

FY2015 OREGON SPECIALTY CROP BLOCK GRANT PROGRAM FULL GRANT PROPOSALS

ODA-001 Name of Applicant Organization: Oregon Department of Agriculture – MACP- Shipping Point Inspection

Project Title: QMS Program Creation and Implementation

Grant Request: \$63,789

Total Project Amount: \$63,789

ABSTRACT:

The Oregon Department of Agriculture Market Access and Certification Program (ODA-MACP) provides services for the agricultural sector to enable domestic commerce and export of products worldwide. Through a cooperative agreement with USDA-AMS Specialty Crops Inspection Division, ODA provides Shipping Point Inspection (SPI) services to fresh and process produce packinghouses. The principles for managing the SPI program fall under the Branch Internal Quality Management System (BIQMS) standard, which has not been revised in many years, despite changes to industry need. There is now an increase in the number of operations requesting State CAIP services, allowing for inspections to be conducted by employees of the operation thereby reducing the cost of having an ODA inspector on site at all times. The private agricultural sector is requesting clear guidance and training on State CAIP implementation in addition to other services provided by ODA, such as USDA GAP and GFSI-benchmarked schemes.

To address these needs, the ODA-MACP is requesting financial assistance to create a Quality Management System (QMS) that can be fully implemented statewide. The current BIQMS manual used by the SPI Program will be revised as a baseline on which to structure the State CAIP manual and training program. Once a system of managing trainings is in place for State CAIP, additional modules for other services will be generated by demand, starting with certification services. By having a clear set of standards, the department will be able to streamline customer service and constituents will be confident in their abilities to enter new markets.

ODA-002 Name of Applicant Organization: Oregon Department of Agriculture – MACP- International/Domestic

Project Title: Specialty Crop-Up Dinner Series featuring Buyer Meetings & Educational/Promotional Components

Grant Request: \$94,415

Total Project Amount: \$94,415

ABSTRACT:

Oregon has been, and continues to be, a leading state in efforts to preserve valuable farmland that is used to grow and harvest specialty crops. The objectives of the project are to (1) educate wholesale, retail and food service buyers; consumers; and key players in the food/agricultural industry about Oregon's specialty crops, (2) promote the health benefits, availability, and diversity of Oregon specialty crops, and (3) enhance the competitiveness and profitability of Oregon specialty crops by connecting domestic and international food buyers with Oregon specialty crop growers/producers, packers, processors and commissions. The Dinner Series and Market Showcase will take place seasonally five nights each year, 10 total events throughout the grant. This will provide a platform to learn about and purchase specialty crops, as well as provide and receive information related marketing and certification services that enhance competitiveness of Oregon specialty crops. All done around unique educational dining experiences. The Dinner Series and Market Showcase will simultaneously address these objectives by demonstrating unique uses of specialty crops, providing educational presentations and one-on-one buyer/seller meetings. Together, these events will increase awareness of Oregon specialty crop availability, uses, and seasonality.

To help educate and promote our specialty crops, ODA will develop marketing pieces to distribute to attendees highlighting Oregon's specialty crops. To document our educational efforts, we will compile a specialty crop recipe resource book (CropSource Recipe Guide) featuring dishes and recipes that utilize Oregon specialty crops. The CropSource Recipe Guide will also be a collection of photographs, and overall thoughts and knowledge gathered from each event. We will conduct surveys before, during, and after each Dinner Series and Market Showcase event to measure the impact on buyer and consumer knowledge. Implementation of a Specialty Crop Coupon Program ('Crop-on') for consumers to redeem at participating farmers markets booths will be completed. Through these events, we will demonstrate the versatility and deliciousness of Oregon specialty crops to buyers and consumers, which will help to enhance the competitiveness and profitability of Oregon specialty crops.

