



# Oregon Small Farm News

Oregon State University Small Farms Program

## In This Issue:

New Faces On The Small Farms Team	2
Winter Vegetable Production Publication Available	4
New Warm-season Forage Research at Oregon State University	6
Exploring Medicinal Herb Production in the Pacific Northwest	8
Check Out These Featured Resources From the Team	10
Oregon Producers Continue to Look to Diversify Through Agricultural Tourism	12
Supporting the Food Systems Community in Oregon	15



## OSU Extension Service Small Farms Program

Garry Stephenson  
Extension Small Farms Specialist, Corvallis, OR 97331

Lauren Gwin  
Extension Community Food Systems Specialist  
Corvallis, OR 97331

Nick Andrews  
Organic Extension Program, 503-678-1264

Melissa Fery  
Benton, Linn, & Lane Counties, 541-730-3538

Amy Garrett  
Benton, Linn, & Lane Counties, 541-713-5000

Dr. Shayan Ghajar, Organic Pastures & Forages  
541-737-2821

Danielle Kneuppel  
Josephine County, 541-476-6613

Maud Powell  
Jackson & Josephine Counties, 541-776-7371

Nicole Sanchez  
Klamath, Lake, & Harney Counties, 541-883-7131

Evie Smith  
Lincoln County, 541-574-6534

Heather Stoven  
Yamhill County, 503-678-1264

Logan Bennett  
Outreach Program Coordinator, Douglas County,  
541-236-3015

Audrey Comerford  
Outreach Program Coordinator, Agritourism,  
503-588-5301

Chrissy Lucas  
Outreach Program Coordinator, Statewide,  
541-713-5009

Teagan Moran  
Outreach Program Coordinator, Benton, Linn &  
Lane Counties, 541-713-5011

Heidi Noordijk  
Outreach Program Coordinator, Clackamas &  
Washington Counties, 503-678-1264

Hayley White  
Outreach Program Coordinator, Polk & Marion  
Counties, 503-623-8395

Renee Johnson  
Program Assistant, Lincoln County, 541-283-5119

### Cover Photo:

Foraging Geese.  
Golden Sun Farm & Nursery

Oregon State University Extension Service offers educational programs, activities, and materials without discrimination based on race, color, religion, sex, sexual orientation, national origin, age, marital status, disability, and disabled veteran or Vietnam-era veteran status. Oregon State University Extension Service is an Equal Opportunity Employer.

# New Faces On The Small Farms Team

Logan graduated from Oregon State University with a bachelor's degree in Natural Resources Management and a master's degree in Soil Science. His thesis work focused on finding sustainable alternatives to soil fumigation as a way control and neutralize Phytophthora species, including Phytophthora ramoum (sudden oak death), using a method called soil solarization. Before his new role in Douglas County, Logan worked in the agricultural sector as a crop scout and agronomist. In his previous role, Logan focused working with growers in permanent cropping systems. In this capacity, Logan consulted on integrated pest management (IPM), pesticide and fertilizer recommendations, and cultural practices to maximize crop yield and return on grower investment.

Logan also spent much of his time in the field, scouting crops for insect pests, fungal diseases, and important crop growth stages. Logan worked in crops such as blueberries, cane berries, hops and cherries. Logan has also worked with organic row crops with the Oregon State Organic Growers Club, and specialty crops in organic and conventional systems.

Logan looks forward to supporting growers by helping them manage disease and pest pressures, navigating through pertinent policies for farmers, fostering community and farmer to farmer networks, and strengthening the new and existing farms in Douglas County.



Logan  
with a  
Small  
Particle  
Sprayer.  
Photo by  
Logan  
Bennett

In his free time, Logan is a novice blacksmith who is working with a non-profit organization to provide lessons to military veterans and first responders. Logan also enjoys fishing, and is very excited to try his hand at fly fishing this year on the North Umpqua. Logan likes to spend time with his partner Holly, and his dog Otis at the beach. Logan is very excited to explore the Umpqua Valley and spend time in the outdoors.

For information about upcoming Small Farms educational programs in Douglas County, please contact Logan at 541-672-4461 or Logan.bennett@oregonstate.edu

Audrey Comerford serves as the Agritourism Coordinator for OSU Extension Service in Marion, Polk and Yamhill Counties. Growing up in the Willamette Valley gave her the opportunity to be



Audrey Comerford  
Photo provided by  
Audrey Comerford

familiar with diverse farming activities. Audrey's efforts strive to bring education and understanding about the benefits of agritourism and farm-direct marketing as an additional revenue source to farmers, tourism groups and government entities. She is part of the OSU College of Agriculture's Agritourism Working Group and currently collaborates with organizations such as Travel Oregon, Oregon Agritourism Partnership and local tourism offices. Audrey works in collaboration with the OSU Extension Small

Farms Team and is one of the instructors of the new agritourism online course. Before joining the OSU Extension Service, Audrey coordinated and managed school tours along with other aspects of farm-direct sales. She currently lives on a small farm with her husband and raises sheep for fiber. ∞



**Oregon State University**  
Extension Service

**DRY FARMING  
FIELD DAY!**

**SEPTEMBER  
14TH  
2022**

**Corvallis, OR**

Details will be  
posted Soon:  
<https://beav.es/Urv>

**SAVE  
THE  
DATE**

## Free Nitrate Screening

Where:

**Pavilion Park**  
**91075 N Willamette St.**  
**Coburg OR 97408**

When:

**July 21st 5pm-8pm**

To get a **free** nitrate test- bring about 1/2 cup of unfiltered well water in a clean cup. Testing will take about 5-10 minutes if the clinic is not too busy.

