

Oregon Small Farm News

Oregon State University Small Farms Program

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OSU Extension Service Small Farms Program

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Cover Photo:

The 2012 Whitewater-Baldy Complex wildfire in Gila National Forest, New Mexico. See page 2 for about the National Climate Assessment Credit: Kari Greer/USFS Gila National Forest

Oregon Small Farm News Layout by: Chrissy Lucas

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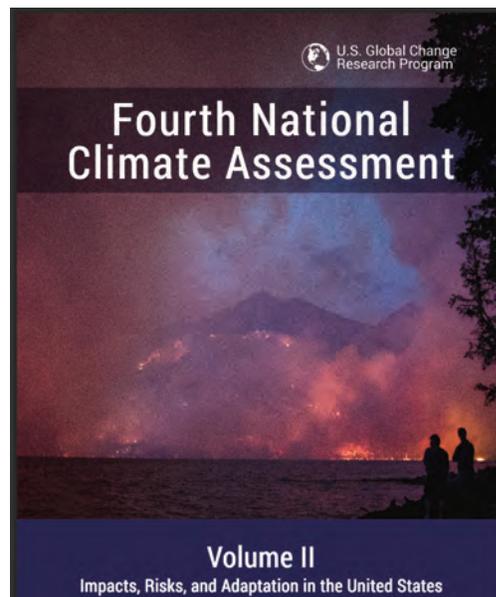
The National Climate Assessment Identifies Challenges for Agriculture and Rural Communities

The most recent National Climate Assessment Report was released in November and continues to identify and predict the long-term effects of global climate change in the U. S. Reports in this series have established that the global climate is changing and that greenhouse gases from human activity are the dominant cause and that there is no alternative explanation supported

by observable evidence. The reports point out that the increasing global temperature is resulting in changes in surface, atmospheric, and oceanic temperatures; melting glaciers; diminishing snow cover; shrinking sea ice; rising sea levels; ocean acidification; and increasing atmospheric water vapor. The most recent report includes specific impacts to agriculture, rural populations, and U.S. regions.

Key messages nationally for agriculture and rural communities highlight reductions in the resource base, health challenges, and more, and point to issues that will require adaptation:

1. Reduced Agricultural Productivity—Food and forage production will decline in regions experiencing increased frequency and duration of drought. Shifting precipitation patterns and high temperatures will intensify wildfires that reduce forage on rangelands. Supplies of water for irrigation will be depleted and the incidence of crop and livestock pests and diseases will expand.
2. Degradation of Soil and Water Resources—Degradation of crucial soil and water resources will expand as extreme precipitation events increase in agricultural regions. Crop production will be threatened by excessive runoff, leaching, and flooding, leading to



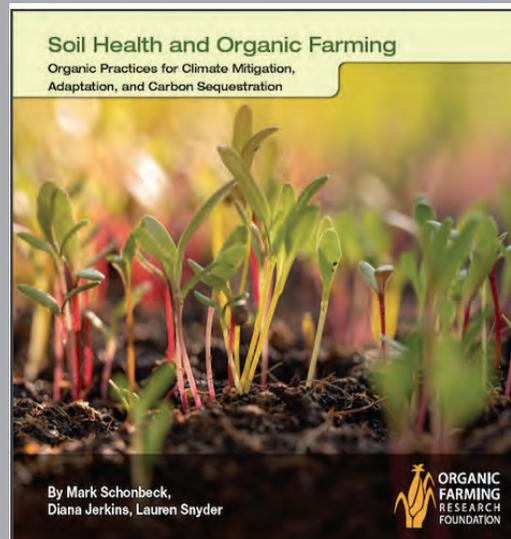
soil erosion, degraded water quality, and damage to rural community infrastructure.

3. Health Challenges to Rural Populations and Livestock—Challenges to human and livestock health are growing due to increased frequency and intensity of extreme heat conditions. Heat stress contributes to health problems in humans (including heart attacks) and economic losses from livestock.

4. Vulnerability and Adaptive Capacity of Rural Communities—Residents in rural communities often have limited capacity to respond to climate change impacts due to poverty and limitations in community resources. Communication, transportation, water, and sanitation infrastructure are vulnerable from climate stressors.

In addition, key messages for the Pacific Northwest point to the exposure of some of our natural and community resources. Climate change is already affecting the Northwest's natural resources which support livelihoods, provide a foundation for rural, and tribal communities, and strengthen local economies. Climate and extreme events are already endangering a wide range of wildlife, fish, and plants which are tied to tribal subsistence culture and popular outdoor recreation. Water, transportation, and energy infrastructure face challenges from extreme weather events. Organizations and volunteers that make up the social safety net are stretch thin and will be further challenged by the increasing frequency of extreme events. And, communities on the frontline of climate change experience the first and often the worst effects including tribes, those dependent on natural resources for their livelihoods, and the economically disadvantaged.

The 186-page Report-in-Brief is available as a downloadable PDF at <https://nca2018.globalchange.gov/downloads/>. 



New Climate Guide Evaluates Best Organic Practices in Curbing Climate Change

The Organic Farming Research Foundation (OFRF) released the eighth guidebook in their popular Soil Health and Organic Farming Series. Organic Practices for Climate Mitigation, Adaptation, and Carbon Sequestration examines research related to the capacity of sustainable organic systems and practices to sequester soil carbon and minimize nitrous oxide and methane emissions. The guide includes practical advice for reducing an organic farm's "carbon footprint" and adapting to climate disruptions already underway. Research shows that building soil health through sustainable organic management practices can mitigate greenhouse gas emissions and lessen the impacts of climate change on production.

The entire Soil Health and Organic Farming series is available to download for free at ofrf.org.

Printed copies will be available upon request

2019 OSU Small Farms Conference is Saturday, February 23rd, 2019 - Registration Opens Dec. 17th

The 2019 conference has a fantastic line-up of speakers.

Check out the full line-up of sessions on page 9.

Remember that you must choose the sessions you will attend when registering.

Early bird registration is only \$60 until January 20th when the price increases to \$85 per person.

Register online at <http://blogs.oregonstate.edu/smallfarmsconference/>

Urban Buds: City Grown

Flowers are proud farmer-florists supplying high quality flowers. Together, Karen “Mimo” Davis and Miranda Duschack transformed an overgrown lot left fallow for years into a productive flower farm growing more than 70 different kinds of flowers. Their flowers are grown in a field, in a high tunnel, and in a heated glass greenhouse with the use of Integrated Pest Management techniques, cover crops, compost, minimal tillage, and drip irrigation rather than harmful chemicals. Tucked within their fields of flowers are beehives that hum with activity, producing a rich, fragrant honey that carries with it the many flavors harvested from Urban Buds’ flowers. As consumers and farmers in an urban environment, they are committed to helping bee populations rebound. Their greatest joy is growing and arranging flowers for weddings. In June 2014, they were one of the first four same sex couples who successfully challenged Missouri’s gay marriage ban. “From this day forward,” they pledged to bring beauty, joy, and love through



flowers to all couples choosing to celebrate their love with friends and family.

Josh Volk runs a one man operation, Slow Hand Farm. He helps small farms and market gardeners in a variety of ways and keeps his



hand in production by working with a good friend who runs a small CSA in Portland, Oregon. Josh has been particularly inspired by the international Slow Food Movement since first hearing about it 20 years ago, and for even longer he has had a special interest in working with hand tools. The two fit well together, and while he doesn’t always work exclusively with hand tools, or with food, the Slow principles of “good, clean and fair” are always at the core of what he does. Josh is author of *Compact Farms, 15 Proven Plans for Market Farms on 5 Acres or Less*

Ellen Polishuk is a biological farm consultant and teacher assisting farmers, agricultural professionals and eaters of all kinds appreciate and understand the complexity and beauty of farming: the nexus

of plants, animals, soils and people. After graduating Virginia Tech, Ellen researched vegetable seeds in California for four years then returned to Virginia to rejoin Potomac Vegetable Farms. There she became one of three owners managing the Loudoun County location cultivating 20 acres of land using organic practices: 10 acres of vegetables and herbs, 10 acres of soil building crops. Ellen is author of *Start Your Farm: The Authoritative Guide to Becoming a Sustainable 21st Century Farmer*.



The Invention of the Rice Transplanter by Farmers

By: Toshihiko Nishio, Rice Farming System Researcher

Translated and edited by: Shinji Kawai, Faculty Research Assistant, Department of Horticulture

Until the 1970s, rice planting in Japan was backbreaking manual labor, done by workers bent over in muddy rice paddies. Rice was grown on many small intensive farms, and it had to be transplanted rather than direct sown to maximize yield and quality (Figure 1). The workers, many of whom were women, developed crooked fingers and hunched backs from spending days planting rice seedlings and weeding by hand. The invention of the rice transplanter relieved them from much of this agonizing work. Today, 98% of Japanese rice fields are planted with mechanized transplanters.



写真5 人力による田植

Rice transplanting by hand before the invention of the transplanter.
Image provided by Toshihiko Nishio

Although some might assume that large manufacturers or public research institutes developed rice transplanters, much of the innovation and troubleshooting was done by farmers and independent inventors. Their own experience of the hard labor of rice planting inspired them. Because they did not receive any outside funding, many of these inventors had to abandon their projects when

they ran out of money. One farmer named Arakawa described how difficult it was: “Our savings were being depleted, and we couldn’t even afford clothes for our young children. I regretted creating such hardship for them, and it broke my heart to see their faces at night while they slept.”

