

**SPECIALTY CROP BLOCK GRANT
FARM BILL
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USDA-AMS-SCBGP-2014
STATE PLAN-PROJECT SUMMARIES**

PROJECT COORDINATOR

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Oregon Department of Agriculture Grant Administration

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Organization:

Oregon Department of Agriculture (ODA)
 Development and Marketing

Time Period:

Grant Start Date:	September 30, 2014	Grant End Date:	September 29, 2017
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Overall State Plan Budget Summary:

Project ID	Project Title	Direct Costs	Indirect Costs	Total
ODA 001	Onion smut survey in Malheur County	\$46,989.00		\$46,989.00
ODA 002	Oregon International Culinary Ambassador Program	\$65,000.00		\$65,000.00
ODA 003	Celebrate Oregon Agriculture Fruits, Vegetables, Tree Nuts, Nursery Stock and other specialty crops	\$99,638.00		\$99,638.00
ODA 004	NW Food Buyers Alliance: Cultivating Large-scale Regional Demand for Oregon grown fruit, vegetables & tree nuts	\$76,629.00		\$76,629.00
ODA 005	Systems Approach and Marketing Strategy for Oregon Christmas Tree Exports	\$75,116.00		\$75,116.00
ODA S06	Clackamas FoodSystem ONESop Virtual Partnership	\$30,000.00		\$30,000.00
ODA S07	Expanding the Market for Vegetable CSAs with Institutional Partnerships	\$68,392.00		\$68,392.00
ODA S08	Fresh is Best: Improving direct sales of vegetable and berries	\$56,107.00		\$56,107.00
ODA S09	Columbia Gorge Cider Makers Expansion Support	\$50,000.00		\$50,000.00
ODA S10	Create Production Standards for	\$50,000.00		\$50,000.00

	the Northwest Cider Industry			
ODA S11	Market Development of a Value-added Sweet Cherry	\$44,727.00		\$44,727.00
ODA S12	Promotion of U.S. Grown Public Hop Varieties to Domestic Brewers	\$94,134.00		\$94,134.00
ODA S13	<i>Farm to Science</i> Celebrating Oregon Fruits, Vegetables, and Culinary Herbs and Spices	\$74,009.00		\$74,009.00
ODA S14	Oregon Potato Promotions in Vietnam	\$35,000.00		\$35,000.00
ODA S15	Baking Seminars For Food Professionals in Hong Kong	\$71,970.00		\$71,970.00
ODA S16	Growing Agripreneurs Phase III: Training the Next Generation of Farmers	\$56,055.00		\$56,055.00
ODA S17	Native plants: connecting growers with gardeners and landscape professionals	\$83,165.00		\$83,165.00
ODA S18	Promoting specialty crops through enhancement of bee pollinator health	\$90,670.00		\$90,670.00
ODA S19	Validation of Propylene Oxide to Inactivate <i>Salmonella</i> on Hazelnuts	\$56,761.00		\$56,761.00
ODA S20	Safe Production of Onion	\$98,570.00		\$98,570.00
ODA S21	Development of Value-Added Applications of Fruit and Wine Grape Pomace	\$80,228.00		\$80,228.00
ODA S22	Fresh strawberry expansion using grower bulletins and field production demonstration	\$27,690.00		\$27,690.00
ODA S23	Growing the Market for Oregon Organic/Transitioning Specialty crop Growers	\$33,831.00		\$33,831.00
ODA S24	The Oregon Wine Experience Mobile Application	\$66,140.00		\$66,140.00
ODA S25	Leveraging Mobile and Social Media for Oregon Christmas Tree	\$43,744.00		\$43,744.00
ODA S26	Putting Pears on the Menu: Increasing National Restaurant Pear Usage	\$40,000.00		\$40,000.00
ODA S27	Steps to Success: Institutional Marketing Resource Guide for Oregon's Produce Farms	\$95,227.00		\$95,227.00

ODA S28	Evaluation of an alternative irrigation water quality indicator	\$38,232.00		\$38,232.00
ODA S29	Support School Districts in Purchasing & Promoting Oregon Specialty Crops	\$45,759.00		\$45,759.00
	<i>Indirect costs</i>		\$155,981.89	\$155,981.89
		Total	\$1,793,783.00	\$155,981.89
				\$1,949,764.89

The total indirect costs will be used for activities and services which are common or joint objectives and are not readily identified with an individual project, program, or organizational activity, however necessary for successful implementation of the programs activities such as accounting, information services/technology, maintenance and facility operation and other associated expenses.

ODA 001 Onion smut survey in Malheur County

ABSTRACT:

Prior to 2010, Malheur County was the only Oregon county allowed to ship onions to Australia. On June 22, 2010, BioSecurity Australia contacted the USDA APHIS AMS requesting clarification of a report of onion smut (*Urocystis cepulae*) in Malheur County. This report had been posted on the Pacific Northwest & Treasure Valley Pest Alert website on June 9, 2009, claiming that onion smut had been found infecting spring-planted onions in a Malheur County field. The Oregon Department of Agriculture (ODA) was unable to confirm or deny the report. As a result, BioSecurity Australia suspended all imports of Malheur County onions in the late summer of 2010. ODA proposes to conduct a 3-year survey of Malheur County onion fields for onion smut. The goal is to determine if onion smut is actually present within the county. If present, ODA will implement disease management methods such as planting treated seed or onion sets and practicing equipment sanitation between fields to prevent further spread of the disease. Implementing such methods would meet the international phytosanitary requirements to re-open the Australian market. If not present, the data from the survey will demonstrate freedom from this pest, also re-opening the Australian market.