Nitrate is a contaminate in groundwater than can lead to health issues such as blue-baby syndrome in infants. It is important to test for nitrate often to ensure your well water is safe to drink.





# Winter Vegetable Production Publication Available

**By: Nick Andrews, Heather Stoven, Heidi Noordijk, Lane Selman, Kelly Streit, Brooke Edmunds, Neil Bell and Victoria Binning, Oregon State University**

**W**estern Oregon and Washington are in USDA hardiness zone 8 with heavy winter precipitation and relatively mild temperatures that are often above freezing in winter. These conditions make winter vegetable production possible in the field. A lot of consumers and gardeners are getting more interested in local winter vegetable crops, and the market is growing. Despite the wet and muddy spring this season, it's time to start seeding a lot of winter vegetable crops for transplanting in July and August, so consider getting some seed and trying some new winter vegetables this season.

A team of eight co-authors recently published Winter Vegetable Production on Small Farms and Gardens West of the Cascades. Some team members also developed the Eat Winter Vegetables website that also has lots of great information including recipes, educational videos, etc. The new Extension publication is fairly comprehensive with five chapters and an extensive list of additional resources:

1. Choosing a location: soil, climate and weather information;
2. Field management: general production information for winter vegetables;
3. Crop management: production details from seed to packing shed, and culinary descriptions;
4. Farmers growing winter vegetables: how and why Pumpkin Ridge Gardens and 47<sup>th</sup> Avenue Farm grow winter vegetables;
5. Health benefits of winter vegetables.

Chapter 3 discusses the major groups of winter vegetables grown here including alliums, heading brassicas, leafy greens, legumes and root crops. Winter cauliflower is a locally popular heading brassica, and gives some idea of the type of information included in the new publication. Generally winter cauliflower is transplanted in mid-July to early August, then harvested from February through April. The plant needs to form a strong



Figure 1. A mature 'Caprio' cauliflower in January grown at Pumpkin Ridge Gardens, North Plains.  
Photo by Heidi Noordijk

frame in the fall, then after vernalization (cold winter temperatures), the heads form in the winter and spring. This 'Caprio' winter cauliflower (Figure 1) was a reliable F1 hybrid popular with local farmers and gardeners until very recently. Winter cauliflower has a very small niche market for specialty seed production. Bejo Seeds has discontinued their winter cauliflower breeding program and 'Caprio' (an F1 hybrid cultivar) was lost. 'All the Year Round', 'Fredor', 'Medaillon', 'Picasso', 'Prestige' and 'Purple Cape' are also popular in this region, and at the time of writing they are still available. Some are F1 hybrids and others are open-pollinated varieties.

Laura Masterson from 47<sup>th</sup> Avenue Farm told us that “overwintered cauliflower is the bomb and there are very few pests. With the right variety, right planting timing and right weather, there’s a beautiful shining light of ripe cauliflower at the end of a long winter.” Keep an eye out for black leg though, an new invasive disease, and remember that winter brassicas can increase the risk of club root in your soil if you also grow a lot of summer brassicas. Polly and James at Pumpkin Ridge Gardens have made winter vegetables an integral part of their year-round CSA for a long time now. Winter vegetables can be damaged by extreme winter weather, but they often pencil out for both of these farms. They also help them keep customers through the winter, and provide winter and spring income for their farm and for their employees.

Winter cauliflower heads are a bit looser than summer varieties, but they taste great. Flavor is at its best after the cold weather has brought out its sweetness, and roasting brings out the deepest

flavor. The delicate flavor can pair well with mild ingredients like leeks, parsley and butter, or with bolder flavors like hot peppers, horseradish, lemon or garlic. They store best at about 36°F and 98% to 100% relative humidity, and can last as long as two months under ideal conditions. Winter cauliflower is a good source of vitamin C with about 48% of the daily recommended daily value per cup. It also contains sulforaphane, an anti-oxidant that has been shown to have anticancer effects.

We hope this new publication and the Eat Winter Vegetables website will set you up for success with winter vegetables. We are grateful to the Oregon Department of Agriculture for their support of this winter vegetable project, and to the farmers and other reviewers who shared their knowledge and insights with us. 🍷

## Small Farm Social

Calling all small farmers, join us for an event created just for you!

Mark your calendars for Wednesday, July 27th, 5:00-7:00 PM, at the Chemeketa Agriculture Complex in Salem.

This is a free event to connect farmers in Marion, Polk, and Yamhill counties and introduce local service providers. Stop by for some small bites, the cash bar, and to hear about resources available for farmers; you may even win a prize!