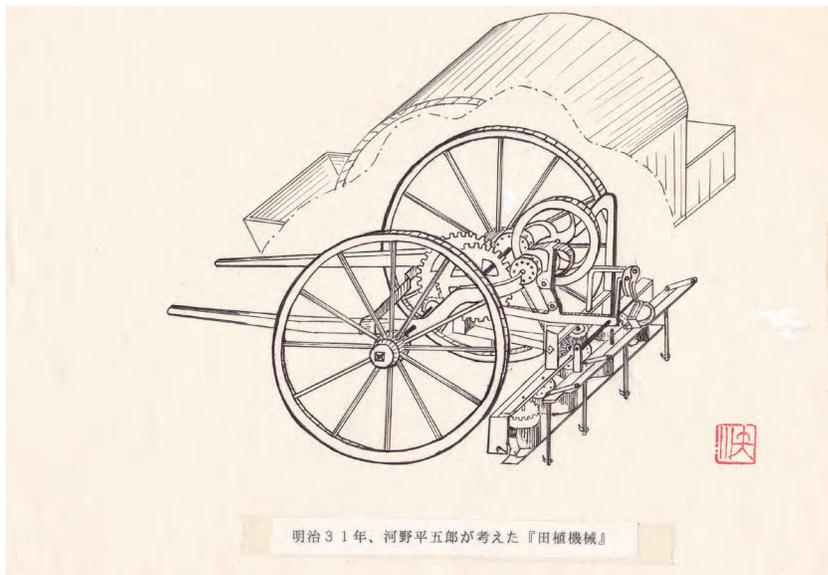


Figure 2. First patented transplanter invented by Heigoro Kono in 1898.
Image provided by Toshihiko Nishio

In 1898 the first rice transplanter patent was granted to a farmer, Heigoro Kono, who was originally from a samurai family in the village of Kitago, Miyazaki. At that time, many other new machines such as motorized rice millers and green tea rollers were being developed and introduced. Figure 2 shows Kono’s four-row rice transplanter, which was pulled like a rickshaw and had gears to move the planting hooks.

Between 1898 and 1955, 192 new patents were filed for rice transplanters, the majority of which were submitted by farmers and farm machine merchants. They ranged from simple to sophisticated; including models that resembled

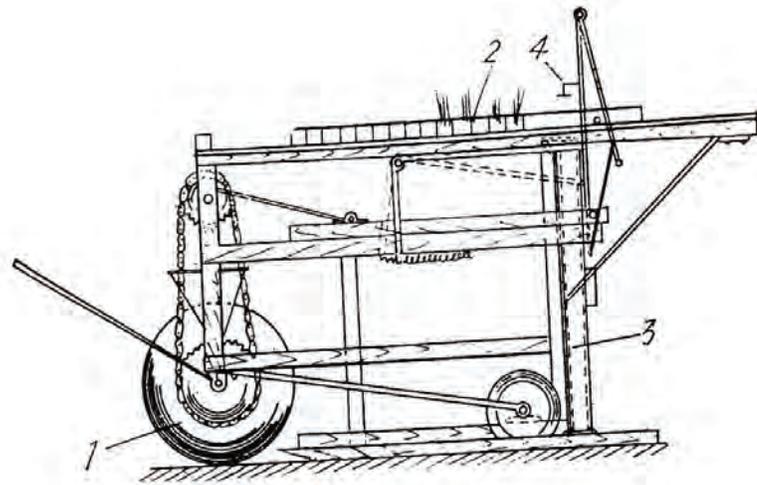


Figure 3. Rice transplanter invented by Benzo Watanabe, Okayama City, in 1933. Image provided by Toshihiko Nishio

mechanized puppets, portable planters with wheels, planters with sled tracks, planters pulled by cables, planters driven by humans or domestic animals, and self-propelled machines. Most of them imitated the hand movements of transplanting bare root rice seedlings.

Other models were similar to modern transplanters, which utilized trays of seedlings with soil attached to the roots. Benzo Watanabe of Okayama City invented

the first example in 1933. Figure 3 shows his simple machine, which looks like a wooden desk on wheels. A band of precut seedlings in soil was placed on the top of the platform. Each plant was cut off by the movement of the machine and dropped through a cylinder into the ground.

Before World War II, there were few public research institutes involved in developing rice transplanters. Mainstream researchers considered direct seeding to be the best way to lower labor costs in rice production, but this was only possible on large farms. By the mid-1950s, the Ministry of Agriculture and Forestry finally began to take an interest in the problem after news reports about rice planters in Italy and China spread to Japan. In 1958, the Journal of Mechanized Agriculture published an article with the sensational title: “Sputnik in the Sky, Rice Transplanters on the Ground: Exploring Untold Riches and Carrying the Dreams of the Human Race”. In 1961, a rice transplanter study group at the Ministry of Agriculture and Forestry was launched, and both the public and private sectors joined the bandwagon. In 1965, the first commercially sold rice planter was developed; however it was a single row planter that was 7-8 times slower than hand planting

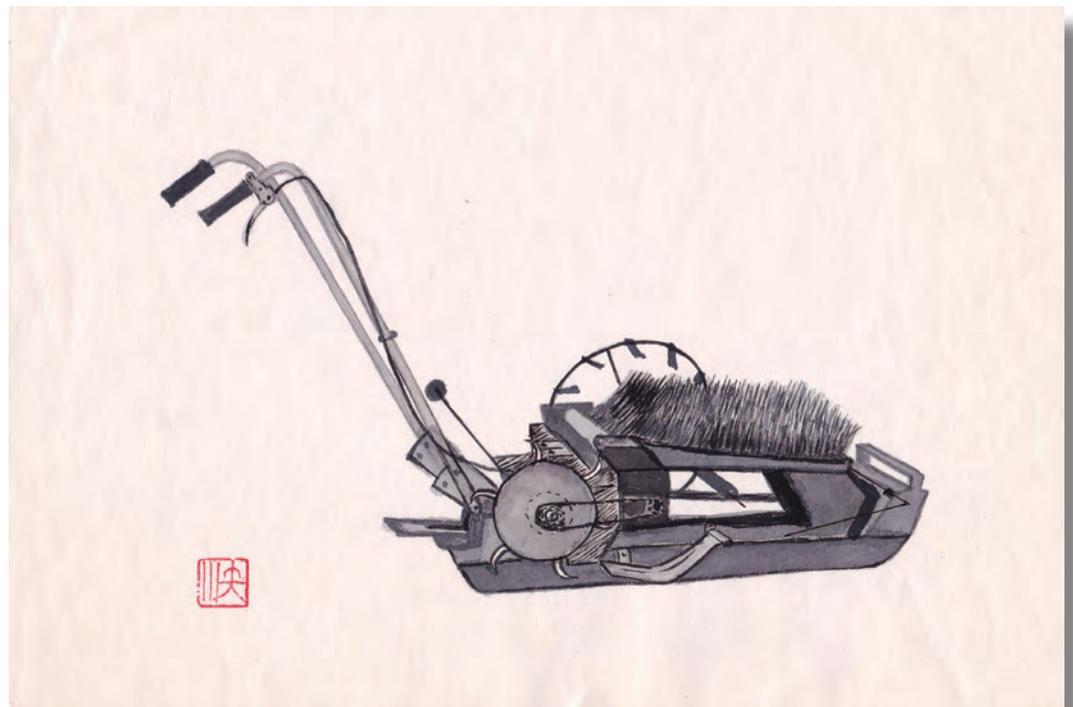


Figure 4. First commercial rice transplanter invented by Masao Sekiguchi in 1965. Image provided by Toshihiko Nishio

(Figure 4). Meanwhile, individual farmers kept contributing new improvements to rice transplanters.

The system developed by Ikuo Yamakage of the National Institute of Agricultural Machinery in 1986, that used revolving offset gears is now used in over 80% of commercial riding rice transplanters. This technology made it possible to control the angles of the planting hooks that transplant the rice seedlings and it allowed for smoother, faster movement. This innovation allowed the transplanter to be mounted onto riding machinery, because it could keep up with the high speed of the moving vehicle. Figure 5 shows a typical modern riding multi-row transplanter.

In the 1950s, rice farming required 2,000 labor-hours per hectare. After machines such as cultivators, harvesters, and in particular, rice transplanters were introduced, the labor requirements dropped dramatically. Today, rice farming hours have been reduced to only 260 labor-hours per hectare. As a result, many of the laborers on rice farms went to work in cities, which were experiencing an economic boom in the 1960s. The invention of the rice transplanter may well have been the most important Japanese innovation of the twentieth century. We should not forget that it exists because of the wisdom and persistence of farmers. ㊦



Figure 5. Modern multi row riding rice transplanter (first prototype invented by Ikuo Yamakage in 1986).
Image provided by Toshihiko Nishio

For more information about the history of rice cultivation in Japan, see <http://factsanddetails.com/japan/cat24/sub159/item939.html>

For more information on the effects of rice transplanters on women laborers, read the English introduction to this article. http://rcse.edu.shiga-u.ac.jp/pdf/nenpo13-2016/kashio_nenpo13-2016.pdf#search='%E7%94%B0+%E6%89%8B%E6%A4%8D%E3%81%88+%E5%A5%B3%E6%80%A7+%E5%B0%B1%E5%8A%B4%E6%99%82%E9%96%93'

OSU Extension Service Small Farms Program

Get on the fast track to farming.

Farming 101:

EXPLORING the SMALL FARM DREAM

2019 In-Person Course

Are you considering launching a small farm enterprise, but are not sure where to start? Whether you are dreaming of raising sheep, growing berries, or selling heirloom vegetables, this class series will give you the tools to start making choices to determine if farming is right for you.

Class Dates & Location

Tuesday, Jan 29, Thursday, Feb 7, &
Tuesday, Feb 12
5:30-8:00pm

Linn County Extension Office
33630 McFarland Rd, Tangent, OR

Cost & Registration Details

\$60 per person/\$75 for farm partners
Additional scholarships may be available
Contact: Teagan Moran, 541-766-3553
or teagan.moran@oregonstate.edu



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Farming 102:

GROWING FARMS

2019 Hybrid Course

Growing Farms hybrid course is designed for beginning specialty crop & livestock farmers in their first 5 years of business. Students will develop a whole farm plan. Course consists of six on-line modules, three classroom sessions, and a field trip.

