Nursery Guide as a robust marketing tool for Oregon's nursery industry. Nor does it provide a sustainable funding source for supporting the online platform. It would have been helpful in our research phase to delve into price/purchase behaviors so that we could structure listing prices and promotional offers that would/will capture the attention of members.

ODA-S18 Promoting U.S. grown hops and Developing Educational and Promotional Materials for the Oregon Hop Commission and Hop Growers of America - *Final Report - APPROVED – 3/24/2014*

CONTACT NAME: Nancy Frketich, Oregon Hop Commission
PHONE: (503) 982-7600
EMAIL: nancy@oregonhops.org

PROJECT SUMMARY

Project Purpose

1) Develop educational and promotional materials and exhibits for the Oregon Hop Commission and Hop Growers of America to be used at trade shows and events to promote US hops.
2) Open the lines of communication between Anheuser Busch InBev and our public hop breeders to work to find a replacement hop for lost hop acreage in Oregon.

Addressing the need

Over the past three years the U.S. hop acreage has decreased by more than 24% and the acreage in Oregon has decrease by over 25%. The number of acres produced in Oregon in 2008 was 6,370 and by 2011 we were down to 4,200 acres. Oregon was in danger of losing more acreage in the future as many of the growers contracts expire in 2012 or 2013. If contracts are not renewed they will have to take those yards out and replant with another crop. On top of this problem, Oregon was also directly affected by the purchase of Anheuser Busch by the largest brewer in the world, InBev (ABI). Many Oregon hop growers have been growing the Willamette hop variety for Anheuser Busch for many years. It was the largest variety grown in Oregon. In 2009, when InBev took over, they decided they had too much inventory of the Willamette variety and told growers that they would be cutting the Willamette acreage by up to 75% over the next two years. The Willamette acreage has dropped from almost 2600 acres in 2008, to just under 1000 acres in 2011. Anheuser Busch only renewed a few contracts for 2011 and the duration of these contracts is only one year, instead of the standard three to five year contracts. ABI has not been forthcoming with the hop variety or amount of acreage they will need in the future It is essential that the hop dealers, as well as the brewers, communicate their future needs to the growers, as it takes two years to get a full crop out of a newly planted hop yard.

Objectives

This was the perfect timing for this project because we had the opportunity to exhibit at the 2012 World Brewing Congress that was held right in our back yard, Portland, Oregon. This convention attracts brewers from all over the world and is only held once every three years. Having this trade show in Portland will give Oregon hop growers a chance to show these brewers their product first hand by giving them tours of their farms. It also benefited the entire U.S. hop

industry, because all growers had the opportunity to volunteer to work in the USA hop booth and visit with brewers face to face. Designing a professional trade show booth that promotes U.S. hops and handing out beer samples made with U.S. grown varieties helped us communicate to brewers world wide that the U.S. growers are committed to growing the best quality hops, while using state of the art sustainable practices.

The booth design also highlighted the latest hop research being done in the U.S. and the rich history of the hop industry. The objective of designing this display was to give an overview of the histroy of U.S. hop industry and encourage breweries to use the story as a tool in their marketing efforts. It will also be used to educate the public about hop history and current hop production in Oregon at events such as Oktoberfest, brewers festivals and hop tour field days.

The timing for Oregon growers and our USDA public breeding program scientists to travel back to St. Louis to meet with new Anheuser Busch management could not have been better. Now the largest brewer in the world, Anheuser Busch InBev (ABI) controls almost 20% of the worlds beer market. ABI officials have communicated that they would like to find a new public hop variety that will replace the "Willamette" variety. They like the "Willamette" brewing characteristics, but would like a hop that is higher yielding and more disease resistant. The objective of setting up a meeting between the public breeders and ABI management, was to facilitate a better understanding of the distinct brewing qualities ABI is looking for so the public breeding programs can release a variety that will replace the lost Willamette acreage.

PROJECT APPROACH

Part 1: Develop educational and promotional materials and exhibits for the OHC and Hop Growers of America to be used at trade shows and events to promote US hops

The OHC hired Sasquatch, a PR and Ad agency in Portland to design the booths for the World Brewing Congress (WBC), the OHC educational booth and brochures for both the OHC and Hop Research Council (HRC). These are all now completed. The Hop Growers of America (HGA) and Hop Research Council (HRC) displays were used at the WBC trade show in Portland, OR. These booth materials are very similar to each other and very well done. Having this booth allowed us to represent all of the U.S. hop growers as well as the HRC which supports U.S. hop research. Also, as a part of our booth we served single hop beers of that were brewed by the OSU fermentation science team with experimental hop varieties from the USDA and WSU public breeding programs. Over 1100 people from around the brewing industry attended the 2012 WBC and we now have all of those contacts for future use. As handouts in the booth, we had the HRC brochure that Sasquatch designed along with USA hop variety manuals and bottle openers with the USA hops logos on them that attendees could take home. Also during the WBC the HRC developed a workshop for brewers that talked about the current hop research we are doing in the US and promoted US hop growers to the brewers that attended seminar. There were approximately 150 in attendance at our workshop.

Hop Growers of America Display

Oregon Hop Commission Display

Sasquatch also designed educational and promotional materials for our OHC booth that we have used at many trade shows and beer festivals over the last few months. There are two pop up panels that are very easy for one person to set up. These panels explain the hop picking process and Oregon hop history and statistics. They also developed a brochure about the OHC that we use in the promotional booth display. We can add more panels if we would like to in the future and these panels will get much use with our next Specialty Crop Grant in which we will be setting it up at all of the Fresh Hop Beer Festivals around Oregon to promote Oregon hops.

Project partners
Many of the hop organizations worked together on this project. The HRC, HGA and Washington Hop Commission and Idaho Hop Growers contributed their time to attend the WBC and staff the HRC and HGA booth. The OSU Fermentation Science department also provided volunteers to serve their beer out of the booth during the WBC trade show.

Part 2: Open the lines of communication between ABInBev management and the US public hop breeders to work to find a replacement hop for lost hop acreage in Oregon.
March 4-7, 2012 we took a group of growers for Washington and Oregon and the public hop breeders from both USDA and Washington State University to meet with ABInBev management. Here is who we met with in St. Louis:

Paul Cobet – Technical Center Director
Ralph Judd – Raw Materials Director
Greg Miller – North American Zone Raw Products Procurement Director
Willie Bohlzer – World Wide Hop Procurement Director
Alonzo Peterson – Technical Director of all North American Breweries

The group was there for 3 days and in this meeting we learned the Greg would be the contact for our growers here in the US so it was good to meet him in person. We also planned it perfectly because Willie Bohlzer was in from Germany at the same time and he is in charge of all hop procurement for the company. ABInBev would still like to contract directly with hop growers

instead of going through the hop merchants. They currently and in the past have purchased 70% of their hops from US growers and they intend for that to remain the same in the future. ABInBev is looking for a replacement for Willamette after their run through their current inventories. Current inventories need to be used up before they will return to contract with growers for future years. They would like for the Willamette replacement to be a public variety and also are dedicated to finding a hop that will grow at their Elk Mountain Farms location in Idaho. This is good for Oregon growers because hops that grow well there also grow quite will in Oregon. In this meeting we learned which experimental varieties ABInBev are very interested in and what characteristics they are looking for in their next new hop variety. Since we visited them they have been out talking to growers and purchasing the Cascade variety of hops that they are using since the purchased Goose Island Brewing, which is a micro brewery. *(InBev presentation attached)*

In this part of the project many of the project partners worked together with us to make this meeting happen. We had Reggie Brulotte representing the Washington hop growers and HRC, Fred Geschwill and Tony Weathers representing the Oregon growers and HRC and USDA hop breeder John Henning along with WSU hop breeder Erick Smith that traveled with the group. Having all of these people together in one room for two days and seeing their St. Louis brewery operation in person really strengthened the working relationship between the growers, hop breeders and ABInBev managers. We have all met by conference call quarterly since that face to face meeting in March of 2012.

GOALS AND OUTCOMES ACHIEVED

Each of these activities explained in detail above were completed in order to achieve the performance goals and measurable outcomes of the project. Our performance goal for this project was to "Slow the decrease of the US and Oregon hop acreage in the immediate future and work towards sustaining and possibly increasing hop acreage in the US and Oregon in future years. The target was to keep the US hop acreage above 25,000 in 2012 and the Oregon Hop Acreage above 3500 acres. To measure this we used information from reports that was collected by USDA NAAS in 2011 and 2012. Those reports are attached.

Part of our goal was to increase the awareness of the US hop industry by attending the WBC with a booth and a seminar, this work is ongoing. In the future we will continue to host hop workshops and use the materials developed with this grant to have trade show booths at brewer conventions. The materials developed will help the industry to educate brewers about the US hop industry and US hop research.

Pages 4, 5, 6 and 7 in the attached reports will provide a comparison of actual accomplishments with the goals established. (2011 & 2012 Statistical Reports)

As you will see by the attached hop statistical reports we did reach our goal of keeping the Oregon hop acreage over 3500 acres and the total US acreage above 25,000 acres. With the way the acreage was decreasing from 2009-2011 Oregon growers would have been in serious trouble had it continued to decrease at the rate that it was. The attached hop report from 2011 compares 2010 to 2011 where Oregon saw a 9% decrease in acreage and the US saw a 4.8% decrease total. Not only did acreage increase from 4200 acres in 2011 to 4470 in 2012 but we are planning on seeing another slight increase for 2013. We are seeing an increase in the varities that are used by craft brewers as they are starting to contract their hops out for longer periods of time. Although you will see in the reports that yeild per acre in Oregon was slightly down from 2011 to 2012 (pg. 5) overall pounds produced increased by 5%, this was due to the increase in acreage. The more popular hop varieties at this time are mostly aroma varities and they yeild less pounds per acre than the high alpha varieties so that is why there is a decrease in total US pounds produced from 2011 to 2012. As you can see on page 4 & 6 the Cascade acreage in Oregon increase significantly.

BENEFICIARIES

The primary beneficiaries of the 2012 World Brewing Congress activities included approximatley 70 hop growing families in the northwest. These farms, combined with the merchant companies that process and market hops around the world provide thousands of jobs in Oregon, Washington, and Idaho. The primary beneficiaries of the AB InBev meetings and Oregon hop promotional display booth are the 22 Oregon hop growing families.

Each of these promotional activities helped bring more brewer and public awareness to the U.S. and Oregon hop industries and has helped sustain and slightly increase U.S. acreage in 2012. In the next couple of years, when we are successful in finding a new hop variety for Anheuser Busch InBev, many Oregon hop growers will be able to reclaim a portion of the Willamette acreage that was taken out in 2009 and 2010. In meeting with ABInBev managers they have assured us that they will be purchasing more hops over the next couple of years as their current supply deminishes. It is most likely that the new hop that they will use to replace Willamette will grow well here in Oregon and will come from the USDA of WSU public breeding programs. The advantage of using a public hop variety instead of a variety developed by a private company is that any hop grower can grow the variety, whereas the private company can pick and choose who grows their privately developed variety.

As you can see from the attached hop statistics report the economic impact of keeping the US hop industry thriving is great. The industry employs many people in Oregons Willamette Valley and Washingtons Yakima Valley and when the industry is struggleing the small communities also struggle economically. Seeing the hop acreage slowly start to increase over the last two years from it's low in 2010 indicates that we are on the right track with promoting public varieties to brewers and that we need to continue to keep our lines of communication open between brewers and growers.

LESSONS LEARNED

With this project we have learned that it is very important for the Oregon and U.S. hop industries to have a presence at brewer conventions and festivals. This allows face to face contact between the brewer and grower which you may only have the opportunity to do at conferences or on hop tours. The OHC, HGA and HRC are going to look into having exhibit booths at the Craft Brewers Conference in coming years and also possibly having seminars at these conferences. Many of the Oregon hop growers had a rough couple of years in 2010 and 2011. Many had to take hops out and replace them with another crop temporarily or permanently just to make it through those two years. It is great to see the acreage slowly coming back as the craft brewers are purchasing more hops and know that when ABInBev comes back they will once again be purchasing those hops from the U.S. growers.

Unexpected outcomes

We have had many more requests from beer festivals and brewer events that would like to display our exhibit booth at their event. From each event we have been to, we get many compliments on our booth from festival attendees that didn't even know hops were grown in Oregon.

We are happy to report that all of our goals for this project were reached!

