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Honesty, integrity, and fairness. Technical and professional competence. Respect for people and property. Practical approaches to problem solving. Service oriented.

These are the core values of the Oregon Department of Agriculture and its staff. While the many issues and challenges facing the agency and the agriculture industry may change, the core values remain constant.



ODA continues to promote and advocate for Oregon agriculture while, at the same time, regulate the industry. It is a unique responsibility among state agencies that requires us to be responsive and to care about the people we deal with. Our diversity of customers ranges from agricultural producers to food processors, from licensed retailers to everyday consumers. We continue to serve Oregon with vision, hard work, and accountability.

The 2005-2007 Biennial Report explains the many and varied programs of the Oregon Department of Agriculture. It also describes our accomplishments of the past two years as well as our goals for the upcoming biennium. As you read this report, keep in mind that we are an agency of people, determined to meet the important needs of Oregonians, now and in the future.

# State of the Agriculture Industry Report

Oregon Agriculture

Editor's note: The following is an introduction to the 2006 State of the Industry report from the State Board of Agriculture. Comments are provided by Board Chair Bernie Faber. A complete copy of the report is available from the ODA Information Office, 503-986-4550.



The 2005 Oregon Legislature passed HB 2196, requiring the State Board of Agriculture to prepare a biennial report to the governor and legislative assembly regarding the status of the agriculture industry. This document is a comprehensive overview of the many topics and issues related to, impacting, and affected by agriculture. A few highlights of the report appear below.

Each issue noted in the top 20 challenges presents opportunities for private-public

partnerships; points out areas where innovative research is imperative; and demonstrates the need for connections between higher education, the high tech industry, and natural-resource based industries.

This report serves as a starting point for important policy dialogue and collaboration.

#### Oregon's agricultural roots

More than 1,000 family farms and ranches in Oregon are designated as "century farms," having ownership in the same family for over 100 years. No other segment of Oregon's economy can claim such a feat!

# Agricultural security

Agricultural and food security, like other national security interests, deserve high priority attention at all levels of government.

# State of the industry

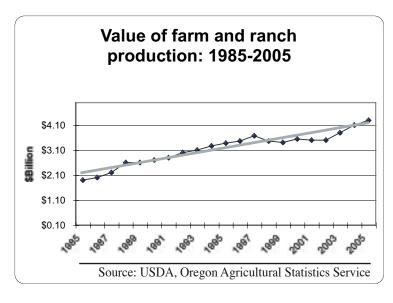
The Oregon weather in early 2006 was very wet, causing delays in fieldwork, planting, and crop development. The high price of fuels and fertilizers is a challenge for the industry. A record heat surge in June scorched berry crops. Shortages of field workers made harvest more difficult. Prices were moderate for most commodities. Agricultural production is expected to continue an upward trend, but net farm income will be lower than in 2005. On the whole, it was an average year for the industry, but some sectors fared better than others.

# Agriculture diversity

More than 220 different commodities are produced commercially, presenting both opportunities and challenges for growers. Finding equipment suppliers, crop protection materials, and markets for niche crops is very difficult, but the diversity of production broadens grower options and levels farm income, overall.

# Oregon's farm structure

Roughly 40,000 farms exist in Oregon. Over 98 percent of these are family owned and operated, with about 10 percent organized as partnerships or family corporations. Approximately 1 percent of Oregon's farms are non-family corporate operations. The number of small operations (less than \$10,000 in annual sales) is increasing and accounts for about 70 percent of Oregon's farms and ranches. This group generates less than 2 percent of total agricultural output/sales for the state, yet owns 13 percent of agricultural lands. The mid-sized grower category (\$10,000 to \$250,000 in annual sales), is shrinking, at less than 25 percent of all farms, and generates 19 percent of total farm value on 45 percent of total acreage. Full-time larger commercial family operations number about 2,250, or less than 6 percent of all farms in Oregon. Yet, this group of operators produces nearly 80 percent of total sales on 42 percent of the land in farm use.



Value of production shows steady, constant growth.

Agriculture is not an industry in decline.

#### Contributions to Oregon's economy

More than 150,000 jobs in Oregon are derived from a connection to agriculture. Farm production value now tops \$4 billion annually. Farmers purchase over \$3.5 billion in goods and inputs to grow their crops and livestock—providing a huge stimulus to Oregon's economy. Value-added processing contributes another \$1.5 billion to \$2 billion in revenue to the state economy. Nearly \$2.5 billion in salary and wages is tied to agriculture. Agriculture is a key traded sector, ranking first in volume of exported products and third in value of exported products. Total agriculture-related activities account for 10 percent of Oregon's gross state product.