*This social is hosted by Oregon State University Extension Service – Small Farms Program, Chemeketa Community College – Ag Sciences Department, and Friends of Family Farmers.*

For more information, contact Hayley White at [hayley.white@oregonstate.edu](mailto:hayley.white@oregonstate.edu) or 971-612-0027. RSVP Link - <https://beav.es/iGh>





# New Warm-season Forage Research at Oregon State University

By: By Shayan Ghajar, Phd. OSU Organic Pasture & Forage Specialist

The increasing unpredictability of precipitation and temperature in spring and summer in Oregon has been an immense challenge to many farmers and ranchers in Oregon. By the end of August last year, about 27% of Oregon was classified in the most severe “Exceptional Drought” category by the United States Drought Monitoring Service. Conversely, this year much of western Oregon has had an exceptionally rainy, cool spring lasting into late June. These extremes reduce pasture and hay productivity, and cost producers money twice over with lower summer yields and increased costs of supplemental feed for livestock. A recent needs assessment of pasture and forage producers in Oregon confirmed what many of us already know from talking to friends and colleagues: climatic uncertainty is seen by producers as one of the primary challenges to pasture and forage-based operations in the state.



Seedlings of lablab (*Lablab purpureus*) at the USDA Plant Materials Center in Corvallis. Lablab is one of the warm-season legumes being tested this year.  
Photo by Shayan Ghajar

One potential avenue for mitigating the impacts of heat and drought on forage-based operations is expanding our options when it comes to forage species and varieties. For decades, the primary options for Oregon forage producers have been a few warm-season annual grasses such as sorghums, millets, sudan grass, or teff; these are useful forages, but a rather limited selection to choose from. Yet many regions of the world have dealt with extreme variation in precipitation and temperature—and dichotomies between wet seasons and dry seasons—for millennia. It's possible some of the forage and crop species popular in these climate analogues would work in Oregon. To that end, the Center for Small Farms Organic Pasture & Forage program is

testing several annual and perennial forage species this summer to determine whether they might do well here and mitigate the “summer slump.” Species have been planted in plots at the USDA Plant Materials Center in Corvallis with the help of agronomist Ian Silvernail and farm manager Tyler Ross, as well as on several farms throughout western and southern Oregon.

The annual species being tested are cowpeas (*Vigna unguiculata*), mung beans (*Vigna radiata*), lablab (*Lablab purpureus*), and a type of crabgrass developed specifically for forage production (*Digitaria ciliaris*). Cowpeas, mung beans, and lablab are all leguminous species, meaning they have symbiotic relationships

with specific types of soil bacteria which colonize the plants' root nodes and fix nitrogen for the plant to use. Leguminous species are a natural alternative to synthetic fertilizers for improving soil nitrogen and fertility. The legumes in this research have a long track record of drought resistance, productivity, and moderate-to-high grazing tolerance in regions with hot, dry summers. While many Oregonians think of crabgrass as a nuisance weed, forage cultivars may be a very useful asset for graziers. Forage-bred crabgrass varieties are popular in the Southeast and Great Plains as a fast-growing summer annual with decent yields, excellent nutritive value for livestock, and moderate drought tolerance.

The perennial forage species in the research trials originate a little closer to home: all are perennial warm-season (i.e. grow in summertime) grasses native to regions spanning from the Rockies to the Southeastern states. These grasses include switchgrass (*Panicum virgatum*), big bluestem (*Andropogon gerardii*), eastern gamagrass (*Tripsacum dactyloides*), and what we'll call paisleygrass (*Sorghastrum nutans*; the common name is outdated and offensive to indigenous peoples). These species can tolerate a wide variety of soil conditions, have high water use efficiency, drought resistance, deep carbon-rich roots, and produce high forage yields with decent to good nutritive value.

While it's too soon to have concrete results from the testing so far, all species have germinated



A stand of big bluestem (*Andropogon gerardii*) in a Southeastern state in early July, with a retired racehorse Thoroughbred for scale. Big bluestem is one of the productive, drought-tolerant warm-season perennial prairie grasses being tested in the project.

Photo by Shayan Ghajar

satisfactorily on the research plots at the Plant Materials Center and at many of the working farms participating in the research. The damp, shady conditions stalled their growth for a time, but now that the dry season is upon us, we'll get a better idea of how they handle local conditions. Stay tuned for further updates. If you have any questions about the research, or are interested in getting involved next year with on-farm trials, feel free to email Oregon State's Organic Pasture & Forage Specialist, Dr. Shayan Ghajar, at [shayan.ghajar@oregonstate.edu](mailto:shayan.ghajar@oregonstate.edu).



# Exploring Medicinal Herb Production in the Pacific Northwest

By: Teagan Moran, Oregon State University, Small Farms Program

Interest by small scale producers in adding medicinal herb crops into their production systems is ever growing. When we talk about medicinal herbs, this encompasses an extremely large and diverse group of species. In addition, what is sold and used for medicine can include different parts of the plant, requiring very specific harvest and processing, and the species vary in country of origin or medicinal practice.