ODA-S19 "Northwest Berries Fresh From Your Freezer" - Promotion of Processed Pacific NW Raspberries, Blackberries and Strawberries to Food Service/Restaurant Markets in East Asia and the United States – *Final Report – APPROVED 2/08/13*

CONTACT NAME: Philip Gutt, Oregon Raspberry & Blackberry Commission
PHONE: 541-758-4043
EMAIL: pnwa@comcast.net

PROJECT SUMMARY

Oregon raspberry, blackberry and strawberry packers have seen a need to increase both foreign and domestic food service markets for their Individually Quick Frozen (IQF), dried and canned berries in order to stimulate industry growth and develop emerging markets for their products. NW berry packers are under involved in these markets especially in relation to fresh berry exports and need to increase outreach into the growing East Asian foodservice marketplace as well as the US hotel and restaurant market to keep pace with other berry growing regions in the world in competition for this fast growing market. The global nature of today's berry industry means that Pacific Northwest producers must be involved to stay viable, but the costs of exhibiting at international trade shows have been a barrier to many NW packer groups becoming active in this arena. Other berry groups such as the California Strawberry Commission and the US Highbush Blueberry Council have been promoting fresh berries in the food service sector (including hotels, restaurants, bars and snack bars) and particularly, in Japan's growing fast food chains and family restaurant chains. Countries such as Chile and Mexico are exploring sales of berries to the rising food service industry in Korea, Taiwan and Hong Kong, as well as Mainland China

Concern for food safety, desire for premium quality and health benefits from produce such as berries is at an all time high in East Asia. When these concerns are combined with an aging population, who are looking to food as a means to stay healthy, and a rising middle class with an interest in Western food, in countries like Korea, Taiwan and China, we see an opportunity for Pacific Northwest berries to gain an entry into a previously difficult market. The East Asian fine dining industry has grown in both scope and size in recent years. Western food products are being increasingly incorporated into menus and are popular in hotel and restaurants in that region. Fresh berries have been imported into the East Asian marketplace with great success, but processed berries are not regarded as highly as their fresh counterparts or used as often due to the misconception that they are not as good as fresh berries. High-end dining establishments in the United States have a similar attitude regarding processed Northwest berries. While fresh berries are in high demand and used increasingly in restaurant applications, processed IQF berries are not chosen for use due to the idea that they are not as good for use in gourmet applications and may not taste as fresh or be as nutritious. Sales in the US foodservice industry will grow 3.6% to $604 billion for 2011 according to the National Restaurant Association's (NRA) 2011 forecast.

This will be the first time in four years that the foodservice industry will experience real growth according to the NRA. This growth opens possibility of increased Oregon berry sales to this marketplace with correct positioning and promotion of the best usage of frozen Northwest berries in restaurant and hotel applications. Both the East Asian and United States, Food Service marketplaces are excellent locations for the Pacific Northwest berry industry to show how their premium processed berry products can deliver the high end gourmet taste and applications of their fresh counterparts, be just as nutritious and offer economic benefits and extended storage capabilities

PROJECT APPROACH

- ORBC partnering with OSC secured booth space at FOODEX Japan 2012 and the National Restaurant Association (NRA) Show.
- ORBC contracted with Food Show Plus to provide both pre show and on site support for FOODEX. Support included materials translation, supplying booth translators for the entire show, product research reports and follow up, setting up of meetings on the show floor and follow up with sorting and managing business cards given on the show floor.
- IMEX Management, the American Pavilion booking agent, helped arrange for a corner booth and advise on wiring money in Japanese currency to the FOODEX show.
- ORBC worked with a Japan consultant, who could help with creating an eye - catching booth. New booth scrims were created using the measurements provided, display cases, tables and chairs were secured to optimize visibility and set up meeting areas at the show. The consultant also advised on type of food samples to hand out that would be best culturally fit the taste of Far East trade show attendees.
- ORBC worked with all four grant partner groups to advise them of the opportunity presented by the two trade shows and help them to plan on which products might be best suited to the market.
- ORBC met with all four grant partner groups to discuss expectations and plan how to best represent each group at the two trade shows
- Food Demonstrations with Oregon berries were carried out at both trade shows. The FOODEX tradeshow featured Norpac's triple berry blend sauce over traditional cheesecake, a Japanese favorite. At the NRA show samples were prepared and handed out of savory and sweet uses of Oregon berries. A Marionberry Mojito Sauce on poached salmon and a pork meatball with Marionberry ketchup were popular savory treats and Coconut Lime Bars with Marionberry topping and red raspberry Linzertorte bars were sweet bites.
- "Berry Bible" Cookbooks were handed out at both shows to significant visitors who showed interest in products.
- At the FOODEX trade show ORBC representatives had 10 face-to-face meetings with buyers from retail, wholesale and manufacturing concerns on the availability and uses of

Oregon berries. Direct contact between at least two of the grant partner groups has resulted in negotiations for sales or samples.

- A full color double-sided collateral material flyer was created in both Japanese and English to hand out at the show. It contained information on the benefits of using processed frozen berries and contact information for Oregon berry packers. A copy of this handout is attached to this report.
- Present the significant contributions and role of project partners in the project.
- The Fresh From the Freezer Grant involved six groups including the Oregon Raspberry & Blackberry Commission, The Oregon Strawberry Commission, Norpac Foods, Willamette Valley Fruit Company, Columbia Empire Farms and Kerr Concentrates. Each group contributed collateral material to be used in the Trade Shows and products to be used as display and as incentives and gifts for attendees and in meetings. Norpac Foods contributed four packages of their "Triple Berry Topping" which was used in the food demonstration at FOODEX Japan as the cheesecake topping. All involved companies provided in-kind time by their employees to help coordinate and ship their materials. Each company encouraged participation by employees in communicating with the ORBC representatives how to best market their products to the target audiences. Willamette Valley Fruit Company provided boxes of their fruit bars and Columbia Empire Farms offered samples of Jam and syrup for use in the shows. Janie Hibler, Oregon Raspberry & Blackberry Commissioner and Cookbook author, came to FOODEX and gave lectures on why it was important to purchase Oregon berries educating attendees on the climate, geography and berry types grown in the region and stressing the good agricultural practices and food safety measures taken by Oregon farmers. Janie's talks drew the largest crowds at the USA Pavilion demo stage on each day that she presented her lecture.

GOALS AND OUTCOMES ACHEIVED

The performance goals and measureable outcomes of the grant involved charting interest in the landing page created for the two trade shows and evaluating the survey results garnered from the electronic survey administered at the trade shows.

- A webpage was created on the ORBC website to act as a landing page for both the FOODEX and NRA shows. Records indicate that there have been over 622 distinct visits to that webpage since its creation. Visitors have been recorded as spending approximately two minutes per page visit, about double the average time on a page for the entire site, which is slightly over one minute per page visit. The page visits peaked in the month during and after the FOODEX show with a small increase after the National Restaurant Association Show
- A smart phone "app" was created that allowed users to keep up to date with all ORBC new website posts and to allow access to the main website. The app was promoted at both shows to attendees through showing the app on electronic pads at the end of the survey. There have been 122 downloads of the app to date. The app also allowed the creation of

an “attitude and perception survey” that trade show attendees were encouraged to fill out. This online survey was evaluated and The results will be shared with all ORBC and OSC packers and growers. Results will further be reported in the Fall newsletter that is sent to both commission members.

- The results of this survey can be seen in the attachments to this report. The survey showed that there is awareness of processed frozen berries from Oregon in 55% of those surveyed, but 45% were not aware that Oregon produced processed frozen berries. 86% of those surveyed were not aware that frozen and fresh berries are nutritionally equal and 56% of the respondents indicated that they would be willing to pay a premium price for berries they knew were grown with high food safety and good environmental practices. This information will be quite valuable to Oregon berry processors and packers allowing them the chance to target areas, including nutrition awareness, where better knowledge could potentially mean greater sales.
- These accomplishments were consistent with the goals laid out in the grant proposal and offer information to Oregon growers and packers on attitudes and perceptions of Food Service markets in both the Far East and the US.
- Oregon packers are in the process of contacting and following up with sales leads obtained at both trade shows and quarterly sales reports will be monitored to see the volume of sales generated by the outreach to both FOODEX and the NRA.
- Actual accomplishments are consistent with the goals for the reporting period and include finalization of the online survey and tabulating the results of the survey in a form that can be clearly conveyed to all berry groups. The results of the visits to the landing page created specifically for this grant show a strong trend of visits (644) to the web page during and immediately after both trade shows, illustrating that the message of why processed and frozen berries should be chosen is reaching the target audience of show attendees. The number of app downloads during the periods of the Food Shows attended in March and May showed increases in downloads of the app in direct correlation to the dates of the shows. In March the month FOODEX was attended there were 43 downloads and in May during the NRA convention there were 30 downloads. The combined Oregon Berry App downloads for the period from January 2012 to June 2012 total 122.
- There was no existing data on perceptions of Oregon berries from the Far East previously available so the gathered data was extremely important to berry packers in planning export marketing outreach to this demographic. Several points are particularly relevant, the fact that the majority of survey respondents (86%) did not realize that processed frozen berries are equal in nutrients to fresh and that a significant amount of respondents (56%) would pay more for berries that had proven high standards for food safety and environmental growing conditions. These points both illustrate that there is significant buyer education needed in communicating the high nutritional benefits of processed frozen berries and that there is a market in the Far East for a premium berry and that buyers understand that a premium price is a fair trade for being assured of the safety of the food.

- We exceeded our goal of an increase 1% in sales to food service markets. Oregon Packers were surveyed and asked the question, "Did food service sales increase, remained flat, or decrease?" The survey showed that an average of all packers reported an increase of 2.1% of processed berry sales in the food service food sector.

BENEFICIARIES

Oregon berry packing companies and Oregon berry growers have and will benefit from the outreach made possible by the Fresh From the Freezer Grant. The creation of a smart phone app for Oregon berries has provided marketplace connection with millions who own and regularly use such phones and has put recipes, health benefit information and packer contact lists at the fingertips of a targeted group of buyers. This enormous outreach, potentially in the millions, will enable Oregon berries to reach a far broader audience than ever before with their message that Oregon's berries are premium quality fruit, available year round and are an economical alternative to fresh berries in many applications.

The potential economic impact in the short term is to increase knowledge of Oregon berries and in the long term to open new markets for Oregon berries overseas and in the US in food service, hotels and restaurants. One early indication of the implications of this outreach is the connection of one Oregon packer with Aeon, one of Japan's largest retail companies who wish to feature the pies from the company at a US showcase in June of 2013. Early efforts to facilitate this showcase in 2012 were not successful but negotiations are underway to make this a reality in the future.

LESSONS LEARNED

The ORBC staff learned a great deal regarding working with international companies, buyers and how to prepare Oregon packers for dealing with export business in the course of this grant. The logistics of shipping frozen product to the FOODEX show and how little some packers knew about the process and what was required from them to complete shipping and customs documents was an education for all concerned. With help from international shipping companies, WUSATA, and international companies themselves we have gathered knowledge on what Oregon packers who wish to export products must do to get ready to reach the goals of expanding their markets.

The chance to interact with FOODEX attendees and learn about their perceptions of Oregon berries, their understanding of processed frozen berries, berry products and new to them berry varieties was an unparalleled opportunity to study face to face the cultural and economic needs for this geographic region. Oregon blackberries and Marionberries are not common to the Far East region and red and black raspberries are also not used often in products or sold in retail stores as frozen IQF. This opportunity to educate on what a blackberry is was quite valuable in the light of the growing awareness of berries as a healthy food. Manufacturing and retail companies clearly stated that they were interested in "new" berry types for use in their products

and stores. Blackberries seemed to fit in with their perception of a taste that would appeal to their customers.

One unexpected outcome of the grant was the opportunity for Oregon packers to learn about some of the intricate paperwork and customs regulations regarding shipping product overseas. This general lack of knowledge revealed the fact that more needs to be done on the part of the ORBC and other groups to provide workshops, web pages and other informational outreach to packers on this subject.

Other lessons learned included the fact that while packers may initially express interest in attending trade shows and even putting out funding for this purpose, most groups were not able to actually fund staff to attend the shows. In future grants it would be prudent to include some funding for packer representatives to attend the trade shows. There is real importance in the packer groups experiencing first hand the interaction that takes place at the show and in the one-on-one meetings.

ODA-S20 2011 Specialty Crop Grant Warehouse Fumigation Research – *Final Report – APPROVED 2/08/2013*

CONTACT: **Roger Beyer, Oregon Seed Council**
PHONE: **503-585-1157**
EMAIL: **roger@rwbeyer.com**

PROJECT SUMMARY
The subgrantee declined funds.

