



 **Wooden Shoe**  
TULIP FARM

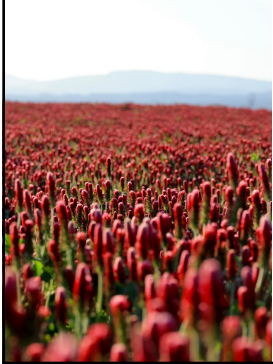
1



## About Our Farm

**Purchased original property in 1950 by Ross and Dorothy Iverson.**

- Four second generation and four third generation on the farm
- Currently farm 1,100 acres
- Current Crops: Tulips, Wheat, Tall Fescue, Perennial Ryegrass, Clover Seed, Wine and Table Grapes, Hazelnuts, Sunflowers



**We have farmed over 100 different crops since 1950. It has been a journey.**

Historically we:

- Operated two farms (Jefferson and Woodburn)
- Farmed upwards of 2,500 acres
- Had major customers including Frito Lay, Kettle Chips, Trader Joes, Safeway, Norpac, National, Truitt Bros, etc.

2



## Scope and Size

Wooden Shoe is located on 300 acres.

Plant 30-40 acres of tulips each year, 4-5-year rotation.

Crop rotation of annual flowers, grass seed, clover, and other crops.

With our rotation, we use tents and cargo containers for sales. Other than our main building, we do not have any other permanent structures- we want to keep it that way!

3



4

# About Me

I love to farm!!!



- Degree in Horticulture from OSU
- Worked in nursery industry and returned to farm in 1990

**Involvements:**

- Farm Bureau
  - County president and on county board
  - Oregon Farm Bureau President and 1st, 2nd, and 3rd Vice President
- Oregon Ag Education Foundation
- Oregon AgLink Board
- Oregon Farm Loop
- Clackamas County TDC Board
- Monitor Telcom Board
- Volunteer Fire Department
- Oregon Association of Nurseries board and committees

5



# Tulip Timeline



<b>1974</b>	<b>1980</b>	<b>1983</b>	<b>1985</b>
●	●	●	●
<p><b>Started Growing Tulips for Bulb Production</b></p> <p>Approached by Dr. Clyde Holman, forced tulips in Indiana ahead of Holland.</p>	<p><b>Iverson Brothers Bulb Farm purchased bulb stock</b></p> <p>Went into wholesale dry bulb market. Purchased bulb stock from Holman.</p>	<p><b>Wooden Shoe Bulb Company formed for retail bulb sales</b></p> <p>To assist IBBF in retail bulb sales. Attending garden shows, selling from piece of paper.</p>	<p><b>Wooden Shoe Bulb Company opened fields</b></p> <p>Push from neighbors, small ad in local newspaper. Experienced six car traffic jam.</p>

6

# Tulip Timeline






1990's	2002	2019	2021-now
<b>Fields open in Spring, focus on flower sales</b>	<b>Major losses from festival, bulb sales dropped</b>	<b>Pre-COVID</b>	<b>Post-COVID</b>
<p>No entrance fee into fields. Main source of income was bulb sales and cut flowers. Also, in height of cut flower and greenhouse production.</p>	<p>Festival was supported on bulb sales, when orders dropped, we were going to close or cancel festival all together. Decided to start charging \$5 per car.</p>	<p>Seeing 15,000 people per day, charging \$5 per person. Traffic up to five miles with 2+ hour wait times. Conflicts with locals, county and state.</p>	<p>Cancelled 2020 festival. Began timed ticketing and attendance restrictions. See up to 8,000 per day and charge \$15-25 per person.</p>

7

# Tulip Production

Historically	Now
<ul style="list-style-type: none"> <li>• Wholesale Bulb Sales</li> <li>• Retail Bulb Sales</li> <li>• Field Cut Tulip Sales</li> <li>• Greenhouse Cut Tulip Sales</li> <li>• Fundraiser Cut Tulip Sales</li> <li>• Potted Tulip Sales</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Experience</li> <li>• Retail Bulb Sales</li> <li>• Field Cut Retail Tulip Sales</li> <li>• Fundraiser Cut Tulip Sales</li> <li>• Potted Tulip Sales</li> <li>• Dig Day</li> </ul>

8

Our Motto:

# Experience the Beauty

We see thousands of people in a month-long period. With such a large diversity of people visiting us with such unique backgrounds, it is our goal to provide a memorable experience that they can spend with their loved ones.

Visitors from all 50 states and over 140 countries.

It is our goal to have our visitors learn at least one thing from us to take away that is related to agriculture. Don't overwhelm.



9

## Our Goals- It's not one size fits all!

Since timed ticketing, we have focused on what we do best.