ORGANIZATION:

Oregon Department of Agriculture, Market Access and Certification Programs, Plant Health Program

ODA-002 Oregon International Culinary Ambassador Program

ABSTRACT:

In many regions of the world, consumers have little awareness of the diversity of Oregon's specialty crop products, such as berries, wine, cider and hazelnuts. This limited awareness combined with a lack of understanding of how to prepare and serve these products prevents consumers from purchasing these products. This project will address this challenge beginning with the key food influencers in Northern Europe and Japan. The goal is to educate these key food influencers about Oregon's berries, wine, cider and hazelnuts, who will in turn educate the food consumers of their region and ultimately increase consumption and sales of these products.

This project will select key food influencers, including well-known chefs and food writers to invite to Oregon during the Feast of Portland food event. The Oregon Department of Agriculture will work in close partnership with Feast of Portland, Travel Oregon, Oregon Raspberry Blackberry Commission, NW Cider Association, Oregon Wine Board, Oregon Hazelnut Marketing Board and individual producers of these products from Oregon to prepare an educational program. The goals of the program will be to increase awareness and sales opportunities for Oregon berries, wine, cider and tree nuts in the Northern European and Japan markets, this will be achieved through expert panels, tabletop showcases, food preparation demonstrations and hands on farm experiences.

In addition, the International Culinary Ambassador Program will build awareness of Oregon's quality specialty crop food products among the top chefs and key food writers. By bringing these top chefs and food writers to Oregon, they will have the opportunity to experience the culinary possibilities with Oregon's high quality specialty crops, including berries, wine, cider and hazelnuts.

ORGANIZATION:

Oregon Department of Agriculture, Market Access and Certification Programs, Marketing and Development Program

ODA 003 Celebrate Oregon Agriculture Fruits, Vegetables, Tree Nuts, Nursery Stock and other specialty crops

ABSTRACT:

Celebrate Oregon Agriculture featuring fruits, vegetables, tree nuts, nursery stock and other specialty crops is the culmination of learning from the previously Specialty Crop Block grant funded Celebrate Oregon Agriculture promotions in Oregon. From previous projects, we have learned that there is strong consumer identification with the increasingly popular Celebrate Oregon Agriculture promotion. At this point in time what is needed most is to continue informing consumers through television and online content while engaging consumers in an authentic, hands-on experience. The goal of this project is to increase the Oregonians' awareness of how specialty crops are produced, the virtues of the products, where to purchase them, how to use them, and how to engage our youngest consumers in the process. This project then will extend the Celebrate Oregon Agriculture promotion to include engaging hands-on experiences for families at the Oregon Museum of Science and Industry (OMSI) developed in partnership with ODA and Oregon State University (OSU) faculty at the Food Innovation Center (FIC).

ORGANIZATION:

Oregon Department of Agriculture, Market Access and Certification Program Areas, Agricultural Development and Marketing Program

ODA 004 NW Food Buyers' Alliance: Cultivating Large-Scale Regional Demand for Oregon grown Fruit, Vegetables & Tree nuts

ABSTRACT:

Large-scale food buyers face significant challenges (cost, complexity, consistency, volume needs, transaction costs, lack of tracking/reporting, etc.) in attempting to source fruits, vegetables and tree nuts that are produced or processed in Oregon. Over the past several years, Oregon Department of Agriculture (ODA), Ecotrust, and Oregon Physicians for Social Responsibility (OPSR) have cooperated on projects to help these buyers address these challenges. This project builds on previous collaborative efforts and the partners will continue this work by 1) facilitating

networking and best-practice sharing, and 2) providing education and support for overcoming known barriers.

A key determinant of success in this project will be the ability of the project team to identify and engage foodservice directors, retail buyers, and multi-location restaurant supply chain managers who are keenly interested in local/regional sourcing. Finding such “qualified leads” is easier said than done. Before purchasing behavior outcomes are noticeable in the marketplace changes in behavior require 1) the recognition of an opportunity for sourcing regionally grown foods, 2) awareness of the options available, and 3) commitment to act.

ORGANIZATION:

Oregon Department of Agriculture, Market Access and Certification Programs, Agricultural Development and Marketing Program

ODA 005 Systems approach and marketing strategy for Oregon Christmas tree exports

ABSTRACT:

The purpose of this project is to remove regulatory barriers for the export of Oregon Christmas trees to foreign countries and create a marketing plan to introduce overseas importers and distributors of Christmas trees and ornamental greens to Oregon’s specialty crop suppliers of these products.

The activities to remove or minimize the technical regulatory barriers would be to implement a systems approach to mitigate pest risks in the field and packing operations and then bring plant health regulatory officials to Oregon to observe these pest mitigation strategies.

The number of foreign governments that recognize and adopt the Oregon pest mitigation measures as well as a reduction in shipment rejections and/or mandatory quarantine treatments will determine success.