I have been working with a small group of farmers in my region who meet monthly to explore; how to grow more medicinal herbs, share what they know, explore ways to incorporate them into their farm plan (from livestock farms to diverse vegetable production), and look for opportunities for collaboration. Meanwhile, OSU Extension Specialist for Vegetable and Specialty Seed Crops, Kristie Buckland, has been a part of a team working to support producers interested in adopting new herb crops. With an ongoing research project their group seeks to identify what crop species are suited to our production areas, what opportunities exist in current and future markets, and what obstacles exist that may be addressed with either research or Extension projects. Both their effort and our group of farmers recognize that there are a lot of gaps in resources for small scale producers, and resources specific to the Northwest.

Our Small Farms Program hears the call for more locally produced medicinal herbs from consumers and know that there is a need for more resources for our farmers. If you have experience or expertise that you would like to share let us know.

You can email me at [Teagan.moran@oregonstate.edu](mailto:Teagan.moran@oregonstate.edu)

On the evening of April 21st, 2022 Kristie Buckland presented on her research and answered questions from a group of farmers across the Northwest. You can view the recording of that online presentation here: <https://beav.es/idq>

A new OSU Extension publication titled Medicinal Herb Production in the Pacific Northwest (EM 9349), was published in April 2022.

You can find the publication here: <https://catalog.extension.oregonstate.edu/em9349> 



**Oregon State University**  
Extension Service

**Medicinal Herb  
Production in the  
Pacific Northwest:  
Opportunities and  
Obstacles in a Growing  
Market**



# AVIAN INFLUENZA (BIRD FLU)



OREGON  
DEPARTMENT OF  
AGRICULTURE

Animal Health Program  
503.986.4680  
[oda.direct/AvianInfluenza](https://oda.direct/AvianInfluenza)

*A virus that infects domestic poultry, such as chickens, turkeys, quail, and geese, and wild birds such as shorebirds and waterfowl.*

Bird flu spreads quickly by direct bird-to-bird contact. Viruses can be carried by manure, tools, equipment, vehicles, egg flat, crates, clothing, and shoes. Migratory waterfowl can also carry the disease.

## 6 ways to protect your birds

1

### KEEP YOUR DISTANCE

Restrict access to your property and keep your birds away from other birds.

2

### KEEP IT CLEAN

Wash your hands thoroughly before and after working with your birds. Clean and disinfect equipment.

3

### DON'T HAUL DISEASE HOME

Buy birds from reputable sources and keep new birds separated for at least 30 days.

4

### DON'T BORROW DISEASE

Do not share equipment or supplies with neighbors or other bird owners. If you must borrow, disinfect it first.

5

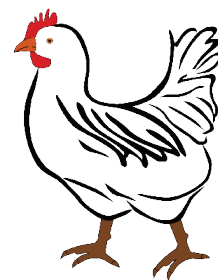
### KNOW THE WARNING SIGNS

Early detection can help prevent the spread of disease. Check your birds frequently. If you find a sick or dead bird, don't touch it.

6

### REPORT SICK BIRDS

Don't wait. If your birds are sick or dying, call ODA at 1.800.347.7028.



## What are the signs of bird flu?

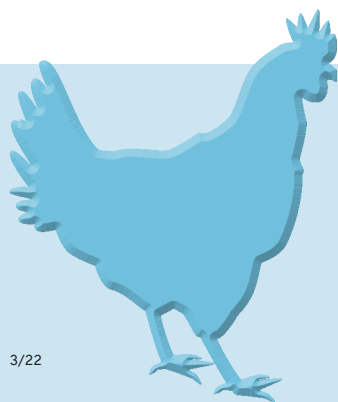
- Lack of energy or appetite
- Decreased egg production and/or soft-shelled or misshapen eggs
- Swelling of the head, eyelids, comb, wattles, and hocks
- Purple discoloration of the wattles, combs, and legs
- Runny nose, coughing, sneezing
- Stumbling or falling down
- Diarrhea
- Sudden death without any clinical signs

### ODA Avian Influenza information and updates:

<https://oda.direct/AvianInfluenza>

### APHIS Defend the Flock resources:

<http://healthybirds.aphis.usda.gov>



**IF YOU FIND A SICK OR DEAD BIRD, DON'T TOUCH IT.  
REPORT IT.**

### DOMESTIC BIRDS

Oregon Department of Agriculture  
Animal Health Program  
1.800.347.7028

### WILD BIRDS

Oregon Department of Fish & Wildlife  
1.866.968.2600

3/22

# Check Out These Featured Resources From the Team

The Oregon State University Small Farms Program is pleased to share a new suite of [business planning resources](#) on the [Small Farms website](#)! Here you'll find:

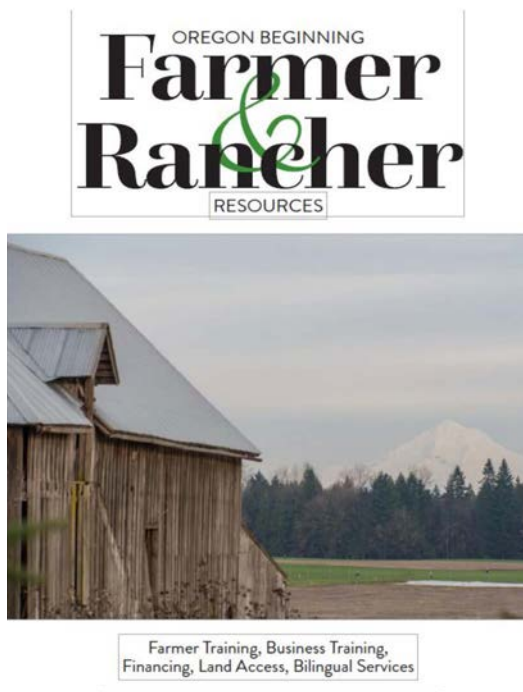
1. A step-by-step guide to starting your farm business plan, written in plain English
2. Tools to refine your business plan to make it relevant for financing and other farm programs
3. Sample farm business plans from real farms
4. Additional resources to help you operate a successful farm business, including budgeting tools, licensing and regulations, and much more!

~Julia Wentzel, Previous Small Farms @ Master Gardener Coordinator, Lincoln County, Clatsop @ Tillamook Counties

## Updated Beginner Farm and Rancher Story Map & Brochure

Supporting Beginner Farmers and Ranchers (those who are in their first ten years of farming as defined by the United States Department of

Agriculture) is one of my favorite parts of this job. While our program continues to develop resources specific to your needs, we know that it takes a collective and multi-faceted approach. There is a whole web of organizations and service providers working together across Oregon to help. In my role I often feel like a resource librarian for all things Small Farms and that can involve connecting people with



our partner organizations. This online Story Map <https://beav.es/iQG> shares a glimpse of the programs and resources currently working to support Beginner Farmers and Ranchers across Oregon. The [brochure](#) <https://beav.es/oXf> provides a printable list of service providers. This helpful directory segments resources into categories: Farmer Training, Business Training, Financing, Land Access and Bilingual (Spanish).

These resources are put together by the Oregon Community Food Systems Network (<https://ocfsn.org/>) Farming for the Futures Working group. OSU Extension Small Farms Program works closely with this network to support Beginner Farmers and Ranchers through education and training programs and collaboration on resources and services for this segment of Oregon agriculture.

~Teagan Moran, Small Farms Outreach Program Coordinator, Linn, Benton @ Lane Counties

## Resource: [Drought.gov](#)

Those who have been farming for even a couple of years need no reminder that conditions can change quickly. Drought conditions can create challenging conditions for small farms and ranches. Staying aware of current local and regional conditions and having an idea of what is ahead in the upcoming months can help you make informed decisions about how best to manage your farm in changing weather conditions. [Drought.gov](#) from NOAA and NIDIS provides a wealth of data that farmers can use to increase drought preparedness. Key places to look on the site include:

1. Data 'By Location' (Top middle toolbar □ Select 'Oregon' □ Scroll past the map and enter your county) - this section will provide you with local information about current drought conditions and future drought outlooks, impacts to agriculture, water supply, and public health.
2. [Crop Moisture Index](#) - provides up-to-date data about agricultural drought or moisture surplus. This information can be used to gauge water needs on your farm.
3. Data 'By Sector': [Agriculture](#) (top toolbar



□ select 'Agriculture')- In addition to providing data about drought conditions and how they're impacting agriculture on a national level, this section provides a range of resources for monitoring, planning, and forecasting.

Once you've started monitoring drought conditions and predictions in your area, don't hesitate to reach out to [your local OSU Extension Small Farm Agent](#) to help you develop a drought action plan for your farm!

~Evie Smith, Small Farms @ Master Gardener Coordinator, Lincoln County

## Oregon Farm Direct Marketing: Selling Eggs A Guide for Farmers and Market Managers Publication Now Available Online

Sara Runkel, Heidi Noordijk, Melissa Fery, Rebecca Landis and Sarah Schwab

EM 9350 | June 2022 |

<https://extension.oregonstate.edu/pub/em-9350>

Oregon's Farm Direct Marketing law exempts producers who sell agricultural products that they themselves grow from state licensing.

Do you produce and sell eggs directly to consumers? If so, there are specific labeling and handling requirements that you need to follow to qualify for the farm-direct licensing exemption and stay legal.

This publication outlines these requirements and provides guidance on how to sell high-quality eggs to your customers. It is important to remember that although you may qualify for a license exemption, you are not exempt from following food safety guidelines..



# Oregon Producers Continue to Look to Diversify Through Agricultural Tourism

By: Audrey Comerford & Melissa Fery, Small Farms Program, Oregon State University

Last December and January, we asked agricultural producers in the Willamette Valley whether their farming operation incorporates some form of agricultural tourism and farm-direct sales or if they are planning to in the future.

Ninety-eight Oregon farmers participated in the survey. Producers in six Oregon counties were targeted for the survey: Yamhill, Polk, Marion, Linn, Benton, and Lane. Their farming experience included beginning farmers who have been in business less than 5 years (17%), those who have been farming for more than 20 years (38%) and many in-between. The number of acres the respondents farmed also varied, ranging from less than 5 (27%) to more than 50 acres (32%). As expected, the range of crops produced by the survey participants was large. The top ten ranked were vegetables, berries, tree fruits or nuts, herbs, poultry for eggs, grapes, cut flowers, pasture/forage/hay, nursery stock, and bees.