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

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

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

LESSONS LEARNED
Because no work was completed on this project, there were no lessons learned. The Oregon Department of Agriculture expects to submit an amendment to the state plan in spring of 2013 to utilize these funds.

ODA-S21 Promoting Sustainable Apiculture by Training and Education, and Enhancing Pollination Efficiency of Honey bees in Specialty Crops – *Final Report - APPROVED – 3/24/2014*

CONTACT NAME: Jan Lohman, Oregon State Beekeepers Association
PHONE: 541-567-3209
EMAIL: Jan.lohman55@gmail.com

PROJECT SUMMARY

Pollination requirement is huge for many specialty crops in Oregon, and hence a healthy and strong beekeeping industry is of immense value. In recent years honey bee colony losses attributed to colony collapse disorder and a steady decline of colonies for past decades which has been cause for concern. Best management practices are becoming important in the wake of bee declines, and hence appropriate training is vital. These funds were requests to help fill a huge gap in dissemination of current information and knowledge on best management practices related to honey bees. Varroa mites have plagued beekeepers in the United States since the late 1980's with very little control available. These parasitic mites make beekeeping complicated and the knowledge to survive this pest is of critical importance to our growers for their crops as well as all beekeepers. They need to understand the timing of this persistent pest As a componenet of this project Oregon State Beekeepers Association (OSBA) set forth to:

1) Establish a Master Beekeeper Program to train and educate agricultural professionals, beekeepers, farmers and other interested citizens about honey bees and sustainable apiculture.
2) Evaluate the use of synthetic honey bee brood pheromone to enhance pollination efficiency of honey bees in specialty crops such as carrot seed, blueberry, cherry and pear.

PROJECT APPROACH

Since receiving this grant we have moved rapidly forward with our Master Beekeeper Program in Oregon by initiating the creation of a website for our program so that instructors, mentors and apprentice beekeepers can communicate with one another (www.oregonmasterbeekeeper.org).

Established the first level (Apprentice) of our program, developed a test for the Apprentice level, created a logo for our program, as well as creating an attractive brochure that was developed and handed out at the Oregon State Beekeepers Association Conference in November 2011. Over 70 joined the program.

We are currently ahead of our goal, we had hoped for 25 Apprentices at onset. We trained 160 apprentices in the first year, ovr 140 the second year and trained many instructors and mentors so that we can accommodate the larger numbers of interested people. We have an annual field day where we teach the instructors and mentors our methods so that we are all on the same page. We currently have seven instruction sites in Oregon.

Oregon State Beekeepers Association has collaborated with Oregon State University, Dr. Dewey Caron, Dr. Ramesh Sagili, 13 Master Beekeeper Committee Members, and several groups with interest in website design in order to accomplish our goals. We have also worked with growers like Central Oregon Seed in Madras to enhance their pollination of the annual carrot crop.

Since the launch of the program, we have begun our work on the next level for the Master Beekeeper Certification (Journeyman). We have also started plans to add additional mentors to our pool and plan training sessions in the spring of 2012. We are currently reviewing other state's programs so that we can glean the positive parts of their programs while individualizing ours to suit Oregon beekeeper needs.

The Oregon Master Beekeeper Program is moving forward and looking toward our second year of participation. In 2012 we held seven Program Committee meetings to establish criteria for our next level, the Journey Beekeeper Level, a training session in May for our newest mentors and instructors and another meeting in August with committee members, instructors and mentors attending. Our hope is to launch the Journey level in November at the Oregon State Beekeepers Association Conference at Seaside, Oregon.

We have completed our second apprentice training and have over 100 applicants on our waiting list for our third year of classes. This definitely shows the need for our program.

Our website, www.oregonmasterbeekeeper.org, is now up and running and we are working hard to tweak it where ever necessary to make it user-friendly and encourage more students to log on and keep their information on the website. Our instructor's PowerPoint presentations, created by Dr. Dewey Caron are also available on the website.

Our newest development is a newsletter; short and sweet, to encourage members to attend classes, let them know class availability, know about important events, and current topics of interest.

With the gracious help of our mentors and instructors we have trained over 275 apprentices with classes in all parts of Oregon. Although our mentors and Apprentices are required to get together at least four times in a year our goal is to have mentors visit each Apprentice's hive at least once during that time.

One of the beliefs we hold dear is that each Apprentice Level Beekeeper needs to keep records of their experience with a beehive and record this information so that they will better understand the hive from season to season. We have prepared checklists for each season and the mentors work with the Apprentices to be sure that there is an understanding of each area. Also, as part of the program the Apprentices must turn in their hive records before receiving certification. We have

currently certified 75% of our 2012 and groups and look forward to more in the spring when bee work begins again.

We have a part time worker, Rita Ostrofsky who helps Carolyn Breece with the details of the program. We asked Dr. Dewey Caron to prepare a PowerPoint series for our instructors to use during training so that we can be consistent with what we teach. Dr. Caron also travels throughout Oregon talking to various beekeeping organizations and we are bringing in national speakers in November to help educate our Pacific Northwest beekeepers on what is happening in the industry.

GOALS and OUTCOMES ACHIEVED

OSBA feels extremely proud of what we have accomplished in two short years of developing this program. We now have educated over 275 apprentices and have over 40 studying and working on their Journey level of the program. We also have over 115 on a waiting list for 2014 classes. We have held four mentor training days, to make certain that the mentors are all teaching the same information; we have had 13 Oregon Master Beekeeper committee meetings; and prior to beginning our Journey Level in the program we gathered our applicants together to explain this part of the program to them and what will be required.

BENEFICIARIES

All specialty crop growers in Oregon have gained better pollination situations. Dr. Sagili has worked to help Central Oregon Seed (COSI) understand what went wrong in Madras in 2012 when many beekeepers had an unusually high loss of honey bee colonies on Carrot seed pollination. Central Oregon Seed has supported our program as well as the OSU Honeybee Lab. We are working to include commercial beekeepers in our group and have our training available to them for their employees and well as the growing numbers of hobby beekeepers that are so important to Oregon. I think that the specialty crops in Oregon, Carrot seed growers, blueberry growers, pear growers and cherry growers benefit from our diligence by seeing better pollination on their crops. We also are supporting a very healthy, growing number of hobby beekeepers and ultimately they will have the time and expertise to help develop our program. We have also worked with the Oregon Master Gardeners program because we can certainly help each other with the understanding of what honeybees do for our environment.

LESSONS LEARNED

It has been difficult on occasion to match up the right mentor/instructor with Apprentices. We were not prepared for personality conflicts – and are just learning how to ask the right questions to resolve these issues. Sometimes an Apprentice joins the program, but then becomes disinterested and falls away from their goals. We need to have a method of determining if it is a fault of the program, or just a change in the goals of the apprentice.

One of our disappointments is our participation by commercial beekeepers. We will try to do better in the future. We have several involved in the Committee that is developing the program, and several

that are mentors and instructors, but our goal is that they will use our program as a training for employees and that has not happened.

We have had an Idaho Beekeepers Group, the "Treasure Valley Beekeepers" come to Hermiston to take our program, a four hour drive, so that they can train their hobby beekeepers and start a Master Beekeeper Program of their own.

We are meeting twice a year with mentors and instructors for teaching opportunities and plan to bring in national speakers to draw more support from our mentors. We are working on ways to give back to the many dedicated individuals that have volunteered so much to this program. When asked what we can do to compliment them on their commitment, they said that they were gaining as much as they were giving.

ODA-S22 Northwest Organic Farmer Food Safety Education and Certification Initiative – ***Final Report - APPROVED – 3/24/2014***

CONTACT NAME: Natalie Reitman-White, Organically Grown Company
PHONE: 41-246-1837
EMAIL: nwhite@organicgrown.com

PROJECT SUMMARY

With the passage of the Food Safety Modernization Act in 2010, various private industry mandates, and recent high-profile food-borne illness outbreaks, farmers, including those that grow organic specialty crops, must develop comprehensive on-farm food safety plans and earn third-party certification to meet basic requirements to maintain access to market channels. In 2010, Organically Grown Company (OGC) conducted a survey with over one hundred growers and found that as many as one-third of our Oregon suppliers lack food safety plans, documentation, and 3rd party food safety certification. Many of these farms reported that they lacked the staff capacity and/or expertise to successfully develop and implement an effective food safety plan and requested assistance to achieve this very important business objective.

The purpose of this project was to provide 28 Oregon organic growers, that farm close to 2,000 acres of diverse specialty crops valued at approximately $7 million, with training, guidance, 3rd party food-safety certification, and follow up that will preserve their future market access to wholesale, export, retail, and food service channels. Further, this project can serve as a model for encouraging and helping additional growers (beyond the target 28) to achieve similar status through sharing the resource materials developed including the web portal, Tool Kit, direct involvement, and/or as case studies in Extension outreach efforts.

PROJECT APPROACH

The Project activities were organized into 3 phases:

- Phase 1-Farmer Training & Audit Preparation
- Phase 2-On-site Grower Assistance & Follow Up
- Phase 3-Certification Audits

In the fall of 2011, OGC drafted and publically circulated a Request for Proposals for a contractor to work with OGC to assist with the first two phases of the project. OGC staff reviewed the 6 proposals and made the decision to contract with Langholz & Associates, to provide growers with training, technical assistance and conduct farm site visits. OGC contacted growers announcing the grant award, outlining the timeline, deliverables and expectations of participants and asked target growers to formally commit to participation and assign a point

person(s) for all grant activities. A total of 28 farms committed[1], and several farms are on a "waiting list" if others dropped out.

Over the winter of 2011-12, OGC staff organized 2 day-long Regional Food Safety Training seminars held in Oregon City and Eugene. Representatives from all 28 farms participated as well as staff from the Oregon Department of Agriculture Commodity Inspection Division, Oregon State University Extension and staff from the OGC Purchasing Department. The training presented by Langholz & Associates included presentations on the history of food safety in the produce industry, introduction to GAPs, how to apply GAP in organic production, what to expect in a GAP audit, hazard analysis basics (water, compost, worker hygiene, animal husbandry), and farm evaluation (field harvest, packing, storage, transportation, wholesale, traceability). All participants received a hardcopy "Tool Kit" that included FDA/USDA/Fresh Produce Industry food safety guidelines, USDA GAP requirements and checklists, and useful templates and resources in preparation for a GAP audit.

Food safety training seminar with Oregon organic growers January, 21, 2012 at NW Youth Corps facility in Eugene, Oregon.

By February 2012, all of the Tool Kit materials and seminar presentations were made available online through a "Grower Portal" on OGCs website. A blog was setup for growers to ask questions, Langholz & Associates provided answers (e.g. wash water testing requirements) and web-links to useful resources (e.g. templates for creating food safety policies and log forms including truck check log, water testing log). These online materials were shared with OSU Extension Staff to distribute through other forums.

In the spring & summer of 2012, Langholz & Associates conducted site-visits of 25 of 28 farms[2] in Southern Oregon and the Willamette Valley along with participation of two OGC staff. The

[1] more than the original proposal which stipulated 26 farms

consultant team spent half-a-day at each farm walking the fields and packaging sheds to assess potential hazards, reviewing each farm's food safety plan and documentation. The purpose was to assess each farm's readiness for a food safety audit, to identify deficiencies and suggest amelioration strategies.

Food Safety Consultant, Devon Zagory, complimenting Nuevo Amancer on their creative, low-cost, home-made washing system, pointing out that their tank needs a cover and should be made of something other than wood.

Food Safety Consultant, Gwain Evans, and OGC staff Micheal McMillan, reviewing food safety documentation with Gil Gillaspie of Gil and Kathy's Farmstand.

[2] Two farms canceled site visits due to last minute weather and staff scheduling related issues. One farm canceled because they felt they were not far enough along with their food safety program to merit an on-site to review their practices.

Food Safety Consultant, Gwain Evans, discussing satisfactory buffer zones between fields and farm animals with Jim Rivelli of Rivelli Farms.

Following the farm visits, growers were provided detailed written reports summarizing the issues and recommendations specific to their farm operation; they were then given until the end of the year to work on making upgrades. During this time Langholz & Associates responded to follow-up inquiries from growers by phone and email, and updated the website portal with additional materials and resources requested by growers (e.g. list of common microbial tests for irrigation water and contact information for local testing labs).