#### Contributions to Oregon's environment

Farmers and ranchers in Oregon are committed to an industry that is economically and environmentally sustainable. In addition to producing crops and livestock, Oregon farmers and ranchers provide food and habitat to over 70 percent of the state's wildlife. Erosion on cropland and rangeland has been reduced by more than 35 percent in the past decade. Oregon farmers and ranchers have nearly 600,000 acres enrolled in conservation programs. Oregon leads the nation in the number of water transfers and the amount of water used for conservation and wildlife. Many growers are participating in voluntary programs that certify their products are sustainably grown.

# Change has been dramatic constant

Growers are responding to dramatic changes in global trade, segmented consumer markets, population shifts and increased competition over land and water use. Certification programs are increasingly important in production and processing to ensure food safety, traceability, biosecurity, and specific management practices.

# Infrastructure

Oregon moves over 80 percent of its agricultural products out of state, with half of those products going overseas. A reliable and affordable transportation infrastructure and adequate energy/fuel resources are required to move products from here to there. Ports, trucks, rail, intermodal, and air transportation all play a part. The deepening of the Columbia River is imperative for larger carriers to call on Portland for delivery and export.

# Agricultural labor

Adequate farm and food processing labor is a critical issue for Oregon's diverse production. The cost of labor in a world economy is a challenging issue. While on-farm compensation in Oregon, averaging above \$10 per hour, is among the highest in the nation, it is pushed higher every year due to minimum wage indexing. Lack of a labor bargaining law in Oregon creates an uncertain environment for all parties and remains a critical issue for resolution by the Oregon Legislature.

# Land resources and issues

Oregon's land use laws, enacted in the 1970s, established exclusive farm use zones with the intent of protecting farm operations from urbanization pressures and speculative buying. While this system has slowed farmland loss in Oregon, it has not been without controversy. The passage of Ballot Measure 37 in 2005 set back the clock on farmland use to all development allowed prior to the land use laws taking effect.

Expenses continue to take a big bite from growers profits.

More than two-thirds of the 2,000 plus Measure 37 claims filed with state and local government entities are for development on farmland. Members of the agriculture industry have differing opinions on Measure 37. Those subject to urbanization pressures, primarily in the Willamette Valley and other urban areas, have generally supported strong land use laws to protect farmland from conversion. Growers in Eastern Oregon, with little pressure from urbanization and marginal farm income returns, are looking for alternative uses of their property, or at least some flexibility that would allow other income-generating prospects.

## Water issues—quality and quantity

Landowners are making great strides incorporating water quality protection into their operations. On-going education and monitoring programs will assist growers and demonstrate the contributions of these efforts. Water storage, delivery, and efficiency are key to future agricultural development and viability in Oregon. Some scientists predict that global warming will result in less snowfall and earlier snow melt, emphasizing the need to develop water storage for agricultural and non-agricultural uses. Multiple options are available such as aquifer recharge (groundwater injection), expanded use of farm storage ponds, off-stream diverted storage, and desalinization of seawater. These options take time to develop and require urgent attention.

# New technologies

Over the past century, the adoption of technology, mechanization, high yielding seeds, commercial fertilizers and plant pest and weed control products have multiplied output, reduced labor needs, and allowed 99 percent of the US public to spend their time and resources in pursuits other than food production. High-tech farming techniques include the use of GIS and GPS guided-tractors, laser land leveling, sophisticated center-pivot irrigation, radio controlled weather monitoring and soil testing, field mapping that directs spot application of soil nutrients and chemicals, high-tech harvesters and sorting equipment, bio-technology, and seeds adapted to resist plant pests.

# New regulatory regimes

Regulatory challenges that present uncertainty for growers include the Clean Water Act, the Endangered Species Act, the Wild and Scenic Rivers System, the National Environmental Policy Act, and the Federal Power Act. The complexity and rigidity of these laws often result in frustration in assessments and regulatory options that growers feel are inappropriate, unrealistic, difficult to understand and implement, and may



even conflict with state law. Permitting processes are lengthy and costly. Projects may be stalled, due to ongoing study and analysis.

In some instances, growers are using a permit, or certificate of compliance, as evidence of certain production practices or to meet a niche-market demand. More needs to be done to connect regulatory requirements with market opportunities.

On the other hand, regulatory compliance may be a key driver of farm consolidation, leading to larger farms with the resources to address compliance costs.

# Top 20 issues facing the industry

In no order of importance or rank...