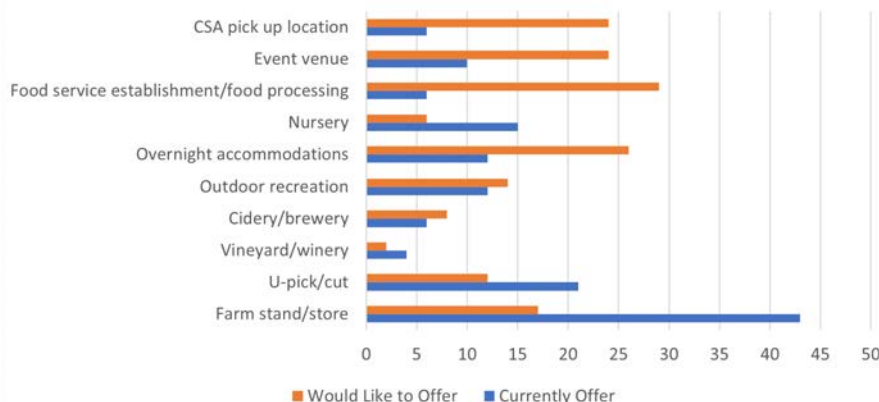
Some key findings from the survey are shared below to bring awareness of types of on-farm activities and challenges of opening farms up to the public.

## Demographics

The majority of the respondents are already engaged in some form of agricultural tourism, with 74% saying yes and 26% no. Out of those currently not engaged in agricultural tourism, 52% of those plan to and 33% are considering the option.

Of those that are currently engaged with agricultural

Figure 1. Agricultural Tourism Activities Respondents Offer or Would Like to Offer



tourism, a majority (42%) have been doing so for more than 10 years. Table 1 shows the number of years each respondent has been participating in agritourism.

Survey participants indicated which agricultural tourism activities they are currently offering as a part of their agritourism business and which they anticipate offering in the future. See Figure 1.

Respondents also shared information about the individual agritourism activities they offer or would like to offer in the future, see Table 2.

## Value-added Products

44% of the respondents reported they produce and sell some form of value-added products while 25% say they plan to in the future.

Of those already selling, products include items such as: dried flowers, wreaths, candles, jams, jellies, pickled items, herbal body care items, sauces, soaps, cider, baked goods, CBD products, yarn, roving, teas, salad dressings, essential oils, salsa, and beeswax products.

Table 1. Years of Experience with Agritourism

Number of years engaged in agritourism	Number of respondents
1-2 years	12
3-4 years	7
5-6 years	12
6-10 years	5
More than 10	26



**Table 2. Individual Agricultural Tourism Activities**

<b>Agritourism Activities</b>	<b>Currently Offer</b>	<b>Would Like to Offer</b>
Tours	28	17
Small private events	22	27
Livestock/farm animals on display	19	16
Display gardens	17	10
Open farm days	16	23
Classes/workshops/demonstrations	13	34
Festivals (harvest, flower, etc.)	13	18
Promotional events	11	21
Tastings	11	11
Hiking trails	8	11
Birding	6	13
Farm to table dinners	5	23
Horseback riding	0	5

and wanting to offer educational opportunities were specifically called out. Other participants wanted to know what activities are actually desirable and successful before implementing them.

Because this survey was released during the COVID-19 pandemic, respondents also reported state regulations and lack of visitors also proved to be a challenge.

### Challenges Facing Producers

Survey participants reported a number of challenges relating to incorporate agricultural tourism into their business model. This question was asked in an open-ended format.

Identified challenges related agritourism and selling products direct to consumers are:

- Information on point of sale (POS) systems
- Navigating the Farm Direct rules
- Declining sales after needed price increases to cover rising costs
- Maintaining a reliable workforce both for sales and field
- Contacting county planning departments
- Costs of permits
- Sourcing insurance
- Limitations due to liability and insurance coverage (i.e. no ladders on U-pick operations)
- Funding for cost of infrastructure required for licensing and insurance
- Access to small-scale processing equipment (de-hullers, IQF locations, dehydrators)
- Marketing and advertising agriculture operations to the general public who are non-ag related

There were specific agricultural tourism and on-farm activities that were reported to have their own challenges. Food processing, farm to table meals,

### Methods of Learning & Communication

When it comes to OSU Extension communicating with producers, they ranked emails as the most preferred method followed by an e-newsletter and then social media.

### Producer's Priorities For OSU Support

Participants were asked to identify 3 or 4 topic areas for educational programs and resources would be of most interest to them. See Table 3.

Results also show there are specific learning and outreach opportunities related to marketing and tourism. When asked if the participants were connected with their local tourism Destination Management Organizations (DMO), chamber of commerce or other local tourism organizations 54% said no and 18% did not know what those were. In relation to that, only 36% of respondents said they were involved in a cooperative marketing effort like a food or farm trail but 37% said no but they would like to be.

