



# About this report

For more than 80 years, the Oregon Department of Agriculture has provided service and expertise, not just to those whose livelihoods depend on agriculture, but all citizens of the state. There have been many changes over the decades, but some of the same issues and responsibilities for our agency have carried over into a new century.

ODA remains committed to its three-fold mission of food safety and consumer protection, protection of the state's natural resources, and market development for Oregon's agricultural products. Core values guide the actions of ODA employees as they carry out the mission of the agency:

- Honesty, integrity, and fairness
- Technical and professional competence
- Respect for people and property
- Practical approaches to problem solving
- Quality customer service

We are determined and motivated to provide service in an efficient, practical, and friendly manner that meets a high standard of professionalism. We understand the need to be flexible and innovative as we work to solve problems, create opportunities, and offer good customer service.

The 2013-14 Biennial Report describes in detail our programs, goals, and accomplishments over the past two years. Behind the text and pictures in this publication, you will find dedicated state employees who understand and deliver the commitment we pledge each day to fulfill our mission.



Katy Coba, ODA Director

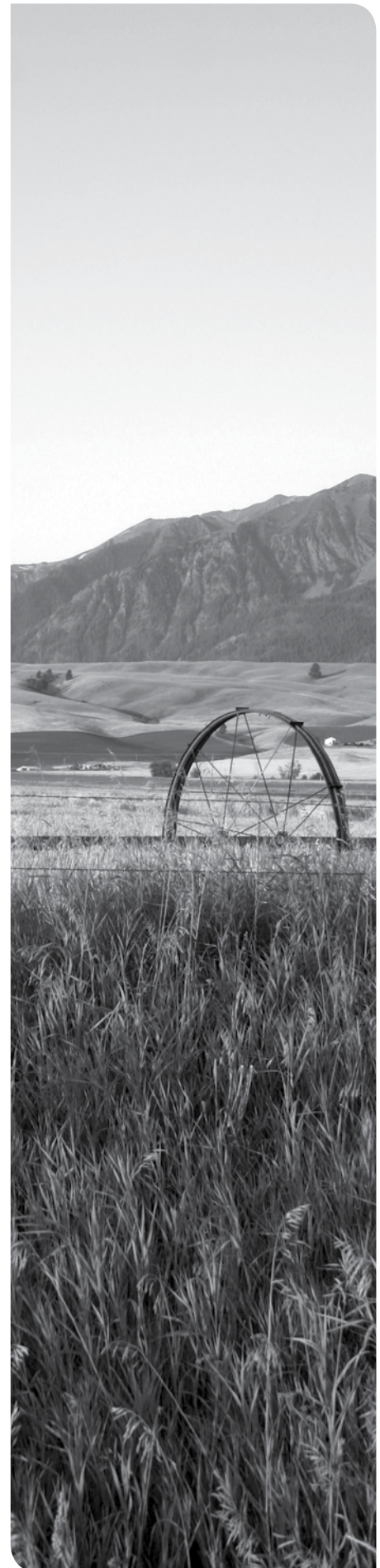


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# State Board of Agriculture



A 10-member State Board of Agriculture, appointed by the governor, advises the Oregon Department of Agriculture (ODA) on policy issues and development of rules. Board members serve four-year terms with a maximum of two terms. The board meets four times a year in locations around the state.

State law requires seven of the appointed members to be farmers or ranchers who represent different segments of agriculture; two board members must represent consumers; and, the 10th member is the chair of the Soil and Water Conservation Commission. The board serves to keep ODA's director in close touch with the day-to-day issues of producers and consumers.

The ODA director and the dean of the College of Agricultural Sciences at Oregon State University serve as ex-officio members of the board without the right to vote.

A major responsibility of the board is to produce a State of Oregon Agriculture Industry Report that is formally presented to the governor and the state legislature every two years. That report is published as a companion document to ODA's Biennial Report.

In this report to the governor and state legislature, the state board of agriculture develops key policy initiatives and recommendations that speak to long-term viability and sustainability of Oregon's farms, ranches, fisheries, and forests. ODA's programs and activities often are directly tied to these areas.

## STATE OF OREGON AGRICULTURE INDUSTRY REPORT 2015

### Investments and policy recommendations in the key areas include:

- Increased support for water supply developments that benefit farmers and fish.
- Continued support for Oregon agriculture and food producers to access local, regional, and international markets.
- Continued efforts to resolve labor disputes at the Port of Portland.
- A higher estate transfer tax exemption limit to make it easier for young people to inherit the family farm.
- Pressure Congress to pass comprehensive immigration reform, including an agricultural guestworker program.
- Continue to prioritize food safety in the state budget.
- Support for the agricultural water quality program, including strategic implementation and monitoring.

### Oregon's seven agricultural regions have unique and diverse needs and priorities. Regional and local policy and investment recommendations include:

- Strategies to help diverse agricultural operations coexist with one another.
- Support for development and expansion of an aquaculture industry in Oregon.
- Identification of and support for irrigation water delivery infrastructure needs in the Willamette Basin.
- Support for the lower and upper Klamath restoration agreements.
- Support for studies and forecasts of water supplies in the Deschutes basin.
- Continued support for the Wolf Depredation Compensation and Financial Assistance Grant Program to prevent wolf-livestock conflicts and compensate those with documented livestock kills and injuries.
- State resources for sage grouse conservation efforts; restoration dollars for juniper and non-native weed control.
- Rules discouraging energy facility siting on high-value farmland.
- Technical assistance for small-scale livestock producers in Central Oregon.

The full board report to the legislature is available on the ODA website:  
[www.oregon.gov/ODA/Shared/Documents/Publications/Administration/BoardReport.pdf](http://www.oregon.gov/ODA/Shared/Documents/Publications/Administration/BoardReport.pdf)

# An interview with Director Katy Coba



## What should Oregonians know about the Oregon Department of Agriculture?

The agency is made up of very hard working professionals who take their job very seriously, who are dedicated to our mission to promote the industry, regulate the industry, and provide consumer protection. I see our employees doing that work diligently day in and day out. They care about what they do. They very much believe in education and outreach to provide whatever assistance they can. When we have to take regulatory action, we do. But it is all done in a way that supports our core values of honesty, integrity, and fairness. I'm very proud of our agency and its employees.

## You are entering your 12th year as ODA director. How has the agency changed over that period of time?

I've seen a lot of changes in the agency. One of the things that hasn't changed is the dedication of our employees who continue to do everything they can to carry out our mission statement. There have been a lot of structural changes at ODA, and we've really tried to promote more flexibility—less of an approach of programs working in silos and more of a team effort in this agency. You see that reflected in the way our employees work across program areas. The issues and the problems we now face are more complex. So our staff has to really take advantage of all the expertise in the agency to approach these issues. I think we are

**"The Oregon Department of Agriculture's top priority is to give quality service that meets the needs of its customers, whether they are farmers, ranchers, food processors, or consumers. Our goal is to provide service in an efficient, practical, and friendly manner that meets a high standard of professionalism."**

doing that better than we ever have.

The agriculture industry has changed quite a bit and a lot of it for the better. I see overwhelming love and support by Oregonians for local agricultural production that has really evolved over my 12 years at ODA. We love our farmers' markets, we love our restaurants that feature local food, we love our supermarkets that feature local food, we love our food carts, and our community supported agriculture programs. You can just see it everywhere. As Oregonians, we want to keep our industry alive and well. That's equally important to the Oregon Department of Agriculture.

## In the last two years, what have been the challenges and opportunities for ODA and the industry?

The challenges are really on the regulatory side. We see more complex issues now where there doesn't seem to be any easy answers anymore. I'll use the example of water quality and how we continue to go about assuring that agriculture is minimizing its effects or impacts on water quality and being able to demonstrate that to the public. It's a diverse industry; it's a diverse geography we have in our state. What happens on the coast is not the same thing that happens in Malheur County. As an agency that manages an agricultural water quality program, that's a huge challenge. But we have taken the opportunity the past two years to refocus our efforts and develop a systematic approach to water quality issues that will be more effective in implementing actions and documenting improvements.

The other challenge we see is the growing and rightful demand by the public for transparency in government. We see that as an

opportunity to demonstrate what we are about by providing high quality customer service. The goal is always to improve the service we provide even when we face limited resources. The public's expectations are high, and we have the opportunity and obligation to deliver.

We have also seen great marketing potential the past two years. As an agency, we continue to work at providing access to a diverse set of markets—the growing local market opportunities as well as the domestic and international markets—so that all of our producers and processors—whether they are small, medium, or large—can take advantage and maximize their efforts to sell quality Oregon products.

## What do you see happening in the next two years? Are you optimistic?

Of course I'm optimistic. We know the demand for Oregon's high-quality agricultural products is going to continue, especially when you look at the global economy. How we continue to deal with a growing population, climate change, the need for water, and access to markets—those challenges will be there but the opportunities are there as well. It's exciting. There is no question in my mind that ODA can continue to fulfill its mission to meet these challenges and take advantage of these opportunities. We have great employees, people who are committed to going above and beyond, finding new and creative ways to do their work. We continue to maximize our resources so that we can deliver the best product possible. I'm absolutely certain we will continue to see that in the future.

# Administration & Support Services

## INTRODUCTION

Administration and Support Services manages the executive functions of the agency and provides related business, accounting, and technical support for agency programs and customers. This program area provides the core infrastructure for daily business operations of agency programs and also works closely with the agricultural and ranching community to assist the industry.

## DIRECTOR'S OFFICE

### What we do

- Provide executive oversight of all ODA functions while working with the Governor's Office, legislature, other state/federal agencies, and agricultural/consumer groups to carry out the state's agricultural policies.
- Advocate for agriculture and educate Oregonians on its importance through speaking opportunities, publications, media relations, and other communication avenues.
- Provide administrative support for the State Board of Agriculture.
- Provide technical assistance to farmers as well as local, regional, and state governments on land use proposals.
- Serve as a liaison between ODA and Oregon's Congressional Delegation, track federal policy issues including the Farm Bill, Food Safety Modernization Act, and immigration reform.
- Attend meetings and represent ODA on task forces and work groups, including the Governor's Task Force on Genetically Engineered Crops and Foods, Agriculture Work Force Housing Task Force, the Columbia-Umatilla Solutions Task Force, and the Oregon Agriculture in the Classroom Board.



- Provide oversight and leadership for the Oregon Farm Mediation Program, making agriculture dispute resolution services available across Oregon for labor disputes, boundary/trespass conflicts, family farm transition, and other issues.
- Create and maintain web pages on grants and financial assistance to growers, disaster preparation and response, youth tractor training programs, farm internship programs, and beginning and small farm resources.

### Major accomplishments

- Conducted appearances, speeches, and media interviews featuring Director Coba and other key agency officials that helped increase understanding and appreciation by Oregonians of the importance and value of agriculture.
- Promoted Oregon agricultural products in key export markets as part of overseas trade missions involving the director and/or assistant directors, including multiple missions to Asia in 2013 and 2014.
- Coordinated agency-wide and multi-agency responses to emergency situations, including the discovery of genetically engineered

wheat in Oregon and range land fires affecting cattle ranchers in Malheur County.

- Served on the Governor's Task Force for Genetically Engineered Crops and Foods and provided research support to the task force.
- Worked closely with the National Association of State Departments of Agriculture (NASDA) and Oregon stakeholders to develop and submit comments on several proposed rules to implement the federal Food Safety Modernization Act; organized tour for FDA officials to understand the implications of the proposed produce rule on Pacific Northwest agriculture.
- Provided analysis and technical expertise on land-use policy issues and proposals affecting agricultural lands including urban growth management, aggregate mining, the siting of energy facilities, public parks, irrigation reservoirs, and commercial and agritourism activities on agricultural land.
- Participated in the Governor's Sage Grouse Conservation Partnership (SageCon), working together with landowners and other stakeholders on sage grouse conservation and community sustainability in central and eastern Oregon. ODA staff have highlighted juniper management and properly managed grazing as tools to reduce wildfire threats along with swift action against invasive plant species as key contributions to habitat recovery strategies.



- Collaborated with the State Board of Agriculture to prepare the Board's biennial report to the Legislature.
- Coordinated the Farm Mediation Program and worked with stakeholders on a proposed cleanup of the program statutes. Completed 12 cases in 2013-14, with 10 reaching a settlement. Of the 12 cases, 100% of the participants who completed post-mediation surveys indicated they would recommend the program to someone else.

## Goals

- » Balance variable constituent interests across complex agricultural policy issues. The ability to be flexible and provide services that cut across program lines is critical to meet the needs of the industry and the public.
- » Continue to utilize cross-trained inspectors from one area of responsibility to perform work in other distinct, yet related, areas of responsibility. This approach reduces travel costs, maximizes logistics, and eliminates the need for multiple inspections performed by multiple inspectors.
- » Define and deploy continuous improvement activities and systems that incorporate core business functions, offering customers multiple ways of interacting with the organization.
- » Continue to work collaboratively with Oregon natural resource agencies to optimize opportunities for coordination of work as well as sharing of data and information.
- » Continue working with industry partners and through the National Association of State Departments of Agriculture (NASDA) to provide evaluation and comment on proposed rules of the Food Safety Modernization Act.
- » Represent ODA and agriculture's perspective on appropriate work groups and task forces to achieve meaningful and collaborative outcomes.

- » Continue to participate in regional land use planning activities and to monitor the application of Oregon's right to farm law.
- » Ensure that beginning and small farmers receive the contacts and assistance they need to start their businesses.
- » Increase the number of farmers and other parties who attempt to resolve disputes through the farm mediation program instead of in the court system.
- » Maintain the role of the State Board of Agriculture in guiding ODA policy development and ensure that recommendations in the Board of Agriculture Biennial Report are tracked and accomplished.
- » Secure adequate funding for ODA programs to efficiently and cost-effectively accomplish the mission and objectives of the agency.

## INFORMATION OFFICE

### What we do

- Serve as the agency's first point of contact for external customers.
- Provide communications and information services and assistance to all ODA programs.
- Provide media relations and public information services, including publications and other informational/educational materials.
- Coordinate ODA's website and social media services while providing assistance to agency staff.

### Major accomplishments

- Completed major redesign of ODA website, focusing on user tasks, improved navigation, and responsiveness to mobile devices. The process reduced the number of pages on the site by 75% while maintaining relevant information and service.
- Created news blog that is a central hub for news, information, and social media activity.



- Launched or expanded social media sites including Facebook, Twitter, YouTube, Flickr (for public access of digital images) and SoundCloud, allowing the agency to reach new and wider audiences.
- Improved the design, distribution, and accessibility of publications, including news releases, ODA's "Story of the Week", the Oregon Agriculture Quarterly, Oregon Agripedia, State Board of Agriculture Report, and ODA program-specific publications.
- Worked with ODA's Marketing Program to produce premiere issue of a new magazine, *Growing Oregon: A guide to the state's agriculture, food and markets* with the publication targeting potential buyers of the state's products.
- Responded to more than 1,200 requests by media for interviews and information, and more than 13,000 telephone or email requests for information by the public in 2013-14.

## Goals

- » Continue to enhance and refine the agency's website through the use of improved analytics, survey responses, and other forms of feedback.
- » Increase followers of ODA's Facebook and Twitter accounts by offering timely and relevant information.
- » Expand ODA's digital offerings on Flickr and YouTube, with an emphasis on producing short videos that explain agency programs.