Hybrid Class Dates & Location

Tuesdays, Jan 22, Feb 5, & Mar 5
6:00-8:30pm

Feb 19 - All Day Farm Tour, time TBD

Marion-Polk Food Share's Youth Farm
Winema Place NE, Salem, OR

Cost & Registration Details

\$200 per person

\$75 farm partner discount

Registration for OSU Small Farms Conference (Feb 23) is included

Additional scholarships may be available
<http://bit.ly/GrowingFarms2019>

Contact: Victoria Binning, 503-373-3774 or
victoria.binning@oregonstate.edu

For more information, visit smallfarms.oregonstate.edu

2019 OSU Small Farms Conference Sessions - Registration Opens Dec. 17th

7:30am – 9:00am: Sign-in @ Packet Pick-up

8:50am – 9:20am: Welcome and Announcements

9:40am – 11:00am: Session 1

Telling the “Good” Meat Story

The true cost of raising livestock in accordance with nature, outside of conventional models, is necessarily much higher than the price most consumers—even those looking to eat better meat—are used to paying. How can producers most effectively communicate the true value of their meat? In this session we’ll discuss the important connection between animal/environmental welfare and the end experience of the eater. If articulated effectively, producers can utilize this connection as a marketing tool—a story told in the appealing language of flavor and texture. Covering: The complex and myriad definitions of “good” meat; Muscle Structure 101: Conveying the three F’s (fiber, fat and fascia) to customers; and; How to tell the story of pre-slaughter, slaughter, and post-slaughter conditions and their direct connection to an eater’s experience. *Speakers: Bob Dickson, Meat Specialist; Adam Danforth, Butcher; Camas Davis, Executive Director, Good Meat Project / Owner, Portland Meat Collective*

Starting a Compact Farm - What to Expect

Whether your dream farm is compact, or something a little larger, starting small is a great way to go. The book, *Compact Farms*, gives 15 examples of successful farms under 5 acres from all around the country. Come hear author and farmer Josh Volk discuss what it takes to start a small farm with two farmers from here in Oregon. Katie Boeh of Fox and Bear Urban Farm will go through the early years of their farm, what they did right, what they wish they had known then, and where they are now. *Speakers: Josh Volk, Slow Hand Farm; Katie Boeh, Fox and Bear Urban Farm*

The Logistics of Flower Farming

Diane Szukovathy, from Jello Mold Farm in Mt Vernon, and Bethany Little, of Charles Little & Co in Eugene, will discuss some of the intricacies of running a successful flower farm. Crop selection, harvest and order management, post harvest and delivery, the two will share decades of experience with a variety of crops and marketing avenues to help participants expand and hone the profitability of flower farming. *Speakers: Diane Szukovathy, Jello Mold Farm; Bethany Little, Charles Little @ Co.*

Have You Forgotten About Customer Service?

It’s a competitive marketplace out there, and we farmers need to up our game on getting our customers what they really want. Giving great customer service is about creating a culture in your business. In order to reach consistent results, you need to define, teach, live, measure and reward it. Let’s explore what this might look like for a farm business. *Speaker: Ellen Polishuk, Plant to Profit*

Small Farms & Local Food Systems at the Legislature

The Oregon Legislature kicks off the 2019 session on January 22, and advocates of small farms, sustainable agriculture, community food security, and food justice will be paying close attention. The Legislature will be considering a variety of bills that will directly or indirectly affect food and farming in Oregon. In this session, organized by members of the Oregon Community Food Systems Network Policy Committee, you’ll hear about: All the different bills on these important topics (overview); Details about several high-priority bills; How to track the bills you care about during the Legislative session. *Speaker: Lauren Gwin, Oregon State University Center for Small Farms @ Community Food Systems*

Improving Board Member Relationships: For Farmers Markets

This workshop is designed to give board members a deeper understanding of the foundations of good team building and some specific tools for helping your board function better. We will also provide tips on dealing with difficult board members, personality conflicts, and strong differences of opinion. *Speaker: Erin Bair, Director, Training @ Organization Development, Cascade Employers Association*

Developing your Web and Social Media Savvy, by Travel Oregon

Learn how to make the most of your social media and online services with Mary Nichols, Account Director of Murmur Creative. Mary will demystify algorithms and share tips and tricks on how to make the most of the tools social media provides. This session will address the most critical elements of your online marketing strategy as well as tools monitor your progress. Mary has an extensive marketing background, having worked with both major brands and small businesses across the country. Mary has also managed many successful social media campaigns for brands like Laughing Planet, and Farmers Ending Hunger. Presented by Travel Oregon and the Oregon Agritourism

Network. *Speaker: Mary Nichols, Account Director of Murmur Creative*

Growing Vegetable Starts

Are you looking to produce your own starts or already produce your own starts and want to do a better job? Then this session is for you. This session provides an overview of what is needed to grow your own healthy vegetable starts. Melissa will cover greenhouse structures, temperature management, germination, irrigation, fertigation, potting mixes, and pest management. Shannon will share the successes and challenges of growing your own starts, making your own potting mix, and give an overview of the propagation systems at Winter Green Farm. *Speakers: Melissa Giancola, Propagation Supervisor, Peoria Gardens; Shannon Overbaugh, Winter Green Farm*

11:00am – 11:20am: Break

11:20am – 12:30pm/12:50pm: Session 2

Urban Buds – Featured Farmers: How a Compact Flower Farm Is Making It Work

Urban buds brings years of cut flower experience on the larger scale into the compact farming world. We'll ask them what makes cut flowers particularly suited to a compact farm? And we'll dig into the advantages and challenges of scaling down and moving from a rural setting to an urban one. *Speakers: Josh Volk, Slow Hands Farm; Karen "Mimo" Davis, Urban Buds; Miranda Duschack, Urban Buds: City Grown Flowers*

Body Mechanics and Farming

Work-related musculoskeletal disorders are the leading cause of disability for people in their working years and farmers regularly engage in the most high-risk activities for injury. This session will integrate presentation material and movement practice (out of your chairs!) to explore strategies for protecting our bodies as we care for our farms. We will discuss the basics of biomechanics, including joint and muscle mechanics, to build a foundation for understanding human movement, as well as ergonomics for tool use. We will also discuss body mechanics and practice movement strategies to explore ways in which we can make our physical work around the farm more efficient, more powerful, and safer. *Speaker: Talina S. M. Corvus, PT, DPT, GCS, CEEAA, LMT*

Learning from Failure

Let's share and compare notes on what failures – tiny to tremendous – we've endured on our farms. From soil compaction, to employee flame outs, our farms are fertile

ground for making mistakes! What are some major lessons you've learned along the way? To kick off this failure forum Ellen will share some of her best failures from her 30 years of farming. From there workshop participants will be invited (and highly encouraged) to share mistakes that they've made and what they've learned from them. This workshop is for seasoned farmers. If you don't have any farming experience yet you are welcome to come and listen. *Speaker: Ellen Polishuk, Plant to Profit*

Handing Down the Farm – But Not to the Kids

Farms have traditionally passed from parent to child (usually father to son). Yet not all farm children are willing or able to take on the operation. Meanwhile, a growing cohort of first-generation farmers (hindered by the cost of buying farmland and starting from scratch) are seeking non-familial succession relationships. As a record amount of Oregon farmland and operations change hands, more and more farmers are looking to transfer their legacies outside their immediate family. This workshop brings together a family farm counselor and accountant who has shepherded families through non-familial transition, and the stories of diverse farmers are going through the process. *Speaker: Nellie McAdams, Rogue Farm Corps*

Ranching with Wildlife – Wildlife Friendly Methods to Reduce Conflicts

Learn from Alberta, Canada sheep rancher Louise Liebenberg how she uses livestock guardian dogs and other non-lethal methods to protect her flock of up 1,200 ewes from a formidable array of predators including a resident pack of coyotes, bears, wolves, and the occasional cougar. A local farmer will share experiences with the innovative Benton County Agriculture and Wildlife Protection Program (AWPP) grant program for the purchase of proactive non-lethal wildlife deterrents to prevent conflicts with wildlife. *Speakers: Louise Liebenberg, Grazerie and a Benton Co. AWPP Grant Recipient*

Applying for Federal Grants: FM/LFPP (Farmers Market/Local Food Promotion Program) and more

Hear the ins and outs of applying for federal grant opportunities, with a focus on FMLFPP. Learn how to know which grants are right for you, avoid common pitfalls, and understand the criteria that guides the review process. Panelists include a representative from USDA who works directly with these grant programs and successful grant recipients with projects on the national, state, and local levels. *Speakers: Samantha Schaffstall, Management and Program Analyst, USDA AMS; Kelly Crane, Executive Director, Oregon Farmers Markets Association; Becky White, 2015 FMPP Recipient Project Coordinator, Clatskanie Farmers Market; Darlene Wolnik, Senior Research Associate, Farmers Market Coalition*

Get Your Agritourism Business Off to a Safe Start: Managing Risk, by Travel Oregon

Expanding your business to offer customers new ways to experience your farm can be a challenge. Kristy Athens, Blue Mt. Community College Small Business Development Center Advisor and Dennis Gamroth, Pacific Risk Management Insurance Specialist will share their expertise in establishing and growing your business so that both you and your guests are safe. After a brief presentation they'll be delighted to answer your business specific questions and each attendee will receive a workbook with valuable checklists and resources to keep you and your guests safe. *Presented by Travel Oregon and the Oregon Agritourism Network. Speakers: Kristy Athens, Blue Mt. Community College Small Business Development Center Advisor; Dennis Gamroth, Pacific Risk Management Insurance Specialist*

Medicinal Herb Production

Seasoned herb farmers Jeff and Elise Higley will delve into the techniques, tools and tricks of the trade needed to produce and sell high quality medicinal herbs. This comprehensive session will cover production, processing, and tips for getting herbs from start to finish with the highest medicinal value possible. Specific topics to be covered include varietal selection, planting, watering, weeding, fertilization, harvesting, drying and garbling. Bring your questions. *Speakers: Elise Higley, @ Jeff Higley, Oshala Farm*