As for a marketing plan, the pivotal strategy will be to bring perspective overseas buyers to Oregon to observe growing and shipping conditions of locally grown trees to verify the quality and beauty of Oregon Christmas trees to stimulate sales in the respective foreign markets. At the same time, overseas buyers will be exposed to the growing selection and marketing potential of ornamental greens and holiday wreaths to also expand overseas sales in that sector.

To accomplish this market promotion, foreign buyers from the floricultural industry will be identified and funded to travel to Oregon to observe Christmas tree cultivation and the ornamental greens industry. The number of new sales for Oregon Christmas trees, ornamental greens and/or fresh holiday wreaths, will determine success in this segment of the project.

ORGANIZATION:

Oregon Department of Agriculture, Market Access and Certification Programs, Agricultural Development and Marketing Program

ODA-S06 Clackamas Food System ONEStop Virtual Partnership

ABSTRACT:

Clackamas County is a major breadbasket providing food and other agricultural products for the greater Portland region and beyond. The agricultural “cluster” of diverse specialty crop farms and associated business in the county, is an economic engine for the region and a vital asset contributing to the county’s economic mix. The economic impact of agriculture in Clackamas County has both regional and statewide significance, having the most farms, most organically-certified farms, and consistently ranked among the state’s top 5 counties in specialty crop food and nursery farm sales.

Clackamas County’s 2012 Agricultural Investment Plan focuses on expanding countywide economic growth by fostering and capturing emergent markets and business opportunities for the county’s agricultural sector. The Clackamas County Foodshed Strategic Plan details the scope of the food system in the region, opportunities for specialty crop farmers, and specifies a series of action steps for small and medium sized specialty crop farms to participate more fully in the region’s \$4.8 billion foodshed market through import substitution target goals.

The Clackamas Food System ONEStop is conceived as a virtual public, private, non-profit and academic partnership to support the region’s foodshed vision and meet the identified needs of its specialty crop growers. SCBG funding will allow the ONEStop Partners to implement the Food System ONEStop model developed through the Governor’s Oregon Solutions process by building an online ONEStop portal as a virtual farmgate through which specialty crop growers can access the resources they need to be more successful.

ORGANIZATION:

Clackamas County

ODA-S07 Expanding the Market for Vegetable CSAs with Institutional Partnerships

ABSTRACT:

This project creates a training program and toolkit to facilitate the replication of partnerships between institutions and vegetable farmers who operate a Community Supported Agriculture (CSA) program. These partnerships will create institutional demand for and increase sales of locally grown vegetables to employees at workplaces, to clients at fitness centers, to patients at health clinics, to congregation members at places of worship, and more. These powerful partnerships leverage the motivation of the institutions to foster the wellbeing of their members. Because of that motivation, institutions are willing to devote time and resources to help the farmer sell and distribute a weekly box of locally grown, nutritious vegetables to their members. This partnership model will (1) directly connect vegetable farmers to consumers with an innovative opportunity for co-marketing with institutions, (2) use an efficient bulk distribution system direct to the institution and (3) provide tools to increase vegetable nutrition knowledge and consumption with expanding access at these institutions.

This project encompasses a 2015 pilot program and 2016-promotion campaign. The pilot program will partner CSAs with different types of institutions to develop a toolkit applicable to a wide range of institutions and will increase sales of Oregon vegetables that year by \$90,000. The promotion campaign will disseminate this partnership model in Oregon with seminars at various state conferences increasing Oregon’s vegetable sales by \$300,000 in 2016. The promotion campaign will also include a national webinar and online availability of the toolkit, spreading this innovative model for farm-direct sales of locally grown vegetables nationwide.

ORGANIZATION:

Friends of Zenger Farms (FZF)

ODA S08 Fresh is Best: Improving direct sales of vegetable and berries

ABSTRACT:

Gorge Grown Food Network’s “Fresh is Best: Improving direct sales of vegetables and berries” project addresses the need to strengthen direct-market channels for specialty crop producers and enhance economic opportunities in Hood River, Wasco and Sherman counties. This project builds upon efforts currently underway to increase awareness about the availability of locally grown vegetables and berries as a means to increase direct-market sales. Objectives include: delivering trainings aimed at improving direct-to-consumer marketing skills among specialty crop producers, especially the next generation of farmers and Latino farmers; connecting producers that want to collaborate on coordinated production planning as a way to more efficiently meet direct-market demand for produce; creating a cooperative direct-to-consumer marketing campaign; and promoting agritourism through “Meet Your Veggie/Berry Farmer,” “Gorge Veggie/Berry Farm Day,” and other events. The goals of the project include: 1.) Growing direct-market channels for vegetable and berry producers in Hood River, Wasco and Sherman counties in Oregon by enhancing direct marketing opportunities that highlight production practices, farmers, and growing locations, and developing and enhancing economic opportunities in Hood River, Wasco and Sherman counties by establishing agritourism events that increase the awareness and consumption of specialty crops. As a result of the efforts delivered through this project, direct-market sales will increase by at least 10% – through farmers’ market sales, direct sales to restaurants and food enterprises, and direct to consumers. We will monitor progress toward achieving goals by gathering information through surveys and interviews with producers and buyers.

