



**OREGON  
DEPARTMENT OF  
AGRICULTURE**

Specialty Crop Block Grant Program

FY2021 State Plan Grant Application

H.R.133 Consolidated Appropriations Act Funding Summaries

As prepared by

Specialty Crop Block Grant Program

635 Capitol Street NE

Salem, OR 97301

503-986-6473

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## TABLE OF CONTENTS

<i>Oregon Department of Agriculture – Erick Garman</i> .....	4
<i>Oregon Department of Agriculture – Theresa Yoshioka</i> .....	5
<i>Canned Food Alliance</i> .....	6
<i>Community Development Corporation of Oregon</i> .....	7
<i>Good Food Foundation</i> .....	8
<i>Gorge Farmer Cooperative</i> .....	9
<i>Hazelnut Marketing Board</i> .....	10
<i>High Desert Food and Farm Alliance</i> .....	11
<i>La Creole Orchards – Accepted October 12, 2021</i> .....	12
<i>Northwest Berry Foundation</i> .....	13
<i>Northwest Cider Association</i> .....	14
<i>Oregon Agriculture in the Classroom Foundation</i> .....	15
<i>Oregon Agritourism Partnership</i> .....	16
<i>Oregon Hop Commission</i> .....	17
<i>Oregon Raspberry &amp; Blackberry Commission</i> .....	18
<i>Portland CSA</i> .....	20
<i>Rogue Valley Food Systems</i> .....	21
<i>Rogue Valley Vintners</i> .....	22

## OREGON DEPARTMENT OF AGRICULTURE – ERICK GARMAN

### PROJECT TITLE

Co-Packing opportunities using Oregon grown specialty crops

### PROJECT PARTNER AND SUMMARY

The Oregon Department of Agriculture (ODA) Agricultural Development and Marketing Program (ADMP), in collaboration with local and regional partners, will develop a networking tool to increase the gap between the scale of co-packing and small and medium-sized specialty crop growers; especially among emerging, black, indigenous and people of color (BIPOC) and women-owned food & beverage businesses. This project contributes to the ODA's Oregon Food & Beverage Roadmap, an online guide to connect food and beverage businesses to public agencies and private organizations, including ODA, Business Oregon, OSU Food Innovation Center, PCC Getting Your Recipe To Market.

A co-packer (or contract packer) is a company that manufactures and packages a product for a client. For small to mid-sized food & beverage businesses, outsourcing their manufacturing to a co-packer allows them to scale-up and meet growing demand without the cost of investing in their own infrastructure. However, many co-packers are unable to accommodate production under a minimum order that may exceed the scale of emerging producers. As a result, small and new businesses often seek co-packing out of state.

This project will assist a minimum of 200 companies over the course of three years through a statewide outreach campaign, connecting Oregon specialty crop growers and food-and-beverage processors to create new revenue opportunities for businesses as co-packers, and scalable growth for business that are too small to access established co-packing services. The project will also create new opportunities for specialty crop growers to sell produce and ingredients to local food and beverage companies.

PROJECT TITLE

Rebuilding business relationships in Asia for Oregon’s Specialty Crop Products

PROJECT PARTNER AND SUMMARY

This project will be managed by the Oregon Department of Agriculture. It will bring Oregon’s food & beverage specialty crop products together in a concerted effort to overcome the impacts of COVID-19 and create a broader image for Oregon’s food and beverage products in strategic and high-potential Asian markets. Several of Oregon’s specialty crop products groups and companies are working separately to build awareness of their products from Oregon. They have lost ground during the travel restrictions and transportation disruptions during the pandemic.

The Oregon Department of Agriculture will work with the commissions, and other organizations to bring together different Oregon specialty crop food and beverage products to create a strong image for Oregon products and establish/re-build the relationships necessary for business success.

- 1) Develop informational material about Oregon’s specialty crops targeted to key Asian markets and potential customers in those markets. The materials will be designed to be shared in print or in a web space in key Asian languages.
- 2) First a trade mission to two key Asian markets led by the Oregon Department of Agriculture with a delegation of specialty crop farmers, packers and processors. The restaurant promotion highlighting the specialty crop products represented by the delegation will be timed to overlap with the trade mission to each country to allow a media opportunity with the specialty crop farmers in the delegation.
- 3) The third element will be an inbound trade mission to Oregon to continue engagement with buyers from the countries visited.