ODA-003 Name of Applicant Organization: Oregon Department of Agriculture – MACP- International/Domestic

Project Title: Expanding Market Opportunities for Oregon Fruits and Vegetables

Grant Request: \$99,553

Total Project Amount: \$99,553

ABSTRACT:

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

ODA-004 Name of Applicant Organization: Oregon Department of Agriculture – MACP- Plant Health

Project Title: Establishing Oregon as a pest-free area for *Xylella fastidiosa*

Grant Request: \$21,168

Total Project Amount: \$21,168

Pierce's Disease (caused by *Xylella fastidiosa*) was accidentally introduced into Italian olive orchards on an infected coffee plant from Costa Rica in late 2013. *X. fastidiosa* is vectored by insects and has an extensive host range that includes species in 35 plant genera including maples, oaks, stone and pome fruits, elms, blackberries and raspberries, grapes, blueberries, and others. It has since spread rapidly throughout Italy, killing olive, almond, and oleander plants. It is now poised to invade other European Union (EU) countries. As a consequence, on June 26, 2015, the USDA APHIS informed the states of new EU phytosanitary requirements related to Pierce's Disease for importing host nursery plants; only host plants from a pest-free area (established per IPSP No. 10) may be imported. Also, a report by the European Plant Protection Organization (EPPO) erroneously states that Pierce's Disease is present in the state of Oregon (http://www.eppo.int/QUARANTINE/special_topics/Xylella_fastidiosa/Xylella_fastidiosa.htm).

To verify that Oregon is free of *X. fastidiosa*, we will supplement general surveillance data with a survey that meets the guidelines of ISPM No. 10. The survey will include inspection with mandatory sampling and testing. The USDA APHIS Grape Commodity Survey Guidelines will be followed to establish the number of samples that must be collected and tested to provide a 99% confidence of detecting a $\geq 1\%$ disease incidence in Oregon nursery stock. Testing will be done using a commercially available ELISA test kit.

#S05 Name of Applicant Organization: Adelante Mujeres

Project Title: Expanding Viable Markets for Socially Disadvantaged Producers of Specialty Crops

Grant Request: \$97,575

Total Project Amount: \$210,934.58

ABSTRACT:

The Expanding Viable Markets for Socially-Disadvantaged Producers of Specialty Crops project will be led by Adelante Mujeres in partnership with Village Gardens/Food Works and Nuestra Comunidad Sana. The project seeks to address the need for culturally specific technical assistance and viable market development for Latino and other socially disadvantaged farmers in Washington, Multnomah, and Hood River Counties.

Project goals:

- Increase producer readiness for successful farm-to-market opportunities
- Expand viable markets for specialty crops grown by socially-disadvantaged farmers in the region
- Strengthen collaborative, regional efforts to more effectively serve socially-disadvantaged producers of specialty crops in Oregon

Project outcomes:

- Socially-disadvantaged specialty crop producers demonstrate increased readiness and skills necessary to access viable markets

- Cooperative marketing is implemented (Nuestra Comunidad Sana) and a value-added product is developed in partnership with farmer participants and industry experts
- Collaborative efforts and best practices developed by project partners and shared with outside entities

An ongoing project evaluation will be conducted to measure the collective impact of the project in order to prove successes and continue to improve the support of socially disadvantaged producers. *This project is a collaborative regional effort that will enhance the competitiveness of culturally specific specialty crops grown by socially disadvantaged farmers in Oregon.*

#S06 Name of Applicant Organization: Agri-Business Council

Project Title: Adopt a Farmer

Grant Request: \$72,343

Total Project Amount: \$191,828

ABSTRACT:

The Adopt a Farmer program connects a middle-school science program with a local farm operation for an entire academic year through field trips and multiple classroom appearances/activities. Participation in the program helps to foster a better understanding of how Oregon’s specialty crops are produced and the important role that science has in accomplishing that goal in terms of food production and environmental practices.

Farm to school educational activities around the state seek to embed food and agricultural education within the school day in all subject matters, and especially STEM programs. Very few target middle-school aged students specifically, and none have systematic and sustained farmer interactions both in the classroom and on the farm. This project will fill these gaps.