## ADMINISTRATIVE SERVICES

### What we do

- Provide support for all of the department's programs in areas of financial management, licensing, contracts and procurement, human resources, and computer information systems. Through department programs, administrative services interacts with all of ODA's diverse customer base.
- Make payments for all goods and services purchased by the department as well as reimbursements for expenses; coordinate, train, and oversee compliance with travel rules; administer Small Purchase Order Transaction System (SPOTS) card program; receive, record, and deposit all revenue collected by the department; prepare monthly and annual financial statements; coordinate and monitor federal contracts and grants; monitor expenditures for appropriateness with generally accepted accounting principles, laws, regulations,

Department of Justice opinions, and Secretary of State audit comments.

- Assist in the development and control of the department's biennial budget; prepare quarterly allotments; provide expenditure and cash flow information; prepare fiscal impact analyses of proposed legislation; analyze fund balances and prepare forecasts.
- Provide centralized licensing functions, including auditing of license applications, issuing of license renewals and certificates, and monitoring license activities.
- Develop, establish, and administer department contracts; act as central procurement authority for the department; provide building maintenance and fleet management.
- Prepare monthly payroll; process health, dental, life, and disability insurance applications in addition to other voluntary deductions.
- Coordinate employee training, recruitment, hiring, job classifications, diversity management, and labor relations.



- Maintain department's computer infrastructure including hardware and software that comprises the department's network; deploy, configure, maintain, and monitor network equipment; develop and support custom business applications; provide helpdesk service and support.

## Major accomplishments

- Implemented an online payment and license renewal system for ODA licensees, achieving greater than 10% participation in the first year. The online system gives the customer the ability to pay in a more secure environment with an immediate receipt of payment from US Bank. Additionally, the customer receives their license certificate faster than traditional methods. The system also reduces errors with its built-in fee calculator, eliminating over payment or under payment errors.
- Continued to work with internal agency program staff to streamline licensing process and expedite the customer experience.
- Continued streamlining fleet and procurement processes.
- Enhanced ODA's technical infrastructure and agency capacity to provide effective and efficient service delivery, including a successful project with the Food Safety Program to use iPads to complete inspection reports on site.
- Received State Controller Gold Star Certificates for the Department of Agriculture and Commodity Commissions. Certificates are awarded to state agencies that meet requirements related to timeliness, accuracy, completeness, communication of important issues, and training attendance as part of the state of Oregon's Comprehensive Annual Financial Report.
- Entered into an intergovernmental agreement with the Oregon Department of Forestry and Oregon Department of Fish and Wildlife that provides for the shared services of the Oregon Department of Forestry's chief audit executive.



## Goals

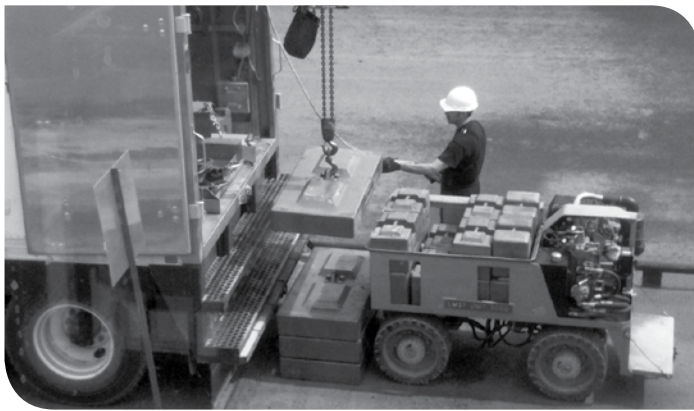
- » Recruit, maintain, and retain highly qualified staff who are provided with the necessary tools to service a wide range of complex and valuable programs for Oregon agriculture and the public statewide.
- » Continue to enhance the online payment and license renewal system providing additional online services, including submission of feed labels, online brand registration, printing license certificates, and allowing customers to pay their accounts receivable invoices online.
- » Increase customer usage of the online payment and license renewal system.
- » Continue to receive annual State Controller Gold Star Certificates for both the Department of Agriculture and Commodity Commissions.



# Internal Services & Consumer Protection Programs

## INTRODUCTION

The Internal Services and Consumer Protection (ISCP) Program Area provides consumer protection, ensures fair competition among businesses, and facilitates interstate commerce and international trade. This is done by ensuring the accuracy, validity, uniformity, and confidence in Oregon's Commercial Weighing System; ensuring that motor fuels sold in Oregon meet national standards for quality; providing safe, accurate, timely, and cost-effective laboratory analysis and technical support to ODA regulatory enforcement programs and other local, state, and federal agencies; and providing analytical and technical support for moving value-added food products to domestic and foreign markets. The ISCP Program Area also administers the Wolf Depredation Compensation Financial Assistance Grant and the Egg-Laying Hen Cage/Space Compliance programs.



## WEIGHTS & MEASURES PROGRAM

### What we do

- Act as an impartial third-party overseeing the commercial marketplace to ensure equity in transactions for both the buyer and seller while, at the same time, working to prevent and eliminate fraud and other deceptive and misleading practices.

- Examine and certify approximately 55,000 commercially-used weighing and measuring devices for accuracy and compliance with state and nationally recognized quality standards. This includes conducting annual performance tests on more than 29,000 retail motor fuel dispensers in Oregon. These devices are licensed and examined for accuracy and suitability each year by 18 field inspectors and two field supervisors.
- Respond to and investigate complaints involving discrepancies in weighing and measuring devices.
- Provide Oregon industries the highest level of precision calibration available through the metrology laboratory. The lab maintains custody of the state's mass and volumetric standards for measurement, which are used to

1) provide precision calibration and traceability for over 2,700 standards used in the field by weights and measures inspectors (in order to make sure that the tools used to check weighing and measuring devices for accuracy are, themselves accurate) and 2) provide precision calibration services to over 141 private high technology, manufacturing,

and production firms each year.

- Act as the state's technical experts and provide technical assistance to businesses in the proper selection and use of weighing and measuring equipment by interpreting NIST Handbook 44 and collecting and distributing information on the continuing advancement of commercial measurement technology.



- Represent Oregon at the annual National Conference on Weights and Measures during which laws and regulations, technical codes for weighing and measuring devices used in commerce, test methods, enforcement procedures, and administrative guidelines are developed and adopted in the interest of promoting uniformity of requirements and methods.

## Major accomplishments

- Examined 52,882 (94%) of the 56,247 total licensed weighing and measuring devices in Oregon for 2013. For 2014, it is estimated that 52,000 (92%) of the 56,663 total licensed weighing and measuring devices will have been examined. In 2013-14, these weighing and measuring devices were used to weigh or measure an estimated \$93 billion dollars of goods and products in Oregon. (Reduction in number of devices examined for 2014 is due to vacant positions.)
- Determined that approximately 85% of the weighing and measuring devices examined by weights and measures field inspectors in 2013-14 were found to be in compliance with national and state weights and measures laws.
- Received, investigated, and resolved 199 complaints regarding weighing and measuring discrepancies in 2013-14 (through Nov 1, 2014).

- Examined a total of 29,650 fuel metering devices in 2013—most of them installed inside retail motor fuel dispensers—with 4,692 issued findings. Of those, 1,240 were operating out of the required accuracy tolerance requiring recalibration of the device; 694 findings were issued requiring non-calibration-related repairs to the device including but not limited to fixing burned out displays, replacing leaky hoses, replacing defective switches, etc; the remaining 479 findings were for labeling and licensing issues. These more than 29,000 fuel meters are used to measure an estimated \$7.9 billion of gasoline, including fuel for aviation, and diesel fuel that is sold in Oregon each year.
- Collaborated with the agriculture industry (farming, ranching, processing, wholesale, and retail) and Oregon seafood processors to certify weighing and measuring devices and systems. This assisted in accurately weighing \$5.4 billion of agricultural production and \$152 million of commercial fish landings in 2013.



- Collaborated with Oregon's Farmers Market Association, with an estimated 120 markets statewide, in certifying scales which weighed an estimated \$44 million of Oregon's farm sales.
- Collaborated with the Port of Portland in certifying continuous weighing and measuring systems in Terminals 4 and 5 that assist

with the accurate weighing and measuring of nearly 24 million tons of cargo passing through the marine terminals in the Portland Harbor each year.

- Partnered with representatives from the Oregon Health Authority and conducted joint field examinations of scales at medical marijuana dispensaries in the Salem and Bend areas. ODA licenses and inspects 172 commercial scales at 100 marijuana dispensaries.
- Collaborated with ODA's Food Safety Program in 2013-14 on an efficiency project by conducting "Just Checking In" food safety audits at 227 retail food establishments during which a weights and measures field inspector was already on-site for work-related purposes.
- Hosted the Western Weights and Measures Association Regional Conference in Portland in 2014 which included a record 120 participants from 13 western states, industry leaders, and federal officials from the National Institute of Standards and Technology (NIST).
- Licensed Oregon's first compressed natural gas public retail dispenser for automotive fuel in Eugene and the first liquified natural gas public retail dispenser in Hermiston.
- Trained staff through a cooperative effort with NIST, the National Conference on Weights and Measures (NCWM), and the National Type Evaluation Program (NTEP) to become nationally recognized as regional trainers in the areas of metrology and retail motor fuel dispensers, and as NTEP field evaluators for the testing of large scales.
- Received an outstanding third-party assessment for the Metrology Laboratory from the National Voluntary Laboratory Accreditation Program (NVLAP), reaffirming the lab as one of the best in the country. The lab is also one of just eight state mass laboratories nationwide that is NVLAP accredited to Echelon

1 mass calibration designation, permitting the highest precision available as required by today's high technology business sector. This accreditation helps Oregon's manufacturing and high-tech industries meet the international marketplace's ISO 9000 requirements and strengthens their competitiveness.

## Goals

- » Continue to ensure consumer and business protection, a fertile economic environment for Oregon businesses (both domestic and internationally), and encourage economic growth by examining and certifying weighing and measuring devices for accuracy.
- » Respond and investigate complaints of discrepancies in weighing and measuring devices in a professional, respectful, unbiased, and timely manner.
- » Assist businesses and service companies in the proper selection of weighing and measuring equipment by providing information on regulatory requirements as well as the continued advancements available in commercial measurement technology.
- » Provide the highest level of metrology services available to Oregon's key service, manufacturing, production, and high-tech industries in order to help them meet ISO 9000 quality certification requirements and remain competitive in the marketplace.
- » Continue to train highly technical regulatory staff in the ongoing advancements of commercial measurement technology and provide them with the best possible tools and equipment.
- » Strive to achieve efficiencies in service delivery through innovations in work process, information technology, specialized equipment, and personnel management. For example, replace two aging railroad test car units with a non-railbound test unit in

order to reduce the time spent examining the 29 licensed railroad scales in Oregon, which will also reduce staff and management time, maintenance and repair costs, and improve customer service.



## MOTOR FUEL QUALITY

### What we do

- Ensure that the two billion gallons of motor vehicle gasoline, diesel, and biofuels sold in Oregon each year meet national standards and specifications for quality.
- Test gasoline sold in the retail market to make sure the product's actual octane rating is consistent with what is posted. This regular testing helps ensure that consumers are getting the octane rating they are paying for at the pump.
- Enforce Oregon's Renewable Fuel Standards of 10% ethanol in gasoline and 5% biodiesel in diesel fuel.
- Respond to consumer complaints regarding motor fuel quality (estimated 70 annually).
- Work with industry representatives, retailers, and new businesses that are developing cutting-edge renewable fuel technology in order to regulate and enforce Oregon's Renewable Fuel Standard.
- These main responsibilities of the MFQ Program are accomplished by:
  - › Fuel inspections at terminals, wholesale dealers, retail dealers, and in-state biofuel producers
  - › Field screenings of fuel for contaminants, octane levels, and biofuel content

- › Fuel sample testing at in-house lab and private lab to prove specification and standards
- › Inspection of fuel storage tanks for water and other contaminants

### Major accomplishments

- Screened 5,963 motor fuel samples in 2013-14 (unleaded, mid-grade and premium) from across the state for octane and visual contamination, with 37 samples failing (99.4% compliance).
- Examined 9,305 fuel storage tanks in 2013-14 for visual contamination and excessive water with 51 tanks having excessive water and being placed out of service until corrected (99.5% compliance).
- Pulled 124 official fuel samples from across the state in 2013-14 to be tested at a private laboratory for national quality and specification compliance.
- Identified fuel, as a result of consumer complaints, that was wrongly being marketed/sold as "diesel fuel" but in reality had been blended with 20% biodiesel derived from used cooking oil, thus making it exempt from Oregon's highway excise tax on fuel (30 cents per gallon). Notices were sent out to 417 retail motor fuel stations requiring them to adopt product labeling which clearly identified the fuel, enabling the consumer to make a more informed value judgment when shopping for fuel. The program also began working with the Department of Justice to make corrections to the price and street signs, which do not fall under the program's jurisdiction, in order to make sure that the product advertising practices were similarly updated to clearly identify the grade of fuel offered for sale.



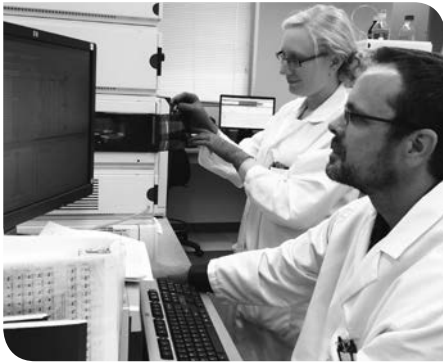
## Goals

- » Continue to conduct fuel screenings and fuel quality and specification lab analysis in order to ensure consumer confidence in the quality of motor fuels (including biofuels) sold in Oregon.
- » Respond to and investigate motor fuel quality complaints in a professional, respectful, unbiased, and timely manner.
- » Work closely with industry representatives (producers, wholesalers, and retailers) and emerging businesses in the realm of biofuels, renewable energies, and clean technologies in order to add resilience and certainty to the industry, while continuing to implement, regulate, and enforce Oregon's Renewable Fuel Standard.
- » Enhance ODA's laboratory facility to be better prepared to identify and correct fuel quality issues. This includes plans to purchase equipment to test fuel for water contamination internally and to evaluate diesel fuel for conformance to the flash point specification.

## LABORATORY SERVICES

### What we do

- Provide organic chemistry, inorganic chemistry, and microbiological testing services for ODA's regulatory enforcement programs, as well as many private industries and governmental programs.
- Provide analysis and technical support to ODA's Fertilizer and Pesticide Enforcement Programs in efforts toward reducing



exposure to toxics and potential impacts on human health and the environment.

- Provide analysis and technical support to ODA's Confined Animal Feeding Operation Program (CAFO) to improve water quality on agricultural lands.
- Provide analytical and technical support to help facilitate the export of Oregon agricultural products to domestic and foreign markets.
- Provide analyses of poultry and poultry products for USDA.
- Provide consumer protection by conducting testing under the Interstate Milk Shippers Program, which allows milk and milk products to move across state lines.
- Conduct testing under the Interstate Shellfish Sanitation Conference's National Shellfish Program in which waters are constantly monitored for bacteria levels. This allows shellfish harvested in Oregon's waters to be sold and moved across state lines.
- Serve in the Food Emergency Response Network (FERN), which is activated when a food borne emergency occurs to help identify the causative agent, source, and assure recovery.
- Provide organic pesticide residue analyses for DEQ's Ground Water Program.
- Provide laboratory services for the EPA, Department of Environmental Quality, Forestry Department, and other state and federal agencies.