- Labor availability and cost (immigration reform, minimum wage indexing and its impacts, and resolution of farm worker bargaining law).
- Federal farm bill legislation and how Oregon growers participate or benefit.
- Plant protection research, material availability, and cost in a state that produces mostly "specialty" crops.
- Availability, storage, and distribution of water, with impending pressure from climate change.
- Land use. Preservation of farmland.
   Balance development pressures,
   private property rights, and regional opportunities and needs.
- Transportation infrastructure, fuel cost, and movement of products to market.
- Need for more locally-based, valueadded processing infrastructure (due to loss of a significant portion
- of the local processing industry in over past decade).
  Bio-technology in agricultural crops, assessing benefits and risks for Oregon producers.
- Development of new technology and its adaptation to agriculture; critical need to develop links with higher education and the high tech industry with focus on nanotechnology, laser and infrared technology, precision agriculture, mechanization, and energy and water conservation.
- Renewable energy development, in which local producers can participate and benefit.
- Access to foreign markets and development of stateside markets. Resources to address non-tariff barriers, market development, and product introduction.
- Resources to combat invasive species and their impacts on local agriculture and ecosystems.
- Regulatory challenges and the continually tightening environmental standards (costs) in Oregon and the US versus other nations.
- Aging of farmers and pending land turnover with few younger people choosing to farm; need for tax structures, financing programs and succession planning assistance to ensure a local, dynamic and viable farm infrastructure and farm population.
- Global animal disease prevention and response to maintain a viable and healthy livestock industry. Reduce disease potential for humans and animals.
- Direct marketing, certification, and access to local food markets for smaller growers.
- Public sector research funding for Oregon State University and other institutions that develop and improve agriculture production, new crops, management systems, and valueadded processing.
- Public education and policy that support economically, environmentally, and socially sustainable agricultural production.
- Wildlife damage and mitigation assistance for agricultural and timber production.
- Grower access to financing and business models in order to adopt new technologies, crops, and production methods.

Oregon Agriculture



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# Oregon State Board of Agriculture

During the 2005 legislative session, Oregon's State Board of Agriculture redefined its role. The legislative assembly, through passage of HB 2196, recognized that agriculture is an important component of Oregon's economy and that sustainability of our state's natural resources greatly affects the well being of all residents.

"The State Board of Agriculture shall advise the State
Department of Agriculture regarding the implementation, administration and enforcement of department programs and the development of department policies designed to positively affect the agricultural industry in this state, including but not limited to programs and policies to:

- a) Address the continuing changes and adjustments in agricultural industries.
- b) Foster the natural resources of the state to provide ample opportunities for productive and beneficial agricultural enterprise.
- c) Guide the department in ensuring the viability of the agricultural industry in this state."

The State Board of Agriculture is also required to submit a report on a biennial basis to the governor and legislative assembly regarding the status of the agricultural industry in the state.

The State Board of Agriculture is composed of ten members. Oregon's governor appoints nine of the board members; the chair of Oregon Soil and Water Conservation Commission serves as the tenth member. The director of the Oregon Department of Agriculture and the dean of the College of Agriculture at Oregon State University, serve as ex-officio members.

State law requires seven of the appointed board members be actively engaged in the production of agricultural commodities and that the governor seek to ensure that these members reflect the diverse nature of agricultural commodity production within Oregon. Two board members shall be appointed who are not actively involved in the agricultural industry to be representatives of the public interests.

# State Board of Agriculture

#### Accomplishments

- Successfully implemented HB 2196, which creates a new structure for the Board of Agriculture and transitioned from an advisory board to a policy making board.
- Established four sub-committees to focus on critical issues facing the Oregon Department of Agriculture and the industry (see sidebar). Sub-committees met between quarterly meetings of the full Board of Agriculture.
- As directed by HB 2196, produced a biennial report of Oregon's agriculture industry to be presented to the 2007 legislative session. The document provides lawmakers with information on the current state of the industry and is designed to provide assistance as the legislature makes decisions that affect agriculture.
- Individual board members met with key legislators, prior
  to, and during the 2005 session of the Oregon Legislature.
  These meetings provided important background and
  established relationships important in support of the Oregon
  Department of Agriculture and the agriculture industry.
  Board members also provided key testimony at selected bill
  hearings, and provided support for ODA's budget.
- Completed review and approval of all 39 area Agricultural Water Quality Management Plans and Rules (SB 1010) throughout Oregon, including several biennial reviews for previously adopted plans.
- Provided input to the Oregon Watershed Enhancement Board (OWEB) that helped direct grant funding for onthe-ground projects beneficial to agricultural operators. A member of the Board of Agriculture represents the industry on the OWEB board.
- Two Board of Agriculture members represented agriculture as part of the Oregon Biopharming Ad Hoc Committee, which was formed by ODA and the Oregon Department of Human Services (DHS) in response to requests from the governor and state legislature for scientific review, analysis, and recommendations. The committee met on a regular basis to develop a consensus policy recommendation for consideration by the governor and the 2007 Legislature regarding biopharmaceuticals produced in human food or animal feed crops.
- Board Member Ken Bailey represented agriculture on the 10-member Oregon Task Force on land use planning, known as the "Big Look Committee." The committee's mission is to chart the future of the state's 30-year-old land use planning system. Providing an agricultural perspective for the committee will be important to the industry's future.
- Met in conjunction with the Oregon Environmental Quality Commission to discuss issues of common concern including water and air quality.
- Continued to advise the state's Soil and Water Conservation Commission (SWCC) and soil and water conservation districts, as one Board of Agriculture position is filled by the chair of the SWCC.
- Established a stronger connection with farm direct marketing sector by adding, to the board, a public member with farmers' market experience.
- Collaborated with a governor-appointed statewide food policy council. This council develops urban-rural partnerships to: improve access to an adequate food supply, eliminate hunger in Oregon, increase local purchase of regional foods, enhance agricultural viability, and expand food-related businesses and jobs.
- Endorsed by resolution, the concept of the Oregon Sustainable Agriculture Resource Center (OSARC), recognizing the rapidly growing prevalence of standards and certification requirements for agriculture and food products in the global market place.
- Supported by resolution, the Oregon Department of Fish and Wildlife's proposed Cougar Management Plan.
- Provided input to the Oregon Department of Agriculture on a number of key and controversial issues including production of canola in the Willamette Valley, water storage and use by agriculture, and Brand Oregon activities involving ODA.
- Established a Web site that includes board member profiles, announcements, meeting agendas, board meeting minutes, and other information regarding the State Board of Agriculture. http://oregon.gov/ODA/boardoverview.shtml