## CANNED FOOD ALLIANCE

### PROJECT TITLE

Pantry to table: inspiring home-cooks' usage of Oregon specialty crops

### PROJECT PARTNER AND SUMMARY

Shelf-stable specialty-fruits sales, especially Oregon Cherries and Pears, have dropped dramatically since their primary market, US foodservice, suffered 30% decline in 2020 given COVID-19 restaurant closures (Mintel). Oregon Cherry/Pear growers urgently need to reach new consumers to grow consumption of pantry-friendly Pacific-Northwest specialty-fruits, especially as growers recover from decades-long pre-Covid trend of downward sales due to imported products and misperceptions of canned fruits. Representing nearly all shelf-stable specialty-fruits, The Canned Food Alliance (CFA) seeks to build new users by sharing benefits of OR shelf-stable specialty-crops with US home-cooks via influencers, capitalizing on covid-related trends of increased home-cooking & demand for pantry-ready ingredients. Targets captive demographic (time spent online up 40+% (WSJ) with proven marketing activities (live-online chef-led “cook-a-longs” featuring OR specialty-crops, “Tasty-esque” cooking videos, social campaign & recipe development) to promote purchase/consumption of OR cherries, pears & fruit cocktail. **Goal/outcome is reaching 200,000 consumers to inspire the use of pears, cherries and fruit cocktail to replace lost foodservice sales from Covid,** thus benefitting growers. CFA will measure goal using industry standard monitoring tools, surveys to measure outcome indicators, as well IRI/SPINS sales data & grower reports. Past successful efforts & industry buy-in (Coop. Ent.) support success. Founded by growers/food processors, CFA has 25-year-long track-record benefitting U.S. specialty-crop canned foods. Today CFA leverages its decades-long record of success & promotes on behalf of its member-partners—Pacific Northwest Canned Pear Service, Oregon Cherry Growers, Pacific Coast Producers, Del Monte—to grow domestically-grown, specialty-crop canned fruit consumption via outreach to influencers

## COMMUNITY DEVELOPMENT CORPORATION OF OREGON

### PROJECT TITLE

Grandma's Hands Future for Family Health

### PROJECT PARTNER AND SUMMARY

The Rockwood CDC and its partners will increase the consumption of specialty crops among African American communities in the Greater Portland Metro Region, building off the success of our first Grandma's Hands project funded by ODA Specialty Block Grant Program. We will expand the scope of Grandma's Hands from Rockwood to the entire Portland Metro area (including Vancouver if allowable). We will reinstate a key element of the original project to connect grandmothers and their grandchildren through food. This element of in-person interaction was abandoned due to Covid-19 restrictions, and represents pandemic recovery and the full strength of this project idea. We will also strengthen promising avenues discovered during the first program: developing a cookbook, introducing alternative ways of eating, working alongside other cultural groups, and eventually creating our own nonprofit organization.

## GOOD FOOD FOUNDATION

### PROJECT TITLE

Connecting Oregon Specialty Crop Producers Affected by COVID-19 to Retailers

### PROJECT PARTNER AND SUMMARY

For over a decade, the Good Food Foundation (GFF) has connected producers of sustainably sourced food with top-flight retailers, actively nurturing the Good Food ecosystem and expanding the market reach of small and mid-sized food producers across America. This 18-month endeavor will connect over 125 Oregon producers, utilizing an array of Oregon-grown specialty crops, with buyers to drive market permeation and increase sales, with a special focus on rural food & beverage producers through access to both in-person and virtual trade shows and an innovative grocery store end cap that will promote Oregon specialty crop producers across the country.



## GORGE FARMER COOPERATIVE

### PROJECT TITLE

Expanding Wholesale Market Infrastructure for Columbia River Gorge Specialty Crops

### PROJECT PARTNER AND SUMMARY

The Gorge Farmer Cooperative will increase local food sales by promoting the existing Online Farmers Market model for direct-to-consumer sales, coordinating crop production among members, increasing membership, and adding and promoting a wholesale component to the online platform where inventory management is decentralized to individual farmers, meanwhile, marketing, ordering, invoicing and delivery is centralized by the cooperative.

## HAZELNUT MARKETING BOARD

### PROJECT TITLE

Oregon hazelnut spotlight tour for regional grocers and foodservice distributors

### PROJECT PARTNER AND SUMMARY

The Hazelnut Marketing Board will organize an industry tour that will bring approximately 25 representatives from 20-25 Pacific Northwest and west coast grocery store and foodservice companies to the Willamette Valley to showcase the Oregon hazelnut industry, thereby establishing relationships that will lead to more Oregon hazelnuts on grocery store shelves and in the foodservice marketplace.