Through the Adopt a Farmer program students experience Oregon’s specialty crop industry as it really is, a constantly changing industry where farmers work to provide the world’s food while preserving natural resources. They also are exposed to the many other jobs available within agriculture, highlighting the fact that no farm farms by themselves.

#S07 Name of Applicant Organization: High Desert Food & Farm Alliance

Project Title: Increasing Specialty Crop Markets in the High Desert Food System

Grant Request: \$89,545

Total Project Amount: \$168,190

ABSTRACT:

Central Oregon has a small but growing local food market for specialty crop products. Typical markets are direct-to-consumer with an increasing number of farmers growing for the wholesale marketplace. Recent surveys show that wholesale demand far exceeds supply, while farmer’s anecdotal conversations state that a number of retailers and restaurants highlight their products without consistently buying either direct or through wholesale channels, giving consumers a false sense of “buying local”. Furthermore, as farmers enter the wholesale marketplace, there is a bottleneck with transportation, aggregation, processing and delivery. This project will improve direct markets and tracking of specialty crop products using a group purchasing Community Supported Agriculture model at identified businesses and establishing procurement policies at institutions. Regional farmers will collaboratively work together with food businesses and local government to provide attractive on-farm events to improve farm sales. To improve distribution efficiencies, a supply survey will be conducted and compared against demand data to determine methods for supporting a better balance while simultaneously building up existing infrastructure assets that benefit specialty crop farmers. An education campaign will improve consumer knowledge of the importance of supporting specialty crop farmers and increase consumer purchasing of specialty crops through food skills nutrition education courses for low-income adults. Success will be measured through quantitative and qualitative methods using slightly different evaluation techniques depending on the activity. Projected outcomes include increased farm sales and revenues through improved market channels and on-farm events, community assets to support efficient distribution, and consumer knowledge and buying habits.

#S08 Name of Applicant Organization: North Powder Charter School

Project Title: Advancing Rural Eastern Oregon Specialty Crop Distribution and Education

Grant Request: \$97,651

Total Project Amount: \$122,678.07

ABSTRACT:

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

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

#S09 Name of Applicant Organization: Northwest Cider Association

Project Title: Coordinate Oregon Cider Industry to Ensure Sustainable Supply of Fruit

Grant Request: \$54,000

Total Project Amount: \$107,320

ABSTRACT:

The cider industry is growing rapidly and in order to ensure sustainability, it is in great need of a steady supply of cider apples and perry pears. This forward thinking proposal will do 3 things: 1. Utilize existing opportunities such as FoodHub, a previously funded, successful Oregon Specialty Crop grant project, to maximize the current apple sources. 2. The Northwest Cider Association (NWCA) will survey the industry to learn what apple varieties and pears are in highest demand and can be grown in Oregon soils. 3. The NWCA will connect orchardists with cideries to encourage a stable market for future crops. Investment of this project supports innovation and addresses rural economic development for the entire state. Cideries are flocking to Oregon to be part of our economy; with this grant Oregon will create a model that other apple growing regions will look to and allow cider makers in the northwest, nationally, and internationally to craft high quality beverages using Oregon inputs.

#S10 Name of Applicant Organization: Oregon Hop Commission

Project Title: Study Farm Labor Needs for Specialty Crops in Oregon

Grant Request: \$66,800

Total Project Amount: \$80,887.50

ABSTRACT:

One of the biggest challenges for farmers over the last few years has been finding quality temporary seasonal farm labor. In researching farm labor needs for specialty crop in Oregon, a survey was completed in 1989 for farm labor demand on six Oregon specialty crops. An updated accurate accounting for labor needs in Oregon specialty crop commodities is long overdue. This project will provide the research that is needed to find out what the high seasons are for labor in each of these commodities and put them in one easy to read reference. Knowing the labor needs for specialty crops is essential for setting up a seasonal worker program that will work for Oregon farmers. One of our goals is to establish a seasonal labor advisory committee for Oregon specialty crops to help guide us with the survey and to identify other tools that may be needed by farmers to help with the seasonal labor needs assessment.