CFS Farm to School: Opportunities and Resources for Small Farms

Learn about selling to the school food marketplace. Presenters will share tips on selling to schools, new opportunities, and resources. The Oregon State Legislature allocated \$4.5 million to Oregon schools to purchase Oregon-grown and processed products. As a result, schools now have a significant amount of funding to purchase Oregon products. And Oregon has newly established Regional Farm to School Hubs to help you get engaged. In this session, you'll have the opportunity to be added to a new online database of producers interested in selling to schools, or just come to learn more. *Speaker: Megan Kemple, National Farm to School Network*

12:30pm – 2:10pm: Lunch

2:10pm – 3:30pm or 4pm: Session 3

How Compact Farms Evolve

Farms are never static, they are always growing and evolving. Growing doesn't necessarily mean getting bigger, but it can. Come hear two of the featured farms from

the book Compact Farms talk about what has changed since their profiles were written up in the book in 2015, and give insight into the decision making processes that they've used to help keep their farms successful. This is a great opportunity to get some ideas and perspective from outside of the Pacific Northwest, and to learn from some insightful and experienced growers. Jeff Frank and Kristen Illick from Liberty Gardens in PA, and Jessi Asmussen from Mellowfields Urban Farm in KS. *Speakers: Josh Volk, Slow Hand Farm; Jeff Frank @ Kristen Illick, Liberty Gardens; Jessi Asmussen, Mellowfields Farm*

Disease Prevention in Alternative Commercial Poultry Systems

This talk will focus on the practical need to know aspects of common viral, bacterial and parasitic diseases in free-range and pastured poultry flocks. Management, vaccination and prevention strategies will be discussed.

Speakers: Maurice Pitesky, UC Davis Cooperative Extension; Jim Hermes, OSU College of Animal and Rangeland Sciences

People Management on the Farm

In addition to being skilled at growing crops and raising livestock, marketing, and managing your books, running a successful farm business also depends on being an effective people manager. This workshop will focus on communication principles emphasizing setting expectations, giving and receiving feedback and an introduction to situational leadership. Scenarios will be used to practice these skills. Solid working relationships evolve from effective communication and are often at the heart of supporting employees' successes. When you demonstrate care and help employees perform well, engagement increases and transfers to results. *Speaker: Paul Biwan, Associate Director, Center for Learning @ Organizational Development, Office of Human Resources, Oregon State University*

Growing and Marketing Cut Flowers—Urban Buds: City Grown Flowers

Mimo Davis & Miranda Duschack of Urban Buds: City Grown Flowers in St Louis, Missouri will introduce their market channels and intensive urban flower farming production methods, season extension, variety selections, and growing instructions for several in demand flowers. Join them for this dynamic and informative presentation.

Speakers: Karen "Mimo" Davis @ Miranda Duschack, Urban Buds: City Grown Flowers

Produce Safety Regulations and Buyer Requirements: FSMA vs GAPS

Do you grow vegetables, fruits, sprouts, or mushrooms? Do you know what food safety requirements apply to your

farm? Educators from OSU's Farm Food Safety Team will discuss which farms are required to comply with the Food Safety Modernization Act (FSMA) Produce Safety Rule and how to determine if your farm is fully or qualified exempt. We will also discuss voluntary food safety audits, also known as GAP audits, and how they differ from the FSMA Produce Safety Rule. Learn what OSU Extension and the Oregon Department of Agriculture are doing to promote food safety on produce farms and what resources are available to help your farm meet required and/or voluntary food safety standards. *Speakers: Susanna Pearlstein, Produce Safety Program Manager, Oregon Department of Agriculture; Sara Runkel, Assistant Professor of Practice, OSU Extension; Luisa Santamaria, Associate Professor and OSU Extension Specialist*

Food Hubs in Oregon: What have we Learned?

Can you grow your local food economy by building a food hub? Many communities around Oregon have been exploring food hubs as a way to get more locally grown food into local markets, including wholesale outlets like grocery stores, schools, and hospitals – by providing aggregation, storage, processing, distribution, and marketing services. The challenge is moving enough food through the hub to pay for all the infrastructure, systems, and people needed for it to work. So how can you make it work? In this session, you'll learn about a variety of food hub projects around Oregon – past, present, and new. What motivated them? How did they do their research? What did they learn? What advice do they have for you and your community? *Speaker: Lauren Gwin, Oregon State University Center for Small Farms @ Community Food Systems*

Farmers Markets and Tourism – Building the Connection

Learn about Oregon's tourism industry and structure. Hear examples of how local tourism agencies are collaborating with farmers markets and discuss strategies for how you can do the same. Hear from Portland Farmers Market where Market tours are a fun and educational way for small groups of students, tourists and community groups to learn about how food is produced, why it is important to support local growers, and to meet the farmers and artisan food producers from our market community. Also hear from a small, rural market about how to apply some big ideas on a small scale, as well as how to identify tourism resources in your area, act as a conduit for your vendors and working with your local tourism office. *Speakers: Scott Bricker, Director, Product Development, Travel Oregon; Heather Morrill, Community Engagement Manager, Portland Farmers Market; Alice Morrison, Market Director, Veneta's Downtown Farmers Market; Bri Matthews, Destination Development Manager, Travel Lane County*

Making use of Cover Crops: Recent Research and On-Farm Implementation

Research and adoption of cover crops on farms has increased rapidly over the last 20 years, and is expected to continue due to their many benefits. Researchers will provide updates on some of their recent work, and innovative growers will describe how they implement new ideas and manage cover crops effectively on their farm. This is an advanced session for those already familiar with basics of cover crops. *Speakers: Dan Sullivan, Professor of Nutrient Management; Annie Young-Mathews, Plant Materials Center Manager at USDA-NRCS; Laura Masterson, 47th Avenue Farm; John Yeo, Gathering Together Farm*

A Good Meat whole Carcass Butchery Demo & Value Analysis (must attend session 1 partner class) Additional \$100 fee for the 20 participants allowed

By way of a whole pig butchery demonstration, Good Meat Project instructors will navigate the challenges of marketing, pricing, and selling meat raised outside of the conventional model, covering the myriad ways in which each carcass cut might be utilized in various retail and restaurant settings and how producers might think about pricing each cut. As we work through the animal, we'll discuss how each cut of meat holds great potential for positive, even transformative, flavor experiences for the eater, which is key to marketing meat. During the demonstration we'll cook cuts and provide a comparative tasting of muscles for attendees. *Speakers: Bob Dickson, Meat Specialist; Adam Danforth, Butcher; Camas Davis, Executive Director, Good Meat Project / Owner, Portland Meat Collective;*

3:30/4:00pm – 5:30pm: Think with a Drink Networking Session

5:30pm: Conference Conclusion

Register online at
<http://blogs.oregonstate.edu/smallfarmsconference/>

Expanding Opportunities for Small-Scale Farms in the Specialty Food Market

By: Larry Lev and Laurie Houston, Department of Applied Economics, Oregon State University

Many small and medium-size farmers face difficulties in competing with larger producers in the production of bulk commodities. While some of these farms have found success by selling their fresh products through farm-direct and intermediated markets (such as sales to retailers and restaurants), those niches are quite limited. The specialty food industry provides an additional outlet opportunity for farm fresh products. The “Beyond Fresh and Direct” Project explored some of the opportunities and challenges that small and medium-size farms encounter when they seek to compete in the rapidly-growing specialty food marketplace and developed five fact sheets to highlight our key findings.

According to the Specialty Food Association (<https://www.specialtyfood.com/>) the sector consists of “Foods and beverages that exemplify quality and innovation, including artisanal, natural, and local products that are often made by small manufacturers, artisans, and entrepreneurs.” In 2015, total specialty food sales exceeded \$120 billion and represented 14% of total food sales. Small and medium-size farmers can participate in this value-added sector in one of three ways – as ingredient suppliers to specialty food manufacturers, through the use of co-packers, or as food manufacturers themselves.

Through surveys and interviews, we determined that many specialty manufacturers are interested in sourcing directly from smaller farmers. The key advantages that smaller farmers offer include quality assurance, traceability, reliability, and trust. Many of these benefits can be highlighted in marketing messages that carry farmer stories through to consumers. The challenges of sourcing from these farmers include assuring a year-round supply, higher cost, and meeting food safety standards.

The [five fact sheets](#) ([Available here](#)) that highlight our key findings and offer many examples are:

- [Benefits](#): How Can Sourcing Directly from Farmers Benefit Specialty Food Manufacturers?
- [Criteria](#): What Criteria Must You Meet to Sell to Specialty Food Manufacturers?
- [Connections](#): How Can Farmers and Specialty Food Manufacturers Connect?
- [Standards](#): What Standards Must You Meet to Supply Ingredients to Specialty Food Manufacturers?
- [Value Added](#): Should You Produce Your Own Specialty Food Products?

We also produced a 51-minute webinar that features a farmer and a manufacturer who currently participate in this sector. In this [webinar](#), they discuss their experiences as they relate to these five fact sheets. 

Oregon State University

Center for Small Farms & Community Food Systems

Our mission is to provide Oregon's small farmers, ranches and food system stakeholders with the training, tools and research they need for long-term financial and environmental sustainability.

Help us work toward that future by considering us in your charitable giving and estate planning.

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*For more information contact:
smallfarmsprogram@oregonstate.edu*



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PHOTOGRAPHY

Field-to-Market: Producing & Selling Farm-Direct Products

By: Kelly Streit, OSU Family and Community Health Extension, Clackamas County

The Oregon Farm Marketing Direct Law, passed in 2011, allows small farmers to produce and sell certain low-risk products (jams & jellies, pickled vegetables, salsa, dried fruit, herbal vinegars, hot sauces, sauerkraut, kimchi, etc...) from the produce that they grow, without a license, in their home kitchen. This law gives new life to excess produce, decreases food waste, extends the market season, provides a supplemental income source, and contributes to the local economy. Since its passage, small farmers have sought information and clarity regarding how to interpret and implement the Administrative Rules (ARs) – what qualifies as an approved recipe, what liability insurance is required, what information needs to be included on label, etc... Some also seek hands-on training to learn credible, research-based food preservation techniques that will ensure a safe product.

