



Oregon Quality Food and Beverage Initiative

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Presentation to

**House Committee on Economic
Development and Trade**

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Oregon Quality Food and Beverage Initiative: Introduction

- Oregonians are passionate about their foods and beverages
 - High quality
 - Sustainably produced
 - Produced in Oregon and the Pacific Northwest
- Oregon agriculture is diverse
 - Over 200 commodities
 - All sizes and production practices
- Oregon food and beverage industry builds on this diversity
- Strong impact on Oregon economy with potential to grow



Oregon Quality Food and Beverage Initiative: **Economic Impacts**

- Food and Beverage Impacts (2014 data)
 - 964 businesses
 - 31,920 jobs
 - \$16.4 billion in total sales
 - \$717 million in export sales

Road Map for the Oregon Food and Beverage Industry, 2016



Oregon Quality Food and Beverage Initiative: Economic Impacts

TABLE 3 OREGON AGRICULTURE, FOOD AND FIBER INDUSTRY ECONOMIC LINKAGES IN 2015 DOLLARS		
INDUSTRY	OUTPUT - SALES \$	EMPLOYMENT FULL & PART-TIME JOBS (#)
Production	\$8,191,288,907	77,490
Processing food	\$23,073,136,049	80,155
Processing fiber	\$338,666,309	2,294
Ag. support services	\$1,048,517,549	16,821
Wholesale trade	\$8,984,154,703	54,336
Transportation & warehousing	\$3,313,911,344	22,488
Retail Trade - food and beverage stores	\$888,685,750	10,662
Food services and dining places Oregon portion	\$4,391,585,329	62,371
Total agriculture food and fiber	\$50,229,945,940	326,617
Total all Oregon sectors	\$379,892,513,834	2,363,234
Agriculture, food, fiber percentage of Oregon economy	13.2%	13.8%

Source: Bruce Sortie, et al., *Oregon Agriculture, Food and Fiber: An Economic Analysis*.
Oregon State University Extension Service, Rural Studies Program. December 2015.

Oregon Quality Food and Beverage Initiative: Role of OSU in Food and Beverage Industry

- Soil to shelf approach
- Statewide footprint
- Research and Development
- Skilled workforce
- Outreach/extension



4

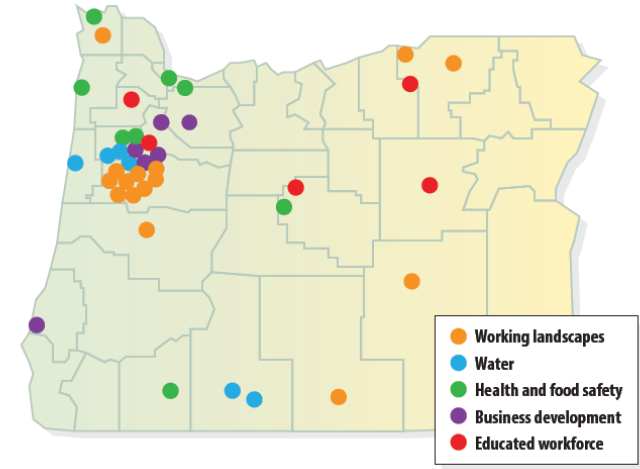
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Oregon Quality Food and Beverage Initiative: Integration with Oregon Food and Beverage Leadership Council

- Chaired by Patrick Criteser (Tillamook), Sam Tannahill (A to Z Wineworks)
- Organized by Business Oregon
- Northwest Food Processors Association, Oregon Business Council, Oregon Business Association, Oregon Department of Agriculture
- Recently released a Road Map
 - Research and Development/Technical Assistance Investments
 - Prepare the 21st Century Workforce and Develop a Viable Talent Pipeline
 - Invest in Transportation Infrastructure
 - Coordinate Market Development
 - Collaboration and Streamline Government Regulation

Oregon Quality Food and Beverage Initiative: Requests to the 2017 Legislature

- Statewides
 - Maintain *Statewides at Continuing Services Levels (\$9.4 million increase over by 2015-2017 appropriation of \$118.5 million) (SB805)



- Capital project: **Fermentation Sciences Education and Research Center**
 - Provide matching revenue bonds (\$9 million)
 - Support from industry/private (\$9 million)
 - Secured first 'lead gift' of \$1.5M from Tillamook
 - Total cost of project: \$18 million