ORGANIZATION:

Gorge Grown Food Network

ODA S09 Columbia Gorge Cider Makers Expansion Support

ABSTRACT:

Cider makers, Mid-Columbia Economic Development District, and other partners in the Mid-Columbia region are working to support the growing, and regionally significant, cider cluster of

businesses. Through formalizing an industry organization we will create more opportunity for collaboration between cideries and orchardists, and leverage opportunities for equipment sharing and coordinated marketing, and increase demand for the region's renowned tree fruit locally. Through this formation; development of a collective marketing strategy; and conducting two annual cider focused events, a tasting festival and an orchard-to-pint weekend-long exploration in agri-tourism, our region will increase its recognition as one of the premier cider producing areas. Tailored business development classes will support these growing businesses through entry to market and scaling up at all levels of their supply chain. We will measure the impact of the individual projects through a tailored survey instrument. These impacts and activities will be utilized to create a blueprint document that will enable other regions to utilize the model developed in the Columbia Gorge. Together these activities will increase demand for local fruit inputs of apples, pears, and cherries, increase production of cider, and support diversification and vitality in the Mid-Columbia's economy.

ORGANIZATION:

Mid-Columbia Economic Development District

ODA S10 Create Production Standards for the Northwest Cider Industry

ABSTRACT:

The Northwest cider industry is growing at an unprecedented rate. To sustain that growth in the most positive direction, there exists the immediate need to develop a set of industry standards. Currently it is unclear what defines a craft or artisan cider, or even Northwest for that matter. Although cider may be new to many consumers, it has a rich history. Northwest cidemakers are committed to being good stewards of the growing industry and want to establish a sustainable model, which others may follow. Consumers are eager to learn more. It is important to educate them with agreed language so they appreciate all ciders, including the nuances of specialty apples and perry pears. Establishing a set of production best practices, a certification process, standards and definitions, will help a growing industry. It will also help to educate new cider consumers. Northwest cidemakers are some of the most innovative and adventurous in the world. Through a series of surveys, roundtables, focus groups and subcommittees, we will set out on a quest to establish definitions and production standards to help drive the industry to reach its full potential.

ORGANIZATION:

Northwest Cider Association (NWCA)

ODA-S11 Market Development of a Value-added Sweet Cherry

ABSTRACT:

Monetary returns to sweet cherry growers in Oregon for processing are increasingly commodity driven and depend on limited markets and pricing. There is increasing concern that the decrease in market returns will result in an unsustainable economic situation for Oregon growers that will

lead to a loss of farms depending on income from sweet cherries for processing. Sweet cherry growers in Oregon have a strong need to explore ways to diversify and expand their markets and value-added products to improve the commodity driven nature of their returns.

For the sweet cherry specialty crop in Oregon, market research and consumer testing will identify value-added products that potentially can strengthen product diversity and provide better returns to the sweet cherry growers of Oregon and the Northwest region. This project will provide specific market research, focus groups, sensory testing and market in-store testing to determine market demand for new value-added sweet cherry concepts. A calculated price per pound of fresh sweet cherries for processing will be calculated to determine potential grower return in diversifying markets and products.

ORGANIZATION:

Oregon Cherry Growers Inc.

ODA-S12 Promotion of U.S. Grown Public Hop Varieties to Domestic Brewers

ABSTRACT:

The overall goals of this project are to promote the use of Oregon and U.S. grown public hop varieties to craft brewers nationwide as well as promoting the USDA/WSU public breeding program. The public breeding program currently does not have a way to promote the hop varieties that they develop. The promotion of these public varieties will help to educate brewers about the public breeding program and the public varieties that are currently available, as well as new public varieties that will be available in the near future. Promotion of this program is essential for the sustainability of the public hop-breeding program. With this project we hope to bring more attention to the public hop varieties and public hop breeding program. There are many beneficiaries of this project the first would be the sixty U.S. hop growing families followed by the USDA/WSU public breeding program and the Hop Research Council.

ORGANIZATION:

Oregon Hop Commission (OHC)

ODA S13 Farm to Science: Celebrating Oregon Fruits, Vegetables, and Culinary Herbs and Spices

ABSTRACT:

Oregon's specialty crop industry (including specialty fruits and vegetables) is thriving and primed for growth. However, many Oregonians are still not aware of the breadth and diversity of crops grown throughout the state, such as fruits, vegetables, and culinary herbs and spices. This lack of awareness leads to fewer specialty crop sales and consumption by Oregonians. In order to increase awareness, attitude, and utilization of Oregon-grown fruits, vegetables, and culinary herbs and spices, Oregon-based fruit, vegetable, and culinary herb and spice farmers need a more aware and educated consumer base. Currently, there are few engaging and far-reaching

educational experiences for families to learn about the range, diversity, and value of Oregon fruit, vegetable, and culinary herb and spice crops which will lead to more informed and healthful food purchasing choices amongst Oregon consumers.

OMSI will address these community needs through the *Farm to Science: Celebrating Oregon Fruits, Vegetables, and Culinary Herbs and Spices* project (hereafter *Farm to Science*). During the *Farm to Science* project, OMSI will partner with a variety of farmers and producers to develop educational curriculum and a deliver a series of trainings and workshops that will take place in 2015, culminating at the height of the 2015 growing season. OMSI will work in close partnership with a group of fruit, vegetable, and culinary herb and spice producers and farmers to increase public awareness of and interest in Oregon's vibrant fruit, vegetable, and culinary herb and spice growing industry, which will promote sales of selected fruits, vegetables, and culinary herbs and spices. We expect *Farm to Science* to accomplish this goal by achieving the following outcomes: 1. Increase Oregonians' awareness of: the diversity (number and type) of fruit, vegetable, and culinary herb and spices grown in Oregon; the period(s) during the year when fruit, vegetable, and culinary herbs and spices are in season; locations to buy fruits, vegetables, and culinary herbs and spices while they are in season; and the value of purchasing in-season crops from local producers. 2. As a result of understanding the value of Oregon-grown fruits, vegetables, and culinary herbs and spices, participants in the *Farm to Science* program will increase their interest in purchasing products from Oregon-based producers. OMSI's *Farm to Science* project fills a critical gap in statewide programming and is intentionally designed to catalyze consumer purchase in outlets (such as prisons, large and small grocery stores, and office, school, and hospital cafeterias) across the state.