Row 1: Ken Bailey, The Dalles; Dan Carver, Maupin Row 2: Pat Dudley, Salem; Bernie Faber, Salem Row 3: Tom Fessler, Mt. Angel; Jan Kerns, Haines Row 4: Doug Krahmer, St Paul; Bob Levy, Hermiston Row 5: Jim Rue, Portland; Lynn Youngbar, Portland.

# Sub-committees and key issues

Government relations

- Biennial Report to the
- Legislature
   Labor/minimum wage
- Farm Bill
- Legislative contacts and issues
- Governor's Office
- Pesticide Use Reporting System (PURS)

# Land and water use

- Land use policy
- Interim review of land use system
- Water availability
- Long-term water strategy
- Senate Bill 1010
  (agricultural water quality plans)

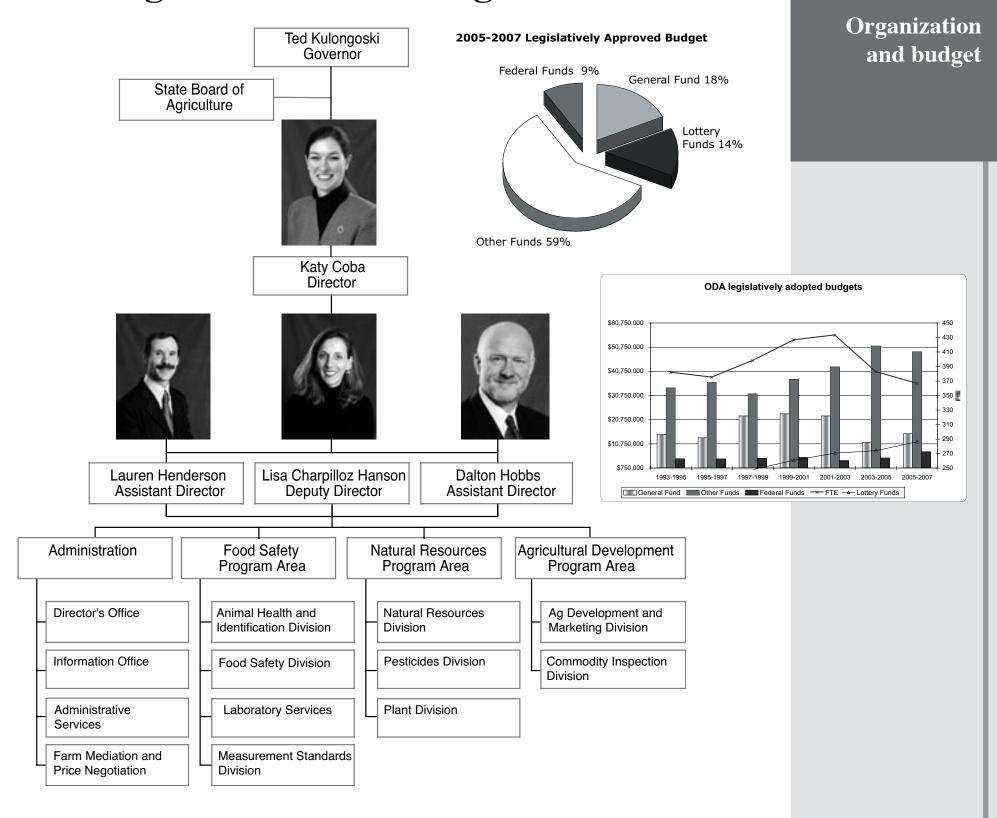
# Marketing

- Brand Oregon
- Transportation
- Sustainability
- Food policy councils
- Farmer's markets
- Agricultural business development