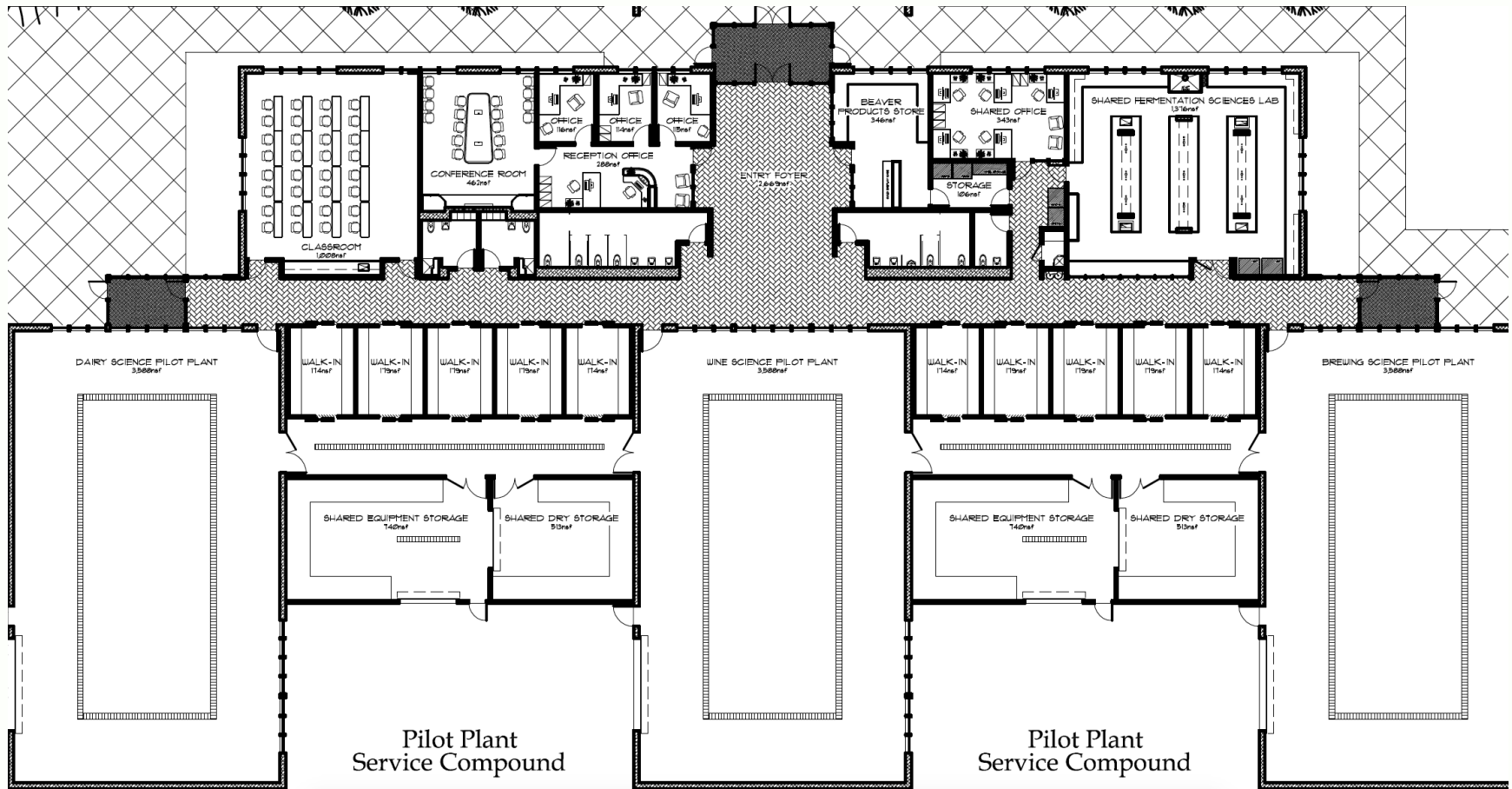
*Agricultural Experimentation Station, Oregon Extension Service, Forest Research Lab

Oregon Quality Food and Beverage Initiative: Fermentation Education and Research Center

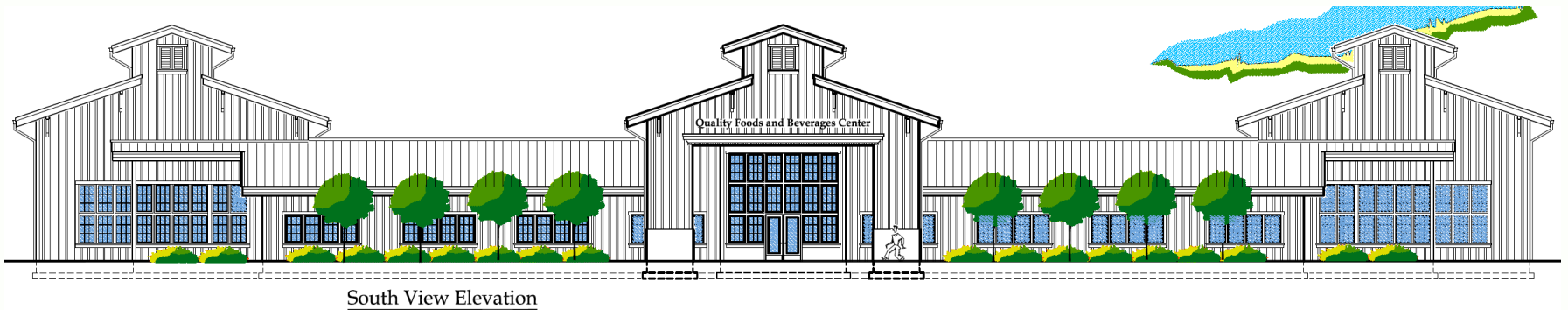
- 26,000 Sq. Ft. Project includes:
 - Three pilot plants (each 3,600 sq. ft.)
 - Dairy products
 - Beer/cider/distilled spirits
 - Wine
 - Classroom
 - Storefront
 - Analytical laboratory
 - Ten walk-in controlled temperature chambers
 - Offices/conference room

Ranked #4 among Higher Education Capitol projects by HECC

Oregon Quality Food and Beverage Initiative: Floor plan for building



Oregon Quality Food and Beverage Initiative: Architect Rendering of Building



Oregon Quality Food and Beverage Initiative: **What the Center enables**

- Enhanced partnerships with industry for R & D
- Greater opportunities for students to gain hands on experience
- Better facilities to carry research projects all the way along the spectrum from soil to shelf
- More instrumentation for research and teaching



Oregon Quality Food and Beverage Initiative: **Additional ongoing and future plans**

- Develop business educational opportunities focused on food and beverage industry
- Build out of the **Food Innovation Center** in Portland
- Additional Modules
 - Fruit and vegetable processing
 - Meat processing
- Enhancements to Woodhall Experimental Vineyard



11

February 21, 2017

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Thank you!