ORGANIZATION:

Oregon Museum of Science and Industry (OMSI)

ODA S14 Oregon Potato Promotions in Vietnam

ABSTRACT:

Potato demand in the United States has been dropping for the past 20 years. Fresh potato market access was granted to the United States by Vietnam in 2010. The Oregon Potato Commission (OPC) has invested much time and money developing the newly open market over the last three years. Potato producers and exporters have been introduced to key import companies in Vietnam. Point-of-sale marketing activities have increased customer/retail interest in grocery stores throughout Ho Chi Minh City. These relationships are still in the early stages of development and a consistent presence is necessary to improve competitive opportunities for potato exports into Vietnam and possibly into neighboring Southeast Asian markets.

This SCBG funding will be used to expand existing grocery store marketing activities in Ho Chi Minh City into the northern city of Hanoi. A popular Vietnamese celebrity chef will demonstrate the use of Oregon potatoes. Her endorsement builds consumer confidence that Oregon grown potatoes are healthy and delicious. This innovative approach to international marketing is expected to double Oregon potato exports to Vietnam and to increase a market share for Oregon potato producers. OPC's monthly assessment reporting requires shippers and producers to report

international sales figures. Those numbers along with Oregon Department of Agriculture's phytosanitary export reporting provide a tangible measure of potato export sales that will determine the success of this project.

ORGANIZATION:

Oregon Potato Commission

ODA S15 Baking Seminars for Food Professionals in Hong Kong

ABSTRACT:

The Oregon Raspberry & Blackberry Commission (ORBC) will host a series of seminars promoting the use of raspberries and blackberries as ingredients for the baking industry in Hong Kong. Seminars will target professional bakers and educate them on the technical aspects and nutritional benefits of baking with raspberries and blackberries. Three seminars will be conducted for professional and industrial bakers in the Hong Kong area increasing quality participation of retail and wholesale bakeries in the purchase of raspberries and blackberries for their products. Bakery products, especially Western bakery products, have become popular as breakfast foods and snacks, resulting in a rapid growth in the bakery products industry and market in China. In the last five years, many bakery stores and plant bakeries in China have continually expanded their area of operation and production capacity. From 2007-2012, the baked goods market in China grew at a continued annual growth rate of 33.5%. Market value sales soared from US \$4.9 billion in 2007 to US \$20.8 billion in 2012 making the region one of the most lucrative markets in the world for baked goods. ORBC will create new industrial and retail demand for raspberries and blackberries as ingredients in bakery products in this key market and help ensure the economic growth and viability for this valuable specialty crop in the northwest region of the U.S. Grant outreach and increases of bakery products utilizing blackberries and raspberries will be tracked by surveys of participating bakers and U.S. berry packers' sales to the region.

ORGANIZATION:

Oregon Raspberry & Blackberry Commission

ODA S16 Growing Agripreneurs Phase III: Training the Next Generation of Farmers

ABSTRACT:

Oregon State University (OSU) Small Farms' *Growing Agripreneurs* program, in partnership with Rogue Farm Corps (RFC) *Farms Next* internship program, addresses the need to educate and train the next generation of specialty crop producers. This collaboration presents a model education and training program that integrates classroom experience, hands-on mentoring, farm business planning and marketing support.

Phase 3 of *Growing Agripreneurs* aims to provide comprehensive education and training for beginning specialty crop producers by adding two new niche crops: specialty seed crops and

value added-products. The existing *Growing Agripreneurs* program focuses on the production and marketing of fresh market fruits and vegetables, and new market trends highlight a need for beginning farmer training in additional niche crops.

Growing Agripreneurs will offer innovative and effective hands-on training, educational programming and business development support to beginning farmers; increase the number of successful farms in southern Oregon; offer a model program for other communities in Oregon and the nation; increase food security in southern Oregon by producing more locally grown food; and create new farm jobs in southern Oregon.

ORGANIZATION:

Oregon State University Extension Small Farms

ODA S17 Native plants: connecting growers with gardeners and landscape professionals

ABSTRACT:

The two primary objectives of this project are to further develop the native plant specialty crop market, and to better inform gardeners and landscapers about native plants. Many Oregonians are keenly interested in incorporating native plants into their gardens and landscapes, and a native plant industry that was initially developed for ecological restoration on government lands, has begun to provide native plants to retail nurseries for home gardeners. As the native plant industry responds to increased demand, there is a growing need for educational materials to make native plant gardening a predictably positive experience.