## HIGH DESERT FOOD AND FARM ALLIANCE

### PROJECT TITLE

Value Chain Coordination in Central Oregon

### PROJECT PARTNER AND SUMMARY

The *Value Chain Coordination* project is submitted by the High Desert Food & Farm Alliance (HDFFA) on behalf of Central Oregon specialty crop farmers and buyers. HDFFA will hire an identified Value Chain Coordinator to increase purchasing of Central Oregon specialty crops by individual consumers, restaurants and wholesale buyers from small to mid-sized specialty crop farms. The Coordinator will provide technical assistance and one-on-one coaching to farmers who will experience increased sales both in and outside of the region; value and supply chain coordination; cohesive marketing efforts utilizing the existing “Get a Taste” campaign; and strengthened peer-to-peer knowledge networks. Buyers will have access to a larger variety and volume of regional specialty crops, and consumers will gain knowledge and exposure. All parties involved will benefit from a collaborative and intentional Central Oregon Grown marketing campaign that will reach 20,000 households through a printed Directory and 15,000 virtually, with visual identification of Central Oregon Grown specialty crops at retail outlets. Success will be measured through quantitative and qualitative data as established in our program’s logical framework. A total of 20-40 participating regional specialty crop farmers will benefit from this program with a ripple effect expanding indirectly to other farmers. 1-5 institutions, 3-5 grocers, 2 distributors, 5-10 restaurants, 3-7 food businesses, and thousands of consumers will have better access to, knowledge about and improved purchasing habits of these crops. The overall economic impact of sales by farmers will be measured using an established Central Oregon multiplier effect (1.74) for local specialty crops.

## LA CREOLE ORCHARDS – ACCEPTED OCTOBER 12, 2021

### PROJECT TITLE

Outreach to expand use of olive plant material in beverages

### PROJECT PARTNER AND SUMMARY

This market development campaign is a collaboration among project partners that together represent 90% of the olive crop grown in Oregon. Beyond the partners involved in this project, the project's results will ultimately benefit *all* olive growers in the state. The project will be led by La Creole Orchards, a pioneering olive grower in Oregon. We propose to conduct a well-planned outreach effort directed at 250 to 300 beverage industry professionals in order to inspire them to use olive plant material (bark, leaves, and twigs from pruning) in their beverages. We will target both alcoholic and non-alcoholic beverages producers. We believe producers of beer, cider, gin, vermouth, etc., and producers of teas and energy drinks will respond well to outreach about the benefits that olive plant material can impart to their products. From a marketing angle, the inclusion of olive plant material triggers a very positive reaction in consumers. Our project was inspired by the high interest in alternative ingredients that consumers have shown in recent years. The craft beverages market has been particularly open to this kind of innovation. In challenging economic times innovation is more necessary and timely than ever. We predict that producers of craft beverages will be interested to incorporate olive plant material into their products. These new products are expected to create significant market buzz, which will lead to increased sales. Therefore, this project will benefit Oregon olive growers and producers of beverages alike. This outreach project will be positive for Oregon agriculture.

## NORTHWEST BERRY FOUNDATION

### PROJECT TITLE

Connecting Berry Farmers to Virtual Networking and Learning Opportunities

### PROJECT PARTNER AND SUMMARY

During the pandemic, Northwest Berry Foundation (NBF), and the Oregon berry farmers we serve, faced several challenges. As a source of networking, information, and research dissemination, we relied on in-person events and outlets to get our farmers and researchers needed data and networking opportunities.

The pandemic limited our communications and income, as in person workshops and conferences accounted for over 50% of our services. The breakdown in networking resulted in Oregon berry stakeholders being less informed of industry trends throughout the Pacific Northwest. Online solutions like forums and webinars, however, were discussed and met with stakeholder interest, but were not financially viable at the time.

Currently, Oregon berry farmers are struggling to remain competitive in local and international markets. Poor harvests and isolation from the rest of the Pacific Northwest pose significant barriers to post-pandemic recovery. Cost-effective, accessible learning and networking on online platforms are critical to their success and sustainable future.