In the beginning of 2013, the consultant team proceeded to 1) contact each grower to assess quality of the Food Safety Management System; 2) request and review the Food Safety Management System; and 3) try to get visual evidence of changes made (e.g. photos); 4) provide feedback to the grower, highlighting accomplishments and any remaining issues; and 5) if needed, make a plan to remedy any remaining issues. Langholz & Associates presented OGC with a Final Project Report on the 28 growers' overall state of readiness for achieving GAP certification status. Growers who were "ready" were encouraged by OGC staff to begin undertaking formal GAP audits, for which they could be reimbursed up to $375 through the grant monies.

GOALS AND OUTCOMES ACHEIVED

In our original project plan we anticipated that all growers would go through a USDA GAP audit by the conclusion of the grant. Based on grower requests, we had extended the window of time growers had to obtain food safety certification from the end of 2012 to the end of 2013 (see second biannual report). Of the 28 growers participating in the grant, the following is our final assessment of where the group stands with undertaking a GAP audit by the conclusion of this year:

- 9 farms have been audited and passed a USDA GAP
- 4 farms anticipate being audited within the next few months
- 15 farms are likely not to be audited in 2013; these growers need major assistance in order to pass (e.g. infrastructure, language or financial barriers)

The grant has resulted in raising awareness about the importance of food safety on the farm, all participants have gained valuable insight about the specific practices they need to address (e.g. wash water, worker hygiene) in order to become USDA GAP compliant and have received valuable resources to help them on their way. However, participation in the project has thrown into sharp relief some of the barriers Oregon specialty crop growers have with becoming GAP compliant. Of the 15 growers that we anticipate are not likely to achieve GAP audits in the grant timeframe, the reasons vary but include:

- challenges with illiteracy, language barriers, lack of education, and poverty
- lack of capital to deal with necessary infrastructure improvements, for instance open source irrigation water sanitization or packing shed upgrades
- lack of motivation because food safety compliance is not yet mandated (although FSMA rules are pending) and there are options for selling direct where buyers do not require GAP certification (e.g. farmers markets and farm stands)

While these challenges exist, we don't think they are insurmountable; they will take creative and persistent strategies beyond the scope and timeframe of this grant to resolve. OGC is committed to continuing to work to bring farm suppliers into GAP compliance, to this end we have recently created and hired a new internal position of Food Safety Manager, who will act as a resource helping to address some of these specific issues with the remaining growers (e.g. helping growers write a Food Safety Plan, or helping to connect growers with capital improvement project funds). Our Food Safety Manager is now actively using the farm site-visit format, as well as the hardcopy Tool Kit and online Grower Portal (created with the grant), to work with additional growers in Oregon, Washington and California on food safety plans and GAP audit preparation.

BENEFICIARIES

The 28 Oregon farms that participated in the grant were benefited from the free technical assistance they received to help them understand food safety risk and prevention, create food safety management systems, maintain documentation and prepare for a GAP Audit.

Organically Grown Company staff benefited from learning more about food safety risk management and how to assist growers in helping them to achieve GAP certification.

OSU Extension staff benefited from attending the regional trainings and access to all of the resource materials produced through the grant.

Additional farms in Oregon, Washington and California are benefiting from the assistance of OGC's new Food Safety Manager who is conducting site-visits to assess the quality of their food safety management systems and free access to the resource materials produced through the grant (Tool Kit & website Grower Portal).

Consumers of organic produce in Oregon and beyond are benefiting from better practices on the farm that reduce their risk of being exposed to unsafe products.

LESSONS LEARNED

Over the course of the project we learned that many small-medium scale growers feel overwhelmed by the topic of on-farm food safety. They feel they don't have the technical expertise, staff time and/or capital to be able to tackle studying the many facets of the issue (e.g. risk management of water, worker hygiene, soil amendments, etc), conducting a farm risk assessment, upgrading their practices, completing necessary documentation, writing a Food Safety Plan and obtaining 3rd party GAP certification. In addition, many are often confused by conflicting and/or ambiguous information they receive, such as what thresholds of bacterium are optimal in irrigation water, and what testing frequency should be used. Many growers are under misconceptions about what they would need to do to pass a 3rd party food safety audit , and think that is not achievable, but when visiting these operations our project team found to the contrary. Many growers simply need reassurance that audits are not simply pass or fail but designed toward continuous improvement.

Given these challenges we found some growers are considering shifting their marketing channels in order to avoid needing to come up with a Food Safety Plan and obtain GAP certification (e.g going direct-to-consumer only or staying under an annual sales $ threshold to avoid FSMA requirements). It is evident that the protection of food safety, and consequently public health, is the job of every farm regardless of scale and market segment, therefore we think that it is critically important to invest in assisting small-medium scale farmers to overcome such hurdles. Moving forward, OGC is committed to continuing to work to bring farm suppliers into GAP compliance, though the work of our Food Safety Manager, who will continue to act as a resource. Furthermore, OGC plans to continue to partner with university Extension Agents and State Agencies to promote grower education and technical assistance on these issues. In addition, we believe that growers may also benefit from access to capital improvement funds targeted at food safety projects (e.g. new irrigation systems).

While the initial training and consultations provided a solid base of understanding, our grant participant base included a number of growers that need more extensive support to create a fundamentally sound food safety plan. The grant project illuminated this gap, which has helped define the job duties / deliverables for OGC's new Food Safety Manager. The gap includes challenges with insufficient on-farm facility infrastructure, lack of capital, lack of requisite education, literacy and language barriers.

As the project evolved, it became clear to a number of grant participants that the evolving Food Safety Modernization Act (FSMA) rule making process did not necessarily point at GAP being the boiler plate for future requirements. As a result, several growers were inclined to not pursue GAP at this time and opted to wait to focus their energy and capital on what the final FSMA

requirements will be. This pushed our team to consider whether GAP was/is the right benchmark for our vendor base at this time, or whether OGC should, as an alternative, consider requirements more aligned with the specifics of FSMA (understanding it is not yet finalized).

ODA-S23 Salem-Keizer Education Foundation Learning Gardens Program – *Final Report - APPROVED – 3/24/2014*

CONTACT NAME: Brenda Knobloch, Salem-Keizer Education Foundation
PHONE: 503-364-2933
EMAIL: brenda@skeducationfoundation.org

PROJECT SUMMARY

In 2009-2010, the Salem-Keizer Education Foundation (SKEF) established a Learning Garden program in Grant Elementary School, Parrish Middle School, and Houck Middle School in the Salem-Keizer School District (SKSD) as part of the need for additional extended learning opportunities that supplement bell time learning and bring specialty crops into children's learning experiences by exposing children at a young age to the importance of healthy lifestyles, nutrition, and local specialty crop agriculture. The Learning Gardens are a partnership between the Oregon Department of Agriculture, Sodexo, the Salem-Keizer School District, and Marion-Polk Food Share to provide nutritious meals, increase physical activity and healthy habits, and reduce childhood obesity for K-12 children.

This project identified schools which are 100% free and reduced lunch student enrollment and the neighborhoods surrounding these schools are among the highest users of the Marion –Polk FoodShare pantries. Grant elementary school which feeds these two middle schools also had a student population where more than 70% of the children had a BMI index of obese or morbidly obese. The need we identified for this project was multi-dimensional based on these facts. Developing school gardens was essential to break cycles of poverty and hunger by inspiring a sense of environmental stewardship as well as respect for self and others, and a desire to strengthen this through growing and harvesting food. These schools are also located in Marion County, Oregon, where agribusiness has been identified as the number one source of economic and workforce growth. Exposing students in these schools also begin fostering an interest in higher education and careers in the specialty crop industry.

Leadership in these schools also demonstrated an eagerness to showcase the specialty crops grown in the school gardens in cafeteria, tasting table and parent/community events driving exposure and consumption of them to higher levels.

PROJECT APPROACH

- Coordinated 51 work groups – consisting of teams of volunteers at 8 gardens for a total of 3,129 hours.
- Installed 8 school gardens totaling over 35,000 sq ft and produced over 3,800 lbs. of vegetables, exceeding the goal of five gardens.

- 2,895 pounds of vegetables were harvested and used in cooking demonstrations, lunches in the school cafeteria and for children to take home and eat.
- Provided garden based education to (30) 3rd and 4th grade students once a week during the 2011-2012 and 2012-2013 school years at McKinley Elementary.
- Presented after school garden programs to 1,019 elementary students at 4 schools and 134 middle school students at 3 schools.
- Took 75 middle school students on 3 field trips to farms. Took 126 elementary students on walking field trips to the greenhouse at Parrish, community garden and an environmental learning center. Though this was a learning experience for students to learn about various native plants and low water use plants – SKEF did not use any SCBGP funding for this field trip.
- Created and distributed 4 newsletters featuring Oregon Harvest of the Month to students at 8 schools.
- Distributed 19 news articles on the SKEF website, Twitter and Facebook accounts.
- Constructed a 30' x 30' greenhouse and produced over 5,000 bedding plants for the SKEF school gardens and container gardens that students took home to grow.
- Constructed 2 Aquaponics systems in the greenhouse to demonstrate how to grow organic vegetables with less water, no fertilizer, and in less time. Though ODA SCBGP funding is used as a partner for funding in the overall benefit of this project - SCBGP funding was not used for the construction of the greenhouse or aquaponics system. The focus of the system is production of vegetables. Non-platable fish such as koi and goldfish were used. The fish were used for their by-product impact on growth of the vegetables, not to benefit the fish.

- Served 13,063 students over 1,700 lbs. of vegetables and fruits at tasting tables at 9 schools in partnership with LifeSource is the key funder for this component of the project.
- SKEF's Learning Garden program was featured in 7 Gannett-based newspaper articles.
- Promoted healthy eating and Oregon specialty crops through presentations at 10 community events.
- Key Partners: **LifeSource** contributes all food for tasting tables**; Marion Polk Food Share** is a critical friend and partner for sharing curriculum, supplies and materials, seed resources and in the upstart of the Aquaponics Greenhouse, **Habitat for Humanity** and **Home Depot** helped establish the Greenhouse; **FoodCorps** provides two service members which has allowed us to exceed goals and build capacity for sustainability.

GOALS AND OUTCOMES ACHIEVED

Measurable Outcomes	**Goals Achieved**
Expand school gardens from 3 to 5	Expanded to 9 schools

Introduce garden-based curriculum at each school	Introduced curriculum at each school and implemented lessons at 2 schools
Train 15 adult volunteers at each site	Exceeded 15 per site using large groups
Procure 15 ton of Oregon specialty crops	In process
Engage over 650 students in the growing	Engaged 1,205 students in the growing
Serve 25,000 kids with specialty crops	Achieved
Expose 40,000 kids to specialty crops though district wide newsletter	Exposed 40,000 kids to specialty crops through **4** newsletters
Distribute 3 news releases	Distributed 19 news releases on website, email, facebook and twitter
Create a K-12 integrated continuum in 1 feeder system	Achieved at Grant, Parrish and North Salem

BENEFICIARIES

- Growers of specialty crops have benefited from increased sales of fruits and vegetables to Sodexo, the Salem-Keizer School District's food service provider. SKEF's Learning Garden Program has increased students consumption of vegetables through the garden experience and tasting tables. Parents have reported that their children are eating more vegetables and fruits.
- The Grant Community School has benefited from less vandalism because students are taking pride in their school and the beautification of the grounds that they have been a part of. The principal, counselor, custodians and teachers have stated that students' behaviors and knowledge have improved since students have been involved in experiential education in the outdoor learning garden. Principal Ralph Wisner credited his students getting the 6th highest score in literacy on the state test to the students having something to write about. The garden gave them something to write about.
- 400 families have benefited from children bringing home their new knowledge about eating healthy, gardening, cooking, composting and conservation. Student knowledge and awareness grew from being surrounded in the beautification of the school grounds.

- Students benefited from increased parent involvement in their education. When 5th grader Devon Cook testified to the Joint Ways and Means Committee at the Oregon state capital on the Farm to School Bill his mother came to watch him. This is the first time the principal met his mother. When parent teacher conferences were held 2 weeks later, Devon and his mom attended. In the 6 years that Devon attended Grant Community School, this was only the second time that the office manager had seen his mother. The garden program provided an opportunity to get a parent more engaged in her son's education. (Note: No SCBGP funds were used to provide transportation of the child or the principal to the state capitol. The principal provided transportation to the capitol from his own school funds.)
- 102 high school students had the opportunity to participate in service learning projects in the SKEF Learning Gardens that enhanced their 4 week long CareCorps summer camp experiences.
- The Grant Neighborhood Association verifies that there has been a reduction in crime in the neighborhood, especially in the park bordering the school since the garden program was started at Grant School. The neighbors have volunteered at more frequent beautification projects around the school and park. Since the park is maintained better there have been less drug dealing and other negative activity. The beautification of the school prompted neighbors to install gardens and beautification projects on several street corners and a community garden at a rehabilitation center. The mayor has chosen to read the National Arbor Day proclamation at Grant park because of the beautification of the school and park.