#S11 Name of Applicant Organization: Oregon Manufacturing Extension Partnership

Project Title: Increase Rural Manufactured Food Exports: Integrating Best Practices and Innovation

Grant Request: \$94,912

Total Project Amount: \$136,755

ABSTRACT:

Oregon Manufacturing Extension Partnership (OMEP) is a National Institute of Standards and Technology (NIST) funded non-profit that helps small and medium-sized manufacturers grow through continuous improvement and operational

excellence. The OMEP business model depends on employee Client Delivery Managers and a network of vetted Third Party Providers selected to deliver specialty services such as export planning, market research, web design and new product development.

OMEP has two long-term initiatives that this grant addresses: Rural Manufacturers in Oregon and Food & Beverage Industry. This grant will support Rural Food & Beverage companies in their planning and execution of starting and growing their exports.

Specifically, the funding from this grant enables OMEP to gather and disseminate information from real-world examples, educating them on how to begin their export plans, the variety of ways exporting actually gets done, and the best practices to keep growing. The information will originate from real-world examples and micro cases studies from industry peers.

This grant will incorporate and expand on materials developed from the previous Northwest Food Processors Association (NWFPA) Specialty Crop Grant (Export Roadmap, Access to Export Resources and Export-Ready Video Training Series). Combining these assets with real-world examples, OMEP will create and deliver a compelling library of practical and useful education to encourage and support rural specialty crop food and beverage companies.

#S12 Name of Applicant Organization: Oregon Raspberry & Blackberry Commission

Project Title: Increasing Awareness of NW Berries to Seniors & Senior Institutions

Grant Request: \$61,239

Total Project Amount: \$102,679

ABSTRACT:

On January 1, 2011 the first “Baby Boomers” turned 65, 10,000 celebrated their birthday on that day. Everyday for the next 19 years 10,000 more of this huge cohort of Americans will turn 65. As Baby Boomers age they will change our notions of what it means to grow old and change the way institutions involved in aging treat them. Seniors in hospitals, senior assisted living facilities and those who stay in their own homes will retain their interest in eating healthy foods to maintain an active life and manage healthy aging. Berries have been shown to positively impact the aging process and the chronic diseases of aging such as cancer, diabetes, and age related mental decline and more. Oregon berries are ideally suited for use by seniors. 95% of our crop is processed leading to a lower price point, an advantage to seniors on fixed incomes. As part of this project, ORBC will create new recipes targeted to seniors. We will launch an outreach campaign to hospitals, senior assisted living facilities, senior organizations and websites with brochures on health benefits of berries, recipe booklets and purchase information. Scientific presentations will be given at the Academy of Nutrition & Dietetics annual convention to reach influential dietitians in the field of diet and aging to further increase awareness of berries in senior diets. This grant allows Oregon berries to begin a program positively affecting our industry and provides a new market for Oregon berries and berry products leading to sustainable industry growth.

#S13 Name of Applicant Organization: Oregon Strawberry Commission

Project Title: Evaluating fresh strawberry selections for Oregon growers and markets

Grant Request: \$79,186

Total Project Amount: \$98,929.90

ABSTRACT:

About 80% of the strawberries in Oregon are sold for processing. This industry continues to shrink due to out of area competition and lack of labor supply. However, regional fresh market strawberry production is now indicating expanded economic opportunities for Oregon growers because of new production systems. These systems offer the potential for growing varieties that are more shelf-stable, have an extended season, and sell for higher prices. Next steps for industry expansion include evaluation of promising new varieties under Oregon growing conditions and an evaluation of consumer preferences.