NBF proposes a grant to modernize and upgrade our communication efforts and kickstart interaction. Much of the cost of this will be establishing these services. NBF's grant funding goals are as follows:

- Create an online forum for berry industry stakeholders, tied to our website and newsletter.
- Expand NBF's social media presence as responsive information platforms.
- Hybridize our upcoming events for both in person and online participation.

These proposed services directly benefit both established and starting Oregon growers during a time that they need to fill those knowledge gaps, but lack the funds to travel.

## NORTHWEST CIDER ASSOCIATION

### PROJECT TITLE

Cider Club! Innovative collective sales strategy for Oregon craft cider

### PROJECT PARTNER AND SUMMARY

The Northwest Cider Association (NWCA) proposes this project. NWCA will be the organization with the contractual relationship with the state, and will lead and execute the project. NWCA is a member-based nonprofit that supports all facets of the cider industry in Oregon, Montana, Washington, Idaho and British Columbia. NWCA began in 2010 with 10 members and now supports 100+ cidemaker members. There are currently 80 cideries in Oregon.

This is a domestic market access and development project designed to enhance the competitiveness of 12+ specialty crops through increased sales of and access to Oregon craft cider. Craft alcoholic ciders are value-added products that utilize local farmers' supplies of apples, grapes, cane berries, stone fruit, berries, hops and botanical herbs. COVID-19 conditions have led to a precipitous drop in sales of craft alcoholic beverages (40-80% loss depending on the company) and resulting on-farm sales.

This project will launch a full-scale version of a previously piloted online cider club, and bring the program towards sustainability. The cider club is a collective, direct-to-consumer sales and marketing opportunity that opens up national market access for up to 80 Oregon cideries.

Project activities include: (1) printing and digital marketing and promotional materials that will highlight the products, the people who produce them, and where they are produced; (2) strategic placement of paid advertisements; and (3) curating the consumer experience to increase subscriber retention and move consumers along the pipeline from cider curious, to lover, to ambassador for Oregon craft cider.

## OREGON AGRICULTURE IN THE CLASSROOM FOUNDATION

### PROJECT TITLE

Crops in Class: An Educational Exploration of Oregon's Specialty Crops

### PROJECT PARTNER AND SUMMARY

Oregon Agriculture in the Classroom Foundation will work to increase student knowledge about specialty crops and provide relevant STEM education through the development and distribution of classroom kits and augmentation of a statewide agricultural literacy project.

## OREGON AGRITOURISM PARTNERSHIP

### PROJECT TITLE

Building Capacity for New Direct Markets for Oregon's Specialty Crops Farmers

### PROJECT PARTNER AND SUMMARY

Oregon Agritourism Partnership (OAP) will provide direct marketing/technical support/business assistance workshops for out-of-network Oregon Specialty Crop family farmers to be able to begin sell products/services direct to the public; and provide Oregon Farm Loop (OFL) partners new promotional opportunities to showcase and sell products direct to the public.



## OREGON HOP COMMISSION

### PROJECT TITLE

Oregon Hop Promotions to Women Craft Brewers in the US

### PROJECT PARTNER AND SUMMARY

The Oregon Hop Commission will promote Oregon grown hops to women craft brewers in the US by creating virtual hop harvest visits which will include video tours of the Oregon hop growing region and Oregon grown hops for sensory and brewing evaluation.

## OREGON RASPBERRY & BLACKBERRY COMMISSION

### PROJECT TITLE

Market Development and Access for Northwest Caneberries in South Korea

### PROJECT PARTNER AND SUMMARY

The Oregon Raspberry & Blackberry Commission (ORBC) along with in-kind support from the Washington Red Raspberry Commission (WRRC) will work to establish necessary access to the South Korean market in order to sell processed whole Northwest blackberries and raspberries.

Creating a trading relationship with South Korea is fundamental to the sustainability of the blackberry and raspberry industry, giving local farmers confidence in continued industry growth after challenges due to COVID-19.

Gathering and sharing information about Oregon caneberries through exploration and outreach of the current South Korean frozen fruit industry will contribute to opening the export market to Northwest caneberries and building relationships with existing and new buyers.

Initial outreach with South Korea was halted in March 2020 due to the COVID-19 pandemic and in order to re-establish communication and open the market we seek to execute three targeted trade missions.