To respond to these needs, Sara Runkel, OSU Extension Service Faculty, developed and delivered a program titled “Field-to-Market” to small farmers located in Southern Oregon in 2016. The program consists of five 4-hour workshops: *The Essentials* and four “Specialty” Foods workshops titled (*Naturally High Acid Foods, Acidified Foods, Dried Foods, and Fermented Foods*). *The Essentials* workshop explains the ARs associated with the Farm Direct Law, and small farmers producing farm-direct products share their challenges and successes with implementing it. *The Specialty* workshops provide the hands-on training



Participants in the Field to Market Workshops.
Image provided by Kelly Streit

described above under the guidance of Master Food Preserver volunteers.

The OSU Extension Service, Family & Community Health (FCH) Program, based in Clackamas County received a 2018 Clackamas County Innovative Grant to support the delivery of the “Field-to-Market” program in the Portland-Metro area. Representatives from the FCH and the OSU Small Farms programs, and the Food Safety Division, Oregon Department made up the project team.

Forty-six participants attended *The Essentials* workshop in February 2018. Approximately 1/3rd of the participants identified themselves as farmers. The majority of the remaining participants identified themselves as “thinking about starting a farm.” Fifteen participants attended at least one *Specialty* workshop, ten participants attended at least two, and four participants attended all four. Attendance at the *Specialty* workshops ranged from seven to ten participants.

A pre- and post-survey filled out by participants at the *Essentials* workshop revealed an increase in short-term knowledge and understanding of the Oregon Farm-Direct Law. Participants who attended the *Specialty* workshops in March and April 2018 reported an increase in skill and confidence to follow credible, and research-based, food preservation techniques.

All 46 participants were contacted six-months following *The Essentials* workshop and asked to fill out a brief follow-up Qualtrics survey. The objective of the survey was two-fold; to find out whether or not they had produced a farm-direct product following that workshop, and what factors influenced their decision either way. Fourteen surveys were returned. Those 14 surveys revealed that four participants had produced a farm-direct product prior to the workshop. That number increased to eight at the time of the follow-up survey. In addition, the variety of farm-direct products produced by the participants had expanded from mostly jams & jellies (pre-workshop) to include pickles, salsa, tomato sauce, dried fruit, and sauerkraut and kimchi. Reasons cited for not pursuing a farm-direct product included “The product that I want to produce is not covered under farm-direct,” “I don’t grow the produce,” “I lack the time and/or capacity to produce a product,” and/or “I’m just not ready yet.”

The opportunity to deliver the FTM program presented a few challenges. There is never an ideal date, day of the week or time of day that “fits” with a farming lifestyle. Attendance was also limited to those who could travel to Clackamas County.

There were many positive written comments shared by those who attended any of the workshops:

“I was truly impressed and thankful for the information presented in these workshops. It would have taken me so much more time to try to understand all the laws and safety measures. I hope that you offer more workshops.”

“The classes were informative, high quality, and affordable.”

“The Essentials class was a great overview of the farm-direct exemption. The instructors were very knowledgeable, friendly, and helpful.”

Participants also expressed their appreciation for the guest speakers who shared their experience with implementing the farm-direct law

The written comments also revealed some areas for improvement, including more “hands-on” time in the kitchen, more information on where to purchase equipment and supplies, and an activity addressing how to do a cost analysis.

When asked to suggest topics for future FTM workshops, participants who completed the follow-up survey expressed interest in the following: Recipe Development, Marketing & Promotion, Safe Food Sampling, Label Design and Product branding, and Insurance Requirements.

Plans are currently underway to deliver the FTM program in both Clackamas and Tillamook counties in 2019. A “Phase 2” track consisting of “new” workshops is also a possibility. Efforts to secure additional funding to support the production of a series of four “how-to” 5-minute videos that demonstrate credible, science-based, food-safe preservation techniques to produce food products allowed under the law are also underway. If the efforts are successful, the OSU Extension Service will share the videos on their YouTube channel, social media, the OSU website, and at future training events. The videos will also be included as part of a fee-based online OSU PACE course titled “*Field-to-Market Essentials; Producing and Selling Value-Added Products*” that was recently funded within the College of Ag Sciences. These alternative delivery formats will expand the reach of the program throughout the state and address comments like the one below:

“Please do them live, but then archive them so we don’t have to drive 2 hours on a workday and can watch anytime.”

For additional information regarding the FTM Program, please contact Kelly Streit, MS, RD, at kelly.streit@oregonstate.edu, or 503-557-5885. 

Reflections on my career with Organically Grown Company

By: David Lively, Organically Grown Company

On November 3rd, Organically Grown Company (OGC) celebrated its 40th anniversary, the retirement of several senior staff members, and my own semi-retirement. I gave a speech at that Hoe Down to reflect on our history, and on our current challenges with consolidation in the organic produce industry. I have adapted that speech for this article.

Organically Grown Cooperative, Inc. was established as a non-profit by a small group of local growers and environmentalists located in the upper Willamette Valley in 1978. Over the 4 decades since its founding, OGC has transitioned from that non-profit into the largest independent for-profit full-line organic produce distributor in the United States.

I moved to Oregon in 1979 knowing that I wanted to get out of Phoenix, that I wanted to live in a rural community, that I wanted, in the words of hippie spiritual leader Stephen Gaskin, to become a voluntary peasant as an act of salvation both for myself and the world. Marketer, Businessman, Board Member, Shareholder – these were not terms I would have considered for myself. In fact, three years later I put on a use three-piece suit and went forth on Halloween as a businessman, telling people, “This is the scariest thing I could think of.”

In the spring of 1980, two events set the direction of the life before me. First, Thistle Organics, a partnership of my brother Tom, his partner Kellee Adams and myself entered into an agreement to rent land from third-generation farmer Keith Walton of Riverbrook Farm. Second, I attended my first Organically Grown Cooperative meeting, which was attended by only 5 people that night: Tom, Keith,



Figure 1. This photo is from the grand opening of OGC in 1983. Standing from left to right are Tom Forster, Kellee Adams, Keith Walton, Ellen Walton, Jack Gray, Mary Jo Wade who's holding her and Jack's son Sam, Willard Berg, Joe Gabriel, George Perry and John Graham. In front from left to right are Ruth Howden, Annie Walton and Lynn Crosby.
Photo provided by David Lively

Richard Wilen, Tom Alexander and myself. Topics of conversation included muskmelon varieties, deer fencing and what crops might be grown in the upcoming months, but there was nothing said that might indicate where OGC would soon head.

One morning several months later, however, Tom and I stood in the Pritchett Field at Riverbrook Farm and for the first time discussed the potential for creating a growers' cooperative that would market our crops. We were frustrated with competing in a too-small market against growers who were also friends and allies, and our goal was to better coordinate our approach to the market while remaining on-farm rather than using 25% of our energy on marketing; relying on OGC staff to market, sell and deliver our produce and collect afterwards. Ironically, we ended up becoming OGC employees ourselves.

Three years later, having run an obstacle course that required our brains, our wills, our goodwill, and



Figure 2. This photo is from 1989. Left to right are Robert DeSpain, OGC's first General Manager, Robert Rodale of the Rodale Institute, publishers of Organic Gardening Magazine and The New Farm, Tom Lively, David Lively, and Tom Keller, OGC delivery. Photo provided by David Lively

striving for a future where complexity and wholeness, justice and compassion, and clean and good food become more essential threads in the fabric of our societies, the work also gets done in the NOW.

As in, the efforts required to deliver food 7 days a week, 365 days a year to people across the Northwest and beyond. Since the grand opening in July 1983, we have supplied fresh produce for upwards of 38,000 breakfasts, lunches and dinners; many people in the Northwest have grown up eating organic produce that OGC has sourced and distributed. We now deliver over 2 million tons of organic produce to our accounts each month – more in a single day than in our first year operating as a distributor. That is a LOT of food, a lot of working with growers to plan and receive it, a lot of work in holding and moving and selling and delivering it, and all of that brain and brawn has been provided by an amazing community of growers, farmworkers and OGC employees that has made sure that our dreams and designs have a chance to manifest.

I put forth the first of three quotes from the Weinstein Manifesto, penned by David Weinstein of Los Angeles organic distributor Heath and Lejeune: *“THE ONE INNOVATION that is our legacy to pass on is the idea that local and regionally based businesses can be effective vehicles for large scale social change. We are not philanthropically funded NGOs. We are not in the street marchers. We do not do electoral politics. We buy things and sell things and provide services to our customers and by doing so we have enabled and facilitated a profound and enduring change in farming. By doing so, we have demonstrated the effectiveness of an overlooked model of social change. We must work to insure that this lesson is not lost on those who come after us.”*

As much as we have accomplished and justifiably celebrate, I cannot fail to acknowledge the pain we have felt as OGC and our grower base have been severely impacted by the changes in the marketplace brought about by mainstreaming over the last year or two, and the need to make our adjustments and move on.

Weinstein again: *“REMEMBER THAT YOUR BUSINESSES are invested not in how things are but in how they should be. Conventional agriculture is invested in how things are. Organic farming, and the distribution model that enables and*

considerable community support, growers from about a dozen farms and their supporters stood on the deck of the first OGC facility at 1153 West 2nd Avenue in Eugene. Lynn Crosby, a V.I.S.T.A. volunteer, had over a two year period facilitated the decision-making processes that had led us there. Our modest grand opening featured words from Lane County Commissioner Peter DeFazio, a garlic braid cutting, raspberry shortcake and Genesis juice.