## Major accomplishments

- Provided internal and external customers with timely and effective analytical responses by conducting 41,288 tests on 9,537 samples in 2013-14 ranging from dairy, CAFO, food, fertilizer, pesticides, bay water, shellfish, food exports, and ground water.
- Received ongoing FDA Cooperative Agreement grant and continued to make progress on preparing for ISO/IEC 17025:2005 accreditation.
- Participated successfully in multiple proficiency testing programs and several on-site audits by FDA, EPA, and others.
- Staffed all permanent positions and increased the number of staff cross-trained on specific test methods.
- Acquired and installed a second LC-QQQ analyzer to increase the lab's capacity for pesticide residues and toxics testing.
- Collaborated with all ODA program areas (internal clients) to improve testing programs.
- Instituted flexed work schedules to keep the lab open 6 days a week (Monday-Saturday) in order to achieve quicker turnaround times for the increasing number of human-health related regulatory cases.

## Goals

- » Support ODA's regulatory programs by providing safe, accurate, timely, and cost-effective pesticide, chemical, and microbiological analysis and technical support to assure compliance with state laws for Food Safety and Natural Resource programs.
- » Continue to use the Export Certification Program to help Oregon agricultural producers and the food products industry be competitive in domestic and international markets.
- » Continue to work towards ISO/IEC 17025:2005 laboratory accreditation, enhanced quality

controls, performance and system audits, validation, and reporting.

- » Continue to cross-train laboratory staff, extend hours of operation, and implement validated technical process improvements to optimize testing capabilities and improve sample turnaround times.
- » Purchase and implement a new Lab Information Management System (LIMS) to increase efficiencies of the lab and offer real-time access for customers wanting to check on the status of their sample/test results.



## SPECIAL PROGRAMS

### What we do

- Administer ODA's Wolf Depredation Compensation and Financial Assistance Grant Program. Using money from the Wolf Management Compensation and Proactive Trust Fund and other external sources, ODA provides pass-through grants to counties to establish and implement county wolf depredation compensation programs. County programs can distribute compensation to persons who suffer loss or injury to livestock or working dogs as a result of wolf depredation and provide financial assistance to persons who implement livestock management and/or nonlethal wolf deterrent techniques designed to discourage wolf depredation of livestock.
- Support the Oregon Department of Fish and Wildlife's Wolf Conservation and Management Plan through ODA's Wolf Grant Program by proactively minimizing wolf-livestock conflicts and assisting livestock producers who experience wolf-related livestock losses.



- Administer ODA's Egg-Laying Hen Care Program, which regulates the manner in which egg-laying hens may be confined in an enclosure. This law is intended to transition commercial egg farms in Oregon away from the use of small battery cages to larger cages, and ultimately to enriched colony systems, including cage-free production systems. Among other requirements, the law prohibits the sale (distribution) of eggs or egg products into or within Oregon from hens that are confined, during the production of the egg, in an enclosure that fails to comply with the requirements.

### Major accomplishments

- Helped facilitate the creation of 11 County Wolf Programs in the central and eastern parts of the state, with three more counties working toward wolf program creation (Jackson, Wasco, and Sherman).
- Awarded \$62,820 in 2013 to 10 county wolf programs for depredation compensation, missing livestock, prevention techniques, and county implementations costs. For 2014, awarded \$150,830 to eight county wolf programs for depredation, missing livestock, prevention, and implementation costs.
- Applied for and was awarded a Wolf-Livestock Demonstration Grant from US Fish and Wildlife Services in 2013 in the amount of \$63,125 to be passed down to the county programs for depredation compensation and preventative techniques. In 2014, was successful again with the same federal grant program and was awarded \$53,000 for prevention techniques.

- Mailed out an “educational and compliance” notice to more than 250 egg handler and egg breaker license holders to inform them of the new prohibitions and document requirements associated with the Egg-Laying Hen Care Program. This mailing has generated over 100 inquiries (phone calls and emails) from egg producers and distributors ensuring that they are complying with the new law.
- Investigated and successfully resolved a case in which non-compliant liquid egg products were being purchased and used from out-of-state.

### Goals

- » Explore alternative revenue streams to help fund the Wolf Depredation Compensation and Financial Assistance Program as Oregon's wolf population expands and the number of county wolf programs increase.
- » Continue to work with stakeholders and offer technical support to established and emerging county wolf programs.
- » Continue to work towards streamlining ODA's wolf grant application, award, and annual reporting processes.
- » Coordinate further with ODA's Food Safety Program in order to perform quick visual audits of retail eggs in grocery stores for compliance.
- » Incorporate a compliance acknowledgement form as part of the egg-handler, egg-breaker licensing process.
- » Train and educate staff who will be conducting on-site audits of Oregon commercial egg farms for compliance starting on, or after July 1, 2015.
- » Work with stakeholders to further refine applicable administrative rules.



# Food Safety & Animal Health Programs

## INTRODUCTION

The Food Safety and Animal Health Program Area (FSAH) inspects all facets of Oregon's food distribution system (except restaurants) to ensure food is safe for consumption, protect and maintain animal health, and ensure animal feeds meet nutritional and labeling standards. Specifically, FSAH works to (1) assure a safe, wholesome, properly labeled and protected food supply, (2) ensure that feed for livestock and animals is wholesome and unadulterated, (3) prevent, control, and eliminate diseases harmful to humans and livestock, and (4) prevent livestock theft. FSAH programs are conducted statewide, affect the state's food and livestock production and distribution systems, and impact all Oregon consumers.

In the food safety portion of the program area, nearly 7,000 food establishments in Oregon are licensed and inspected. Programs respond to food safety issues to protect the public while working with the food industry through education and collaboration to prevent unhealthy or unsafe conditions in the food supply.

In the animal health portion of the program area, Oregon's livestock industries and their markets are protected through programs that test for, control, and eradicate animal disease, including those transmissible to humans, and through programs that regulate the movement of livestock and other animals.

FSAH administers 10 statutes that regulate food, feed, and animal health industries. To achieve its goals, FSAH works with Oregon industries, local governments, neighboring states, and federal agencies.



## ANIMAL HEALTH PROGRAM

### What we do

- Work with veterinarians throughout Oregon to prevent, detect, control, and eradicate animal diseases.
- Complete several thousand veterinary diagnostic tests every year, through the Animal Health Laboratory, to help confirm Oregon livestock's health status and/or absence of certain diseases.
- Issue import permits and process Certificates of Veterinary Inspection required for nearly all animals entering the state to verify these animals meet Oregon's import requirements for animal health.
- Monitor animal movement, trace disease outbreaks, and employ essential control measures directed toward protecting Oregon's animals and public.
- Cooperate with other agencies and organizations to control diseases, including USDA, Oregon State University, state public health officials, the Oregon Department of Fish and Wildlife, and the Oregon Veterinary Medical Association.

### Major accomplishments

- Retained Oregon's classification this past biennium as "free" from brucellosis, tuberculosis, pseudorabies, and pullorum-typhoid, diseases that affect cattle, swine, and poultry respectively. "Free" status is a significant economic enhancement and allows maximum freedom of interstate

and international movement for animals and animal products. This high ranking was accomplished through cooperation with other agencies and organizations, including but not limited to: Oregon State University, state Public Health officials, Oregon Department of Fish and Wildlife, the Oregon Veterinary Medical Association, the FDA for drug residue concerns, animal owner and producer groups for various species of animals, practicing veterinarians, law enforcement agencies, and USDA's animal disease control programs.

- Completed 47,616 tests by the Animal Health Laboratory in 2013 and expect to meet or exceed that number in 2014.
- Provided surveillance for avian influenza in commercial poultry operations and one live backyard bird market in the state.
- Responded to an outbreak of the neurologic form of Equine Herpesvirus-1 (EHV-1) in March 2014. The outbreak occurred at a small stable a few miles southeast of Eugene. Eleven horses were involved. Two horses died and three others developed clinical signs. Those three responded to treatment and recovered. Aggressive biosecurity procedures were observed throughout the ordeal, resulting in no spread of the infection.



- Responded to, in cooperation with USDA, and closed an active case of scrapie in sheep. In August 2013, the state was notified that routine slaughter surveillance had detected a positive animal that originated from a commercial flock of approximately 1,200 animals in Douglas County. All genetically susceptible animals were removed from the flock and tested. All trace-in and trace-out flocks were located, high risk animals genetic tested, and Post Exposure Management and Monitoring Plans implemented. No other positive animals were discovered.
- Responded to cases of livestock infected by West Nile Virus. In 2013, there were six reported WNV cases in horses representing one case each in Malheur, Klamath, and Union counties, and three cases in Umatilla County. In 2014, there were three reported cases with one case each in Baker, Union, and Jefferson counties.
- Responded to an Epizootic Hemorrhagic Disease (EHD) outbreak in Douglas County in fall 2014. EHD is a viral disease whose primary host is deer, but can infect other species of animals such as cattle and other ruminants. The disease occurs sporadically in the state but this occurrence was unusual in that the disease had not been documented in this area. More than 400 whitetail and blacktail deer died. Seven yaks in a nearby exotic game park also died. ODA conducted laboratory testing that confirmed the infection in cattle. However, no cattle deaths have been attributed to the EHD outbreak.
- Conducted disaster and disease emergency response training and drills with the Oregon Veterinary Emergency Response Team (OVERT). This training and these drills increase the preparedness of private accredited veterinarians to assist ODA in a large-scale disease response or natural disaster.

## Goals

- » Monitor and respond to important animal and zoonotic pathogens associated with livestock production operations.
- » Maintain Oregon's disease free status in state-federal cooperative disease control programs including avian influenza, brucellosis, and bovine tuberculosis.
- » Improve the ability to respond to animal health emergencies by continuing to refine core veterinary training and recording animal movement and location information.
- » Cooperate closely with intra- and inter-agency partners for efficient use of personnel and valuable state resources. Aggressively pursue long-term strategies to maintain disease-free animals, ensure a wholesome food supply, and best serve the livestock industries and people of Oregon.



## ANIMAL FEEDS PROGRAM

### What we do

- Administer Oregon's commercial feed laws, which apply to all commercial manufacturing and distribution activities involving feed, feed ingredients, and feed additives for all animals, including livestock, aquaculture, and specialty animals.
- License persons manufacturing and/or distributing commercial feed in or into Oregon and regulate package labeling.
- Register and test commercial feed products to confirm that animal feed is safe, meets nutritional

guarantees, and is in compliance with state and federal regulations.

- Regulate feed components and enforce the ban on ruminant protein in ruminant feed.

## Major accomplishments

- Piloted the establishment of a defensible sampling plan for animal feed in Oregon. Results of this pilot will be shared with other states through Association of American Feed Control Officials (AAFCO).
- Conducted 16 contract inspections for FDA looking at the handling of animal proteins in compliance with the federal ruminant feed ban to prevent amplification of BSE (mad cow disease).
- Began operating the online feed license renewal process. Firms can upload product labels, pay with a credit card, and modify their product list all online.
- Provided comments to FDA on new federal rules for animal feed

preventive controls as part of the Food Safety Modernization Act. Rules are due to be final in 2015.

- Served on the National Partnership for Food Protection (PNP) Feed

Workgroup,

working on sharing of positive lab results between states and FDA to facilitate shorter time frames for identification of adulteration trends. In July 2014, the PNP launched Livestock NET, a portal for regulators to report consumer complaints relating to animal feed that impacted the health of the animal. A companion portal PET NET is already functional.

- Continued serving on the AAFCO Board of Directors, with the AAFCO President in 2015 coming from ODA. Serving on the board provides insights into how other states run their feed programs.



## Goals

- » Reduce nutrient and labeling violations to protect consumer and animal health.
- » Assist industry to implement new Federal Preventive Controls for manufacturing animal feed.



## ANIMAL IDENTIFICATION PROGRAM

### What we do

- Deter cattle and horse theft by having an active livestock inspection program when entering commerce, aided by brand recording for proof of ownership.
- Actively manage the recording of over 11,000 livestock brands that help verify ownership, deter theft, return lost animals to owners, and are a primary tool for animal disease trace-backs.
- Inspect more than 1.1 million cattle annually for proof of ownership and interstate movement. Most western states participate in this activity to assure a fair and honest movement of livestock.
- Assist local and state law enforcement in livestock theft investigations.

### Major accomplishments

- Continued to perfect a model traceability system implemented by brand inspectors at auction markets around the state. This system, primarily built by Oregon, is held up by USDA as a model for other states to replicate, enhancing interstate movement tracing capabilities. The web-based software program links brand inspection and animal health permit databases thereby improving accessibility and

accuracy of recorded information. The time necessary to provide vital information to the industry has been reduced on average from 16 days to 2 days.

- Completed major training for all brand inspectors in the state, focusing on compliance with laws and consistent application of those laws.
- Continued to be an active partner with local and state law enforcement to deter and recover stolen and missing livestock. The value of ODA services is key to many successful prosecutions and is invaluable for getting animals back to their owners.

## Goals

- » Continue to aggressively protect livestock production through use of new tools where needed, and improve execution of the laws enforced and services provided by the program.
- » Develop additional opportunities for brand inspectors to assist with the Animal Health Program's regulatory requirements.



## FOOD: MANUFACTURING & RETAIL SAFETY PROGRAM

### What we do

- Inspect establishments engaged in food manufacturing, baked-good production, and retail food sales by focusing on risk factors such as employee hygiene, time and temperature controls, and food sources.
- Perform annual equipment testing and calibration for food manufacturers.

- Conduct plan review and provide technical support for food establishments that have yet to become licensed, including label review and comment.
- Offer food safety expertise and oversight to all food establishments (excluding restaurants, which are handled by Public Health Division, and meat slaughtering/processing plants, which are handled by USDA).
- Provide licenses for retail food establishments (grocery stores), food manufacturers, food warehouses, bakeries, non-alcoholic beverage plants, and domestic kitchens.
- Respond to foodborne illness outbreaks. Trace products back through the distribution system and investigate production and handling to establish and eliminate the source of the contamination.
- Provide certification services for Oregon food producers that ship products to foreign markets. These markets do not allow the importation of US products without a health certificate specifically attesting that the food processor (exporter) is licensed, that its food processes meet all health, safety, and legal requirements, and that its food is freely distributed in the US.

### Major accomplishments

- Participated intensively in discussions on draft rules proposed as part of the Food Safety Modernization Act (FSMA) and helped provide comment designed to improve those proposals to create a more proactive approach to food safety.
- Hosted, in cooperation with the states of Idaho and Washington, an educational tour by FDA officials of Pacific Northwest irrigation systems to highlight impacts of proposed FSMA rules. As a result, proposed rules were revised.