1. Spring 2022, initial outbound trade mission to Seoul with Oregon government officials and members of the ORBC to explore access, identify barriers to trade and perform market analysis with South Korea.
2. Summer 2023, ORBC will organize an inbound trade mission and site tours for key Korean representatives spotlighting the summer harvest and processing of Oregon and Washington caneberries.
3. Fall 2023, an outbound trade mission to Seoul made up of representatives from ORBC, WRRC and US government personnel to meet with Korean officials to

further develop a trading relationship, engage industry representatives, responding to the marketplace and sales opportunities.

## PORTLAND CSA

### PROJECT TITLE

Consume Something Amazing: Learn to Love Your CSA Share

### PROJECT PARTNER AND SUMMARY

The Pacific NW CSA Coalition will develop a campaign of tips, tricks, and toolkits to help CSA consumers get the maximum enjoyment and value from their CSA shares, leading to higher CSA member renewal rates and increased CSA sales. The materials developed in this project will be available to consumers and farmers in our region and across the country, and will be disseminated by the PNWCSA and our external project partners.

## ROGUE VALLEY FOOD SYSTEMS

### PROJECT TITLE

Expanding Markets through Capacity Building of Rogue Valley Food Network

### PROJECT PARTNER AND SUMMARY

The Rogue Valley Food System Network (RVFSN) will leverage the resources of multiple stakeholders to coordinate and expand five regional projects that address the documented needs of specialty crop producers in Southern Oregon. These efforts will support the development of new market channels for producers, including farm-to-institutions, agritourism, cooperatives, food hubs, and direct to consumer.

Outcomes of the project include enhancing the competitiveness of specialty crops through increased sales and enhancing their competitiveness through increased consumption. Outcomes will be measured by increased sales to institutional buyers, increased sales of producers listed in the Rogue Flavor Guide and online directory, and increased consumption of locally produced specialty crops by participants in the Rogue Valley Farm Tour and visitors to the online directory.

RVFSN will partner with Farm to School Procurement Hub Leads in Jackson, Josephine, Curry and Douglas to increase purchasing of specialty crops to institutions through the facilitation of quarterly procurement gatherings. RVFSN staff will co-host an annual Rogue Valley Farm Tour that educates consumers about opportunities to purchase from local farms. Through the publication and dissemination of the *Rogue Flavor Guide*, RVFSN will increase sales of local producers, food artisans, and restaurants and grocers that source locally. RVFSN will expand and promote a searchable online directory where residents and tourists can easily discover where to purchase local food. Through facilitation of the Southern Oregon Food Alliance, RVFSN will form regional farmer and buyer networks that work together to leverage collective efforts, build infrastructure and refine distribution routes.

## ROGUE VALLEY VINTNERS

### PROJECT TITLE

Expanding Awareness, Access and Agritourism in Rogue Valley Wine Country

### PROJECT PARTNER AND SUMMARY

Rogue Valley Vintners (applicant) seeks to grow national interest in Rogue Valley Wine Country (RVWC) agritourism, wine sales and distribution to accelerate COVID recovery as follows:

<b>RVV Grant Projects</b>	<b>Partners &amp; Role</b>
Increase awareness of RVWC; creatively engaging new and younger wine consumers and wine/agritourism visitors	RVV – RVWC Social media campaigns, magazine ads, enhance eNewsletter, promote wine club on website, in social, use earned media, launch interactive/personalized RVWC app NHG and regional DMOs –Promote RVWC to their followers; support media campaigns; share SeeSource data.
Grow wine sales, increase awareness and competitiveness, and enhance regional wine club offerings to include food, confectionary, and artisanal pairings	Asante Foundation – office space; staff support; office expenses. Red Hills Cellars & Compliance – in-kind wine club fulfillment & compliance services. Neuman Hotel Group (NHG), regional DMOs – promote wine club to followers. Travel Medford and Airport Authority – provide for gift shop retail space for wine merchandising/sales.
Build and expand partnerships that broaden RVWC’s reach and distribution channels regionally and nationally.	Rogue Valley Food Trail – collaborate to create experiences: winemaker dinners, virtual tastings, purveyor pairings, engaging national audience. Travel Oregon and Oregon Wine Board discount e-newsletters ads to promote nationally
Host wine writers/media to educate about the region and promote it as a wine/agritourism destination	NHG, DMOs – provide funding and/or discounts for familiarization tours that inspire articles/coverage about the region’s offerings.

Offer education program for winery and restaurant staff on exceptional service, regional wines and promoting RVWC.

Asante Foundation's Oregon Wine University Food Trail - collaborate to develop/deliver program/curriculum