# Technology

- Bio-pharmaceuticals
- Control districts
- Links with higher education
- Technology development
- Renewable energy

# **ODA** organization and budget



# Interview with the ODA director

# What makes ODA a successful agency?

The answer for me is pretty easy and straightforward. It's the people. Without a doubt, the staff of the Oregon Department of Agriculture have expertise and professionalism. The way our people approach issues, with a problem-solving attitude, and their ability to work with industry really does make ODA a good state agency, a good partner for our customers.

# How does ODA measure its success?

Probably the first way we measure success is the feedback we get from industry and all other customers. Obviously, every two years we go before the state legislature with a budget request and deal with key issues. How we are received by the legislature and how those key issues are resolved is another important measure of success. We are constantly working with the Governor's Office and policy staff on important issues, and they also let us know how well we are doing. Finally, as we focus in state government around efficient and effective service delivery, we, like other state agencies, have performance measures that our programs constantly review. Those performance measures provide quantitative results that allow us to see if we are getting the results that we expect from ourselves.

## How has the agency changed, if at all, to meet new demands and issues as well as expectations from the public?

We have absolutely taken steps to address emerging issues. You look at our agency and see that we have been around for a long time. Some of the programs within ODA were established when the agency was created, but they are certainly run differently than they were then. We've also had growth within the agency, changes in structure based on the critical issues facing the industry. Probably the most recent example is the growth in our Natural Resources Division. As a result of the implementation of Senate Bill 1010, the Confined Animal Feeding Operation Program, and many other programs within that division, our agency has responded to Oregon's needs to help agriculture properly manage its resources. That's just one example.

Also, in the last five years of state government, we have seen some severe budget restrictions that have demanded all agencies to undertake some streamlining. When you go through that process, you constantly look at your programs and ask whether we still need to have some of them, are they meeting the needs of the industry, are we taking advantage of technology so that those programs run even better? We work with many industry advisory groups that are constantly looking at the costs of those programs and ways to reduce those costs so that it is not as much of a burden on the industry. So we are constantly looking at what we do and figuring out ways to deliver services more efficiently, at less cost, but still at a level that meets the needs of our customers.

We have structured our divisions and the agency administration in a way that promotes more of a team approach in conducting our business. Programs are encouraged to work together in a cross-functional process that takes advantage of the agency's overall expertise and abilities. The result, I believe, is an Oregon Department of Agriculture better suited to handle the complex issues now facing our constituency.

# How will ODA meet its challenges over the next biennium?

I'm the eternal optimist and I'm very excited about the future—and the opportunities for the industry and the department in the next two years. At the state level, the first that comes to mind is the governor's focus on renewable energy and the opportunities that will be available for agriculture. At the federal level, there will be opportunities presented by the 2007 Farm Bill—whether they center on conservation programs, marketing, insurance, or specialty crops.

As the Oregon Department of Agriculture continues to operate, we are blessed with a terrific staff. Some of our folks have been at ODA for a long time, and have an incredible history and knowledge within the agency. But we also have new employees who bring new ideas and energy that help ODA become a better agency. We will continue to use professionalism, honesty, and integrity in the way we deliver services. I'm confident that whatever challenge comes our way, we will be more than prepared to handle it.

Administration and Support Services 503-986-4550

> "It is important, both externally and internally, for ODA to have a sound infrastructure and support system that allows the agency to conduct business with all its customers."

-Katy Coba

(Lower left) ODA is among those organizations represented on the Century Farm and Ranch Program Board of Directors.

(Middle right) Gail Casner and Kevin Slater oversee ODA's purchasing and contracts section.

# **Administration and Support Services**

**Mission** To provide all ODA divisions and programs administrative support and services for agency operations, and to provide external assistance and services to agency customers.

## Staffing

In Salem, the Director's Office/Information Office has 10 employees, and Administrative Services section has 31 employees. In Portland, ODA's laboratory services are provided by 17 employees based at the Food Innovation Center.