- Adopted a new electronic inspection system using an iPad as the primary tool for recording and tracking data. The system incorporates data reporting needs into the 'Food Safety Central Office'. This new central office system synchronizes to the Field Inspection Program used by the food safety inspectors and allows for real-time communication, saving staff time, delivering more accurate information, and improving timeliness of information. The new inspection program has incorporated numerous data fields necessary for better use of limited resources. For example, the food establishments have been assigned a risk category (high, medium, low) depending on the activities conducted by the firms. Those risk categories determine the frequency of inspections.
- Adopted, by administrative rule, the most current versions of all applicable federal food safety laws including, but not limited to, the Pasteurized Milk Ordinance, the Food Code, and the Shellfish Sanitation Program.
- Educated and trained food safety inspectors in complex and high risk food processing programs to ensure that inspectors implement food safety rules as required and apply them consistently.
- Hired a permanent recall and compliance specialist to coordinate recall activities and enforcement policies.
- Assisted FDA and food manufacturers with 15 recalls associated with Oregon firms in 2013 and another 13 recalls in 2014. The recalled food products included dairy, fruits and

vegetables, seafood, bakery goods, sausages, fruits, nut butters, tea mix, soy sauce, and pizza dough. Among the recalls, 10 (36%) were Class I where the use or exposure to the product could cause serious adverse health consequences or death.

- Continued to be a national leader in the implementation of the Manufactured Food Regulatory Program Standards (MFRPS), the US standard for food manufacturing administered by FDA, which promotes healthy, safe, and successful businesses in Oregon's food industry.
- Collaborated with Oregon Health Authority (OHA) to review and update the 1986 Memorandum of Understanding (MOU) between ODA and OHA for combination facilities as mandated by ORS 616.015. The purpose of the update is to take into consideration the modern landscape of the industries subject to regulation by both agencies. Significant progress has been made.
- Assigned three new positions approved by the Oregon Legislature to primarily inspect retail food establishments with another three limited duration positions to be dedicated to retail inspections. Adjustments have been made on territory assignments to balance the workloads of field inspectors.

## Goals

- » Collaborate with other states, FDA, and stakeholders to implement the Food Safety Modernization Act. Oregon's food safety program will need additional federal resources to meet the newly mandated food safety standards. The first of the new FSMA regulations to reach the states are expected to be: Preventive Controls (for human and animal food production), Produce Safety, and Foreign Supplier Verification (of regulatory compliance).
- » Excel in the implementation of FDA's Manufactured Food Regulatory Program Standards and continue the grant annual process.

- » Develop a consumer education program in conjunction with local, state, and federal food safety partners (Partnership For Food Protection).
- » Continue to work with OHA to complete the MOU for combination facilities.
- » Initiate discussions with OHA's Epidemiological Program to review and update the MOU on Illness Investigations at ODA licensed facilities throughout Oregon.
- » Continue to assist ODA licensed firms and FDA during food recalls.
- » Develop and implement a new database system that allows for electronic creation and maintenance of validation of licenses, inspection reports, plan reviews, consumer complaints, compliance history, complex processes, foreign export, and other important food safety documentation.
- » Develop and initiate the next phases of the Central Office and Inspection Program project in the next several years.



## FOOD: DAIRY, MEAT, & EGG PROGRAMS

### What we do

- Inspect dairy farms twice a year and dairy plants four times a year to ensure consumers receive safe and wholesome fluid milk and milk products.
- Perform inspections, sampling, and equipment checks in accordance with the Pasteurized Milk Ordinance, allowing fluid milk and milk products to be sold in other states. Similarly, manufacturing grade products, such as powdered milk, are held to similar federal requirements.

- Regulate and inspect dairy products processing plants, artisan cheese processors, and sheep and goat establishments.
- Inspect and oversee mobile and custom meat slaughtering establishments, retail markets, and pet food manufacturers. The program also visits USDA-inspected meat plants annually to confirm federal inspectors are on site.
- Provide monthly grading services for Oregon egg processors and egg grading in retail food establishments every four years. Eggs are the only food type for which Food Safety programs provide quality assurance instead of safety control.

## Major accomplishments

- Adopted the 2013 version of the Pasteurized Milk Ordinance to equalize Oregon's regulatory practices with federal standards.
- Continue the work of educating the general public and entrepreneurial business about Oregon's 1,000 bird poultry exemption law (HB2872).
- Purchased six electronic stainless steel temperature sensor test vessels, adding to and replacing old, unreliable equipment, allowing more accurate, efficient testing of industry pasteurization equipment. Additional testing vessels mean more inspectors have access to critical test equipment, reducing inspector travel and response time.
- Hosted the Pacific/Southwest Regional Milk Seminar in Portland, April 2014, representing 150 attendees from 20 states.

## Goals

- » Continue to standardize additional dairy inspectors to provide uniform inspection and frequency.
- » Purchase additional high temperature short-time salt injection test units.
- » Maintain egg quality and increase egg inspections.
- » Continue working with the governor's office and USDA to

explore the development of a Talmadge-Aiken (TA) agreement program. This program will provide the Oregon Food Bank with access to a much needed resource of donated meat in areas of the state where donated meat is available, but access to USDA inspection services are limited.

- » Assist industry in the approval of new technologies.



## FOOD: SEAFOOD & SHELLFISH PROGRAM

### What we do

- Identify pollution sources and other factors that could impact the state's shellfish and render them unfit for human consumption. Work with local and state agencies, environmental groups, industry and other stakeholders to eliminate these pollution sources.
- Collect samples and monitor fecal coliform and water quality parameters at more than 90 established stations in Oregon's seven classified commercial shellfish growing areas. Develop and monitor growing area management plans to ensure toxin limits and water conditions are met for safe shellfish.
- Collect technical scientific measurements and evaluate commercial shellfish growing waters and harvested meats in cooperation with the Oregon Department of Fish and Wildlife (ODFW).

- Collect shellfish meat samples and test for presence of marine toxins paralytic shellfish poisoning (PSP) and domoic acid (DA). These toxins can cause severe illness and death in humans.
- Inform and educate the public about water quality and how it affects shellfish resources, and the potential health risks associated with consuming shellfish.

- Review Hazard Analysis and Critical Control Point (HACCP) programs and processes required for seafood and shellfish processors to prevent food-borne illness.
- Participate in the Oregon Shellfish Initiative, which focuses on

how the shellfish industry affects tourism, local employment, and provides historical value. The goal of the initiative is to keep the industry vital and growing and to raise awareness of county and state lawmakers to industry's challenges.

## Major accomplishments

- Received a successful FDA audit which determined Oregon is in compliance for the Growing Area, Vibrio Management Plan and the Plant Sanitation Elements of the National Shellfish Sanitation Program (NSSP).
- Closed commercial shellfish harvesting more than 115 times in 2013 and 2014 due to presence of marine toxins. Performed 439 domoic acid tests and 529 paralytic shellfish toxin tests on shellfish meats. More than 1,644 bay water samples were tested for fecal coliforms.

- Completed sanitary surveys of the growing area waters in Netarts Bay and Coos Bay confirming compliance with water quality parameters set forth in the NSSP.
- Offered Association of Food and Drug Officials (AFDO) and Seafood Alliance Hazard Analysis and Critical Control Point (HACCP) training for seafood processors annually. In 2013-14, four classes were made available to seafood processors and importing industry, and regulatory officials, with 57 students attending to date.
- Served as a steering committee representative on the Seafood HACCP Alliance for the Western Association of Food and Drug Officials (WAFDO).
- Trained one new state standardized shellfish inspector, with two existing inspectors re-standardized.

## Goals

- » Provide seafood processors with best available science, facilitate stakeholder engagement in decision-making, and advance science-to-management and technology adoption.
- » Increase understanding and application of best practices in seafood safety, and products.
- » Train and standardize one new inspector to become a state standardized shellfish inspector.
- » Replace plastic biotoxin signs in use at recreational beaches with more durable metal signs that will be permanently mounted on dedicated posts at an estimated 120 sites. When beaches are open, the signs will educate and encourage recreational harvesters to contact the biotoxin hotline before harvesting.



# Market Access & Certification Programs

## INTRODUCTION

The Market Access and Certification Program Area assists Oregon's agricultural producers, processors, and fishers in their efforts to successfully sell and ship products to local, national, and international markets. The marketing portion of the program area works to promote and create demand for Oregon agricultural products. The inspection and certification portion of the program area adds value by making products more marketable. It also provides services to facilitate product movement, and services that overcome trade barriers and technical constraints affecting agriculture. These programs reach rural and urban areas alike to create jobs and sustainable opportunities for the state's multi-billion dollar agricultural sector.



## CERTIFICATION SERVICES

### What we do

- Provide third-party food safety inspections under USDA's GAP/GHP Audit Verification Program to address microbial food safety hazards on the farm.
- Provide Global Food Safety Initiative (GFSI) third-party inspections and certification through a partnership with World Quality Services (WQS). These include GlobalGAP and PrimusGFS for farms, handling operations, and food processors.

- Provide organic certification services under USDA's National Organic Program for crop producers and handling operations.
- Provide Maximum Residue Level compliance certification through official sampling and analytical testing. Protocols are designed to detect specific pesticide residue or food pathogens in order to meet industry standards.
- Provide customized Identity Preserved certification to Oregon companies to verify and validate market features such as non-GMO status, traceability, security, and more.
- Provide third-party audit and inspection services to wine industry certification programs, including Low Input Viticulture and Enology (LIVE) for Oregon wineries, as well as the Carbon Reduction Challenge (CRC).
- Work cooperatively with public and private entities to provide verification and market access through certification services and the development of new voluntary certification programs with industry.

### Major accomplishments

- Collaborated with USDA APHIS and Korea's Quarantine and Inspection Agency to improve and streamline protocols for exporting fresh Oregon blueberries into the Korean market. That process was a result of ODA field surveys and commodity inspections. Oregon became the first state allowed to export fresh blueberries into the market in 2012.
- Conducted customized audit services for 57 Oregon growers/handlers between 2013 and 2014. Customized audit programs are developed for LIVE (Low Input Viticulture and Enology) and SERF (Socially and Environmentally Responsible Farming), along with those created by handlers/processors specifically for their growers, such as Identity Preserved or sustainability programs.
- Provided auditing and certification services to Global Food Safety Initiative (GFSI)-benchmarked schemes for 133 growing and/or packing operations in 2014 under partnership with WQS (previously NCSI Americas, Inc.). This figure is almost quadruple the number of applicants in 2012, when these audits were first offered. The largest growth has been in the blueberry and caneberry industries in the Willamette Valley in addition to onion growers in eastern Oregon.
- Certified an increase by over 14,000 acres the amount of farm land under USDA Good Agricultural Practices/Good Handling Practices (GAP/GHP) and/or GlobalGAP since 2012 to roughly 94,600 acres. With deadlines drawing near for the implementation of the Food Safety Modernization Act, it is expected that the number of operations participating in a food safety audit scheme will continue to grow for the next few years.
- Received a re-accreditation audit in 2014 after first becoming accredited to certify crop and handling operations under the USDA National Organic Program standard in 2009.
- Developed and delivered technical workshops in Hermiston, Hood River, and Salem districts for growers pursuing either USDA GAP or GlobalGAP audits as part of a grant in 2013. Surveys were collected from the participants to assess the success of the training sessions and potential for future



workshop interest. The results from the survey indicated that 89 % of participants thought the information was useful and 87% were interested in attending future technical workshops from the ODA, if provided.

- Completed draft rules and regulations for industrial hemp production. ODA's plan will begin issuing licenses and permits by February 2015 and begin operating an inspection program for that crop year.

## Goals

- » Continue to provide high quality, cost-effective services to Oregon's agricultural producers and handlers in a timely manner.
- » Provide leadership on innovative and solution-oriented services to meet market demands of Oregon producers and handlers.
- » Increase ability of customers to meet a greater number of market opportunities through customized service and validation.
- » Develop certification staff to provide expert technical assistance to industry and continue to provide leadership to other state departments of agriculture in providing advanced certification services.
- » Increase staffing of auditors in Salem to accommodate requests from Willamette Valley growers because of buyer demand for GFSI-related audits.
- » Begin issuing licenses and permits and begin operating an inspection program for industrial hemp production.

## SHIPPING POINT INSPECTION PROGRAM

### What we do

- Provide services in response to the industry's requests and needs. Services include a wide range and variety of inspections and certifications and are performed at ODA and customer facilities. These traditional inspections and certifications, ensure that fruit, vegetable, and nut crops meet regulatory, customer, and marketplace standards.
- Make available official third-party verification programs for identity preserved products, food security audits, and audits of other practices at the request of industry.
- Provide product and process training to the various segments of the industry, inspection and certification oversight as it relates to voluntary or mandatory inspection and certification programs.

### Major accomplishments

- Inspected more than 4.6 billion pounds of produce for processing and 1.5 billion pounds of fresh fruits, vegetables, and tree nuts in 2013 with a similar number expected in 2014.
- Inspected and certified more than 385 million pounds of fresh fruits, vegetables, and nuts for export to 60 countries in 2013, including nearly 18 million pounds of apples, 46 million pounds of hazelnuts, 76 million pounds of onions, 101 million pounds of pears, and 132 million pounds of potatoes. Statistics for 2014 are not immediately available but a similar amount is projected.
- Certified nearly 1.8 billion pounds of alfalfa and grass seed straw for export in 2013, providing a cost-effective alternative to field burning. Statistics for 2014 are not immediately available but a similar amount is projected.

## Goals

- » Continue to work with industry to develop new alternatives to traditional inspection with the goal of creating new efficiencies.
- » Streamline Phytosanitary inspection and certificate issuance processes.



## PLANT HEALTH PROGRAM

### What we do

- Provide laboratory testing of seed and plant material for viruses, bacteria, fungi, and nematodes, and conduct field inspection services to meet interstate and international phytosanitary requirements.
- Conduct surveys as required by USDA Animal and Plant Health Inspection Service and foreign countries to detect the presence of pests and diseases that could result in quarantine of Oregon products.
- Provide expertise on emerging plant health issues, including the development of national policies for invasive plant pathogens and the development of model regulatory programs to address potential pathways for pathogen introduction and expedite the trade of certified plant materials interstate and internationally.

### Major accomplishments

- Completed several Cooperative Agricultural Pest Surveys in 2013 and 2014, including surveys for pathogens and parasites in specialty seed fields, stone fruit orchards, wheat and other small grain fields, potato fields, and

nurseries. These surveys support the continued export of Oregon agricultural products to interstate and international customers.

- Detected new pests, often in cooperation with the Oregon State University Extension Service: *Puccinia horiana*, the cause of chrysanthemum white rust, *Pyrenopeziza brassicae*, the cause of light leaf spot (first report in the US), and *Pseudocercospora capsella*, the cause of white leaf spot (first report in Oregon). Chrysanthemum white rust is under federal quarantine; the federal response plan was used to address this disease. OSU Extension Service and ODA are working cooperatively on the remaining two diseases.
- Developed the State Model Regulatory Standard: Virus-tested Certification Program for Strawberry Nursery Stock Production Systems.

This national standard for virus-certified nursery stock is expected to help expedite trade with international and interstate customers.



- Developed a voluntary Nursery Cleanliness Program for Boxwood Blight to support interstate sales of disease-free boxwood plants. This program uses a systems approach to protect plants from infection. It also empowers nurseries to take immediate action in response to detecting the disease, while still enabling them to remain in the cleanliness program.
- Performed official testing of nursery stock including apples, pears, plums, peaches, cherries, quince, flowering quince, blueberries, and grapevines for export. This value-added service allows nurseries to sell their nursery stock interstate and internationally as certified free from viruses.