The Oregon Flora Project (OFP; <http://www.oregonflora.org>) proposes to consolidate information about growing native plants for home gardeners and nursery professionals. OFP's state-wide web-based plant database, which includes distribution maps of all plants growing in Oregon and photographs of over two-thirds of these species, is an optimal platform for providing educational materials for all native plant users, including wholesale growers, retail nurseries, landscapers, and home gardeners.

The project's 15 interactive workshops will facilitate sharing of knowledge between growers and the landscape industry, leading to expanded availability of already grown native plants. This information will also be synthesized to promote successful marketing and education by retail nurseries and successful use in home gardens. All resulting products, including lists of commercially available native plants and the nurseries that sell them, regional habitats, and plant characterizations, will be housed on the regularly updated OFP website.

ORGANIZATION:

Oregon State University, Department of Botany and Plant Pathology

ODA S18 Promoting specialty crops through enhancement of bee pollinator health

ABSTRACT:

Specialty crops are vital to the economy of Oregon, and hence it is critical that its producers achieve profitable returns from their investments. Different factors promote each specialty crop as production practices differ but a common component critical for many specialty crops is pollination by bees. Even with high investments and best production practices, a grower may achieve little or no yield and/or suboptimal quality of produce if bees are absent. Thus, there is an urgent need for promoting bee health for ensuring long-term sustainability of Oregon's specialty crops. It is well known that pollinators are at risk to direct pesticide exposure but little is known about the effects of residues in pollen and nectar, and potential synergistic effects with production practices. Our goals are to: 1) Evaluate impacts on honey bees and native bumble bees, of pesticide residues in specialty crop pollen and nectar, and determine if the negative consequences are further confounded by plant stress; 2) Increase awareness about risks to pollinators and best management practices for promoting their health. The same pollinators visit multiple specialty crops and hence the studies will cover three different commodities (fruits, vegetable seed, and nursery crops) to benefit a wide range of specialty crop producers in Oregon and elsewhere. Native bee recognition workshops will be organized and project results disseminated via presentations, websites, Facebook and Twitter. Increase in producer awareness will be determined by comparison of "Pre" and "Post" surveys, and assessment of adoption of 'bee-friendly' practices by specialty crop producers.

ORGANIZATION:

Oregon State University

ODA S19 Validation of Propylene Oxide to Inactivate *Salmonella* on Hazelnuts

ABSTRACT:

To comply with increasing food safety regulations, the hazelnut industry needs to identify and validate processing methods that will effectively reduce *Salmonella* on in-shell hazelnuts and hazelnut kernels. Propylene oxide (PPO) treatments have been determined to be effective methods for inactivating *Salmonella* on almond and walnut kernels with minimal impact on nut quality and consumer acceptance. Experimental data on the inactivation of *Salmonella* on hazelnuts (in-shell and kernel) is needed to identify PPO processing conditions that consistently achieve a 5-log CFU/g reduction of *Salmonella*. Due to the variability in commercial PPO processing chamber configurations and industrial practices, the PPO process must be validated in several commercial facilities to have adequate confidence in the expected microbial reduction. The proposed study is a collaborative study with the Food Safety Systems laboratory at Oregon State University, the Oregon hazelnut industry, PPO processors in central California, and the domestic PPO supplier. The Waite-Cusic laboratory at OSU will inoculate hazelnuts with *Salmonella*, bury these inoculated nuts within bulk loads of hazelnuts, coordinate PPO treatment with processors, retrieve samples following treatment, and analyze samples for reduction in *Salmonella* due to PPO treatment conditions. Identical PPO process conditions will be

performed at three commercial processing facilities in central California to capture the variability in process efficacy across the PPO industry. This variability will lead to a greater understanding of extraneous variables that impact PPO treatment and lend strength to support the efficacy of the processing conditions for acceptance of the process by FDA.

ORGANIZATION:

Oregon State University

ODA S20 Safe Production of Onion

ABSTRACT:

Following passage of the Food Safety Modernization Act (FSMA), FDA proposed rules is on the microbiological quality of irrigation water used for produce that is consumed raw (“covered produce”). The proposed standards for irrigation water quality would place a crippling burden on dry bulb onion farmers in Oregon and across the Pacific Northwest by mandating frequent testing of water and prohibiting use of water if it exceeds particular standards. The microbiological quality of surface irrigation water is poor in the major onion producing region of the Treasure Valley in eastern Oregon, yet there have been no documented cases of human illness associated with production or storage practices for dry bulb onions. Although the FDA has an interest in using science-based information to establish these rules, there are significant knowledge gaps regarding the relationship, if any, between levels of generic *E. coli* in irrigation water and contamination of dry bulb onions with human-pathogenic bacteria. Through a series of field experiments utilizing different sources and application methods of irrigation water, we will provide critical information to determine if there is a relationship between irrigation water quality and microbial loads in dry bulb onions. We will use additional field trials to test the effectiveness of remedial chemical treatment methods that could mitigate any risk associated with onions produced using contaminated irrigation water. This information will enable the FDA to recognize that dry bulb onions can be produced with a low risk to human health, using current practices with little or no modification.