LESSONS LEARNED

Be patient, passionate and persistent when working with schools, the city and non-profits to achieve your goals. It takes time to make the right connections and develop relationships that create a successful sustainable program. SKEF's Learning Garden Program is 2.5 years old. At the start of the 2013-2014 school year SKEF is seeing the benefits of the K-12 continuum as students that experience 2.5 years of garden based education are now in Parrish Middle School and sharing their knowledge and enthusiasm with their peers and teachers. At least 6 teachers have expressed that they want to include the greenhouse & garden based experience in their teaching to core standards.

Be willing to learn. Be willing to reach out to school garden coordinators doing similar work in other communities. Having a mentor to support a new program would have been very helpful.

Strong partnerships and relationships are the key to the sustainability of a garden based educational program. Networking with teachers, farmers, gardeners, legislators, neighborhood associations and other non-profits develop relationships that strengthen the garden program.

An unexpected outcome at Grant Community School was the reduction in vandalism at the school and around the adjacent park. The gardens and landscape improvements around the school, coupled with educating the students lead to a sense of pride that spread from the school to the surrounding community. After observing how the garden experience can improve student behaviors, the principal and counselor at Grant Community School are having Brenda Knobloch, School Garden Coordinator, meet with behaviorally challenged students to eat school lunch outdoors and do a school beautification project. The results include but are not limited to improved attendance, less negative incidents, happier dispositions, increased participation in educational opportunities outside of class time. Garden based education nourishes the heart and mind as well as the tummy.

Installing a 30' x 30' greenhouse at Parrish Middle School to demonstrate aquaponic and traditional growing was a beneficial unexpected outcome. Through partnerships with Marion Polk Food Share and Habitat for Humanity, SKEF was able to procure and install a greenhouse for a fraction of what it normally takes. This learning gardens lab has allowed us to gain credibility with the teachers and community and give them another resource to teach to Next Generation Science Standards. Though ODA SCBGP funding is used as a partner for funding in the overall benefit of this project - SCBGP funding was not used for the construction of the greenhouse or aquaponics system.

School districts have intensely unique and different facility concerns that must meet a wide variety of federal, state and local laws. Navigating the process to create school gardens at each site took more time, paperwork, permits, etc than we had originally anticipated. A partnership with Marion Polk Food Share and a NW Health Foundation grant is providing the resource to create a school garden manual specific to these issues.

ODA-S24 Rogue Valley Local Foods: Nutrition Outreach and Market Development Project – *Final report*

CONTACT NAME: Wendy Siporen, Thrive
PHONE: 541-488-7272
EMAIL: info@thriveoregon.org

PROJECT SUMMARY

Renewed interest in farming combined with educational support from the Oregon State University Small Farm program has increased the numbers of specialty crop producers selling at Southern Oregon farmers markets without a corresponding increase in overall sales. In addition, many of these new specialty crop farmers do not have the time or skills to successfully direct market their products to the public.

This project aimed at increasing specialty crop sales in the Rogue Valley by connecting consumers with specialty crop growers through a targeted education and outreach campaign centered around a new online farmers market, Rogue Valley Local Foods, as well as existing farmers markets and community supported agriculture (CSA) programs. Despite the recent popularity of the local food movement, many consumers do not know how, where or why to buy locally grown vegetables. The project used a media campaign, posters, fliers, a vegetable resource booklet, cooking classes and targeted cooking demonstrations to encourage additional sales of seasonal vegetables from local specialty crop farmers.

PROJECT APPROACH

Through increased community outreach and promotion, this marketing and education effort aimed at increasing farm direct sales by increasing consumer awareness of where and why to purchase locally grown fruits and vegetables. A particular emphasis was made to reach out to Oregon Trail card users. Thrive staff promoted both existing farmers markets, CSAs as well as the online farmers market, through fliers, agency outreach and advertising. Information about the benefits of nutrient dense food as well as photos and tips about how to prepare and store each product was conveyed through a weekly email newsletter and a unique seasonal vegetable cooking guide. It includes a section highlighting the produce grown in our region along with basic ways to prepare, store and cook each fruit and vegetable. In addition, a series of cooking classes and food demos was offered to both low income and upper income individuals at community locations and providing food samples along with recipes to intice and encourage additional sales of seasonal vegetables. Thrive staff used a unique online sales platform, Rogue Valley Local Foods, to increase local specialty crop sales.

Specific activities included:

- Thrive staff designed, produced, and distributed a poster, "Does Your Produce Have Jet Lag?" for SNAP reciepients.

- Thrive staff designed, produced, and distributed a half-page flyer " Looking for healthy food for your family?" in both English and Spanish.
- Thrive staff presented information on where SNAP receipients could use benefits to purchase farm-direct produce to 168 social service staff and 27 agencies.
- Contractor Kristen Lyon conducted a total of 13 cooking classes (reaching 159 individuals) and 22 food demos (reaching over 3500 individuals).
- Thrive staff worked with a local TV station to design and air three television commercials featuring local farmers and encouraging community members to "Buy Local - Buy Rogue."
- Thrive staff and contractor Jennifer Strange wrote, published and distributed 387 copies of "Cooking with Vegetables" including information about 56 different vegetables: seasonality & selection, storage, cooking tips, nutrition facts, and recipes.
- Thrive staff wrote and distributed a weekly e-newsletter highlighting seasonal recipes and farmer profiles to over 2500 email addresses.
- Thrive staff managed the online farmers market, Rogue Valley Local Foods, asisting farmers in marketing, packaging and selling a total of $30,530 worth of specialty crops in 2012 and 2013 from 36 specialty crop producers.

Presentations to local human services staff were enormously successful. Case workers and staff reported that they are thrilled to have such important information to pass along to low income clients. Many of these agencies are already doing health and nutrition outreach within their organizations, however, most report that they "had no idea" that it was possible to utilize an Oregon Trail card to purchase local produce. Many have been including the EBT outreach fliers in packets and educational materials given to clients, and posters promoting the three ways to use EBT to purchase local produce are being hung widely in main offices and waiting rooms. The challenge of this outreach was the need to continue to do outreach at least twice a year due to staff turnover.

Cooking class evaluations were overwhelmingly positive. We asked five questions of participants:

- I will use the cooking skills I learned in this class at home.
    - agree - 17% strongly agree – 83%
- I feel better prepared to cook fresh produce for myself and/or my family.
    - agree – 28% strongly agree – 72%
- I will use the cooking skills I learned in this class while cooking for myself or my family
    - agree – 21% strongly agree – 79%
- I am more likely to accept fresh produce from a food pantry or from a friend or neighbor now that I have taken this class.
    - agree – 31% strongly agree – 69%
- I know where to use my Oregon Trail card to purchase fresh local foods.
    - agree – 26% strongly agree – 74%

Our most popular cooking class was called Kids in the Kitchen, incorporating healthy easy and healthy snacks and meals to make and eat with children. For each class, the instructor introduced each vegetable and fruit they were working with that day and talked about which ones grow in Southern Oregon. Hands-on parent-child food preparations stations were set up so that parents worked with kids in small groups to do recipes and then everyone ate together at the end of class. Participants loved the recipes and the hands-on aspect of the class. Challenges were the high child to adult ratio and some Spanish language barriers. Each family received a cutting board and paring knife to take home.

At a residential care facility, three staff and six developmentally disabled adults were taught about quick and easy snacks and meals based on whole veggies and fruits. Staff commentd that people who hadn't eaten veggies in a year were eating what was made in class.

In 2013, we shifted to food demos rather than full-length classes in order to reach additional individuals and to promote the online farmers market.

Because of our experience with these cooking classes and demos, we were able to help shape a new project being coordinated by our nonprofit partner, ACCESS. In 2014 they launched a Comunity Cooking Skills Volunteer program, training volunteers to go out in the community and conduct whole foods cooking demonstrations to encourage the consumption of more unprocessed foods. Thrive's experience shaped this new program and helped justify it to private foundation funders.

After slow steady growth of the online farmers market, sales dropped off in March 2012 and never recovered enough to sustain the business without ongoing grant subsidy. We closed the market in December 2013. We believe several issues contributed to the dissapointing sales figures (see below for sales data). First, we believe that people preferred to see and touch the produce prior to purchasing it. In addition, customers are accustomed to buying goods as they need them. The online market format required that they plan ahead, making purchases by Tuesday night for a Thursday delivery. Finally, we were challenged by not having consistency and quantity in product availabiltiy. Customer survey results attached.

Our work with specialty crop growers has let to a new focus of the organization on wholesale market development. We belieive there is more potential for growth by providing produce for consumers at the places they are already shopping: grocery stores. With funding from Meyer Memorial Trust, Thrive is lauching a pilot project to create a local first list of product availabilty for three targeted grocery store buyers. Simultaneously, we are working with Oregon State University Small Farms program to support our small producers in scaling up to meet increased demand for quantity and consistency from these buyers.

GOALS AND OUTCOMES ACHIEVED

Goal 1 – Increased sales of specialty crops through the online farmers market
Performance measure – Numbers of participating farmers and average weekly sales.
Benchmark – Average weekly sales in 2010 were $800; 20 different specialty crop growers participated.
Target - By Dec. 31, 2012, online sales through the market will average $1,800 weekly; 30 different farms will participate.
Outcome - After steady increase of sales through February 2012, market sales dropped in March of 2012. Sales have been relatively flat since that time. In 2013, we averaged 22 orders and $680 weekly in gross revenue. 2011 sales averaged 32 orders and $952 in gross revenue. 2012 sales averaged 25 and $748 in gross weekly revenue. In 2013 sales averaged $637 from 19 orders per week. We served 36 specialty crop farmers in 2013.

Goal 2 – Increased use of Oregon Trail Card at the online farmers market. This goal was partially successful as we raised use of SNAP benefits from 5% to 9% and from 10% of revenue to 16% of revenue.
Performance measure – percentage of orders using the Oregon Trail Card.
Benchmark– Oregon Trail orders are currently 5% of sales and 10% of revenue.
Target – With this program of outreach and education we anticipate increasing Oregon Trail Card participation through Rogue Valley Local Foods to 10 % of all orders by the end of 2012 and 20% of all orders by the end of 2013.
Outcome – In 2013, Oregon Trail orders represent 16% of sales and 9% of orders.
2012 - Oregon Trail orders represented 9% of sales and 6.9% of orders.

Goal 3 – Increased awareness on the part of service agencies about the options available to their clients for purchasing fresh, local and nutritious food.
Performance measure – We will measure numbers of presentations and knowledge gained by participants.
Benchmark – Unknown. Because we have not yet reached out to agency personnel, we do not know what their level of awareness is.
Target – 100 percent of social service employees working with Oregon Trail clients will be aware of the options available to their clients for purchasing local specialty crops. We will gather this information through annual follow-up surveys.
2012 - We have only received six surveys back from presentation attendees; but this represented three different agencies. Prior to our work, five out of six responders were not aware of the options to purchase local specialty crops by Oregon Trail Clients. Five out of six have used the materials in their work with clients.
Outcome - We made no attempt to survey social workers in 2013 due to low participation rates in the past. Now that we have a flier designed, it's easy to just email this information to staff.

While we don't have the capacity to continue this outreach, other agencies and staff cheerleaders are continuing the message.

BENEFICIARIES

The groups that benefitted from this project include the 36 specialty crop producers who sold product through the online farmers market. They benefitted from $57,393.97 in sales from June 2010 through December 2013. Other beneficiaries include the 440 customers who ordered from the online market during 2012 and 2013. Over 1000 more benefited from the recipes and seasonal cooking tips in the e-newsletter. Cooking class and demo participants received recipes and inspiration for using more vegetables in their meals.

Finally, the grant helped Thrive and ACCESS shape our current projects the cooking skills volunteer program and the wholesale market development work.

LESSONS LEARNED

Some of the challenges with the online market format have already been stated. Many customers greatly appreciated this service, but the population of the Medford area was not large enough to sustain this specific business model without ongoing subsidy.