- Completed a study that demonstrated the efficacy of using a systems approach to successfully mitigate pest risk in nursery stock. The data produced support integrated pest management measures and standards adopted by US and North American regulators, placing Oregon at the forefront of this new, national effort to certify nurseries and nursery stock production.
- Provided official testing services in support of the federal *Phytophthora ramorum* certification program for nursery stock. Significant changes were made to the federal program in 2014, with efforts focused on nurseries in which *P. ramorum*, which causes sudden oak death, has been found since March 31, 2011. As a result, the ODA has been better able to focus limited resources on the nine nurseries in which the pathogen was detected in 2014.

- Inspected a record number of seed fields (1,055) for pathogens and pests of customer and regulatory concern in 2013, although this number decreased in 2014 due to the instability in the Russian market. These official inspections are required for the international sale of specialty crop seeds and are conducted on other specialty field crops, such as garlic, mint, and fresh potatoes to Taiwan, to support interstate and international movement of these products.
- Tested 7,973 seed lots in the laboratory in 2013 and have tested more than 7,900 seed lots in 2014. This indicates the export seed market continues to recover to pre-recession levels. Like seed field

inspections, these official lab tests are required for the international sale of grass and other seed crops.

## Goals

- » Work with the Oregon Department of Forestry to address *Phytophthora ramorum* (sudden oak death) in Curry County. Despite the current containment strategy, the disease continues to spread within the mixed conifer-tanoak forests. A new approach must be devised to prevent this disease from spreading to other counties with susceptible forests.
- » Work with the Oregon State University Extension Service to address two new diseases, light leaf spot and white leaf spot, attacking crucifer crops in Oregon. The goals are to prevent further spread of these diseases within the state, to eliminate known infestations, and to ensure products sold interstate and internationally are disease-free.
- » Continue participating in a pilot study that is examining the efficacy of the State Model Regulatory Standard for Virus-tested Blueberry Nursery Stock Production Systems. The information garnered from the pilot study will be used to establish an official certification program for blueberry nursery stock.
- » Obtain STAR-D (System for True And Reliable Diagnostics) accreditation for ODA's plant health testing laboratory. This is an ISO-based accreditation established by the National Plant Diagnostic Network in conjunction with the USDA Animal and Plant Health Inspection Service. Obtaining this accreditation would expand the laboratory's ability to test for interstate and international customers, and to test for pathogens and parasites of federal regulatory significance.



## SEED PROGRAM

### What we do

- Provide official seed sampling and testing to ensure foreign and domestic requirements are met.
- Educate Oregon seed companies on domestic labeling requirements of seed and to ensure consumers and industry of the products they purchase.
- Investigate producer claims of non-payment by dealers and administer Oregon law requiring payment to growers within the contractually specified time.
- Provide inspection and certification of forage products as weed-free, adding value to Oregon hay and straw, while minimizing the spread of noxious weeds.

### Major accomplishments

- Sampled nearly 11,000 lots of seed in 2013 for official testing and verification required for phytosanitary export certification. This includes 908 lots sampled for International Seed Testing Association (ISTA) testing—an internationally recognized process required by several foreign markets. As of October, 2014, more than 10,000 lots were sampled including more than 900 ISTA lots.
- Issued phytosanitary export certificates in 2013 for more than 305 million pounds of Oregon grass seed. Statistics for 2014 are not immediately available but a similar amount is projected.
- Responded to a request from Oregon's seed industry to deliver

ODA seed lab test reports electronically, providing customers with results at the earliest possible moment and eliminating time and costs associated with hard copy reports for ODA.

- Developed training programs for seed producers and dealers for the purpose of obtaining representative samples, tagging, and instruction on general seed law.

### Goals

- Streamline phytosanitary inspection and certificate issuance processes.
- Harmonize the lists of prohibited and restricted noxious weeds for seed with the statewide list of quarantined noxious weeds.

## TRADE & MARKET DEVELOPMENT: INTERNATIONAL

### What we do

- Provide direct buyer-seller connections for Oregon farmers, ranchers, fishers, packers, and processors through long standing relationships, outreach and education to new buyers, inbound and outbound trade missions, technical marketing activities and targeted trade shows in key export markets.
- Advocate for resolution of impediments which restrict the movement of Oregon agricultural products in the marketplace.
- Provide the necessary government-to-government interface for technical trade discussions, including resolution of technical trade barriers which restrict the movement of product for entire sectors or single shipments.

- Monitor and relay technical information to the industry regarding non-tariff trade barriers and regulatory requirements, ensuring a smooth shipment of Oregon products.
- Provide close working relationships at the federal level with the USDA Foreign Agricultural Service (FAS) and regionally as a member of the Western US Agricultural Trade Association (WUSATA), to conduct the Market Access Program (MAP) grant program funded by USDA. This program provides important program development funding for generic and branded agricultural promotions in export markets.
- Work closely with Business Oregon and other international marketing partners to coordinate statewide export development, agricultural investment initiatives, and plan and conduct governor's trade development missions in key export markets.

### Major accomplishments

- Expanded Oregon agricultural exports to South Korea, taking advantage of the US-Korea Free Trade Agreement (KORUS). The tariff for US wine imports to Korea reduced to 0% duty and benefited Oregon wine exports. In March 2013, the largest shipment of Oregon Pinot Noir was purchased by Korea's largest retail conglomerate, Shinsegae, as well as hotels, restaurants, and bars. Negotiations are underway with Shinsegae for plans to expand purchases and promotion of Oregon's craft beer industry in 2015.





- Continued to grow Oregon's fresh blueberry market in Korea. Oregon remains the only US state allowed to export fresh blueberries into Korea, with 2014 exports more than doubling 2013 shipments with a value more than \$2 million in sales for Oregon berry producers and processors. Oregon's retail promotion with Costco Korea helped spur growth and increased exposure of berries to consumers. Complimentary marketing techniques included street chef demonstrations and contests, and targeted use of Korea's sophisticated social media outlets to promote recipes and nutritional benefits of blueberry consumption.



- Partnered with the Oregon Potato Commission (OPC) to promote Oregon potatoes in southeast Asia, with activities focused on Vietnam and the Philippines where market access for fresh table stock potatoes is new. As a result, education on proper handling, varieties, and preparation is a key part of the marketing activities. Activities included technical seminars, cooking demonstrations, consumer sampling, and retail point of sale promotions. ODA, along with OPC, has conducted outbound trade missions consisting of growers, processors, chefs and government officials to Vietnam, the Philippines, and Taiwan. In order to expand the potato industry's reach and potential in Southeast Asia, ODA has partnered with the Washington State Department of Agriculture (WSDA) on specific trade missions that included the agency directors. This trade development work is unique in that there are few states that come together in a cooperative

effort led by the State Directors of Agriculture to promote common products.

- Partnered with the Oregon Dairy Products Commission to engage producers and processors in export training, readiness, market research, product development, and an exploratory trade mission to Seoul, Korea, Hong Kong, and Tokyo. Asia's demand for dairy products exceeds current supply and the trend is expected to grow as urban consumers gain additional expendable income with money available to purchase more animal proteins in their daily diets. Initial sales for a major Asian airline and a specialty cheese shop have resulted from 2014 activities. Roughly 70% of the state's processed milk supply is involved in the Oregon Dairy Export Initiative to grow markets and increase competitiveness in Asian markets.
- Collaborated with Washington and Idaho in requesting and receiving from USDA-APHIS flexibility in the issuance of phytosanitary certificates for processed agricultural products to China. This change in policy has had a major, positive economic impact on exporters of frozen cherries, blueberries, strawberries, and cranberries. In particular, cranberry growers in southwest Oregon have been struggling with export markets and now will have a solid, viable market to China for frozen cranberries.
- Continued working with industry and USDA officials to expedite the approval process for fresh blueberries into Vietnam and the Philippines, frozen caneberrries into Korea, and other frozen or processed products into Vietnam. ODA was successful in maintaining the state's export market of onions to New Zealand by hosting a delegation to review industry practices and determine pest distributions.



- Established productive relationships with regulatory colleagues and elected officials to help promote the advancement of free trade agreements to benefit agricultural and fishing industries, such the Trans Pacific Partnership and the Transatlantic Trade and Investment Partnership with the EU. ODA's trade policy arm has also contributed strategic insight to trade issues between Canada and Mexico by taking an active participation in tri-lateral trade discussions to help promote exports of specialty and turf grass seeds, potatoes, onions, beef, and Christmas trees by attending high-level venues with all three countries. ODA stepped forward to take the lead on coordinating a scientific exchange with Canada on protecting bee pollinators.
- Provided training for international and export development across Oregon's food and agriculture industry. This included investing in outreach surveys to industry stakeholders in 2013 and 2014. Feedback from these projects helped develop a series of export training programs for Oregon food and agriculture exporters and small companies considering international expansion opportunities.



## Goals

- » Increase the exposure and awareness of Oregon agricultural products through identification, development, and implementation of new and existing market access opportunities.
- » Enhance outreach efforts to rural Oregon producers and processors to address their marketing and certification needs to ultimately increase the competitiveness of Oregon based agricultural products.
- » Increase opportunities for Oregon agricultural products in key international markets including new and developing markets.
- » Provide market access for Oregon agricultural products through the leverage of government-to-government contacts.
- » Partner with Oregon agricultural producers and processors to develop and implement marketing systems and programs that expand their market share in the global marketplace.
- » Continue working with commodity commissions and other product associations in Oregon and the Pacific Northwest region to determine trade barriers and provide assistance in identifying strategies to remove and/or minimize those barriers to promote economic vitality in the state's agricultural sectors.
- » Maintain and further develop productive relationships with federal regulatory officials and counterparts in other states to contribute to the development of sound trade policies that will stimulate increased international and domestic trade.

## TRADE & MARKET DEVELOPMENT: LOCAL & DOMESTIC

### What we do

- Conduct small business market development workshops for entrepreneurs developing new value added products.
  - Develop local networks or clusters of producers to achieve greater market presence or to overcome production or distribution challenges.
  - Conduct local Oregon product showcases and promotional events.
  - Initiate community food systems programs to bring local producers together with local retailers and restaurants.
  - Co-manage, along with the Oregon Health Authority, the federal Farm Direct Nutrition Program for farmers' markets and farm stands.
  - Target regional and national markets to provide opportunities for Oregon growers and processors. These markets are often the logical next step for producers that have established good local markets but want to grow.
  - Provide product introduction and market access for small to medium-sized companies wanting to place their agricultural products into both regional and national distribution.
- 
- Target wholesale food service and specialty consumer ready product sectors at appropriate trade show venues. These venues provide cost effective access to targeted wholesale buyers in the US.

## Major accomplishments

- Collaborated with Oregon Health Authority WIC program to enroll and re-authorize approximately 700 farmers annually as vendors in the Farm Direct Program and the WIC Fruit and Veggie Voucher Program for Seniors and WIC families to purchase fresh fruits and vegetables from farmer's market vendors and farm stands. In 2013, Oregon farmers generated sales of approximately \$1.2 million dollars in this program.
- Collaborated with the Oregon State University Food Innovation Center to conduct educational workshops for food entrepreneurs, farmers, and potential new food processors throughout the state.



- Partnered with the Oregon Economic Development Association's (OEDA) Team Oregon Food Processing, a partnership of over 20 economic development entities with the shared interest in retaining, expanding, and recruiting food processing in their communities. The partnership allows for pooling of resources when participating in food trade shows, such as Fancy Food (January 2014) and Natural Products Expo West (March 2014).
- Sustained and expanded the Celebrate Oregon Agriculture campaign (COA), a multi-platform television, print, and online campaign designed to motivate parents of school-aged children to purchase, prepare, and consume Oregon agricultural products. In 2013-14, ODA, in partnership with KATU-TV Channel 2, and campaign sponsors NORPAC, Whole Foods Market, Wilco and Food Services of America, Dining

Out in the Northwest Program, produced television segments and commercials as well as print articles and web content. All these components combined to reach approximately 93% of the Portland area households about four times, generating 10 million media impressions.

- Created, as part of COA, a week-long feature for National Agriculture Week which involved five Commodity Commissions, two producer groups, and six producers. TV segments also featured Governor Kitzhaber and Ryan Morgan, Executive Chef at the Theory Café at OMSI. These segments generated approximately 200,000 media impressions.
- Partnered with OSU on conducting focus groups to assess impact of intended messages through COA. Also

conducted qualitative and quantitative analysis of the campaign and launched a social media initiative to increase visibility of videos and share content with larger audience.

- Received the 2014 Marketing Excellence Award for Celebrate Oregon Agriculture at the North American Marketing Officials (NAAMO) annual meeting in 2014. The NAAMO award recognizes innovative and effective marketing projects conducted by states and provinces in the US and Canada.
- Completed a Federal State Market Improvement Program (FSMIP) grant project focused on grass seed warehouse export requirements. With the completion of the project, 10 out of 13 participant warehouses can ship an increased lot size that results in saving the industry time and money on testing fees.



- Organized and moderated a Beverage Trends Seminar with 75 attendees. Speakers included the director of purchasing for New Seasons Markets; a distiller/bartender and former executive director of the Oregon Distillers Guild and the vice president communications for the Specialty Food Association (based in New York).
- Supported the Institutional Food Buying Alliance and Project convened by the Oregon Physicians for Social Responsibility and Multnomah County. Funded by the ODA's Specialty Crop Block Grant Program, the project's goal is to increase the purchase of locally grown specialty crops in universities, schools, hospitals, corrections facilities, senior centers, and business campuses.

- Filmed and finished production of *Dinner in Oregon*, a 30-minute TV special feature that aired in Portland, Eugene, and Medford. This special feature tells the story of how three busy families can grow, find, prepare, and experience Oregon agriculture.
- Participated in the 27th annual AgFest celebration highlighting, for children and parents, the connection between agriculture, health, education and the economy by promoting Oregon Harvest for Schools tool kit, school gardens, and the Celebrate Oregon Agriculture campaign.
- Participated in a partners and vendors fair in Seattle for 350 Whole Foods Market staff and provided information about Oregon agriculture as well as showcased the Whole Foods

partnership with Food Corp and the Celebrate Oregon Agriculture campaign.

- Participated in the 2013 Wal-Mart Made in America supplier summit held in Florida. Wal-Mart has committed to buying an additional \$50 billion in US manufactured products over the next 10 years. ODA provided information and met with food manufacturers to encourage the sourcing of Oregon grown products as ingredients.
- Created a new agriculture marketing tool, *Growing Oregon*, an annual publication produced, written and photographed by an independent publisher. Developed editorial plan and provided advertising sales contacts.



## Goals

- » Improve access to and promote consumption of locally produced foods throughout Oregon. Develop and deliver messaging that captures the value and quality of Oregon's agricultural products in the marketplace.
- » Support entry into and penetration of regional markets for Oregon grown and produced food products.
- » Continue to build on the successful Celebrate Oregon Agriculture campaign by expanding sponsors and partnership as well as bringing the campaign to where people shop to drive the purchase of Oregon agricultural products in retail outlets.
- » Strengthen rural communities by adding value to Oregon produced agriculture and food products.