The Oregon Strawberry Commission (OSC) proposes to trial and taste test up to 10 promising fresh market strawberry varieties. They will be grown at Unger Farms, which is experienced in using the new ‘plasticulture’ production system. The varieties will be evaluated in the field by Peerbolt Crop Management. Ann Colonna of Oregon State University’s

Food Innovation Center will then coordinate two taste tests with consumers at the Food Innovation Center and New Seasons Market. The new varieties will be compared to industry variety standards ('Albion' and 'Hood').

Results of the project will be released to growers and buyers using Oregon Strawberry Commission bulletins and the Small Fruit Update newsletter, which is sent to approximately 1,200 berry industry members. Follow up phone surveys will be conducted to determine how growers and buyers perceive the results. By assessing public opinion, it is the goal of this project to encourage Oregon growers and produce buyers to try new promising varieties with high market potential.

#S14 Name of Applicant Organization: Oregon State University

Project Title: Sustainable pollination of Oregon specialty crops by improving bee health

Grant Request: \$90,674

Total Project Amount: \$181,160

ABSTRACT:

Honey bees are very important pollinators of high value specialty crops and bee pollination is estimated to be worth approximately \$ 600 million in Oregon. Recent honey bee colony declines have caused serious concern and alarm. Many factors appear to be involved in colony declines and hence the focus is shifting towards best management practices to enhance colony survival. As best management practices are becoming important, appropriate training is critical. There is huge gap in dissemination of current information and knowledge on honey bee best management practices. A significant number of current commercial beekeepers are expected to retire in the next 5 to 10 years and will create a void in experienced and professional beekeepers that have been efficiently meeting crop pollination needs. Also, current beekeeping involves unprecedented challenges and needs appropriate expertise and skills for sustainable apiculture. Very few agricultural professionals are familiar with bee management practices and challenges of beekeeping community. Hence there is an urgent need to train and enhance knowledge base of agricultural professionals, potential beekeepers, producers and citizens interested in bees.

The primary goals of this grant proposal are to develop an advanced training program for potential commercial beekeepers under the current Master Beekeeper Program and initiate a honey bee tech transfer team for longitudinal monitoring of honey bee colony health in Oregon. We anticipate that this project will train 100 commercial beekeepers in Oregon, 20 extension agents, 20 ODA and 10 USDA personnel. Pre and post surveys will be used to measure success of this project.

#S15 Name of Applicant Organization: Oregon State University, Extension Service

Project Title: Portland Metro Region Farmer Education Collaborative

Grant Request: \$100,000

ABSTRACT:

Oregon State University Extension Service will join with three partner agencies to expand the reach and effectiveness of training for beginning specialty crop operators in the Portland metro area by integrating and strengthening existing educational programming. Our effort will expand the impact of OSU's proven Beginning Urban Farmer Apprenticeship (BUFA) program, reaching new audiences and greater numbers of participants.

The average age of Oregon farmers is 59.6 years old and 78.8 percent of Oregon's farms are full owners of their operations. Given this demographic trend, an urgent need exists to train the next generation of farmers. The long-term viability of the Oregon agricultural economy and land base requires that younger farmers are properly trained and equipped. This grant project will help new and aspiring farmers develop a range of production and marketing skills to successfully manage specialty crop operations.

The objectives of the Portland Metro Region Farmer Education Collaborative are to:

- Establish OSU's BUFA program as a series of four for-credit classes through Portland Community College Rock Creek Campus.
- Provide educational opportunities for youth by exposing them to specialty crop production and marketing.
- Integrate educational programming for new farmers in the Portland area by coordinating a range of efforts to maximize effectiveness and efficiency in educational program delivery.

- As part of this project, we will develop formative and summative evaluation tools to assess the impact of educational programming on the knowledge and skills of participants in specialty crop production and marketing and the effectiveness of the training programs.