An unexpected benefit of our work with the online farmers market is that we were contacted by many more specialty crop producers than we had previously been aware of. Offering a sales mechanism was attractive to them and so we were able to help more farmers than we originally thought.

Most importantly, we gained hands-on experience with the challenges of supplying enough produce to meet consumer demands. We are excited to be focusing on assisting small producers in scaling up to meet the demands of a wholesale market. We believe this market has potential to expand the options available to Rogue Valley specialty crop producers.

One of the main project management lessons learned was the need for additional staff time to manage the production of the media campaign and the oversight and layout of the cookbook. This project was significantly delayed due to budget and time constraints in these two areas. The design and production of the television commercials was time consuming and would have benefited from an expert advertising firm. The layout and editing of the "Cooking with Vegetables" publication took hundreds of unbudgeted hours. More funding should have been designated to these activities that was not included in the original budget.

The success and popularity of the cooking classes and food demos have launched a brand new program that will benefit from the *Cooking with Vegetables* publication. We plan on making these available to CSA and farmers market customers as well.

ODA-025 Celebrate Oregon Agriculture Phase II – Driving Sales of Oregon Specialty Crops in Retail Markets – *Final Report - APPROVED – 3/24/2014*

CONTACT NAME: Michelle Markesteyn Ratcliffe, Farm to School Program Manager Oregon Department of Agriculture
PHONE: 503.872.6600
EMAIL: mmarkesteyn@oda.state.or.us

PROJECT SUMMARY

Over the past decade, the Oregon Department of Agriculture (ODA) has increasingly focused market development activities on the emerging institutional markets within the state and region. Increasingly, pre-schools, K-12 schools, colleges, health care facilities, and other institutions are interested in buying promoting and serving Oregon produced specialty crops to their customers. Targeting bigger institutional buyers helps develop and stabilize local markets, while focusing on the youngest consumers sets the stage for cultivating lifelong consumers of Oregon specialty crops.

Phase I of this project 2012 developed with Specialty Crop Block Grant funds FY 2009) developed and piloted a multi-platform television, print and online campaign designed to motivate parents of school-aged children to purchase, prepare and consume Oregon specialty crops. From June to December 2012, the ODA, in partnership with KATU Channel 2 and ediblePortland, produced seven 4-minute television segments, two 30-second, and two 15-second commercials. Print media included one article in the ODA's *Ag Quarterly,* and a full page add in *edible*Portland for the summer and fall issues. Web components also piloted during Phase I included: (1) KATU Channel 2 developed a *Celebrating Oregon Agriculture* tile on the AM Northwest page that appears under the video box. www.katu.com/amnw/sponsored/celebrate-oregon; and (2) *edible*Portland's website mirrored KATU's AM Northwest website. An additional web banner ad appeared on *edible*Portland.com promoting the campaign www.edibleportland.com/celebrate-oregon-agriculture

This project, Celebrate Oregon Agriculture! Phase II built on the previously successful campaign and expanded it based on the lessons we learned. During Phase I, we learned that there is an opportunity to utilize existing social media platforms to increase the visibility of the segments and ultimately drive sales of Oregon specialty crops. Therefore in Phase II, we explored social media options including Facebook, Twitter, blogs, podcasts, and e-newsletters. Second, during Phase I, we learned the sales resulting from the widely broadcasted Oregon specialty crop messages were difficult to track and measure. For Phase II then we partnered with a major retail chain, Whole Foods Market, to pilot how we may bring this campaign to where people shop to drive the purchase of Oregon specialty crops in retail outlets.

This project (Phase II) then extended the mass media components of the promotional campaign from February 1st to December 20th, 2013 and piloted social media and retail partnerships. All media impressions were designed to visually and verbally increase the awareness of consumers on how specialty crops are produced, the virtues of the products, where to purchase them, how to use them, and how to engage youth in the process.

Messages and visual stories for Phase I and II of this campaign were developed through a four-pronged iterative process including: (1) multiple creative sessions with issue experts and opinion leaders in the field of agriculture, food, and health; (2) USDA's Food Nutrition Services' five core nutrition messages found in *Maximizing the Message*, which will be reinforced by members of the Nutrition Council of Oregon who voted in 2012 to use the core messages in their communications (online at http://www.fns.usda.gov/fns/corenutritionmessages/Files/Guidebook.pdf)*;* (3) focus group tested at Oregon State University's Food Innovation Center in both 2012 and 2013; and (4) honed by multiple media and communication specialist.

PROJECT APPROACH

Phase I of this promotion produced 7 four-minute television segments and accompanying 15 and 30-second commercials that reached 75% of households in the Portland, Oregon Designated Media Area approximately 7 times generating approximately 6 million gross impressions. During Phase I we also produced three *edible*Portland educational advertisements that reached approximately 70,000 readers per issue. This project then built on the messaging and momentum of Phase I. During Phase II we produced 11 four-minute television segment and accompanying 15 and 30-second commercials. To date, the two phases have generated over 32 million media impressions promoting Oregon specialty crops! We have reached 97% of the households in Portland's Designated Media Area, an average of 21 times. That is a significant reach and frequency we have been able to achieve.

Additional exposure was created through (1) video archive of all segments on Oregon Department of Agriculture's website (http://www.oregon.gov/ODA/ADMD/pages/celebrate_oregon_agriculture.aspx, KATU.com (http://www.katu.com/amnw/sponsored/celebrate-oregon) and *edible*Portland.com (http://www.katu.com/amnw/sponsored/celebrate-oregon). Between the three website, there have been approximately 1,000 additional online views of each video segment. Viewers watched an average of four minutes, which means they are seeing the whole video segment. Many viewers then clicked through to one or more of the online resource links provided for more information.

From the pilot year of Celebrate Oregon Agriculture! we learned that there is an opportunity to improve the reach of the campaign through increasing viewership of the Celebrate Oregon Agriculture! videos and resource links that are developed. There exists opportunities with

traditional and social media to build an audience following, and distribute additional content germane to each segment. In our proposed project we set the goals of (1) posting up to five Facebook posts, which we did; (2) Build relationships with up to two "mommy blogs" in Oregon, and in order to do this we took the first step of identifying existing blogs, and (3) Have up to four local and regional organizations repost links to the videos. We had more than four including the USDA, the Port of Portland, the Oregon Farm to School and School Garden Network, and the 91 School Parent Teacher Association.

To further realize the potential of traditional and social media we first needed to better understand what those opportunities are, and to access them in a strategic way. We utilized grants funds to contract with ELC Communications to (1) develop a list of entertainment and news media sources for which to send out news releases and build relationships including weekly, monthly and daily print sources in Oregon; (2) create a list of potential blog sites and podcasts to write for and / or repost to that are primarily read or listened to by the target audiene, and (3) conduct a relative assessment of the traditional and social media options available to the Celebrate Oregon Agriculture! campaign and provide recommendations for utilizing limited resources to generate greatest results in the number of impressions made and likelihood to increase sales of Oregon agricultural products. With these lists of 180 traditional media outlet, and 20 blogs and podcasts, along with the comparative analysis in hand, we are developing a strategic media communications plan for 2014.

Through visual and verbal messages we featured 31 Oregon specialty crops including: apples, apricots, beets, blackberries, blueberries, carrots, cauliflower, celery, cherries, Christmas trees, collards, corn, cranberries, fava beans, hazelnut, kale, leeks, lettuce, parsnips, peaches, pears, peas, peppers, potatoes, radish, raspberries, strawberries, Swiss chard, tomatoes, watermelon, and wine grapes. Because specialty crops require pollination to bear the fruits we eat, we also did a segment on the importance of pollination, and the honeybee as the workhorse of pollination services.

We encouraged consumers to purchase Oregon specialty crops in a variety of outlets in our state including: grocery stores, restaurants, corner stores, farmers markets (with a special call out to winter farmers markets), Community Supported Agricultural (CSA) programs, schools, hospitals, farm stands, and u-pick stands. Included was mention and links to farm stands and farmers markets that accept WIC Fruit and Veggie Vouchers and Senior Direct Nutrition Program. The purpose was to increase purchase of Oregon specialty crops by consumers from all income brackets. Export markets for Oregon specialty crops we informed viewers of included Mexico and Asia, and in particular mentioned Korea, Japan, China, and Hong Kong. Emphasis was also on the producers of specialty crops to highlight the quality, skill, stewardship and work ethic of Oregon specialty crop producers.

This project harnessed the capacities of KATU 2, *edible*Portland and Whole Foods Market to achieve our goals. KATU 2, the only locally owned television station in Portland, successfully launched the *Celebrating Oregon Agriculture* brand last year. KATU hosts *AM Northwest*, Portland's longest running and favorite local talk show. *edible*Portland is an award winning quarterly publication of Ecotrust that tells behind-the-scenes stories of Oregon's food and farming culture. 58% of readers are females aged 25-55. Most are college-educated professionals and entrepreneurs. Whole Foods Market has over 340 stores around the country, and 6 of them in the Designated Media Market where this Oregon specialty crop promotional will occur.

Specific contributions of project partners may be summarized as follows: (1) **ODA pr**ovided overall project management, managed grant reporting, managed contractors, and directed and participated in all aspects of the project**. KATU 2** assisted with pre-production including identifying locations and content for segments; Conducted all post-production includes all editing, color correction, audio and graphic design**;** Assisted with social media extension; and provided brand development and graphic design based on previously successful "*Celebrating Oregon Agriculture*" brand developed by KATU 2. KATU further supported promotion through developing on their own, additional banner advertisements to drive viewers to the segments and accompanying resources on the Celebrate Oregon Agriculture! tile on the AM Northwest webpage http://www.katu.com/amnw/sponsored/celebrate-oregon. **EdiblePortland** assisted in developing and publishing magazine ads and calendar posts. **Whole Foods Market** assisted with message development, evaluation of impact of campaign messages, and featured Oregon specialty crops in stores through its "From Around Here" promotion.

While *Celebrate Oregon Agriculture!* has a broader mission than solely benefiting specialty crops, Specialty Crop Block Grant Program funds are only used to increase the competitiveness of Oregon specialty crops. In addition to funding provided by the Specialty Crop Block grant program, the ODA has additional sponsors (Whole Foods Market and NORPAC Foods) for the COA campaign that support messaging for non-specialty crop items and sponsored content.

GOALS AND OUTCOMES ACHIEVED

The **goal** of this project was to increase the amount of Oregon specialty crops that parents and caregivers of school aged children buy, prepare and eat, by using media to enhance parents' awareness of and attitudes towards Oregon grown fruits, vegetables and nuts. All media impressions increased the awareness of consumers on how specialty crops are produced, the virtues of the products, where to purchase them, and how to use them.

The **expected measurable outcome** was an increase in the amount of specialty crops purchased as measured by a large retail grocer, Whole Foods Market, with at least two stores in the Designated Media Market. This is a new campaign so the **benchmark** had not yet been established. Therefore, the benchmark is the previous years sales records for the featured specialty crops. The **performance measure** was generated by Whole Foods Market, who

provided proprietary sales data from the year prior to the campaign (2012) during specific dates, when blueberries were featured in one of their segments. Our **target** was a 1% increase in the purchase of at least one of the highlighted specialty crops.

Table 1 includes the number figures for total unit sales of Oregon blueberries at each Whole Foods Market store in Oregon during the same time period the year before the promotion (July 29th 2012-August 26th,2012), and the year of (July 29th 2013-August 26th, 2013). During the summer of 2013, on average, Whole Foods Market sold 15.2% more blueberry units than they did during the summer of 2012, which equates to an $18,232 increase in annual summer sales during a 4 week time period.

We also evaluated to what extend the television segments were conveying the intended messages to the audience through qualitative analysis of existing segments and conducting focus groups. We conducted a thematic content analysis of the TV segments to determine the number of occurrences both verbal and visual messages were used to convey the core campaign messages. To do this we transcribed the segments (through May 2013), and then thematically coded them for the core campaign messages of: (1) agriculture and the economy, (2) five core nutrition messages, and (3) tips and tricks. The below tables summarize the number of occurrences overall (Table 2), and based on whether the segment was filmed in studio, or in the field (Table 3). We excelled at conveying messages related to (1) the availability and accessibility of Oregon specialty crops, (2) food preferences, beliefs, and asking behaviors, and (3) the economic importance of agricultural sector to the economy and health of Oregonians.