We were just a bunch of mostly young back to the landers trying to learn farming, and in the process we managed to create an organization that has served as a continually innovative and inventive model, showing that it is not necessary to drop the culture from agriculture in order to do business. We set up and fine-tuned our production and distribution model from scratch with little support except from Eugene's alternative community and our peers in the organic movement. We did this while holding onto our vision and values, and we have been rewarded as we have because we honored our culture and the community around us while working hard every day to live what we had dreamed.

It is at times difficult for some of us to appreciate that, as we move our business from one structure, one leadership, one initiative to another over the years,

supports it, is invested in how things should be. The aims of the conventional food system conflict fundamentally with the aims of the organic movement. Appreciating this fact must underlie all of the planning you do for your businesses. You must anticipate the point where the needs of your businesses and the needs of your conventional trading partners diverge.”

Our trade appears to be at that point. It has presented one of the greatest challenges OGC has faced, but it is not the first or only one. At least twice before, I have stood with a staff that wondered whether we would survive.

In the mid-1980’s Rebecca Willows and I were among employees who voted ourselves a pay decrease in order to help support the business as it went through several years in the red. Later, I was a member of a management team that had to deal with the loss of our two largest accounts, as both were purchased by Wild Oats and moved away from our services.

We struggled, but part of our make-up was always defiance, and there was never talk of responding other than with greater effort at performance and an eye on how we might reinvent ourselves. Which we now do again, a Rising Phoenix.

It is a moment where the need for efficiency, the examination of what really matters, the strengthening of that which remains all makes sense. But within that context, I believe it is critical that we hold onto vision, values, motivations and bonds.

The enormous creativity and work that has led us into our 5th organizational structure in large part was undertaken in order to better protect our core. That core consists of not only our daily workload, but everything OGC has been beyond the delivery of those 38 thousand plus meals.

To quote David Weinstein one more time: *“THE KEY CHALLENGES WE FACE moving forward are racism, class prejudice and economic concentration. An independent, regionalized, locally-owned food system is in the cross-hairs of every economic and political trend in the United States and around the world. If we are to survive we must fight. We must ally ourselves with every enemy of economic concentration and organize to defeat it.”*



Figure 3. Organic lettuce from David and Nancy Brown’s Mustard Seed Farms being packed into OGC boxes under our LADYBUG logo. Photo provided by Shawn Linehan

Or as Natalie Reitman-White, OGC’s Vice-President of Organizational Vitality and Trade Advocacy would put it, “You can’t fix a broken food system with a broken finance system.”

I have said that what is unique about OGC and must be preserved through our independence is our desire to live dangerously in the face of conventional wisdom. That does not mean living recklessly. It does mean that we continue to take the risks that lie between our reach and our grasp, the risks that must be taken to insure the health of this planet and all that live on it. This cannot be deferred until the odds are predictably better, because that day may not come or may come too late.

I have also said that the most important discipline is that which occurs when, traversing the side of the mountain, you come to the fork where one path leads up and the other down. Down is so much easier in so many ways and in almost all cases. But the path down will not get us where we want to be. To manage the transitions and achieve the outcomes that OGC was created to address, we must never stop searching, risking, failing, getting back up and achieving.

I have referred to the concept of relationship marketing. I see this as not just good business, but good building of culture. The idea is really pretty simple. It is based on treating the people you do business with the same way you treat people in your

own life, assuming of course that your own life is fairly functional.

It involves creating mutually beneficial relationships based on honesty, transparency, and an understanding of shared ambitions for success. Looking at the long arc of interaction and not creating rules that may insure short-term security but unnecessarily inhibit the creation of prosperity. Addressing issues when they arise, and departing relationships on good terms when they fail to work for both parties.

I have referred to ripeness, a concept that should be appreciated by readers. Impatiently eating an apple that is not ripe will provide little satisfaction; neither will much be gained by waiting too long and missing the juiciest moment. Enjoying ripeness requires patient observation followed by quick movement when the moment is truly at hand.

It requires trusting time to move elements into position, so that when you take action it can be done as efficiently as possible, something that is critical in a movement and trade with limited resources and challenged by larger and richer forces.

And last, I have encouraged getting to and staying at the table. It is only through engagement that we gain an understanding of the persons, the environment and the circumstances around us. It is only through our presence that we have the chance to seize opportunity when ripeness presents itself. The ego can take great satisfaction in insisting that pride and self-certainty win the day, but it is not the day we look to win, it is the future.

Thirty-eight years ago, in the spring of 1980, the partnership that Tom, Kellee and I created, Thistle Organics, delivered our first box of produce to town with our label on it. We had our dreams, but how could we have imagined that we would one day enter coolers with thousands of such boxes waiting for their own moment of rack time?



Figure 4. OGC's Portland facility in 2017.
Photo provided by David Lively

It was a thrill for us to be visited by Mr. Robert Rodale, who as much or more than anyone, was the light showing the way forward for the organic movement. Tragically, within a year he would be killed at age 60 in an automobile accident in the Soviet Union, where he was working on setting up a Russian-language edition of *The New Farm*. With Robert DeSpain's recent and unexpected death, all but Tom and I have now passed.

All true cultures experience the cycles of birth and death, and ours is no exception. Over the years we have at times experienced considerable sorrow and loss as we dealt with the passage of contributors to our work, our play, and our celebrations of life.

Over four decades, the crew at OGC and our partners in the organic community, have done what it took to get us where we are now. They stayed in the boat, rowed and bailed and never bowed to whatever storms we encountered. Together we will continue build the independent, regionalized, locally-owned food system Weinstein describes. 

Thanks to Nick Andrews from OSU Extension for his help adapting this article.

Oregon Community Food Systems Network – Public Policy Update

By: Lauren Johnson, OCFSN Member Services Coordinator/RARE Americorps; and Lauren Gwin, OSU Extension Community Food Systems Specialist

The Oregon Community Food Systems Network (OCFSN) has 53 organizational members across Oregon who together are working toward the shared vision that all Oregonians thrive with healthy, affordable foods from an environmentally and economically resilient regional food system. Supportive public policy – at the local, state, and federal levels – is needed to get there.

Network members are coming together to build stronger alliances for the 2019 Oregon Legislature, which runs January 22 until June 30. Through the OCFSN Policy Committee, members are sharing information about their priority bills through our newsletter, through a series of webinars, and by creating a “community food systems guide to the Oregon Legislature.”

OCFSN also offered a webinar last month called, “How to work on state legislation legally and

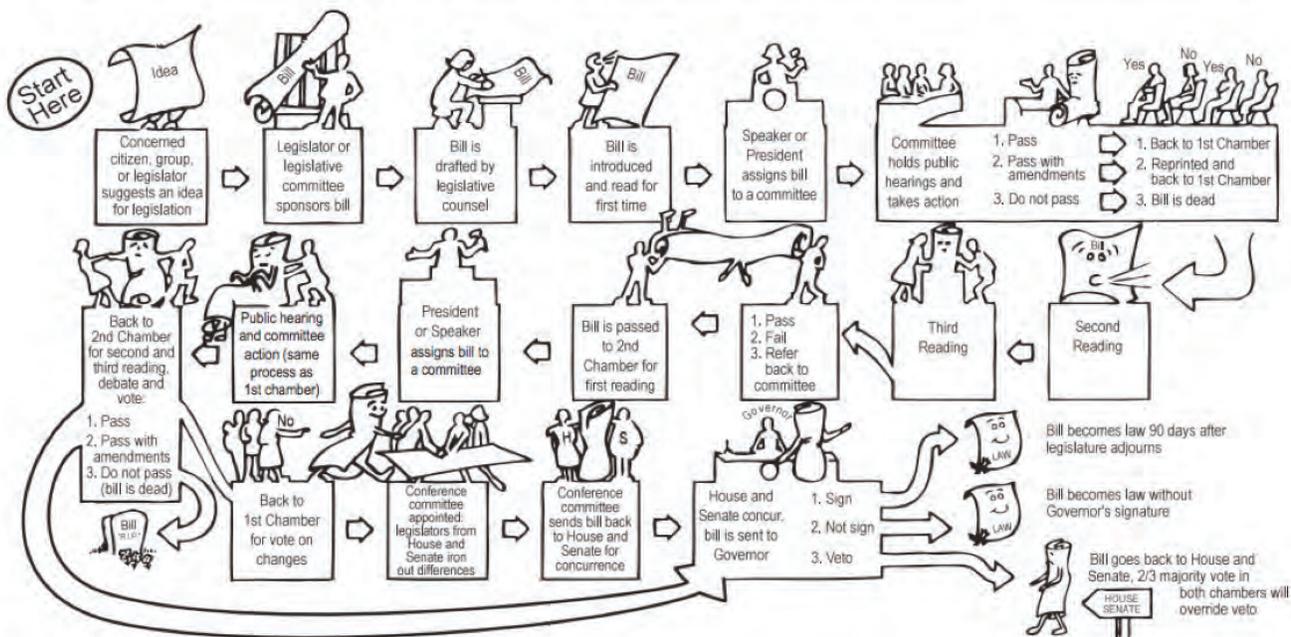
effectively,” so that nonprofit 501c3 organizations know their options. The webinar recording is posted on YouTube: <https://www.youtube.com/watch?v=gnmRjQx9nQ&feature=youtu.be>.

What bills are coming?

Drafts of specific bills have not yet been released to the public by the Legislature. However, the following topics that OCFSN members believe are important to small farms, local food systems, and food security in Oregon are expected to come up before the Legislature this session:

- Funding a statewide “Double Up Food Bucks” SNAP-Match program at farmers markets and rural grocery stores, at \$3 million over the next biennium;
- Oregon Farm to School: maintain or increase funding;

How an Idea Becomes Law A simple view of the Oregon Legislative Process



- Clean Energy & Jobs bill: a “cap and invest” approach to reduce carbon emissions and build community resiliency;
- Oregon Agricultural Heritage Program: funding to implement this program, created by the 2018 Legislature;
- Support for beginning farmers & ranchers (waiting on specifics), could include tax credits to land owners when they lease to beginning farmers and ranchers;
- Defend Oregon land use planning system against removal of land use protections;
- Farm Direct Nutrition Program for seniors and also women, infants, and children (WIC): maintain funding;
- Create liability for patent holders and manufacturers of GE (genetically engineered) seed in contamination events in Oregon. Does not pit farmer against farmer (2017 version, H.B. 2739, will be updated).