#### What we do

Administration and Support Services provide the core infrastructure for ODA's daily business operations:

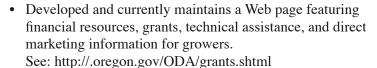
- The Director's Office provides oversight of all functions of the department while working with the Governor's Office, legislature, other state and federal agencies, and agricultural and consumer groups to carry out the state's agricultural policy. This includes administration of the State Board of Agriculture and the department's Farm Mediation Program, supervision of price negotiations for the state's grass seed and seafood industries, and liaison for the agriculture industry on renewable energy issues.
- The Information Office is responsible for media relations, publications, Web site coordination, and various special projects. Also serves as the first point of contact for many ODA customers.
- The Administrative Services Section provides internal support for ODA in the areas of financial management, personnel, licensing, purchasing, and computer information systems. This support includes payment on all agency bills and accounts; development and management of ODA's biennial budget; monitoring of agency spending; job recruitment, hiring, and staff training; coordination of agency purchases and building maintenance; and information systems, project management, and systems development.
- The Laboratory Services Section provides laboratory chemistry, and microbiology analysis for ODA. Analyses are provided for food, dairy, shellfish, foliage, soil, fertilizer, water, and various products destined for export/import.

# Major accomplishments

# Director's Office

- Coordinated various emergency response plans for the agency including a Continuity of Operations Plan (COOP) that ensures the agency's basic critical functions remain active in the event of an emergency.
- Coordinated the Salmon Assistance Program, which distributed \$1 million of state disaster relief funds to Oregon commercial troll salmon fishermen along the coast. Assistance was directed by an emergency declaration from the governor following harvest restrictions in 2006.
- Spearheaded and coordinated ODA's multi-division response to a major pesticide misuse incident in Oregon and Idaho onions, including the implementation of a voluntary market assurance testing program. Working with the Idaho State Department of Agriculture, efforts to sample and test onions for the detection of Furadan assured that the product was safe for distribution and consumption.
- Working with Oregon State University and the Oregon Agricultural Statistics Service (USDA), developed statewide economic analysis of the agricultural industry, developed white papers on specific topics and trends impacting the industry, and assisted in policy development based on scientifically-sound data analysis.
- Served as the lead contact and liaison with industry and other agencies on renewable energy issues. More than

80 inquiries were provided assistance regarding potential agricultural feedstocks for biofuels. Multiple presentations were made to grower groups and other venues regarding agriculture's connection to renewable energy. Also, a web-based resource page for growers and others interested in renewable energy was developed and maintained. See: http://oregon.gov/ODA/ energy.shtml



- Collaborated with ODA's Agricultural Development and Marketing Division to provide supervised price negotiations between grass seed growers and fishermen with buyers of their products. This is a unique process that affords the participants anti-trust immunity in pricing, ensures that the interests of all the parties are represented, and provides a balanced perspective to the price of these farm and ocean products.
- During 2005-2006 the Oregon Farm Mediation Program handled dozens of calls and provided counseling and assistance to parties in dispute regarding agricultural issues (contracts, nuisance complaints, farm labor, etc.). A total of 17 cases went on to mediation. Three cases settled before mediation began, 12 cases proceeded through mediation, and two cases remain open. Of the 12 mediation cases, 92 percent settled in agreement (11 of 12). Of the 17 cases, 15 were labor related while two were nuisance situations. See: http://.oregon.gov/ODA/mediation.shtml



# Information Office

- Responded to more than 5,000 e-mail inquiries, providing general information or referring customers to appropriate program personnel.
- Provided representation on the state e-governance committee and administers, facilitates, and coordinates overall Web development activities for the entire department.
- During 2005-06, produced 104 issues of the Oregon Department of Agriculture's "Story of the Week," 78 news releases, eight issues of the Agriculture Quarterly, the Oregon Farmers' Handbook, and annual editions of the Oregon Agricultural Resources Directory and Agricultural and Fisheries Statistics Bulletin.
- In addition to responding to more than 500 interview requests from media during the past two years, organized and conducted two highly attended media events involving the director—a tour and demonstration at a poultry operation to assure the public of safeguards against avian influenza, and an Oregon Noxious Weed Awareness Week event that featured the use of biological control agents on weeds.
- Worked cooperatively with other agencies and industry groups on numerous issues and initiatives, including the Century Farm and Ranch Program, avian influenza communications planning, West Nile Virus public outreach efforts, and development of a statewide crisis communications plan.

# Administrative Services:

- Developed and implemented a backup strategy for the agency's data in a centralized management environment, providing for disaster recovery on key network servers and services. With the implementation of both an onsite and offsite backup strategy, continuity of operations can be maintained.
- Completed security assessment on ODA's information systems by using a third party consultant. The assessment provided an operational plan for securing existing servers and enhancing the security preparations for future ODA computer servers.
- Rewrote the Food Safety Division Inspection Program for electronic reporting of inspections and put into production for sanitarians in the field. This will serve as a template for future inspection programs that will be created for other divisions in the agency.