## TRADE & MARKET DEVELOPMENT: BUSINESS DEVELOPMENT/ OTHER INDUSTRY ASSISTANCE

### What we do

- Provide one-on-one assistance to Oregon industry sectors as well as individual companies needing market assistance.
- Provide solutions and eliminate barriers to retain, expand, and recruit agricultural businesses, which saves and creates jobs for Oregonians.
- Interact with Oregon's rural economies and troubled agricultural sectors, providing multifaceted, coordinated approaches to resolve issues.
- Provide technical expertise in partnership with Oregon State University at the Food Innovation Center.
- Provide access and technical assistance to state and federal grant programs for the benefit of agricultural producers and processors.
- Work closely with Business Oregon, the Governor's Regional Solutions Teams (RST), and a variety of port and municipal-based economic development organizations throughout the state.
- Conduct state-supervised price negotiations for grass seed and Dungeness crab industries.
- Advocate for improved transportation options through representation on the Oregon Freight Advisory Committee.

## Major accomplishments

- Conducted state-supervised price negotiations between producers and dealers/processors that resulted in agreements involving grass seed and Dungeness crab.
- Collaborated with other state agencies within the context of the governor's regional solution teams. A number of local governments such as the City of Salem and Clackamas County asked ODA to help them design appropriate local programs to help agri-businesses grow and expand.
- Assisted Oregon State University at the Food Innovation Center with market development activities designed to help start-up and small scale food processors with product development. ODA is often asked to provide market specific information that helps these entrepreneurs find customers for their new to market products.
- Worked with representatives from the Oregon Dairy Products Commission to refocus the dairy industry's efforts to expand the industry. There is an interest in bringing new dairies and new processing capacity to Oregon. Also worked with the industry to form the Oregon Dairy Export Consortium to pursue export opportunities, which included a successful information gathering trade mission to Asia.



- Collaborated with representatives of the Oregon Economic Development Association (OEDA) to recruit California food processors to Oregon. The group is called Team Oregon and has traveled to the San Francisco Fancy Food

Show and the Natural Products Expo in Anaheim, California to seek out likely candidates.

- Received a USDA Rural Business Enterprise Grant to evaluate the aquaculture industry in Oregon and propose a path forward. This document will identify high priority aquacultural enterprises that have the potential of making significant impact on food production in rural areas of the state by highlighting opportunities and constraints.
- Participated on the Oregon Freight Advisory Committee as an advocate for transportation improvements that benefit agriculture.

## Goals

- » Create, retain, or increase investment and employment, particularly in rural Oregon, by increasing the value and uses of Oregon agricultural products as well as through the development of complementary processing infrastructure.
- » Identify and facilitate development of new value-added uses of Oregon food and agricultural products.
- » Continue to collaborate with other economic development entities to assist entrepreneurs who plan to invest in Oregon's agriculture sector, particularly helping start-up and small scale food processors.
- » Assist Oregon's dairy industry in further developing an export market through the Oregon Dairy Export Consortium.
- » Draft a state aquaculture plan, supporting the establishment of an industry aquaculture support group, and developing a one-stop shop for investors interested in starting or expanding their aquaculture business.

## SPECIALTY CROP BLOCK GRANT PROGRAM

### What we do

- Enhance the competitiveness of Oregon's specialty crops by facilitating a grant program funded by the United States Department of Agriculture (USDA) Agricultural Marketing Services (AMS). For the purpose of the program specialty crops are defined as fruits, vegetables, tree nuts, dried fruits, horticulture and nursery crops (including floriculture). ODA conducts an annual competitive application process to award grant funds.



### Major accomplishments

- Provided outreach, development, selection, and administration of 51 projects funded by the Specialty Crop Block Grant Program in 2013 and 2014. Grants totaling more than \$1.5 million in 2013 and \$1.9 in 2014 will increase the competitiveness of Oregon's fruits, vegetables, tree nuts, nursery crops, and Christmas trees in the marketplace. In general, the funded projects aim to develop new markets at home and abroad, train the next generation of farmers, strengthen food safety, and address distribution bottlenecks.
- Offered a series of webinars to increase awareness about the Specialty Crop Block Grant Program. Conducted key one-on-one meetings to develop stronger project proposals as well as connect industry cooperators. Conducted project site visits, made presentations at conferences, and encouraged industry members to consult with ODA's marketing programs.



- Provided assistance to ODA staff toward development and implementation of 10 projects, including: a systems approach in Christmas trees to mitigate pest problems, developing markets for nursery products, farm to school activities, and increasing institutional markets for fresh fruits and vegetables.

### Goals

- » Enhance the competitiveness of Oregon specialty crops by facilitating the development of projects that seize opportunities and address barriers for Oregon farmers, processors and markets.
- » Encourage partnership and collaboration across agricultural sectors and other state specialty crop programs.
- » Look for continued opportunities to streamline program processes, provide clear and defined training opportunities to assist applicants in developing high quality measurable projects all while continuing to facilitate a robust, open and fair competitive process.
- » Direct outreach efforts toward Oregon rural communities to encourage agriculture and food-related projects such as training and equipping the next generation farmers, workforce training programs or tools, productivity enhancement, innovation and value added products.



## FARM TO SCHOOL PROGRAM

### What we do

- Reduce barriers to entry and engage Oregon food producers, processors and manufacturers in the local, regional and national school food market in order to increase production, purchase, and promotion of Oregon agricultural products.
- Support effective local, regional and national public-private partnerships in order to propel farm to school activities across Oregon.
- Conduct research and evaluation in order to: (1) Establish progress toward ODA farm to school program outcome measures; (2) Address critical knowledge gaps that create barriers to entry, and (3) Ensure efficient and successful implementation of farm to school programs and practices.
- Pursue strategic media and communications in order to help tell the story of Oregon agriculture while improving Oregonian's knowledge and attitudes towards purchasing, promoting and consuming Oregon foods.

### Major accomplishments

- Helped increase the number of school districts involved in farm to school programs to about two-thirds of the state's districts with more than \$9.5 million spent to purchase local food products. There are now 121 of 190 school districts buying Oregon fruits, vegetables, and tree nuts. This represents 714 schools with an estimated 366,000

children in attendance. A national survey indicates Oregon school districts are directing 24% of their food budgets to purchase local foods, the highest percentage in the country. As farm to school is maturing in Oregon, emphasis has gone from serving locally produced fruits and vegetables to include the center of the plate main entrée, dairy, beef, poultry, seafood, grains and legumes.

- Helped expand the prevalence of school gardens in Oregon. Currently, more than 524 school gardens have been established in Oregon—about 40% of the state’s public schools.
- Supported the Oregon Department of Education in development of HB 2800, the Farm to School and School Garden Grants pilot program. Eleven school districts were awarded funds in 2013. One highlight includes the Bend-LaPine school district using funds to launch a “Boat to School” program to procure fish from an Oregon seafood processor for school lunches, strengthening the district’s relationship with Oregon’s coastal economy.



- Managed and expanded Oregon’s FoodCorps Program, increasing the number of service members from 5 to 10 in 2014, serving in North Powder, Tillamook, Portland, Ashland, Corvallis and Salem. New service sites include the Native American Youth and Family Center in Portland and the Willamette Farm and Food Coalition in Eugene. Tasks performed by the members include expanding hands-on nutrition education programs, building and tending school gardens, and sourcing healthy, local food for school cafeterias. During the

2013-14 school year, service members served more than 10,000 students, generated almost 500 volunteers and helped grow almost 3,000 pounds of donated food. Co-authored Evaluation for Transformation: A Cross-Sectoral Evaluation Framework for Farm to School. The evaluation framework is designed to be used to help measure the progress of farm to school across the country and the impacts on economic development, public health, education and the environment.



## Goals

- » Establish baseline measure of utilization of and economic benefit from Oregon food products in school meals programs. ODA serving as an advisor for Ecotrust’s Measuring our Impact evaluation project funded by the USDA Farm to School Program.
- » Participate in 5-10 Oregon commodity commission-related events and activities.
- » Relaunch Oregon Harvest to Schools expanding the toolkit to include 36 Oregon specialty crops.
- » Explore opportunities with the Beef and Trawl Commissions and Dairy Council to develop similar toolkit materials.
- » Explore opportunities to replicate Boat to School procurement and promotion by evaluating previous pilot and developing toolkit.
- » Seek out and create opportunities for earned media. Continue Celebrate Oregon Agriculture campaign for up to two promos and 10 segments generating over 15 million media impressions.

- » Develop innovative programming with FoodCorps and the Oregon Museum of Science and Industry to implement engaging Family Science nights focused on Oregon specialty crops.

## COMMODITY COMMISSION OVERSIGHT PROGRAM

### What we do

- Provide legislatively mandated monitoring and assistance to Oregon’s 23 agricultural and commercial fisheries commodity commissions. These grower/ harvester-funded and supported commissions include ones that are part of national marketing efforts. Commodity commissions act as industry self-help agencies. The commissioners, with the input of the program manager who serves as an ex-officio member of each commission, set direction and make decisions about marketing, research and educational projects. The program’s hands-on involvement permits the commissions to legally collect mandatory assessments from growers and harvesters.
- Review budgets, all contracts and financial agreements, and act as a resource on administrative, marketing, ethical, legal compliance, and human resource matters for all 23 commodity commissions.
- Provide a communication link among the commissions and the ODA which leads to cooperative marketing and research efforts.

### Major accomplishments

- Created a comprehensive policies and procedures manual template for the commodity commissions with the assistance of commissions and the Oregon Department of Justice. The template provides resources on state policies and best procedures and practices in the areas of organizational structure and operations, managing meetings, fiscal management, contracting, ethics, public meetings and records, travel, and information security.



» Work with each of the 23 commodity commissions to ensure that their policy and procedures are reviewed annually and updated as needed to align with the state's policies and the commission's individual needs.

- Facilitated cooperative promotional efforts among the commissions, including the showcase of Oregon products during The Bite of Oregon, a three-day event at Portland's Waterfront Park.
  - Assisted several commissions in developing contracts that led to the following achievements:
    - › The Trawl Commission obtained Marine Stewardship Council sustainability certification for 13 species, including the first certified rockfish fisheries. (Oregon Albacore tuna, Dungeness crab, pink shrimp, and whiting are all MSC certified fish.)
    - › The Hop Commission created a new logo, a pending website, and other promotional materials aimed at helping hop growers sell more specialty hops to the growing craft brew market.
- › Study and implement technology to streamline operations for both the program and the commissions in the areas of commissioner applications and the contracting process.
  - › Use new media and ODA's website to highlight the projects and major accomplishments of the commodity commissions to increase awareness of the self-funded projects the commissions carry out to improve their respective industries.
  - › Continue to inform commissions of opportunities to collaborate with other commissions, ODA, and other government entities (Port of Portland, Business Oregon, etc.) on cooperative market outreach, both domestic and international, and on research projects to increase the economic benefits for the involved commodity industries and the state.

## Goals

- › Ensure commodity commissions assist farmers, ranchers, fishers, food processors and dealers with generic promotion, research and education programs through administration of the Oregon Commodity Commission Oversight Program.
- › Expand communication to commissions to increase awareness and appropriate collaborations with ODA's Farm to School Program, Specialty Crop Block Grant Program, and market and development opportunities.



# Natural Resource Programs

## INTRODUCTION

The Natural Resources Program Area addresses water quality and natural resource conservation on agricultural lands, the appropriate use of pesticides, labeling and sale of fertilizer, field burning in the Willamette Valley, and oyster plat leasing. Through outreach efforts, compliance, monitoring, and coordination with other natural resource agencies, the programs help landowners meet society goals in a manner that makes both economic and environmental sense. In addition, the programs help keep high quality agricultural land in production as an important long-term strategy for Oregon.



## WATER QUALITY PROGRAM

### What we do

Conduct outreach and education to landowners and local partners about agricultural water quality regulations and Oregon's water quality goals.

- Support strategic delivery of technical and financial assistance for producers.
- Evaluate water quality, landscape condition, and project data to track agriculture's progress to meet Oregon's water quality goals.

- Oversee review of all 38 water quality management plans and regulations each biennium. The plans describe strategies to improve water quality, while the regulations describe requirements in each specific area.
- Meet regularly with stakeholders to gather input on program implementation.
- Support the Oregon Plan for Salmon and Watersheds through water quality improvements in salmon habitat.

### Major accomplishments

- Developed and implemented a systematic approach to assess conditions on agricultural lands that may impact water quality. This new approach focuses local resources to provide outreach and improve conditions where needed. The initiative provides a common platform for the department and all soil and water conservation districts (SWCDs) to report on landscape data and aggregate this information across the state.
- Initiated pilot projects to test the viability of ODA self-initiated compliance evaluation. These Strategic Implementation Areas provide ODA with the opportunity to assess waterways on ag lands and work with landowners to achieve compliance prior to taking regulatory action.
- Investigated 49 compliance concerns in 2013, and as of June 2014, 51 compliance concerns, 26 of which were in a Strategic Implementation Area.
- Resolved water quality complaints and issues, mostly through non-regulatory paths. These are win-win solutions and often result in improved operation management, livestock health, and soil retention.
- Collaborated with other agencies and private landowners to expand the Pesticide Stewardship Partnership Program, which involves monitoring of water

quality in selected watersheds.

If pesticide concerns are identified through monitoring, pesticide use strategies are modified to improve water quality. The program expanded in 2013 to include new focus areas in western Oregon and now involves eight projects in seven watersheds.

### Goals

- » Protect natural resources associated with agricultural lands in Oregon by educating, assisting, and regulating producers, when needed, in the development and implementation of conservation plans that protect Oregon's water quality.
- » Accelerate agriculture's progress to meet Oregon's water quality goals, through increased landowner participation, improvements in stream and riparian condition, and improvements in upland management.
- » Continue streamlining program processes to save time and allow staff to devote more time to strategic planning and compliance work.
- » Enhance coordination and collaboration with partners to improve program implementation and be more strategic.
- » Continue conducting pilot compliance assessments of all lands in two small watersheds in identified Strategic Implementation Areas. This includes working with landowners in these areas to address problems.



## CONFINED ANIMAL FEEDING OPERATIONS (CAFO) PROGRAM

### What we do

- Operate under a memorandum of agreement with DEQ to permit animal feeding operations and achieve compliance with state and federal laws.
- Issue jointly with DEQ (through the Environmental Quality Commission) the National Pollutant Discharge Elimination System (NPDES) CAFO Permit.
- Conduct routine annual inspections of CAFO facilities to ensure animal waste does not cause water pollution.
- Respond to complaints about animal waste entering surface or ground waters.
- Help CAFO operators comply with reporting and record keeping requirements.



- Provide operational reviews at the request of CAFO operators, and assistance in the development and operation of Animal Waste Management Plans.
- Maintain a statewide CAFO Program advisory committee of farmers, ranchers, industry representatives, and interested public to identify opportunities for improvement.

### Major accomplishments

- Prepared a new CAFO National Pollutant Discharge Elimination System (NPDES) general permit to replace the one that expired on May 31, 2014. In addition, the program proposed a new CAFO Water Pollution Control Facilities (WPCF) permit to for those operations not required to

register to an NPDES general permit because of recent changes in the EPA CAFO Rule. ODA is reviewing public comments and can either adopt the proposed permits, incorporate pertinent comments into one or both permits or, if warranted, conduct an additional public notice and opportunity to comment if the permits are changed significantly.

- Continued to implement a “performance based” CAFO inspection program, which maintains a positive relationship between ODA and the regulated community and helps facilities comply with water quality laws.
- Conducted 535 routine annual inspections in 2013, 65 follow-up inspections, 29 complaint inspections, and 96 other types of inspections. As of December 2014, conducted 509 routine annual inspections, 40 follow-up inspections, 26 complaint inspections, and 116 other types of inspections.