To further explore and explain the effects of the campaign on consumer's purchasing behaviors, and audience's knowledge and attitudes towards purchasing and consuming Oregon specialty crops, we conducted qualitative analysis of how messages are being interpreted. We developed focus group protocols with the support of the Oregon Health Authority and an intern from Oregon Health and Sciences University. We conducted four ninety-minute focus groups interviews with a total of 23 participants. Oregon State University partially supported the focus group incentives. We then transcribed and analyzed those focus groups. Findings were used to confirm existing message strategy and inform future segments and commercials. Highlights from the focus groups indicate that the messages and spokesperson were very popular with participants, and motivated viewers to buy Oregon specialty crops. Changes participants suggested were that they (1) wanted to hear more kids' voices, (2) preferred "Look for Oregon Agriculture" to our current call to action of "Ask for it!" because they said the later was "too Portlandia," and (3) wanted to be directed to more specific resources at the bed of each segment.

BENEFICIARIES

The beneficiaries of the project include farmers, retailers, and families. There are over 37,000 family farms in Oregon growing over 220 different crops. This project benefited producers of 31 different specialty crops. This included 240 family farmers who produce and process specialty

crops with NORPAC Foods, a farmer cooperative, who also benefited from brand exposure and campaign affiliation. Further, Celebrate Oregon Agriculture! messages suggest consumers get Oregon specialty crops "at farmers markets, grocers, and restaurants." Therefore, about 33 farmers markets, 12 grocers, and 53 restaurants whom regularly buy and promote Oregon specialty crops in the Designated Media Area also benefited from messages suggesting consumers purchase specialty crops at their place of business. Each segment was watched by approximately 50,000 viewers.

While increasing the competitiveness of Oregon's specialty crops, this project was also successful at broadening and strengthening working relationships between a variety of stakeholders to support and promote Oregon's specialty crop industry. Assistance in the form of fact checking, site location, identifying spokespersons, photos, and segment ideas came from 22 community partners from the agriculture, health and education communities including: Agribusiness Council of Oregon, Al's Nursery, Bon Appetite Food Management Company, Centential School District, FoodCorps, Foothills Honey, Gervais School District, Growing Gardens, Office of Governor Kitzhaber, Oregon Museum of Science and Industry, Oregon Dairy Council, Oregon Department of Education, Oregon Hazelnut Marketing Board, Oregon Health Authority, Oregon Health and Sciences University, Oregon State University, Pearmine Farms, Portland Farmers Market, Portland Public Schools, Sar-Ben Farms, USA Pears, and the YMCA of Willamette-Columbia.

LESSONS LEARNED

In developing a multi-platform media campaign we have found it extremely beneficial to create feedback loops to ensure messages are consistently and effectively being conveyed. We would strongly recommend others embed both qualitative and quantitative mid and final evaluation to make both ensure you keep doing what is working, and are able to make mid-course corrections as necessary. We have also learned over time that as more people, agencies and organizations become familiar with the campaign, the more popular it is and the more the messages are shared. In conducting a broad promotional campaign like this one, its effectiveness increases over time, and it is critical to utilize multiple platforms. We will continue to explore how to better utilize earned media through other traditional and social media outlets. Finally, during Phase II of Celebrate Oregon Agriculture! promotion, we have learned that we have only scratched the surface of utilizing project partnerships to drive sales in retail outlets. There are numerous other promotional extensions to explore such as end caps, and point of purchase promotions. We will continue to explore partnerships with retail outlets to further maximize sales of Oregon specialty crops in a variety of outlets.

ODA-026 Oregon Blueberry Inspection and Promotion for Korea – *Final report*

CONTACT NAME: **Amanda Welker, Oregon Department of Agriculture, Devlopment and Marketing**
PHONE: **(503) 872-6600**
EMAIL: **awelker@oda.state.or.us**

PROJECT SUMMARY

Oregon's blueberry growers and packers remain the only US blueberries allowed to ship fresh blueberries into Korea. As the third season approached, The Oregon Department of Agriculture (ODA) and the Oregon Blueberry Commission partnered to increase shipments in the third year. The first season was largely a test phase, and the second was weaker than expected with a couple of phytosanitary issues detected through the vigorous Korean inspection and clearance process. ODA and the Oregon Blueberry Commission brought in a key inspector from Korea's lead health and inspection agency to review the protocol and discuss any potential issues of concern. The Korean inspector visited farms and packers that were official registered and qualified to shp to Korea. ODA also held a series of education and training seminars for growers, packer and pest management experts.

Additionally, ODA and the Oregon Blueberry Commission felt that this season's sales could really grow with the addition of promotional dollars to the project. A marketing program was designed to feature Oregon Blueberry sampling, promotional pricing and Point of Sale (POS) materials to Korea's target consumer demographic with retailers in the market. Additional marketing dollars were put toward a healthy public relations campaign that included guerilla-marketing tactics through social media, advertorials, newspaper advertising. Cooking and recipe development and demonstrations were also conducted in order to expand usage, awareness, and acceptance of Oregon blueberries with Korean consumers.

PROJECT APPROACH

This grant project took a two-pronged approach to increase fresh Oregon blueberry exports for the 2014 shipping season. The first step was to secure the technical protocol process by holding industry training and education sessions with ODA and USDA. The second step in the approach was to promote Oregon fresh blueberries in Korea through a variety of retail promotions and marketing strategy.

The ODA and Oregon Blueberry Commission began hosting trainings for pest control consultants and records coordinators from the 5 certified packers in April 2014. The trainings were held to address the following issues: trapping guidelines and densities, survey protocols, updated monitoring logs, phytosanitary issuance, and the pest monitoring records review checklist.

Additionally in April 2014, ODA shipping point inspectors began conducting field surveys to certify the absence of Phytopthora ramorum, Tobacco ringspot virus, and Tomato ringspot virus across the 10 major blueberry-producing counties in Oregon. These surveys continued through May 2014, and included 34 fields and over 900 acres. From the 34 fields surveyed, 3 suspected samples were taken and analyzed by the ODA Plant Health Laboratory. There were no findings of disease within the surveyed counties. In June 2014, ODA phytosanitary inspectors began conducting packer record reviews and phytosanitary certification for Korean shipments. These inspections continued through August 2014. ODA phytosanitary inspectors issued 75 phytosanitary certificates for blueberries shipped to Korea, representing just under 1,250,000 pounds of fresh blueberries.

Costco Korea was targeted as the primary retail promotion. Costco is able to move large volume of Oregon blueberries to consumers and has robust locations throughout the country. Costco Korea held Oregon blueberry promotions across 11 branch stores. This project also targeted Korea's largest hypermarket store, E-mart. The promotion and sampling events were held in 16 E-mart stores across Korea's most populated provinces.

GOALS AND OUTCOMES ACHIEVED

Of the certified packers, 4 of the 5 companies sent shipments of fresh blueberries to Korea in 2014. Total weight of shipped blueberries was just under 1,250,000 pounds. No product in these shipments was rejected by Korea because it did not meet Korean phytosanitary requirements.

The promotional efforts worked extremely well to increase fresh blueberry purchases from Oregon packers and helped move a record number of Oregon blueberries into the market. This year's sales and volume pushed Korea to Oregon's number one fresh blueberry market, over Japan, in just three seasons. A conservative estimate of $2.00/lb to the packer, puts sales at over $2.1 million dollars for the 2014 season. These sales were more than double the shipments of 2013 to Korea.

BENEFICIARIES

Beneficiaries of this project were numerous blueberry growers that supplied four registered blueberry packers.

LESSONS LEARNED

The 2014 shipping season for Oregon blueberries to Korea was extremely successful. The additional year of surveys allowed continued access to the Korean blueberry market, and the pest monitoring records review checklist put into place provided a means to ensure a concentrated review of all shipments destined for Korea. With these additional protocols in place, product shipped to Korea was not rejected for phytosanitary concerns. Growers and packers are still voicing concerns over the cost of meeting the program requirements and protocol for Korean

inspectors. ODA is working with USDA and Korean officials to streamline some of the process and bring down the cost to growers and packers in Oregon.

ODA also planned to execute a promotion with a home shopping network in Korea. There has been good growth in sales for fresh cherries using this distribution model in Korea. The Oregon blueberry season was three weeks early this year due to warm weather in the spring. The planned promotion to extend sales into September, was too late for the supply left at that point in the season. It is recommended to start a home shopping promotion earlier in the season. This distribution model also planned to use controlled atmosphere containers by ocean freight over traditional airfreight to maximize profits. This new mode of transportation for fresh blueberries showed some success, but remains risky for importers. Importers were unwilling to take on this risk late in the season.

ODA-027 Celebrate Oregon Agriculture– Dinner In Oregon – *Final Report*

CONTACT NAME: **Karla Valness, Oregon Department of Agriculture, Development & Marketing**
PHONE: **503.872.6610**
EMAIL: **kvalness@oda.state.or.us**

PROJECT SUMMARY:
Over the past decade, the Oregon Department of Agriculture (ODA) has increasingly focused market development activities on the emerging institutional markets within the state and region. Increasingly, pre-schools, K-12 schools, colleges, health care facilities, and other institutions are interested in buying promoting and serving Oregon produced fruits, vegetables and tree nuts to their customers. Targeting bigger institutional buyers helps develop and stabilize local markets, while focusing on the youngest consumers sets the stage for cultivating lifelong consumers of Oregon fruits, vegetables and tree nuts. From our market development activities, we have learned what institutional purchasers' need are, how those needs change over time, and have piloted numerous activities and programs to learn how best to effectively respond to those needs.

For example, seven years ago when we asked school food buyers to determine what they needed to purchase more Oregon fruits, vegetables and tree nuts, we heard that they were starting to buy Oregon then, but students and their families did not know it. At that time, what schools really needed were tools to be able to promote what was being served to kids and their families, and to connect what was happening in the cafeteria with the classroom. The Oregon Harvest for Schools toolkit was developed to meet those needs. The Oregon Harvest for Schools toolkit is a previously funded Specialty Crop Block Grant project (FY 2009,). Toolkit materials provide schools, educators, students, families and farmers with a comprehensive suite of promotional tools and materials they need procure, prepare and promote 36 Oregon fruits, vegetables and tree nuts.

Then four years ago when we asked school food buyers what they needed to purchase more Oregon fruits, vegetables and tree nuts they said that they were buying more, and promoting it, but that that did not mean the kids were eating it. If kids don't eat the Oregon fruits and vegetables in schools, then school food buyers may not be able to continue to buy them. It was identified that students needed to have multiple positive experiences with food in order to eat them. Through previously funded Specialty Crop Block Grant projects, we piloted the effectiveness of school garden educators in both a small rural and a large urban school district in Oregon. From that pilot project we learned that educational experiences that engage kids and their families to specialty crop production and preparation improve participants' knowledge, awareness and utilization of Oregon fruits, vegetables and tree nuts. We then sought to increase the reach of school garden educators statewide through piloting FoodCorps, a national AmeriCorps service program through the *FoodCorps in Oregon Pilot* (FY 2010). FoodCorps in

Oregon has been succesful at increasing students knowledge and access to Oregon fruits, vegetables and tree nuts, while benefiting Oregon fruit, vegetable and tree nut producers through closer connections to local markets.

Two years ago we again asked school food buyers what they needed to purchase more Oregon fruits, vegetables and tree nuts. Schools noted that were buying it, promoting it and that students were starting to have more positive experiences with the food, but that kids were not coming to school ready to eat. The Oregon fruits, vegetables and tree nuts that schools are serving are not necessarily the types of food kids experience in their homes and community. Schools asked us if we could help change social norms and culture around eating and food.

We responded by piloting *Celebrate Oregon Agriculture!* a multi-platform television, print and online campaign designed to motivate parents of school-aged children to purchase, prepare and consume Oregon fruits, vegetables and tree nuts. Celebrate Oregon Agriculture! projects are Specialty Crop Block Grant funded activities (FY 2011, 2012, and 2013) that have reached 97% of Portland area homes approximately 13 times generating over 32 million media impression since June 2012. From this pilot and ensuing two iterations of the campaign we have learned that the promotion is extremely valued by the fruits, vegetables, tree nuts and nursery stock industry and retail outlets, and has already contributed improving consumers purchase of local foods, nursery stock and Christmas trees.