#S16 Name of Applicant Organization: Oregon State University

Project Title: Oregon's Sea Vegetable – a healthy new sea food for Oregon consumers

Grant Request: \$100,000

Total Project Amount: \$222,285

ABSTARCT:

Oregon's Sea Vegetable - Dulse (*Palmaria* sp.) is a red seaweed that has been used as a food in Europe for many centuries. Dulse is very nutritious with a high protein content (up to 16% dry wt.), rich in trace minerals, and containing antioxidants and polyunsaturated, marine oils. In 2014, work started at the Hatfield Marine Science Center (HMSC), Newport, and the Food Innovation Center (FIC), Portland, on developing the native West Coast species, *Palmaria mollis*, as a food for human consumption. Dulse is cultured in flow-through seawater tanks at HMSC and sent to FIC for distribution to Portland restaurants and for development of dulse-containing food products. Fresh dulse and selected dulse products have made a favorable impression with restaurant chefs and evaluation panelists at FIC. The economic potential of the most promising dulse products are being evaluated in order to develop marketing and business plans. Current results indicate that dulse can be farmed sustainably in flow-through cultures and can provide consumers will a nutritious source of protein, minerals and antioxidants. This proposed project plans to build on these promising results to develop techniques for dulse farms with limited supplies of seawater and to further evaluate dulse products, markets and business opportunities.

#S17 Name of Applicant Organization: Pear Bureau Northwest

Project Title: : USA Pear Road Show in Southern China

Grant Request: \$100,000

Total Project Amount: \$120,000

ABSTRACT:

2015 will be the third full season of market access to China, where consumers are more familiar with crisp, Asian pear varieties. Following the success of the USA Pear Road Show conducted in 2014-15 in Beijing and Shanghai, the activity will move to Guangzhou and Shenzhen to continue to introduce USA Pears as a new item in the produce department. The Road Show will serve as a mobile classroom, educating consumers about USA Pears. As the truck moves around China, it will serve as a mobile billboard for USA Pears. When the truck reaches the supermarket / hypermarket destination, the outfitted truck will unfold in the parking lot, where consumers can to learn about the varieties, origin, versatility in recipes, and nutritional benefits of pears. The Pear Bureau will target all shoppers as well as children, both of which are key demographic targets. The Road Show will be a centerpiece activity that will increase the effectiveness of the other promotional activities. The Road Show will generate excitement and attention for the new product among retailers, consumers, and the media. The Pear Bureau will also use the activity to generate media coverage to reach a broader audience in these markets. The activity's success will be measured through consumer survey evaluating awareness, retail sales figures, and export volume to China before and during the promotion period.

#S19 Name of Applicant Organization: Rogue Farm Corps

Project Title: FarmsNOW: Advanced Level Training for the Next Generation

Grant Request: \$96,620

Total Project Amount: \$167,550

ABSTRACT:

The face of agriculture is changing dramatically in Oregon. The development of new markets for farmers is opening opportunities to support a growing social movement of young people interested in careers in agriculture.

Rogue Farm Corps (RFC) FarmsNext program and Oregon State University (OSU) Small Farms Growing Agripreneurs program have served the needs of entry-level beginning farmers in Southern Oregon since 2010. Yet, a significant gap

remains in the development of new farmers. Advanced-level education and training are needed to successfully transition entry-level trainees from students to farm managers and entrepreneurs.

RFC's new FarmsNOW program will provide up to two-years of hands-on training with experienced mentor farmers, classroom and field learning in partnership with OSU Small Farms, and business development support for graduates of FarmsNext, Growing Agripreneurs and other entry-level training programs.

Advanced-level hands-on training for beginning farmers is a significant gap in current services provided to beginning farmers. RFC's innovative approach has a proven track record with entry-level students. Using the same model of partnership with commercial growers and providing a structured learning environment will bridge the gap from student to entrepreneur and increase the competitiveness and success of Oregon's specialty crop industry.