Continued on page 7



#### Administration: continued from page 6



- Completed development of the Web-based Pesticide Use Reporting System. This system, which will collect electronic reporting of pesticide usage, will be online in January 2007.
- Implemented a series of good practices to improve and provide uniformity in ODA's business, human resources, and information technology sections. This included development of an improved contracts and agreements tracking system, migration of agency staff from using paper work orders to an online "copy center" order process for photocopying needs, participation in the Designated Procurement Officer Council, and improved interface between accounting, accounts receivable, and accounts payable sections.
- Continued leadership of the Fleet Management Advisory Council for state agency automotive fleets.
- Human Resources personnel successfully processed the 2006 open enrollment for PEBB (Public Employees Benefits Board) and received training and certification in human resource management and ergonomics assessment. Staff also provided training to ODA managers and employees on preventing and dealing with harassment/sexual harassment, arranged for all agency diversity training, and initiated a series of "Managing Hostile Situations" training for divisions.
- Began implementation of the first phase of the Customer Information Relationship Management System (CRIMS) by processing Pesticide Division license renewals. CRIMS allows communications of common information to division specific systems. Reviewed and conducted testing on all remaining license types for implementation. Developed system requirements for the new accounting module component of CRIMS.
- Received the fiscal year 2005 Gold Star Certificate from the State Controller's Office for achieving statewide accounting goals and for excellence in financial reporting. The agency has a long-standing history of financial excellence and has received this certificate annually, for more than a decade.

# **Laboratory Services**

- Provided testing and analysis of numerous samples provided by ODA divisions, including food samples for general bacteria and pathogens, finished dairy products, shellfish for marine biotoxins, and various samples for pesticide residues
- Continued the formalization of the quality assurance/control plan to meet accreditation program requirements of FDA, USDA and EPA.
- Over a four week period, processed and tested 615 market assurance onion samples in response to pesticide misuse. Additionally tested several hundred enforcement samples in following months for misuse investigations. (Normally scheduled for 100 samples per year from the enforcement program)
- Increased involvement in FERN (Food Emergency Response Network) by participating in meetings and trainings.
- Implemented various new test methods that provide faster and more accurate results, such as testing for Vibrio parahaemolyticus by PCR (polymerase chain reaction).

# Goals

- Continue to define and develop emergency response preparedness with internal and external partners.
- Assist in the development of policy proposals for the 2007
  Farm Bill based on the interests and needs of Oregon's
  agricultural industry, natural resources, and Oregon's
  sustainability goals.
- Work with growers interested in renewable energy projects, identify resources and continue to provide liaison assistance between biofuel processing facilities and growers. Work with OSU and growers to ensure that biofuel crops don't impose harm to specialty vegetable seed growers.

- Continue a collaborative process with grass seed industry and seafood industry to reach successful price negotiations.
- Ensure that all potential parties to agricultural disputes have a forum for addressing their disputes through the Farm Mediation Program, with a goal of an 80 percent settlement rate.
- Provide "Message Mapping" communications training for ODA staff most likely to respond to media and public inquiries during a crisis.
- Continue refining to improve the ODA Web site to meet increasing demand for information and services.
- Reinstate group orientation sessions for new employees,

finalize and distribute a new employee handbook, and continue to obtain and present training opportunities for ODA staff.

- Information Systems to streamline various inspection records data programs used by each division.
- Consolidate and streamline various functions and systems used by ODA including invoicing systems, business programs, and the electronicreporting of divisions' inspection programs.
- Complete the migration of information for all divisions from Agriculture Information System to License 2000, which will allow ODA customers to renew and pay for their licenses online via the Web.
- Continue the effort to centralize ODA data sources to the Customer Relations Information Management System (CRIMS).
- Continue to develop analyst cross-functional abilities in the ODA laboratory by identifying specific test and instrument training needs.
- Develop a fiscally responsible instrument replacement strategy for the laboratory that is responsive to current and future client program needs, and considers technological advances and staff training needs.
- Explore the implementation of ISO 17025 quality assurance program to assist client programs in the area of certification locally and globally.
- Work with other departmental lab groups to further enhance departmental laboratory/analytical capabilities and responsiveness.
- Assure that ODA's export program is current with changing foreign requirements and assess its role in the department's overall certification initiative.

# New challenges

- The amount of interest in renewable energy is growing exponentially, yet ODA lacks the resources to respond to all issues. Those issues include producer interest in growing potential feedstock crops and any associated conflicts; the need for more research into cropping and crop management; and the need for technical assistance, project development, and financial resources.
- The interest in biofuels is also creating policy and management issues with respect to product distribution systems—the public demand for biodiesel and ethanol is growing, but distribution points are limited and fuel pumps that weren't designed for these new fuels are affecting distributor warranty and consumer protection issues related to correct measurement of dispensing. The Director's Office will continue working with the Measurement Standards Division and industry interests to ensure distribution options are available, while protecting consumer and retailer interests.
- A new automated employee recruitment system is being developed by the Department of Administrative Services (DAS) that will significantly impact all agency recruiting practices.
- Succession planning, recruiting, and retaining quality employees with expertise and experience in ODA program areas will continue to be a challenge that must be met due to retirements and vacancies created as employees leave the agency.