Currently, *Celebrate Oregon Agriculture!* (FY 2013) consists of monthly 4-minute television segments that air during Portland's only morning talk show, sponsored content webpage that has generated up to 2,500 unique visitors in one week, and social media extensions on Facebook. Through stories and visual images we have shown 44 specialty crops including: (1) the different forms such as fresh, frozen, canned and dried fruits, vegetables and tree nuts; (2) availability and accessibility of fruits, vegetables, tree nuts and nursery stock at farmers markets, grocery stores, restaurants, u-pick stands, corner stores, garden centers and schools; and (3) the skills, innovation and work ethic of Oregon specialty crop producers. These three message areas along with the USDA's Food Nutrition Services' five core nutrition messages found in *Maximizing the Message* form the basis of the campaigns main messages to date.

From eighteen months of experience implementing different components of *Celebrate Oregon Agriculture* we have learned that the content is compelling and successful at increasing the market competitiveness of Oregon fruits, vegetables, tree nuts, nursery stock and Christmas trees. That said, the three-minute television segment format significantly limits the breadth and depth of content we can provide, and potentially limits the benefits of a multi-media campaign for Oregon's fruits, vegetables, tree nuts, nursery stock and Christmas tree industry.

This project then piloted and tested *Dinner in Oregon featuring fruits, vegetables and tree nuts* a new concept for a 30-minute television special.

PROJECT APPROACH:
Through an entertaining half hour television program, along with pre and post-promotion, *Dinner in Oregon* engages consumers in evidence-based television content designed to increase the viewers' awareness of how fruits, vegetables and tree nuts are produced, the virtues of the products, where to purchase them, how to use them, and how to involve our youngest consumers in the process. This type of evidence-based television-focused approach has proven successful in the area of childhood education (e.g., Sesame Street). Television as a medium has the ability to reach a large, socioeconomically and culturally diverse audience. But there is nothing currently on television that is targeted at parents and caregivers that incorporates a theoretically informed, evidence-based approach to buying, growing, cooking and sharing Oregon fruit, vegetables and tree nuts with their friends and familiy.

Through compelling narrative, *Dinner in Oregon* followed three families through the process of creating a recipe using Oregon fruit, vegetables and tree nuts. Then viewers watch as the three different families living in urban, suburban and rural Oregon (1) procure fruit, vegetables and tree nuts from the grocery store, farmers' market or home garden; (2) prepare them in their kitchen with their families; and (3) consume them together as part of a shared family meal time.

Viewers were also exposed to "experts and farmers" including Oregon State University Extension Horticultural Expert who inspired and motivated families to grow and find Oregon fruits and vegetables in their home, community and school gardens. Additionally, two Oregon farmers who produce fruits and vegetables for sale at farm stand, farmers market, restaurants and grocery stores, and / or process the produce were also interviewed. To increase viewers' knowledge of how Oregon fruits and vegetables go from the farm to the table, these cut-away interviews increased viewers' exposure to specialty crop producers, production and processing.

Sixteen Oregon specialy crops were featured in the recipees including: arugula, blackberries, broccoli florets (frozen), carrots, corn kernels (canned), fresh sweet corn, garlic, hazelnuts, herbs (rosemary, flat leaf parsley, basil), kale, onion, peaches, pears, purple cabbage, radishes and tomato. The variety and quality of both fresh and processed Oregon fruits, vegetables and treenuts was conveyed. Oregon specialty crop producers were featured; and Oregon climate and soils were also highlighted as important to production of Oregon fruits, vegeabtles and tree nuts.

The television show can be seen online at http://www.katu.com/sponsored/celebrate-oregon-agriculture/video/Oregon-Department-of-Agriculture-274002931.html

The teasers and live interview on AM Northwest is available online at: http://www.katu.com/sponsored/celebrate-oregon-agriculture/video/Blackberries-and-Sliced-Peaches-with-Vanilla-Cream-and-Honey--275952711.html

The significant contributions of project partners can be summarized as follows: the **Oregon Department of Agriculture** (ODA) provided overall project management including grant reporting and managed contracts; directed all visual and verbal; oversaw evaluation; and directed media and communications. Partners supporting this project managed by ODA include: KATU Channel 2, Oregon State University's Food Innovation Center, Harvest PR, Chef Garrett Berdan, three families, Kami Gray and Erin Colburn.

More specifically, **KATU Channel 2** produced the pilot, commercials, and daily promotional opportunities on AM Northwest the week leading up to when the television special aired. KATU Channel 2 responsibilities included pre and post-production including all editing, color correction, audio and graphic design. Each day of the week leading up the airing of the television pilot, AM Northwest teased the upcoming show culminating in a 2-minute live television interview with ODA staff. Further, KATU Channel 2 can air the television show throughout the whole state of Oregon in partnership with local affiliated ABC stations.

Oregon State University's Food Innovation Center supported qualitative and quantitative testing of the pilot television show. Monies were used for recruitment, facilities, computer, supplies and panelists. **HarvestPR** extended the reach and lifespan of the pilot through earned media attention. HarvestPR secured pre and post-show press coverage through tailoring pitches to traditional and social media outlets. HarvestPR also successfully sought pre and post-show press through sending the areas most influential bloggers and freelance writers information about the show and content.

Earned media appeared in statewide and regional papers including:
the Capital Press http://www.capitalpress.com/Oregon/20140806/tv-special-to-feature-oregon-food-products#.U-ZixV7Xbi4
the Portland Tribune http://portlandtribune.com/ttt/89-news/229804-93428-tv-special-focuses-on-tigard-family
and the Oregonian
http://www.oregonlive.com/kiddo/index.ssf/2014/09/dinner_in_oregon_3_families_tr.html

Chef Garrett Berdan, RD tested and developed the menu using 16 Oregon specialty crops that are tasty, nutritious and that are available from a variety of outlets in a variety of forms (frozen, fresh, canned, and dried); participated on-camera; prepared full menu for day of production; styled specialty crops; and traveled twice to the Portland, OR area for pre-production meetings and filming. The final recipes are attached (Attachment A). **Three families** (the Masingila, Nagmay and Botner families) participated in production and on-camera activities. **Kami Gray** provided visual styling for days of filming. **Erin Coburn,** developed, administered and analyzed the pre and post survey and conducted focus group interviews with participants.

GOALS AND OUTCOMES ACHIEVED:
The purpose of this project is to increase the amount of Oregon fruits, vegetables and tree nuts that parents and caregivers of school-aged children buy, prepare and eat, by using media to enhance consumers' awareness of and attitudes towards Oregon grown fruits, vegetables and tree nuts. The goal will be an increase in the knowledge, attitudes and willingness of Oregon consumers to purchase the featured fruits, vegetables and tree nuts.

We established progress towards this goal through both quantitative and qualitative data. We convened four 90-minute focus groups of approximately 5-6 people each (n=22) to complete a short survey before and after viewing the segment. Structured open-ended questions will then qualitatively assess focus group participants' opinions of content impact. The focus groups were diverse in their employment, gender, age, income, education and number and ages of children (See attachment B).

While *Dinner in Oregon* is a new concept, data from the previous Celebrate Oregon Agriculture campaign informed the benchmark, target and performance measure. The benchmark is 16% of the viewing audience currently purchase locally grown foods. Our target is a 2% increase in the knowledge of, attitudes towards and willingness to purchase featured specialty crops. The performance measure then is a total of up to 5 individuals in the focus groups who indicate that they more willing to purchase featured Oregon grown and processed fruits, vegetables and tree nuts after viewing the television segment and commercials.

Based on the pre-post survey questionnaires, 14 of the 22 participants (64%) increased their knowledge of featured specialty crops, their attitudes towards specialty crops and increased their willingness to purchase featured specialty crops after viewing the television show for an average increase in survey score of 8.5% (n=22).

These quantitative results were validated by the qualitative portion of the evaluation. From the focus group conversations we learned that the Dinner in Oregon TV special captivated the audience by producing strong memories rooted in Oregon's world-renowned agriculture. Focus group participants verbally confirmed that the Dinner in Oregon increased their knowledge of featured specialty crops, their attitudes towards specialty crops and increased their willingness to purchase featured specialty crops.

Viewer indicated that Dinner in Oregon presented a large amount of information and the majority of participants wanted even more information. The groups agreed upon the useful information provided on the nutritional value and freshness of frozen, canned, and dried products. For example, the majority of participants did not know the quality of frozen Oregon fruits and vegetables and many mentioned re-thinking their meals to include them in the future, especially during the winter months.

Additionally, the imagery of the state of Oregon itself caught the attention of the viewers, as well as the quality of photos and food images. The groups largely agreed on enjoying the energy of the host and the relatability of the families but disliked the scripted nature of some of the scenes. Many of the participants wanted to see a more diverse group of food groups covered, mentioning meat or seafood themed dinner, holiday themed meals, and finally culturally diverse meals.

In addition, there seemed to be a mixed reaction to the complexity of the recipes themselves—some appreciated the new spin on simple recipes to change up their same-old cooking routines while others thought the recipes seemed to utilize vegetables foreign to their families. These individuals indicated that they would be less likely to make something like a frittata, spoonbread, or a recipe using kale (as featured in the TV show) and wanted to see recipes highlighting simple vegetables like green beans.

Regardless of the reaction to the recipes themselves, the groups reiterated numerous times the lack of time their families had to prepare meals on a daily basis and that access to quick, easy, and affordable recipes is imperative. Many participants suggested access to recipes and tips via a phone application, recipe cards on the screen, or more visible links displayed prominently throughout the show.

Another major theme in the focus groups highlighted the need to include families with limited space for gardening, suggesting a family in an apartment or other such shared living space, they also mentioned using a shared community space, such as a community garden, for access to greenspace.

Lastly, through monitoring the number of viewer engagements with the show or an article about the show online, we tracked an additional 30,921 people were reached on Facebook, generated 818,931 digital impressions on the website. We understand that this number is conservative and not reflective of the total views both because we are unable to account for sharing content of others and because the online components were released at the same time as the writing of this final report. We anticipate in the months to come that viewership of Dinner in Oregon online will increase.

BENEFICIARIES:

The beneficiaries of the project include farmers, retailers, and families. There are over 35,000 family farms in Oregon growing over 170 different specialty crops. This project will benefit producers of up to 16 different specialty crops across the state of Oregon. Visual and verbal messages directed consumers get Oregon fruits, vegetables and tree nuts at farmers markets, grocers stores, restaurants, schools and other cafeterias. The television show aired in the Portland, Medford and Eugene media markets. Therefore, about 80 farmers markets, 20 grocers, and 300 restaurants whom regularly buy and promote Oregon fruits, vegetables and tree nuts in the Designated Media Areas will also benefit from messages suggesting consumers purchase

fruits, vegetables and tree nuts at these outlets. This project generated approximately 3.2 million media impressions through the television segment, and pre and post media coverage.

Industry groups who supported content and filming locations included Pearmine Farms, Oregon Museum of Science and Industry, Oregon State University Extension, Whole Foods Market, Boones Ferry Berry Farms, and NORPAC Foods. Additionally, content and images were derived from industry partners we are currently working with including producers and processors of hazelnuts, raspberries, blackberries, strawberries, blue berries and potatoes; farmers of fresh and processed produce including broccoli, cauliflower and corn; and tree and stone fruit producers of pears, peaches and cherries.

LESSONS LEARNED:
Since the Dinner in Oregon TV show was reality-based and documentary style, it meant that no one in the show was a professional actor. Therefore, the previous two years of experience with the Celebrate Oregon Agriculture promotion were invaluable to being able to succintely frame up the overall verbal and visual messages conveyed during the 30 minutes of air time in a way that would be compelling to viewers and relflect the specialty crop industry.

The concept for the 30 minute special television feature is so popular that the week we filmed it there were two significant news articles. One in the Capital Press featuring the launch of the filming, and the Portland Tribune focusing on one of the area families. Whether it is because of its novelty or because of the potentially large reach of the TV show, the specialty crop industry in Oregon is thrilled by the project. Within Oregon's specialty crop indutry there is a lot of buzz about the potential of an on-going television project and interest from not only Oregon fruit and vegetable producers and processors, but also the nursery industry and proucers of tree nuts. Based on the focus groups we conducted, viewers similarly confirmed interest in on-going episodes of this type of promotion of Oregon's specialty crop industry.

Future iterations of this type of stand alone television show should be coupled with retail and / or restaurant promotions to maximize the market opportunity for Oregon's specialty crops. Examples, partners could do in-store retail promotions of "Dinner in Oregon" ingredients, and host "Dinner in Oregon" events across the state promoting Oregon grown fruits and vegetables and tree nuts. After this project there is enough interest in and momentum statewide for those addititional components to be very successful and impactful at increasing the competetiveness of Oregon fruits, vegetables, treenuts and nursery crops.

ATTACHMENTS