ORGANIZATION:

Oregon State University

ODA S21 Development of Value-Added Applications of Fruit and Wine Grape Pomace

ABSTRACT:

Fruit and wine grape pomaces are underutilized bio-residuals from the fruit juice industry and wineries, and contain a large amount of insoluble carbohydrates (fibers) and some remaining juices with sugars, acids, and other soluble substances. Disposal of pomace has been a burden for the juice and wine industry since their direct disposal into soil or landfills can pose potential environmental problem, thus inhibited. The overall goal of this project is to develop value-added utilizations of specially crop fruit pomace and wine grape pomace as functional food ingredients for promoting human health and as fiber source for creating bio composites that are further

processed to make fully biodegradable packaging containers for environmental protection. Specific objectives are to 1) develop economically feasible drying method for preserving wet pomace; 2) evaluate fruit pomace as functional food ingredients (rich source of dietary fiber and phenolics) in different food systems; 3) develop fully biodegradable pomace bio composites and study their functionalities; and 4) examine industrial scale applications of developed pomace bio composites as biodegradable packaging containers. This project would enhance the productivity and innovation of specialty crop producers/processors by aiding in the production of high-value products, benefit the society by reducing environmental pollution through the sustainable production of industrial products, and promote human health by providing more nutritionally enhanced functional food items. The success of the project will be evaluated through survey to the specialty crop producers on their increased knowledge and utilization of value-added applications of fruit and wine grape pomace.

ORGANIZATION:

Oregon State University

ODA S22 Fresh strawberry expansion using grower bulletins and field production demonstration

ABSTRACT:

At its peak in 1957, Oregon had 19,000 acres in strawberry production. By 2012, acreage had decreased to 2,000 acres with 80% destined to processed markets. However, consumer interest in local, fresh strawberries has steadily increased. Buyers such as Fred Meyer and New Seasons have expressed interest in purchasing large quantities of fresh regional strawberries. At present, there are not enough fresh acres harvested to fill demand.

To encourage growers to grow more strawberries for this market, the Oregon Strawberry Commission (OSC) will partner with Peerbolt Crop Management (PCM) to create twice monthly OSC bulletins. PCM will also put on a one-day workshop focused on day neutral varieties, which have a longer shelf life than June bearers, plus a production demonstration.

The goal is to assist both present and next generation of Oregon strawberry growers to profitably produce fresh strawberries. We will monitor this goal through four OSC bulletin surveys relating to: growers' interest in planting fresh strawberries, level of their knowledge concerning production and marketing, and whether they are or will be involved in selling their fresh strawberries to retail markets.

ORGANIZATION:

Oregon Strawberry Commission

ODAS23 Growing the Market for Oregon Organic/Transitioning Specialty Crop Growers

ABSTRACT:

Organic produce buyers in the Pacific Northwest have reported large supply gaps for many organic fruit, nut, and vegetable crops that could be met by Oregon growers. Growers do not have detailed, concrete information about these market opportunities. Expanding or transitioning to organic production without good market information is risky and unlikely to attract financial investment. Working with a group of organic produce buyers, we will develop detailed information about market opportunities for specific organic specialty crops, and estimated volume and sales value of supply gaps. We'll conduct a series of training events for approximately 350 growers, to educate them about the opportunities, selling requirements, strategies for transition and expansion, and resources for financial and technical assistance. We'll work with buyers and a CDFI lender to identify strategies they can use to support expansion and transition, such as transitional price premiums, alternative contracts, cost sharing, and infrastructure investment. Outcomes will include production/dissemination of market analysis, increased producer knowledge and intention to expansion/transition, and identification of buyer investment strategies with high potential for success. We aim to help growers achieve an average five to 15% increase in sales per year, and to increase the volume of OR-grown organic produce purchased by participating buyers by two to four percent. Evaluation methods include grower pre- and post-surveys, annual follow-up surveys, and interviews with buyers; tracking knowledge gained, intention to expand/transition, and ultimately, growth in purchasing and sales.

ORGANIZATION:

Oregon Tilth

ODA S24 Oregon Wine Experience Mobile Application

ABSTRACT:

As the Oregon wine industry has grown over the past decade, emerging regions in Southern and Eastern Oregon have begun to play an increasing role in the state's reputation. While Oregon's wine persona is still dominated by the Willamette Valley's Pinot noir production, the state's wine community is increasingly being viewed from a statewide perspective. With only about 1% of the U.S. wine market and despite its reputation for producing high quality wine by dedicated artisans, Oregon wine has often struggled to tell and evangelize its unique brand reputation.

With the emergence of new electronic tools, the ability to capture that story in an effective interactive and mobile form is now both readily available and affordable for the state's mostly small, family owned wineries and vineyards. By utilizing these new technologies, the Oregon Wine Board has created an Apple iPad application that brings together content in an interactive and mobile format to make it easy to tell the Oregon Wine brand story.

Our goal in applying for funds through the 2014 Specialty Crop Block Grant is to expand our initial efforts by enhancing content, training the wine community and reaching out to industry

and lifestyle media. We will also create a pathway for individual wineries and vineyards owners from throughout the state to more effectively tell their own story via a template application that they can afford and manage.

We will measure the success of the Oregon Wine Experience project through adoption of the application and creation of individual winery and vineyard applications through the template approach we plan to provide.

ORGANIZATION:

Oregon Wine Board

ODA S25 Leveraging Mobile and Social Media for Oregon Christmas Trees

ABSTRACT:

The Pacific Northwest Christmas tree industry (the largest producing region in the U.S.) has continued to see stagnated growth in wholesale tree sales in recent years. Planting statistics indicate that many more trees have been planted than the market currently demands. This over supply has caused smaller growers (1-29 acres) to struggle to compete in the wholesale market. Small growers represent 83 percent of Christmas tree operations in Oregon. These growers have to look for alternative avenues for selling their trees such as creating choose & cut operations on their farm or setting up a retail lot nearby and/or in bordering states or risk having no market for their trees.