Learn more about OCFSN here:
<http://ocfsn.net>

Niche Meat Processor Assistance Network Webinars are a HIT!

In 2018, the Niche Meat Processor Assistance Network (NMPAN), an Extension community-of-practice housed at OSU, delivered five webinars to an audience of over 250 people on topics related to business management for prospective or existing small-scale meat processors. NMPAN webinars are always free and the topics are chosen each year based on feedback from the over 1,300 NMPAN members around the country. Every webinar is recorded and then posted to the Niche Meat Processor Assistance Network YouTube channel so the information can be disseminated to a larger audience.

Webinars in 2018 included:

- Buy or Build: Evaluating buying, renovating, or building a new meat plant (12/6/18)
- Writing a quality feasibility study for your meat business (9/18/18)
- Safe and Sound: Creating a positive workplace for your meat business (6/21/18)
- Find Em', Keep Em': How to retain good labor for your meat plant (5/2/18)
- Reflections on 10 years in the niche meat sector (2/20/18)

Go to <https://www.youtube.com/user/nmpan> to see the archive of all our webinars and other short educational videos.

**Learn more about NMPAN:
www.nichemeatprocessing.org**



NWREC Vegetable Variety Winter Field Day

February 26, 2019
1:00 - 4:00 pm

North Willamette Research and Extension Center
Oregon State University
15210 NE Miley Rd, Aurora

Join us for an afternoon of field tours and discussions with extension agents and seed companies.

Sprouting Broccoli
Overwintering Cauliflower

Overwintering Cabbage
Radicchio



Exploring Cover Crops in Central Oregon

By: Clare Sullivan, Small Farms Program, Oregon State University

Cover crops receive a lot of attention for the many benefits they can provide, such as: weed suppression, erosion prevention, improved water infiltration and water holding capacity, improved nutrient cycling, and the creation of pollinator habitat. There is an abundance of information in academic literature and from seed companies on the use of cover crops; however, there is only anecdotal evidence of cover crop performance in central Oregon. In addition, there are so many options including species, varieties, and planting time that it can be hard to decide which cover crops are right for a farm. In response to local interest from growers, Clare Sullivan (Small Farms Extension, Deschutes County) designed and planted three trials in 2018 to demonstrate the growth and success of different cover crops species planted at different timings in central Oregon.

All three trials were planted at the Central Oregon Agriculture Research and Extension Center (COAREC) in Madras using small plot research equipment. The trials were fertilized prior to planting using feather meal and perfect blend based on soil test results, and no pesticides were used. Comparing crop emergence and weed suppression among species was a top priority, as weed control is one of the main concerns for organic farmers. Trials were planted to match windows of time growers may have to fit in a cover crop: spring, summer and fall.

Spring trial

The spring trial was planted on 4/16/18 with six replicated treatments: Anaconda radish, Attack mustard, Caliente mustard, crimson clover, Horizon spring pea, and cereal rye. There were also six demonstrations

plots planted without replication, including Austrian winter pea, cereal rye/pea mix, and mustard/radish mixtures. All of the species had good emergence within one week of planting, except Caliente mustard (determined seed old and not viable, not representative of variety) and crimson clover (very slow to establish).

The cereal rye and pea species grew the most quickly while soils were cool (~55-58°F), but mustard and radish species caught up as soils warmed later in May. The Caliente mustard and crimson clover plots became overrun with weeds and were discounted as treatments. Cover crop biomass samples of the remaining plots were collected at full flower prior to termination: mustard and radish plots were sampled 8 weeks after planting (6/12/18); and cereal rye and pea plots were sampled 9 weeks after planting (6/19/18). Both biomass samples and weed counts were taken from two, 0.5m² quadrats per plot.

Of the four replicated treatments, Horizon spring pea put on the most biomass (2691 lb/ac), followed closely by radish and Attack mustard, and cereal rye produced the least biomass (Table 1). All four species were competitive against weeds (< 2 weeds/ft²), but radish with its broadleaf canopy really excelled at weed suppression (Table 1). The Attack mustard and Horizon spring pea plots had more upright growth habits that allowed for more weed growth. Although not replicated, the Austrian winter pea in the demonstration plots provided comparable

Cover crop	Seeding rate (lb/ac)	Seed cost (\$/lb)	Seed cost (\$/ac)	Biomass (lb/1000ft ²)	Biomass (lb/ac)	Weed count* (plant/ft ²)
Attack mustard	10	\$2.60	\$26.00	52	2267	1.7
Cereal rye	70	\$0.29	\$20.30	31	1335	1.1
Radish	10	\$2.35	\$23.50	53	2322	0.6
Spring pea	70	\$0.50	\$35.00	62	2691	1.8

Table 1 - Seeding rate, seeding costs, biomass and weed count results of four cover crop species planted on April 16, 2018 at COAREC. Results are averages of three replicates.* More than 50% classified as small weeds (<4" tall)



Figure 1 - Photo taken June 12, 2018 of spring cover crop trial. Horizon spring peas in front center, cereal rye to right, flowering mustard and radish crops in background. Photo by Clare Sullivan

summer trial, there were additional demonstrations plots planted without replication, including: Anaconda radish, Caliente mustard, buckwheat mixtures, and Saia oats. Emergence was less successful in the summer planting than the spring trial, with several species struggling to establish well. Summer annual weed pressure was very heavy, especially from redroot pigweed (*Amaranthus retroflexus*). The sorghum plots established very poorly, and it was determined the germination rate was very low. The cow pea and sunn hemp plots also established poorly, likely due to temperatures not being warm enough. Both sorghum and cow pea plots were discounted as treatments, leaving four replicated cover species to be evaluated.

Cover crop biomass samples were collected 7 weeks after planting (7/25/18) at full flower prior to termination. Both biomass samples and weed counts were taken from two, 0.5m² quadrats per plot. Of the four replicated treatments, buckwheat and sudangrass produced the most biomass (~2100 lb/ac), and Attack mustard and phacelia produced a smaller, similar amount (Table 2). All four species struggled to be as competitive against weeds as compared to the spring planting date, but phacelia provided the most weed suppression (2.8 weeds/ft²). Although not replicated, the Caliente mustard in the demonstration plots produced the most biomass in the summer series (2850 lb/ac), and the Anaconda radish provided the most weed suppression (< 2 weeds/ft²).

Fall trial

The fall trial was planted on 9/14/18 to eight replicated treatments of legume, brassica, and cereal combinations. The cover crops are being overwintered and results will be available in the spring.

biomass (2668 lb/ac) to the spring pea, and improved weed suppression (0.5 weeds/ft²) due to its prostrate growth habit. The cereal rye/pea and mustard/radish mixtures did not produce as much biomass as the single species counterparts (data not shown).

Summer trial

The summer trial was planted on 6/6/18 with six replicated treatments: Attack mustard, buckwheat, cow pea, phacelia, sorghum, and sudangrass. As in the

Cover crop	Seeding rate (lb/ac)	Seed cost (\$/lb)	Seed cost (\$/ac)	Biomass (lb/1000ft ²)	Biomass (lb/ac)	Weed count* plant/ft ²
Attack mustard	10	\$2.60	\$26.00	41	1810	5.3
Buckwheat	60	\$0.85	\$51.00	49	2141	4.1
Phacelia	5	\$5.00	\$25.00	40	1750	2.8
Sudangrass	35	\$0.65	\$22.75	48	2096	4.0

Table 2 - Seeding rate, seeding costs, biomass and weed count results of four cover crop species planted on June 6, 2018 at COAREC. Results are averages of three replicates.* More than 50% classified as small weeds (<4" tall)



Figure 2 - Photo taken July 25, 2018 of summer cover crop trial. Phacelia front left, buckwheat front right, sudangrass back right.
Photo by: Clare Sullivan

Thoughts so far

In selecting a cover crop, it is important for growers to first know why they want to use a cover crop, and what species fit in their rotation. Once a grower knows the ecosystem benefit they want out of their cover crop (i.e. N fixation, weed suppression, biomass production), local data on cover crop performance can help them decide between varieties and species. Based on the preliminary cover crop trials conducted in central Oregon, Anaconda radish and Austrian winter pea seem like a great choice of spring cover crop for weed suppression. Both species establish quickly and have prostrate growth habits that help suppress weeds. Planted at only 10lb/ac, radish costs approximately \$10/ac less than planting a pea crop (Table 1); however, if N fixation is a goal, then either spring or winter peas would be a better choice.

The summer cover crops have the benefit of being able to fit in a tight growing window (~6 weeks), and of the cover crops tested buckwheat and sudangrass came out on top for producing the most biomass in

the shortest period of time. At the planting rates used in this study, a buckwheat cover crops costs more than double the cost of planting sudangrass (Table 2); however, buckwheat offers pollinator benefits that sudangrass does not. While phacelia did not produce as much biomass as the other species, it provided the best weed suppression and provides excellent pollinator habitat.

Based on the spring and summer trials, crimson clover does not make sense as a short season cover crop, since it establishes so slowly and is not competitive against weeds. Also, based on these trials there were no biomass or weed suppression benefits to cover crop mixes. *z*



Oregon State University
Extension Service

Rural Living Day 2019

If you are a small acreage/rural property owner or considering a move to the country you won't want to miss this event. Workshops throughout the day offer something for every one!