#S19 Name of Applicant Organization: Salem-Keizer Education Foundation

Project Title: Next Generation Learning Gardens

Grant Request: \$99,436

Total Project Amount: \$305,700

ABSTRACT:

Salem-Keizer Education Foundation, a community nonprofit, is at the heart of the Oregon farm to school movement with eight school gardens and a robust program for 41,000 students. Our program increases students' knowledge and consumption of Oregon specialty crops at school. Now we want to reinforce those lessons at home and in the classroom to make permanent changes in behavior. Next Generation Learning Gardens will create a wrap-around program that embeds Oregon specialty crop lessons in STEM subjects and increases parents' knowledge of Oregon fruits and vegetables.

It will foster a deeper connection to family eating and buying habits through parent cooking classes, family tasting tables and fields trips that show the entire food production cycle from planting/harvesting to processing, purchasing and consuming. These efforts will increase local, regional and domestic markets for Oregon specialty crops and inspire the next generation of farmers and agriculture scientists. The program will increase students' ability to fill agriculture science jobs, and help reduce the risk of obesity by encouraging the consumption of Oregon fruits and vegetables. Marion County has one of the highest rates of juvenile diabetes and obesity in the state.

Our goal is to reach 2,708 parents/students through family outreach efforts. We will show an increase in knowledge, appreciation and use of Oregon specialty crops through pre and post surveys. We will reinforce these concepts through developing classroom lessons with a target of reaching 1,350 students with direct instruction and another 6,500 through a traveling food science and agriculture center.

#S20 Name of Applicant Organization: Sauvie Island Center

Project Title: From Farm to Kitchen – Engaging the Next Generation

Grant Request: \$42,954

Total Project Amount: \$60,002

ABSTRACT:

Oregon's specialty crop industry (including vegetables and culinary herbs and spices) is robust and diverse. However, many Oregonians do not have a good understanding of the types of crops that grow locally and thus they don't look for them at the store. Increasing awareness of and interest in these crops will result in a better informed consumer base and benefit local farmers.

Engaging with children around issues of nutrition and food must to be done in a fun and engaging way in addition to being educational. Spending a full school day (or week of summer camp) on an organic farm, planting, tasting and harvesting vegetables results in a great deal of enthusiasm for the crops kids see and taste. This project creates that enthusiasm and then sends it home with children in the form of resources to engage parents and families and lead to increased consumption of locally grown vegetables. In this way Sauvie Island Center (SIC) connects farmers and consumers and provide families with resources to show how they can access these same specialty crops in their own neighborhoods.

Through a series of participant surveys of children, high-school and college student, and teachers, and through a parent/child game that engages families in finding local crops in the grocery store, we will measure increases in knowledge of, favorability towards, and engagement around specialty crops in the 900 primarily low-income children and families served by the grant.

#S21 Name of Applicant Organization: Thrive

Project Title: Rogue Valley Grown Wholesale Market Development

Grant Request: \$53,266

Total Project Amount: \$101,874

ABSTRACT:

The Rogue Valley Grown Wholesale Market Development Project seeks to increase sales of vegetables and fruits grown in Jackson and Josephine Counties in Oregon by improving the capacity of specialty crop growers; connecting them with distributors, retail stores, restaurants and institutions; and labeling these products as locally produced. Due to the saturation of direct markets, including outdoor farmers markets and Community Supported Agriculture programs, Southern Oregon specialty crop growers are looking for new marketing routes to increase sales. At the same time, consumers are demanding locally grown foods. Many Rogue Valley specialty crop growers are inexperienced in wholesale markets and need assistance in scaling up to meet the demand from grocery stores. The Rogue Valley Grown project will identify producer training needs and hold farm production and business planning workshops. Project staff will conduct outreach to potential buyers and coordinate an online ordering platform for buyers. Staff will work with larger buyers to create customized seasonal crop purchasing plans. Farm tours and product demos will be used to engage buyers and customers with Rogue Valley specialty crop growers. Lessons learned from our work will be shared at the Food Connection Conference. The ability of the project to increase numbers of wholesale buyers and increase wholesale sales will be measured by a survey instrument conducted by Southern Oregon University.