By leveraging past marketing efforts we will create a new program with activities specifically designed for these growers and focused on raising awareness of choose & cut farms and retail lots. Through targeted marketing efforts we will promote the positive message of family farms, natural products and positioning real Christmas trees as an affordable way to build memories and traditions for American families.

Evaluation and measuring will be derived through website statistics and direct communication with choose & cut farms and retail lots carrying Christmas trees grown in the Pacific Northwest.

ORGANIZATION:

Pacific Northwest Christmas Tree Association (PNWCTA)

ODA S26 Putting Pears on the Menu: Increasing National Restaurant Pear Usage

ABSTRACT:

The “Putting Pears on the Menu” project is designed to enhance domestic markets and domestic market sales, which is one of the 2014 Funding Priorities. The Pacific Northwest, home to 84% of the US fresh pear crop, has had two record-breaking crop yields within the past five years. Thus, increasing foodservice usage of pears is critical in helping demand keep pace with supply. Through this grant, Oregon and Washington pear growers and shippers will, for the first time,

have the opportunity to directly introduce national chain restaurant decision-makers to pear production, seasonality, varieties, quality, storage and ripening education. The ultimate goal is to get more pears on national multi-unit restaurant menus, thereby increasing pear sales.

ORGANIZATION:

Pear Bureau Northwest

ODA S27 Steps to Success: Institutional Marketing Guide for Oregon’s Produce Farms

ABSTRACT:

This project aims to address production, marketing, financial, and legal risks small and beginning produce farmers face in marketing to institutions. While there is demonstrated institutional demand for local fruits and vegetables, and many small farmers have expressed interest in accessing this market, the demand remains largely unmet. The goal of this project is to increase the number of farmers selling fruits and vegetables to local institutions. To achieve this goal, the project team will spend Year 1 working with three local institutions of varying size—Oregon State University, Corvallis Public School District, and Mennonite Village (a retirement community)—and three small and/or beginning fruit and vegetable farmers on a “Steps to Success” Pilot Project that will assist these farmers in successfully entering the institutional market through hands-on, one-on-one trainings and support from technical experts. The process will be documented and presented in an electronic *Steps to Success: Institutional Marketing Guide for Oregon’s Produce Farms*. In Year 2, the project team will replicate the Year 1 "Steps to Success" series of training sessions for 30 beginning produce farmers interested in diversifying their operations by entering the institutional market. Once developed, the *Steps to Success: Institutional Marketing Guide for Oregon’s Produce Farms* and replicable training sessions have the potential to benefit a large number of produce farmers and significantly increase the number of Oregon farmers selling fruits and vegetables locally well beyond the two-year project period.

ORGANIZATION:

Corvallis Environmental Center

ODA S28 Evaluation of an alternative irrigation water quality indicator

ABSTRACT:

Water used in pre-harvest production of edible horticultural foods, fruits and vegetables, is universally recognized as a key potential hazard for widespread crop contamination with human foodborne pathogens. Industry guidance, standards, microbiological and sampling interval metrics uniformly identify nonpathogenic *E. coli* as the practical and cost-effective indicator of fecal contamination of a water source. Drawn from recreational water quality standards, numbers of *E. coli* can be associated with the presence of human pathogens. Years of experience and tens

of thousands of irrigation water tests demonstrate that the accuracy of current metrics to predicting risk to consumers following consumption of uncooked produce is very poor. The project objective is to develop an initial baseline of comparative data for indicator *E. coli*, Total *Bacteroides* (an alternative and more robust indicator) in surface water sources to the presence of human pathogenic *E. coli* and *Salmonella* in water used for irrigation management, ag-chemical sprays, and other pre-harvest applications. Studies will be conducted in Arizona, California, Oregon, Washington, and selected regional production districts and diverse types of produce. This project will develop data to support academic, industry, and public health evaluations for the replacement of non-functional quantitative irrigation water standards with a simpler semi-quantitative threshold.

ORGANIZATION:

Center for Produce Safety

ODA S29 Supporting school districts in purchasing and promoting Oregon Specialty Crops

ABSTRACT:

Farm to school and school garden stakeholders in Oregon need technical assistance and training to overcome barriers to incorporating Oregon-grown fruits and vegetables into school meals, and to implement effective educational programs to promote these crops. Willamette Farm and Food Coalition (WFFC) will partner with other community-based nonprofit organizations and state agencies to provide this technical assistance and training to at least 520 farms to school and school garden stakeholders (including schools, community-based nonprofits, farms, distributors, and school garden educators). Support will be provided in the form of regional trainings, webinars, conference presentations, in-person site visits, web-based resources, and email and phone communication. The goals are 1) to increase purchasing of Oregon-grown specialty crops by Oregon schools and to 2) increase the visibility of Oregon-grown specialty crops in school settings. We expect that purchases of Oregon-grown fruits and vegetables purchased by schools will increase by \$600,000 over the project period, based on data which will be available from at least 48 school districts in Oregon.

ORGANIZATION:

Willamette Farm and Food Coalition