### Goals

- » Provide a framework of regulation that protects water and air quality while allowing animal feeding facilities to operate in Oregon.
- » Maintain the well received and effective inspection, enforcement, outreach, and compliance assistance program for permitted CAFOs. Continue coordination with DEQ and EPA on program operation and outcomes.

## WATER RESOURCES/ WATER QUANTITY PROGRAM

### What we do

- Address water resource and water quantity issues related to agricultural needs and existing statutory authorities.
- Enhance economic opportunities for agriculture through development of water resources.
- Help implement agriculture’s role in Oregon’s Integrated Water Resources Strategy.



### Major accomplishments

- Updated long-term agricultural water demand forecasts in the Willamette, Hood, Grande Ronde, Powder, Malheur, and Owyhee basins, consistent with the state’s Integrated Water Resources Strategy (IWRS) framework.
- Assisted in developing a regional climate change adaptation framework for Clatsop and Tillamook Counties, consistent with the IWRS framework.
- Advised in research to project effects of climate change on Willamette Basin water supplies, consistent with the IWRS framework.
- Promoted strategies that increase/integrate energy and water savings.
- Worked with Oregon Energy Trust, Sustainable Northwest, Klamath SWCD and other federal and state partners to improve water and energy efficiency and conservation in the Klamath Basin.

### Goals

- » Play an active role assisting and encouraging the development and implementation of water resource projects that are beneficial to the state of Oregon and individual landowners.



## SOIL & WATER CONSERVATION DISTRICTS PROGRAM

### What we do

- Assist local soil and water conservation districts (SWCDs) that, in turn, help landowners properly manage Oregon's natural resources.
- Support the state Soil and Water Conservation Commission, and provide administrative oversight and state funding coordination to Oregon's 45 SWCDs.
- Help SWCDs deliver technical assistance and conservation programs to landowners to improve water quality, salmon habitat, and general watershed health.
- Support the SWCD board of directors election process.
- Administer a program that has distributed \$6 million in state and federal funds under OWEB grant agreements to Oregon's 45 SWCDs. These funds allow SWCDs to help landowners with conservation planning, project design, construction inspection, and projects associated with local Agricultural Water Quality Area Management Plans.

### Major accomplishments

- Assisted districts with development and implementation of an employee training program in 2013 and 2014 to help staff stay in compliance with employee, contract, and other business laws.
- Provided training to newly elected SWCD directors to ensure knowledge of responsibilities, ethics, leadership, and elections.

- Provided daily assistance to SWCD personnel regarding human resources, legal obligations, risk mitigation, and other operation issues and challenges.
- Improved communication with districts by having the program lead attend meetings of all SWCD boards.

### Goals

- » Provide guidance to all 45 SWCDs on effective district operation, including long-range business plans, conservation easements, financial management, and legal compliance.
- » Provide assistance to districts planning to obtain an ad valorem tax.
- » Assist the Soil and Water Conservation Commission in providing leadership and guidance to SWCD program staff and all SWCDs statewide.

## PESTICIDES PROGRAM

### What we do

- Protect Oregon's environment and public health by ensuring the proper and legal sale, use, and distribution of pesticide products. Herbicides, insecticides, fungicides, rodenticides, repellents, and disinfectants are examples of pesticide products. These products are used for agriculture and forestry pest control, and in a wide variety of commercial, public, and residential sites.
- Register pesticide and fertilizer products for sale, use, or distribution in Oregon. The US Environmental Protection Agency (EPA) determines the uses and restrictions of each pesticide product. ODA's Pesticides Program ensures compliance and accuracy of information contained on the product label.
- Issue pesticide applicator licensing to assess level of knowledge and expertise to perform pesticide application activities lawfully. This is accomplished by ODA administering and individuals

passing specific written examinations prior to licensing.

- Provide outreach and education to licensed pesticide users and the general public. This is done through continuing education training courses, informational brochures, the ODA website, and one-on-one communication.
- Communicate laws and regulations to pesticide applicators and the public. This includes changes to product labels to mitigate risks to people, animals, endangered species, waterways, etc.
- Conduct routine compliance monitoring, investigate complaints of alleged pesticide misuse, and administer enforcement action when appropriate. Enforcement actions, including civil penalties, play a vital role in deterring unlawful use of pesticides.
- Request special authorizations from EPA for specific pesticide use. This includes special local need registrations or emergency exemptions to control potentially devastating pests and diseases.
- Administer and participate as a key member of the Pesticide Analytical and Response Center (PARC), which reviews claims of adverse health, or environmental harm associated with pesticide use.



### Major accomplishments

- Ensured pesticide products used in Oregon are registered and labeled correctly, and that people are applying pesticides in a lawful manner. Keeping track of pesticide products and licensed users helps

to safeguard human health and the environment. Oregon presently registers approximately 12,000 pesticide products annually.

- Obtained special local need registrations and emergency exemption authorizations from EPA for specific pesticide uses in Oregon not otherwise available. This was a benefit to agricultural producers with limited options to control pests. Oregon issues approximately 20 special local need registrations and four emergency exemption authorizations annually.
- Processed applications and issued pesticide licenses to businesses and applicators. Those licensees include private, public, and commercial pesticide applicators, trainees, operators, dealers, and consultants. Approximately 12,600 licenses are processed and issued annually.
- Administered approximately 4,400 pesticide certification or re-certification examinations throughout the state in order to ensure a base level of competency of certified applicators and to meet federal requirements. Certification is required prior to licensing as a pesticide applicator, pesticide consultant, or private pesticide applicator. For commercial and public applicators, pesticide certification in specific use categories is required for the type of applications conducted and is contingent upon taking, and passing, written examinations.
- Responded to pesticide-related complaints and use concerns dealing with pesticide application activities. ODA initiated investigations of approximately 500 pesticide-related incidents; 197 of those were complaint driven.
- Conducted routine compliance monitoring and responded to pesticide related complaints and concerns associated with sales, use and distribution. In 2013-14, ODA initiated an average of 478 compliance investigations each year and issued an average of 111 enforcement responses for violations of the Pesticide Control

Law (ORS 634). Enforcement responses included issuance of stop sale, use, or removal orders, notices of violations, civil penalties, license action, and referrals to EPA.

- Administered the Pesticide Analytical and Response Center (PARC) which reviewed incidents of alleged health or environmental harm associated with pesticide use. Data collected by PARC is used to make policy recommendations for action.
- Worked with PARC member agencies to improve standard operating procedures for communication and coordination of incidents of pesticide exposure to humans, animals, and the environment.
- Responded to pesticide incidents and concerns affecting pollinators by adopting restrictions on dinotefuran and imidicloprid, two pesticide active ingredients implicated in large-scale bumblebee deaths in 2013. This included prohibiting use on linden trees or other species of *Tilia*. For commercial applicators, pollinator protection has been emphasized in presentations, recertification classes, and exams.
- Offered expertise and participated in meetings of the Joint Interim Task Force on Pollinator Health as an information resource.
- Collaborated with other key state agencies and EPA through the Water Quality Pesticide Management Team to evaluate the impact of pesticides on groundwater and surface water in Oregon.
- Provided information and comments, and made suggestions regarding changes in pesticide regulation enacted or proposed by the United States Environmental Protection Agency (EPA).
- Collaborated with key state lead agencies and EPA to evaluate and provide feedback associated with biological opinions developed by the US National Marine Fisheries Service. Oregon also serves an important role in communication

and education to the regulated community.

- Implemented licensing, recordkeeping, and use requirements for public and private school employees established by integrated pest management in schools legislation.
- Conducted 62 educational/outreach presentations to 4,215 licensees, representing industry groups and the public regarding changes in pesticide regulation enacted or proposed by ODA or EPA.



## Goals

- » Continue to transition from paper-based to computer-based testing of pesticide applicators as part of the certification and licensing process. The long term goal is to have all tests administered electronically with the exception of special cases that still require paper-based tests.
- » Coordinate with Oregon State University to communicate changes in federal and/or state pesticide regulations and to implement the Integrated Pest Management in Schools Program.
- » Continue collaborating with Oregon State University and others to develop brochures and other helpful materials that emphasize pollinator protection.
- » Implement an effective outreach and education campaign that addresses pesticide drift concerns between wine growers and other agricultural producers.

- » Collaborate with Oregon Department of Environmental Quality, Oregon Department of Forestry, and Oregon Health Authority through a memorandum of understanding to implement the pesticide management plan to address pesticides found in surface and ground water.
- » Provide effective education, outreach and compliance assistance activities for current and new pesticide requirements.



## FERTILIZERS PROGRAM

### What we do

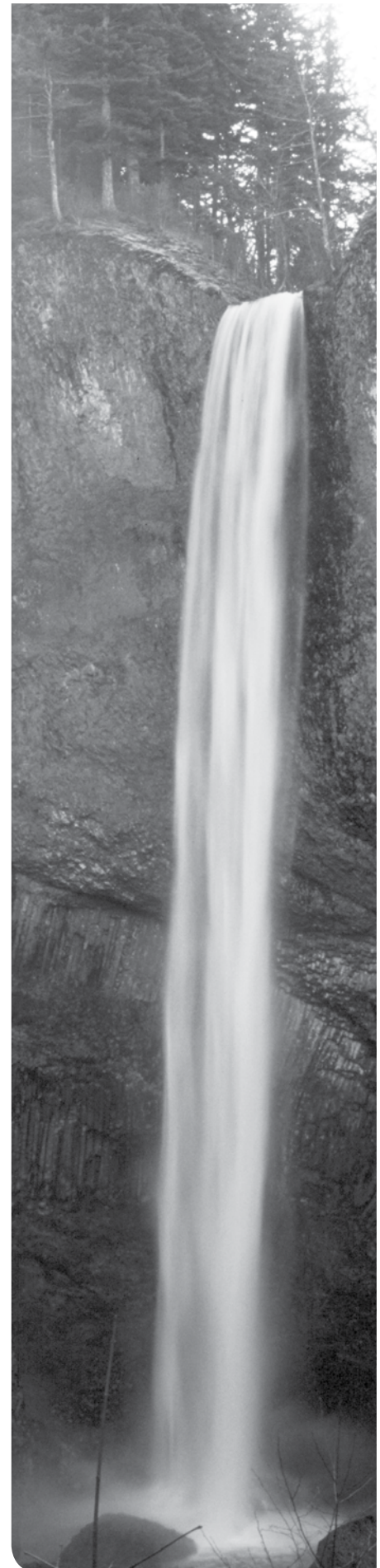
- Conduct marketplace inspections of fertilizer and other soil amending products to ensure compliance with state law and collect samples for nutrient analysis and heavy metal content.
- Protect consumers by ensuring that claims made on a label accurately represent the product. Product registration facilitates review and evaluation of label claims, and ensures heavy metal levels do not exceed state limits for arsenic, cadmium, lead, mercury, and nickel. This program addresses products used in agriculture, urban/residential, and hydroponics.

### Major accomplishments

- Registered 8,690 fertilizer, agricultural mineral, agricultural amendment, and lime products in 2013, amounting to more than 1.3 million tons of product (calendar year 2013 tonnage). The program also licensed 235 manufacturer/bulk distributors.
- Conducted 91 marketplace inspections in both 2013 and 2014, sampling and analyzing 238 products for accurate claims.
- Issued 107 enforcement responses for violations of the fertilizer laws and regulations (ORS 633). Enforcement actions includes issuance of notices of violation, and civil penalties.
- Provided grant monies to research interactions, through ODA's Fertilizer Research Program, for projects that address the interactions of fertilizers, agricultural minerals, and agricultural amendments with ground or surface water.

### Goals

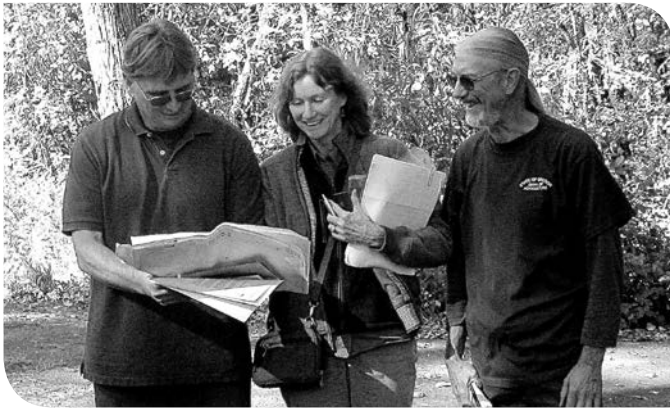
- » Protect consumers by ensuring uniform and accurate product labeling and that claims made on a fertilizer product label accurately represent the product.
- » Provide assurance, through product sampling and analysis, that fertilizer products provide the nutrients claimed.
- » Assure protection for Oregon's environment and natural resources from heavy metals, excess nutrients, and other contaminants.
- » Support fertilizer research and development that funds research projects on the interactions of products with ground and surface water.
- » Continue to work with fertilizer industry representatives, legislature, and interested parties to explore long-range funding options for the base fertilizer program and fertilizer-related research.



# Plant Programs

## INTRODUCTION

The Plant Program Area protects Oregon's agricultural industries and natural resources from harmful plant pests and noxious weeds; enhances the value and marketability of exported nursery stock, Christmas trees, seeds, and other agricultural products; and furthers the conservation of threatened and endangered plants. This is accomplished through four programs: Insect Pest Prevention and Management, Native Plant Conservation, Noxious Weed Control, and Nursery and Christmas Tree.



## INSECT PEST PREVENTION & MANAGEMENT PROGRAM

### What we do

- Enact and maintain quarantine regulations to protect Oregon from invasive invertebrate pests as a first line of defense.
- Design and implement statewide surveys to quickly detect populations of invasive pests before they can establish.
- Eradicate populations of invasive pests while they still are low in numbers so that economic and environmental harm is prevented, and the cost of eradication is affordable.
- Design and implement control projects for established invasive pests, including the use of biological control.

- Provide insect identification, technical information, and general outreach for stakeholders, agriculturalists, and the general public.

### Major accomplishments

- Collaborated with other state and federal agencies, due to budget constraints, to conduct invasive pest surveys throughout the state. Those surveys included trapping for gypsy moth and other Asian defoliating moths, Japanese beetle, grape, stone fruit, and solanaceous pests, and exotic wood borers.
- Maintained Oregon's gypsy moth-free status. More than 9,000 and 12,000 traps were placed in both 2013 and 2014 respectively. Caught two gypsy moths in 2013 and six in 2014 in southern Oregon near Grants Pass, but for a record five straight years, there has been no need for a gypsy moth eradication project in Oregon.
- Eradicated infestations of Japanese beetle in Cave Junction and an industrial area near Portland International Airport; treated a third infestation at the airport.
- Surveyed, in collaboration with Oregon State University (OSU), for honeybee diseases, parasites, and pests as part of a national USDA-APHIS funded honeybee health effort. A second survey is underway to identify Oregon's native bees.
- Continued collaborating with USDA-ARS on research, testing an improved lure for spotted wing *Drosophila*.
- Continued testing a biological control agent, an exotic parasitoid to control the growing population of brown marmorated stink bugs in Oregon, which threatens a wide

variety of crops and has been a nuisance pest for residents. Also found that the release of parasitic wasps in previous years has successfully led to establishment of the biocontrol agents in southern Oregon to control cereal leaf beetle.