Food Preservation

Agriculture

Forestry



Natural Resources

Tools

Wildlife



TIME: 9:00am - 4:30pm

DATE: 03/09/2019

COST: \$25 per person

Harrisburg High School, 400 S 9th St, Harrisburg, OR

Registration opens in January: <http://smallfarms.oregonstate.edu>

Questions? Contact Teagan Moran (541) 766-3553

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Growing Veteran Agripreneurs Launches at SOREC

By: Sebastian Aguilar, Small Farms Program, Oregon State University

With funding from the USDA's Outreach and Assistance for Veteran Farmers and Ranchers Program (also known as the 2501 Program), the Small Farms team is launching its first ever veteran-focused Growing Agripreneurs program at the Southern Oregon



Photo by: <https://photosteel.com/shop/usa-flag/usa-steel-flag-farming-flag1-farm-8/>

Research and Extension Center in Central Point, OR (SOREC). In partnership with Rogue Farm Corps (RFC) and the Josephine County Veterans Service Office (VSO), the Growing Veteran Agripreneurs (GVA) program will offer a pilot program training veterans in how to start and manage a small farm business while coordinating a statewide effort to review and enhance the resources supporting veteran farmers and ranchers.

Over the past decade, there has been increasing awareness of the potential of farming as a career pathway for veterans. With both a national need for new farmers and the high-unemployment rate of veterans, helping veterans enter farming supports both causes. In addition, farming is well-suited to many veterans as many of them come from, and return to, rural areas. A USDA report from 2013 suggests that training rural veterans is a wise investment, because they tend to have more education and technical training than their nonveteran rural peers, and they bring unique skills from their military experience. Southern Oregon is home to a higher than average veteran population, due in part to the presence of the VA Southern Oregon Rehabilitation Center, the nation's only freestanding residential rehabilitation center. Many of these veterans are in need of job training and employment opportunities so piloting the GVA program at SOREC is a natural fit.

The GVA training program will offer experiential ag training to ten veterans with the goal of preparing

them to launch careers in small-scale agriculture. The course will feature a blend of classroom lectures, field trips and a hands-on field component. In the field component, the class cohort will be guided through planting and co-managing a one-acre mini-farm at SOREC to help build and develop their practical farm skills with the resulting produce being

donated to a local food bank. As many new farmers are starting farm businesses with a focus on annual vegetable production and direct marketing, the mini-farm will be based on this model and grow a diverse set of organic vegetables and herbs. Participants will engage in all aspects of the production from field preparation and planting through harvest.

The classroom component will contain fifteen units including five units on small farm business management and ten units on crop production and field management. Topics range from farm business planning, direct marketing and land access to plant propagation, irrigation and soil management. In addition to the classroom lectures and discussions, participants will also visit five farms in the region to view how each farm uniquely addresses issues such as infrastructure development, labor and markets.

To support the statewide development of resources for veteran farmers, the project will organize a meeting for both farmer and rancher veterans and veteran service providers at the Oregon State Small Farms Conference in February with a goal of greater coordination between farmer veteran efforts statewide. Later in the season, another meeting will be convened to share experiences and present best management practices gleaned from the GVA pilot program. OSU Small Farms hopes to coordinate and enhance services to veterans interested in farming through all of these efforts. 

Oregon Farmers Markets Association Receives \$247,000 Federal Grant

By: Kelly Crane, OFMA Executive Director



This fall, the Oregon Farmers Markets Association (OFMA) was awarded a \$247,000 federal grant through the USDA's Farmers Market Promotion Program.

OFMA, in partnership with five Oregon farmers markets, Oregon State University's Center for Small Farms and Community Food Systems, and other partners, received this three-year grant to launch the Beginning Vendor Support Network (BVSN), which aims to study and support the role of farmers markets as small business incubators for their beginning vendors.

With the average age of the American farmer steadily climbing, reaching 58 years old as of the most recent USDA Agricultural Census, fostering beginning producers has become a hot topic in food system conversations. Farmers markets are a place where many new producers get their start.

"We know that not every farmer ends their career selling at market, but a great many of them begin their careers there," said Kelly Crane, OFMA Program Director.

Jen Cheek, Executive Director of the national Farmers Market Coalition agrees: "Farmers markets serve as small business incubators, providing low-barrier entry points into the local foods economy for beginning farmers and food businesses to get started. Just like farmers grow crops, farmers markets grow farmers," says Cheek.

This program is designed to create a community of practice around the five farmers markets selected for participation, and give them the tools they need to better help their newest vendors succeed at their markets. The managers of the five markets, including Albany, Manzanita, Umpqua Valley and Willowa County Farmers Markets, will spend the next three

years hearing from experts, sharing insights with each other, launching customized support initiatives for their own vendors, collecting sales data and working with consultants.

Oregon State University is also heavily involved in this project. OSU faculty will help evaluate the program's success, conduct research and publish the results to help others who are looking at solutions for these issues.

"OSU Extension is excited to provide research capacity as we partner with OFMA to better understand and meet the needs of local food entrepreneurs who are selling through farmers markets in rural Oregon," said Dr. Mallory Rahe, Extension Community Economist. "The OSU Center for Small Farms and Community Food Systems has a long history of partnership with OFMA. We are excited to work with them on this innovative and important new project," said Dr. Lauren Gwin, Assistant Director of the Center.

The BVSN has already received a great deal of support from Oregon policymakers, including U.S. Senators Ron Wyden and Jeff Merkley. "Supporting farmers markets in rural areas and throughout our state is critically important to provide Oregonians access to healthy and tasty local foods," Wyden said. "The Oregon Farmers Market Association and local farmers markets deserve huge praise for taking a leadership role to ensure that farmers markets develop and grow in rural Oregon while helping to build on the strengths of our state's signature agricultural economy."

Alexis Taylor, Director of the Oregon Department of Agriculture, who also lent support for this program



Mixteca Tomatillo Present.
Photo provided by Oregon Farmers Market Association

said, “We are proud to stand alongside the OFMA as they lead the way in shoring up a critical access point in the food business pipeline. “Farmer’s markets are a logical leverage point in ensuring farmers entrepreneurs can enter and continue to expand in order to fill the growing gap in the new farmer pipeline in our state while connecting all Oregonians to farmers of all scales and production systems.”

“We were really pleased to be chosen for this grant award,” said Crane. “Since farmers markets are the gateway to the local foods economy, it just makes a lot of sense to target our energies into shoring up this important entry point. I think we are going to be able to do a lot of good together for Oregon’s farmers and farmers markets.”

About OFMA

The Oregon Farmers Markets Association (OFMA) is an incorporated and registered 501(c)(6) non-profit organization, established in 1987 with the primary purposes of promoting, supporting and helping establish Oregon farmers’ markets; providing services and educational assistance to market members; providing economic bridges between rural and urban communities. Our mission is to support local agriculture and healthy communities by strengthening and promoting Oregon’s Farmers Markets. Our vision is of a vibrant statewide network of farmers markets connecting Oregon’s farmers and consumers. For more info, visit our website at www.oregonfarmersmarkets.org.

Farmers Market Managers: Sign up or renew with OFMA for 2019!

We have membership levels for the smallest AND the largest markets and associations, as well as vendors and farmers market supporters.

If you haven’t already done so, please sign up today to receive a year of membership benefits for your market, including possible travel scholarships and discounts for the farmers market track at the OSU Oregon Small Farms Conference.

Register here: <https://ofma.wildapricot.org/join-us>

OFMA Membership Benefits

- OFMA’s widely utilized website with resources for markets and consumers: <http://www.oregonfarmersmarkets.org/>
- Feature in our online Market Finder and print versions of our Oregon Farmers Market Directory.
- Statewide Member email listserv for sharing news, posing questions and posting ideas of general interest related to farmers markets and local food systems.
- Experienced staff and board to help those in need of information and assistance connect with resources
- A voice in state and federal policy-making through our farmers market advocacy work.
- Seat at the table for the OFMA Annual Meeting, where your fellow market reps from around the state gather to share information and resources.
- Discounts and travel scholarships to events such as the OFMA Annual Meeting and the OSU Small Farms Conference each year.
- Membership to the Farmers Market Coalition (\$40-\$75 value), which includes benefits such as: access to affordable D&O insurance for nonprofit markets, a 15% discount on select market management software and other member-only resources.

Women's Farm to Food Accelerator Program

By: Oregon Department of Agriculture and National Association of State Departments of Agriculture

The NASDA (National Association of State Departments of Agriculture) Foundation and partners at the Oregon Department of Agriculture are developing a Women's Farm to Food Accelerator Program to equip women farmers in Oregon with resources they need to scale up their food and beverage businesses. While a growing number of women farmers are emerging in the Pacific Northwest, their farms tend to be smaller and less profitable than those owned by men.



Despite upward trends in growth and revenue for women-owned businesses, women entrepreneurs continue to face significant challenges obtaining funding, training and business support to scale their businesses. The NASDA Foundation and the Oregon Department of Agriculture aim to bridge these gaps by launching a business competition and business accelerator program for women to help them succeed in statewide and regional markets.

Are you a woman who owns or operates a farm-based value-added food business in Oregon? We need to hear from you! Please take the NASDA Women in Agriculture Survey to tell us more about how we can help make your business successful. <https://women-in-ag.questionpro.com/>

***The survey will be open through
January 31, 2019.***

Are you a woman looking for funds to grow and expand your food or beverage business? NASDA has launched a 2019 Women Farm to Food Business Competition in Oregon to help women scale up their businesses. Entrepreneurs will compete for \$40,000 in start up funds.

The Women Farm to Food Business Competition opens January 1, 2019. Finalists must be able to attend the NASDA Winter Policy Conference February 26 & 27, 2019 in Arlington, Virginia. Travel costs will be provided. For more information please visit <https://www.nasda.org/foundation/women-in-agriculture>.

For more information about the NASDA Women Farm to Food Accelerator Program please contact Amy Gilroy at the Oregon Department of Agriculture. agilroy@oda.state.or.us 503-872-6600. 🍷