### How OSU Extension Plans To Support

The information gathered from this survey will be used to inform programing, resource development and support in the future. Based on the number of producers interested in receiving an OSU Extension agritourism-specific newsletter (76% yes, 21% maybe) the team has started a quarterly newsletter

with the first issue being released summer of 2022. To subscribe, follow this link [eepurl.com/h0GGnj](http://eepurl.com/h0GGnj).

A new online course, Developing a Successful Agritourism Business in Oregon, was created and launched spring 2022 to address the basic of agricultural tourism. This course is for farmers and ranchers interested in adding an agricultural tourism business to their operation and covers the following topics:

- Types of agritourism activities,
  - Incorporating them into a business plan,
  - Legal requirements,
  - Risk management,
  - Marketing,
  - And customer service/hospitality.
- More information on the course can be found at [beav.es/wYh](http://beav.es/wYh)

Workshops, field tours, online resources, etc. will continue to be developed by the OSU Extension

Agricultural Tourism Team on the highly ranked topic areas. The resources will be housed on the program website at [beav.es/w6M](http://beav.es/w6M)

We are grateful to all those who participated in the survey and encourage you to contact us with any questions or ideas as this program continues to develop. 🌾

**OSU EXTENSION ONLINE COURSE**

**DEVELOPING A SUCCESSFUL AGRITOURISM BUSINESS IN OREGON**



This material is based upon work supported by USDA/NIFA under Award Number 2018-70027-28587.

National Institute of Food and Agriculture  
U.S. DEPARTMENT OF AGRICULTURE

**Register at: [beav.es/wYh](http://beav.es/wYh)**

**[SMALLFARMS.OREGONSTATE.EDU/SMALLFARMS/AGRICULTURAL-TOURISM](http://SMALLFARMS.OREGONSTATE.EDU/SMALLFARMS/AGRICULTURAL-TOURISM)**

**Table 3. Most Useful Topics for OSU Extension to Address**

Topic	# of Respondents
Visitor safety and liability	30
Value-added product development	27
Farm stands	27
Understanding land use and zoning rules	25
Information about health codes, buildings codes, etc.	25
Social media	21
Incorporating new agritourism activities into my business	20



# Supporting the Food Systems Community in Oregon

By: Andrew Collins-Anderson, OCFSN Farming for the Future Working Group Coordinator

Oregon is blessed with a diversity and abundance of crop systems, regions, and dedicated organizations that support producers, enhance food distribution, and expand equitable food access. These folks could easily work separately in their silos, but the [Oregon Community Food Systems Network](#) (OCFSN) connects and enhances innovative work across the food system. Please [learn more](#) about the network!

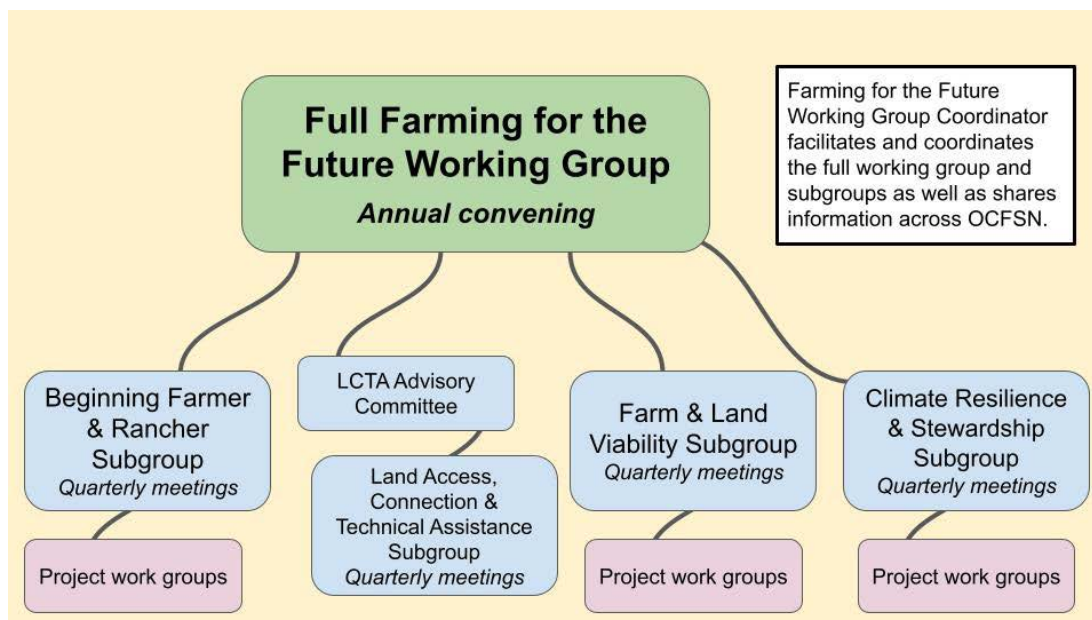
OCFSN was founded in 2015 by 34 member organizations (including the OSU Center for Small Farms & Community Food Systems), and has deepened relationships and partnerships across Oregon's food system with profound results. OCFSN members have increased [SNAP match](#) dollars at farmers markets, expanded [VeggieRX programs](#) across the state, developed innovative programming to support and train [beginning farmers and ranchers](#) while helping them access farmland, and launched a partnership of local food hubs around the state. With a deep commitment to diversity, equity, and inclusion this collaborative work facilitated by the OCFSN community is vital to Oregon's thriving local food system.