- Collaborated with ODA's Christmas Tree Program, OSU, and the industry to finalize a best management practices manual that helps growers and shippers identify critical steps in production and handling to mitigate important pests. ODA entomologists assisted colleagues from the Hawaii Department of Agriculture in port inspections of imported Oregon Christmas trees and found a large reduction of slugs, yellow jackets, and root weevils in 2013.
- Improved diagnostic capabilities by adding polymerase chain reaction (PCR) for identifying immature insects through DNA extraction.

### Goals

- » Exclude gypsy moth, Japanese beetle, and other insect pests not native to Oregon.
- » Continue eradication efforts of small incipient invasive pest populations.
- » Develop, implement, or enhance existing biological control programs to mitigate established exotic pests.
- » Continue improving invasive pest identification capabilities through imaging and PCR testing.
- » Strengthen ties with federal and state agencies with related missions.
- » Coordinate alignment of the program with the governor's water quality initiative.



## NOXIOUS WEED CONTROL PROGRAM

### What we do

- Protect Oregon's natural resources and agricultural economy from the invasion and proliferation of exotic and invasive noxious weeds.
- Provide leadership and coordination for noxious weed management in Oregon and the region in conjunction with the State Weed Board.
- Enact and maintain weed quarantine regulations to protect Oregon from introductions of invasive weeds.
- Survey for invasive weeds so that newly introduced populations are detected and treated as soon as possible.
- Coordinate and serve as a technical resource for integrated noxious weed management issues, including acting as a primary resource for weed identification and mapping.
- Provide public outreach, education, and awareness for noxious weed issues.
- Conduct weed risk assessments and recommendations to the State Weed Board for potential listing.
- Implement early detection and rapid response projects for new invaders. This includes eradication

of invasive weed populations while they still are low in numbers so economic and environmental harm is prevented and the cost of eradication is affordable.

- Introduce and redistribute biological control agents to reduce the impacts of invasive weeds that are widespread to reduce economic and environmental harm and minimize herbicide use.
- Administer the OWEB/State Weed Board Noxious Weed Grant Program, coordinate with stakeholders, and evaluate efficacy of grant projects.

### Major accomplishments

- Implemented 117 noxious weed projects, made 911 treatments, completed 192 pre and post-treatment monitoring activities, and gave 83 presentation in 2013-14.
- Released biological control agents at more than 98 sites in Oregon during the biennium. Over 178 biocontrol sites were monitored to determine establishment and impact.
- Initiated a review to develop a five-year plan to better align the program's mission to support watershed health and natural resource protection policies of the state.
- Worked with two economists to update an economic analysis of the impacts of invasive noxious weeds in Oregon. The study found there is an estimated annual loss of almost \$83.5 million personal income from 25 selected weed species. If left unchecked, there is a potential annual loss of \$1.8 billion personal income.
- Provided technical assistance to the Oregon State Weed Board in reviewing 157 grant proposals over the biennium. The board funded 121 grants totaling more than \$2.77 million.
- Detected and treated eight sites in central Oregon infested with yellow floating heart, an aquatic weed.

- Developed, as part of the Sage Grouse Habitat Project, a western juniper policy recognizing encroachment of historic grasslands as a problem.
- Located and removed *Spartina densiflora*, a problematic and difficult to control cordgrass species, from a site in Coos Bay. The discovery is the first known site of densiflora from Oregon. Completed ongoing detection and control effort for *Spartina alterniflora* in 13 Oregon estuaries. Assisted Oregon State Parks with treatment of one new site near Sand Lake.
- Monitored and treated Goatsrue, *Galega officinalis*, at two locations in the Portland area. This is an "A" weed in Oregon and a federal noxious weed that is a threat to riparian areas and toxic to livestock.
- Funded, through State Weed Board Grant, survey efforts that detected the first appearance of flowering rush in Oregon. Spearheaded control efforts with US Army Corps of Engineers for the newly detected aquatic noxious weed at five Eastern Oregon sites along the Columbia River.
- Updated or created publications distributed to the public and cooperators to provide information about priority noxious weeds as a tool for identification and early detection.



## Goals

- » Prevent the establishment and spread of “A” noxious weeds. Prevent “B” weeds from spreading to new areas.
- » Maintain an effective early detection and rapid response capability.
- » Distribute \$2.5 million in State Weed Board grant funds to applicants for protection of fish and wildlife habitat, and for improving water quality, and overall watershed health.
- » Improve alignment of the program with the governor’s water quality initiative and other state priorities such as sage grouse habitat preservation.
- » Lead noxious weed control efforts through collaboration with the State Weed Board and other public and private stakeholders.



## NURSERY & CHRISTMAS TREE PROGRAMS

### What we do

- Inspect and certify Oregon-grown nursery stock and Christmas trees shipped out-of-state to meet the importation requirements of other states and countries.
- Help growers produce nursery stock and Christmas trees that are free of insect pests, diseases, and weeds so that harmful pests aren’t spread.
- Assist growers in maintaining Oregon’s reputation for high-quality nursery stock and Christmas trees.

- Inspect high-risk imported nursery stock so that unhealthy nursery stock doesn’t bring insect pests, plant diseases, or weeds to Oregon.
- Participate in the USDA *Phytophthora ramorum* (a.k.a. sudden oak death/SOD) nursery certification program ensuring Oregon nursery stock can be shipped to other states and countries.



- Conduct a Grower Assisted Inspection Program (GAIP) to help growers implement best management practices to reduce plant pests and diseases.
- Cooperate with stakeholders, such as the Oregon Association of Nurseries and other state and federal counterparts, to improve the cleanliness of nursery stock and Christmas trees entering and leaving Oregon.

### Major accomplishments

- Performed inspection and certification services that allowed \$877 million of Oregon-grown nursery stock and Christmas trees to be exported to all 50 states and 64 foreign countries. Issued 7,495 state and federal phytosanitary certificates in 2013 and 6,936 in 2014.
- Surveyed 532 host nurseries for the presence of *Phytophthora ramorum* with seven Oregon nurseries confirmed positive. Certified the others as negative for the *P. ramorum*, pathogen that causes sudden oak death.

- Continued to administer the voluntary Oregon’s Plant Cleanliness Program for Boxwood Blight with 23 nurseries participating. Collaborated with states requesting boxwood blight trace back information.
- Assisted 14 Oregon nurseries that participated in the Grower Assisted Inspection Program (GAIP), which uses critical control points and best management practices to help growers produce nursery stock free of plant diseases.
- Conducted a trapping program for European Pine Shoot Moth (EPSM) with 149 Christmas tree and nursery stock growers participating. EPSM traps were placed at 275 growing grounds.
- Certified as pest free 884 shipments of logs, lumber, and wood chip shipments to various countries including China, Vietnam, and Mexico among others.
- Collected and made available approximately \$130,500 for nursery-related research grants as part of the Nursery Research Assessment Fund.
- Provided industry outreach and education including staffing a booth once again at the Far West Show, Oregon’s largest nursery trade show, to increase knowledge of plant quarantine compliance.

## Goals

- » Ensure Oregon-produced nursery stock and Christmas trees are free of pests and diseases through inspection and certification services.
- » Prevent the spread of dangerous plant pests, diseases, and noxious weeds within Oregon.
- » Inspect incoming shipments of plants for compliance with Oregon and US quarantines.

# NATIVE PLANT CONSERVATION PROGRAM

## What we do

- Protect and conserve Oregon’s native flora and vanishing habitats by assisting public agencies and private citizens on management of threatened and endangered native plants.
- Set priorities for the establishment of conservation programs and plans for protected native species.
- Provide guidance and support to state and local government agencies managing lands that contain state or federally listed plant species or their habitat.
- Maintain a system of permits, to regulate research and commercial activities associated with collecting or other actions that may affect protected species on public lands.



- Establish and revise Oregon’s list of protected native plants, as well as providing state review of the federal government’s process for listing Oregon plant species under the federal Endangered Species Act (ESA).
- Conduct research on Oregon public lands to develop protocols focusing on protected species recovery efforts, designed to aid in their eventual delisting.

## Major accomplishments

- Initiated or continued work to evaluate the conservation status of more than half of Oregon’s 59 listed threatened and endangered plant species.
- Collaborated with private, local, state, and federal partners on more than 60 on-the-ground projects involving the conservation and recovery of listed species. An example is a large scale outplanting of the endangered western lily, *Lilium occidentale*, on the south Oregon coast, using bulbs cultivated by ODA the past five years.
- Consulted with more than 35 federal, state, and local government agencies regarding over 100 publicly-funded land actions throughout the state. Through these efforts, ODA helped these entities proceed with their

proposed projects while meeting their statutory responsibilities to conserve native plant resources.

- Provided plant identification and survey expertise to state and local governments in order to help them meet their obligation to protect listed plants on publicly-managed lands.
- Completed a Habitat Conservation Plan (with US Fish and Wildlife Service and Oregon Department of Transportation) that safeguards listed plant species along all Oregon public highways, while ensuring that needed roadside maintenance and safety measures can move forward.
- Collaborated with Business Oregon and local officials to provide technical consultation to help the Crater Lake-Klamath Falls airport comply with endangered

species regulations while expanding its runway infrastructure. The airport is home to the world’s largest remaining population of Applegate’s milkvetch. The advisory effort by ODA will allow the airport to upgrade its infrastructure while preserving the integrity of the milkvetch population and its airport habitat.

## Goals

- » Reduce the number of imperiled native plant populations, species, and critical habitats on public lands and implement actions to address major threats to endangered plant species survival.
- » Resume annual evaluations of state threatened and endangered plant species lists, to ensure that only those species in need of protection (based on best available data) appear on the lists.
- » Secure base funding to maintain regulatory and consultation work (as required under OAR 603-073-0090), so that staff can assist state and local public agencies in meeting their obligations under the Endangered Species Act.





# ODA Directory

## ADMINISTRATION AND INFORMATION

*Katy Coba*  
Director

*Lisa Charpilloz Hanson*  
Deputy Director

*Lauren Henderson*  
Assistant Director

*Bruce Pokarney*  
Director of Communications

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### Online

[www.oregon.gov/ODA/AboutUs](http://www.oregon.gov/ODA/AboutUs)  
[www.oregon.gov/ODA/Agriculture](http://www.oregon.gov/ODA/Agriculture)

### Hotlines

Smoke Complaint: 503-986-4709  
Farm Mediation: 800-347-7028  
Shellfish Safety: 800-448-2474  
Invasive Species: 866-468-2337

## FOOD SAFETY AND ANIMAL HEALTH PROGRAMS

*Stephanie Page*  
Director

*Brad LeaMaster*  
State Veterinarian

The Food Safety and Animal Health Program Area inspects all facets of Oregon's food distribution system (except restaurants) to ensure food is safe for consumption, protects and maintains animal health, and ensures animal feeds meet nutritional and labeling standards. In the food safety portion of the program area, nearly 7,000 food establishments in Oregon are licensed and inspected. Programs respond to food safety issues to protect the public while working with the food industry through education and collaboration to prevent unhealthy or unsafe conditions in the food supply. In the animal health portion of the program area, Oregon's livestock industries and their markets are protected through programs that test for, control, and eradicate animal disease.

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### Online

[www.oregon.gov/ODA/programs/FoodSafety](http://www.oregon.gov/ODA/programs/FoodSafety)

## INTERNAL SERVICES AND CONSUMER PROTECTION PROGRAMS

*Jason Barber*  
Director

The Internal Services and Consumer Protection (ISCP) Program Area provides consumer protection, ensures fair competition among businesses, and facilitates interstate commerce and international trade. This is done by: ensuring the accuracy, validity, uniformity, and confidence in Oregon's Commercial Weighing System; ensuring that motor fuels sold in Oregon meet national standards for quality; providing safe, accurate, timely, and cost-efficient laboratory analysis and technical support to ODA enforcement programs and other local, state and federal agencies; providing analytical and technical support for moving value added food products to domestic and foreign markets. The ISCP also administers the Wolf Depredation Compensation Grant and the Egg-Laying Hen Cage/Space Compliance programs.

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### Online

[www.oregon.gov/ODA/programs/ISCP](http://www.oregon.gov/ODA/programs/ISCP)

## MARKET ACCESS AND CERTIFICATION PROGRAMS

*Lindsay Eng*  
Director

*Gary Roth*  
Market Development

The Market Access and Certification Program Area assists Oregon's agricultural producers to successfully sell and ship products to local, national, and international markets. The marketing portion of the program area works to promote and create demand for Oregon agricultural products. The inspection and certification portion of the program area adds value by making products more marketable. It also provides services to facilitate product movement, and services that overcome trade barriers and technical constraints affecting agriculture. These programs reach rural and urban areas alike to create jobs and sustainable opportunities for the state's multi-billion dollar agricultural sector.

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### Online

[www.oregon.gov/ODA/programs/MarketAccess](http://www.oregon.gov/ODA/programs/MarketAccess)  
[www.oregon.gov/ODA/programs/PlantHealth](http://www.oregon.gov/ODA/programs/PlantHealth)

## NATURAL RESOURCES PROGRAMS

*Ray Jaendl*  
Director

The Natural Resources Program Area addresses water quality and natural resource conservation on agricultural lands, the appropriate use of pesticides, labeling and sale of fertilizer, field burning in the Willamette Valley, and oyster plat leasing. Through outreach efforts, compliance, monitoring, and coordination with other natural resource agencies, the programs help landowners meet society goals in a manner that makes economic and environmental sense. In addition, maintaining high quality agricultural land in production is an important long-term strategy for Oregon. The Land Use Program provides technical assistance to farmers as well as local, regional, and state governments on land use proposals.

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[www.oregon.gov/ODA/programs/NaturalResources](http://www.oregon.gov/ODA/programs/NaturalResources)  
[www.oregon.gov/ODA/programs/Pesticides](http://www.oregon.gov/ODA/programs/Pesticides)

## PLANT PROGRAMS

*Helmuth Rogg*  
Director

The Plant Program Area protects Oregon's agricultural industries and natural environment from harmful plant pests, diseases, and noxious weeds; enhances the value and marketability of exported nursery stock, Christmas trees, seeds and other agricultural products; and furthers the conservation of threatened and endangered plants. This is accomplished through four programs: Insect Pest Prevention & Management, Native Plant Conservation, Noxious Weed Control, and Nursery & Christmas Tree.

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[www.oregon.gov/ODA/programs/NurseryChristmasTree](http://www.oregon.gov/ODA/programs/NurseryChristmasTree)  
[www.oregon.gov/ODA/programs/Weeds](http://www.oregon.gov/ODA/programs/Weeds)  
[www.oregon.gov/ODA/programs/PlantConservation](http://www.oregon.gov/ODA/programs/PlantConservation)  
[www.oregon.gov/ODA/programs/IPPM](http://www.oregon.gov/ODA/programs/IPPM)

# ODA Directory

## OREGON STATE BOARD OF AGRICULTURE

*Barbara Boyer*

*Pete Brentano*

*Stephanie Hallock*

*Doug Krahmer*

*Tracey Liskey*

*Sharon Livingston*

*Laura Masterson, Vice Chair*

*Tyson Raymond*

*Stephen Van Mouwerik, Chair*

*Dan Arp, Ex-officio Member*

*Katy Coba, ODA Director*

The State Board of Agriculture advises the Oregon Department of Agriculture regarding administration and enforcement of department programs, and its policies. The board holds quarterly meetings, solicits producer and public input, and represents a full spectrum of commodity production.

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