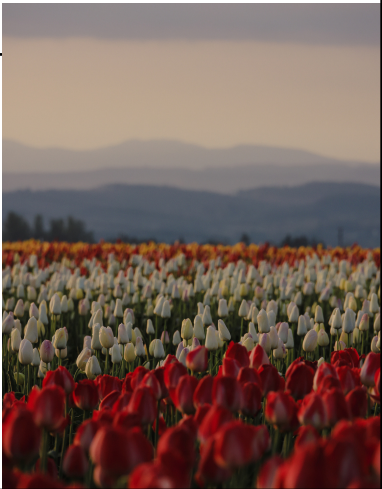


### Goals

- Sell out weekends
- Shoulder weekend events
- Bring people in weekdays
- Easy, repetitive events
- Working with groups to offer events- help community
- Fundraising opportunities for locals

### No Longer Offer

- Easter Egg Hunt
- Dinners
- Cow Train
- Wine Down
- Music
- Paintball
- Pumpkin Patch



10

## Timed Ticketing

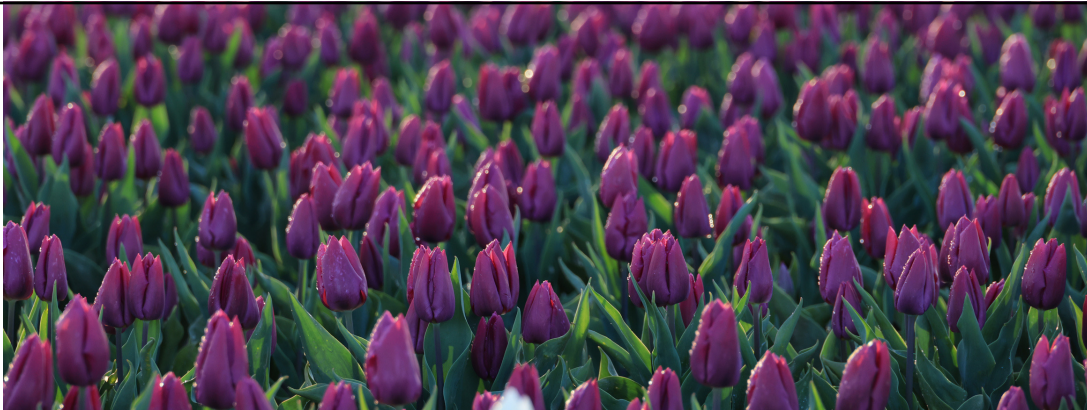
Pre-Covid we would see thousands of cars between 10am-4pm on weekends.

Covid was a great opportunity to shift to online only sales.

- Improved safety on local and state roads.
- Improved community relationships with neighbors.
- Improved customer experience.
- Less stress on family and staff.
- Allowed for guests to be better informed prior to visit.



11



In 2019, over 150,000 people visited with a max of 15,000 in one day.

With timed and online ticketing, we see 175,000 people and a max of 7,500 a day. It feels good to breathe again.

Due to weather, 100,000 guests visited in 2023. **175,000 in 2024.**

12



# Summer Flowers

In 2024 we expanded our tourism to offer a summer flower event featuring 10 acres of sunflowers, zinnias, cosmos, etc.

This was a huge success, and we saw 3,000 people in three weekends.

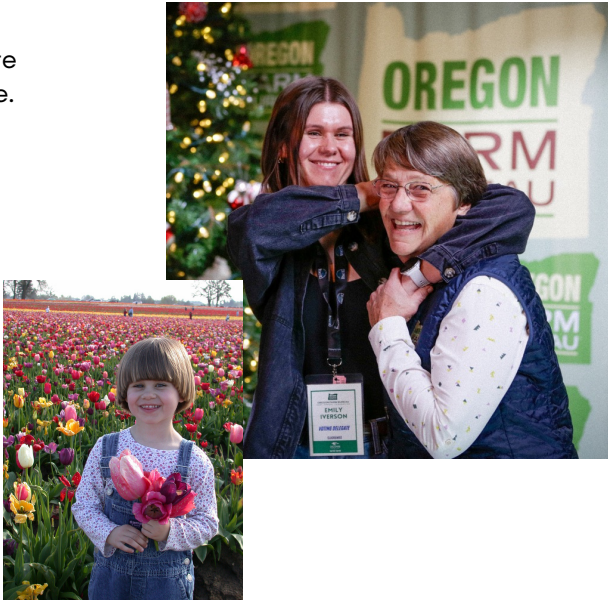
- Expand agritourism offerings
- Next generation
- Utilize resources
- Build off reputation and existing customer base



# Succession

I have a lucky retirement plan. How do we ensure the viability of the farm for generations to come.

- Rules to return
- A shift in work mentality
- Farming is a full-time job, keep it that way
- Concerns
  - Taxes
  - Agricultural economy
  - Affordability to pay out 2nd generation
- Living wages





## Importance of Agritourism

In order to save the farmland, you have to save the farmer.

- Economic impact for farm and community
  - OSU agritourism study
- Community engagement
- Diversity of farmers in agritourism
- Giving back to local communities and non-profits
- Opportunity to educate agriculture to the public
- Employment opportunities
- Viability of family farms

Our ability to simply stay in business.

15

## One size does not fit all.

How do we establish a beneficial land use system for agritourism in the state of Oregon? Farmers are struggling, but the barriers for entry to add agritourism to your farm is scaring people away. The 75/25 is not a modern and beneficial way to regulate agritourism.

**Safety, education, and accommodation for guests while putting ag first.**



16





## Contact

email: [barb@woodenshoe.com](mailto:barb@woodenshoe.com)

cell: 503-932-5817

33814 S Meridian Rd, Woodburn, OR 97071

[www.woodenshoe.com](http://www.woodenshoe.com)



**Wooden Shoe**  
TULIP FARM