Now with nearly 60 membership organizations, OCFSN is taking the next steps to grow this work. It applied for 501c(3) nonprofit status and hired its first two paid staff members (Shin Lee - Network Coordinator and Andrew Collins-Anderson - Farming for the Future Working Group Coordinator). OCFSN's six active [working groups](#) are focused on issues of diversity, equity, & inclusion; climate resilience; food hub development; agriculture policy; beginning farmer & rancher support; increasing farmer land access; and expanded food access. This year marks the expansion of engagement and partnership opportunities across OCFSN to build a resilient food system, support producers, and increase resources for member organizations and partners.

## Farming for the Future

In 2021, OCFSN's Beginning Farmer & Rancher and Land Access & Technical Assistance working groups combined into the new and exciting Farming for the Future (F4tF) Working Group. The F4tF Working Group brings agricultural technical assistance providers, agency staff, producers, and other nonprofits together to expand and improve programming and resources for Oregon's sustainable

and community focused food producers. The F4tF Working Group has four subgroups: Beginning Farmer & Rancher; Land Access, Connection, and Succession Technical Assistance; Farm & Land Viability; and Climate Resilience & Stewardship. They each focus on supporting different stages of new and established producers' thriving enterprises.



Farming for the Future Working Group Structure

Some successful F4tF projects include the Beginning Farmer & Rancher Subgroup's USDA funded [story map](#) that gives producers details on the many different service providers and what they offer across Oregon. The Land Access Technical Assistance Subgroup has requested USDA funding this year to expand region focused support for beginning farmers and ranchers looking for land. If funded this project would build on the great work of the the [Friends of Family Farmer's Oregon Farm Link Program](#) and [Rogue Farm Corps' Changing Hands Program](#) and would provide region specific technical assistance to expand access to farmland for marginalized farmers & ranchers. Each subgroup has exciting new projects to bring resources and support to Oregon's sustainable and community focused producers. Connect with [Andrew](#) to get plugged into this working group.

### Disaster Assistance Program

In December 2021, the Oregon Legislature allocated funding for the Oregon Disaster Assistance Program (ODAP), for Oregon farmers and ranchers to cover 2021 losses to crops, livestock, equipment and/or infrastructure due to natural disasters. To cover farmers that would not be eligible for or who cannot feasibly apply for the ODAP, a coalition of organizations including OCFSN Climate Resilience & Stewardship subgroup members and Our Family Farms worked with the Legislature to create a \$1.5 million [disaster assistance grant program](#). This Disaster Relief Fund has provided direct financial support in the form of grants to small-scale farmers and ranchers impacted by natural disasters, who were not able to access federal disaster relief funds and/or the State's Forgivable Disaster Loan Program. The third and final round of OCFSN disaster relief funding closes on July 4th. If you are or know a producer in Oregon that experienced losses from natural disasters in 2021, we encourage you to review the eligibility



Beginning Farmer & Rancher Tour at Mudbone Grown in Corbett, OR September 2021  
Photo by Sara Cross

requirements and apply for support. [Contact OCFSN](#) if you have questions.

### Working Towards a Transformed Food System

OCFSN is supporting leadership and innovation across Oregon's food system. As the USDA stated in the recent Framework for Transforming the Food System, "we must build back better and strengthen the food system across the supply chain, from how our food is produced to how it is purchased, and all the steps in between." As economic uncertainties and climate change continue to impact our communities and food systems, OCFSN offers a collaborative space to increase just food access while creating vibrant and diverse farm and ranch enterprises. As federal funds are [invested to transform the US food system](#), we need to work together to ensure Oregon is an innovative leader in a transformed food system.

Now is the time to [connect](#) with OCFSN and join this interconnected web of producers, organizations, and individuals working for a more just and sustainable food system in Oregon. 🌱



# Online Courses offered by us - Sign-up NOW!

Available anytime online and self-paced. Register at: <https://workspace.oregonstate.edu/catalog-page#all-courses>



**GROWING FARMS ONLINE:  
SUCCESSFUL WHOLE FARM  
MANAGEMENT**

**FREE**  
Whole Farm Management  
Book Included with  
Registration

On Demand. Access Anytime

3-6 hours per online module

Online

**To Growing Farms: Successful Whole Farm Management**  
<https://workspace.oregonstate.edu/course/growing-farms-online-successful-whole-farm-management>



**FREE**

**GROWING FARMS:  
INTRODUCTION TO PASTURE  
AND GRAZING MANAGEMENT**

On Demand. Access Anytime.

Online

Free

**To Pasture Management:**  
<https://workspace.oregonstate.edu/course/pasture-and-grazing-management>



**GROWING FARMS SHORT  
COURSE: ECOLOGICAL  
STRATEGIES FOR MANAGING  
INSECTS ON A FARM**

**now \$10**

On Demand. Access Anytime.

2-4 hours

Online

**To Ecological Strategies**  
<https://workspace.oregonstate.edu/course/growing-farms-short-course-ecological-strategies-for-managing-insects-on-a-farm>