Administration and Support Services 503-986-4550



(Upper left)
Director Coba meets
with reporters on a
poultry farm to discuss
the issue of avian
influenza.

(Middle right)
Devon Shoop prepares
samples for analysis
at ODA's laboratory
located in Portland.

Agricultural
Development
and Marketing
Division
503-872-6600



Gary Roth,
ADMD administrator

"Quite simply,
Oregon
agriculture must
be diligent in
maintaining
existing markets
and seeking
access to new
ones, whether
they are located
within the state,
in the US, or
abroad."

-Gary Roth

(Lower left)
Director Coba, with
Oregon grass seed
growers George Pugh
and Larry Vernell,
checks the depth of corn
roots in an Indiana
field that used Oregon
annual ryegrass as a
cover crop.

(Upper right) Assistant Director Dalton Hobbs offers a tour to a Chinese delegation of buyers at the Food Innovation Center in Portland.

# **Agricultural Development and**

# **Marketing Division**

#### **Mission**

To foster a sustainable Oregon economy through the development and retention of production and processing capacity, and the promotion and marketing of the state's agricultural and food products.

#### **Staffing**

The division has a staff of 10 based in Portland at the Food Innovation Center.

## What we do

The Agricultural Development and Marketing Division (ADMD) finds solutions and creates marketing opportunities for Oregon's food and agricultural industry. The program works with targeted industry clusters and, at the same time, provides individualized one-on-one services for small to medium sized Oregon companies. The program brings extensive technical and scientific expertise drawn from in-depth cross-divisional integration with other ODA divisions and a partnership with Oregon State University at the Food Innovation Center, the first facility of its kind in the Pacific Northwest.

ADMD's internationally-recognized programs develop new export opportunities for Oregon producers that provide millions of dollars of new income for rural and urban enterprises alike. Within the state, ADMD collaborates closely with its partners to retain and expand agriculture processing infrastructure. This can mean working with local producers to develop or support direct marketing opportunities like farmer's markets and roadside stands, or working with processors to enhance or expand existing processing capacity.

The ADMD program integrates three components into a successful suite of services for Oregon agriculture:

- industry and cluster development
- market development and product promotion
- Commodity Commission oversight.

ADMD works in an integrated approach with many partners to deliver world-class services to producers, processors, and consumers. These partners include a variety of port and municipal based economic development organizations throughout the state, the Oregon Economic and Community Development Department (OECDD), the Governor's Economic Revitalization Teams (GERT), and 28 producer-funded commodity commissions.

# Major accomplishments

Industry and cluster development

- Spearheaded collaborative efforts to incorporate food products into Brand Oregon programs, increasing the sales of many Oregon products while highlighting the state's quality of life for the purpose of stimulating the overall economy.
   Efforts included but are not limited to:
  - a statewide Oregon Bounty program in the fall of 2005 promoted Oregon pears, cheese, hazelnuts and wine, with the Fall 2006 Oregon Bounty program adding beer, seafood, and other local products.
  - a promotion with 12 Thriftway stores featuring Oregon berries and value-added berry products. Oregon suppliers reported first time store placements as well as increased

sales over the promotion period.

Teamed up with the Oregon **Annual Ryegrass Commission** to lead a domestic week long trade mission to Illinois, Indiana, and Missouri. The mission introduced key Midwest agricultural educators, media, government officials, and buyers to the economic and environmental benefits of annual ryegrass as a cover crop for soybeans and corn. The mission resulted in positive publicity, as well as Oregon ryegrass orders for the coming season.

Coordinated state efforts to secure USDA funding for a



Senior and WIC Farm Direct Nutrition Program (FDNP) that resulted in \$2 million in increased revenue to Oregon's farmers' markets and roadside stands. The program was expanded to serve 40,000 eligible seniors with redemption rates reaching 98 percent, at 600 participating Oregon farm stands and farmers' markets. An outreach program introduced 32 "farmer friendly" banks and credit unions statewide to accept FDNP checks without charging processing fees.

- Hosted a school lunch food purchasing workshop for Oregon food producers to learn about wellness policies and purchasing programs for schools. This is part of an effort to connect more Oregon producers with buyers to increase the amount of Oregon products served in local schools.
- Coordinated with McDonald's restaurants in the Northwest to celebrate Grower Appreciation Days. More than 180 Oregon restaurants participated, highlighting the local production and consumption of Oregon-grown wheat, onions, potatoes, blueberries, cucumbers and dairy products.
- Led the collaborative efforts of eleven different organizations in the Nexus Project to commercialize a new value-added pear product, benefiting both growers and processors. In the project's first year, the product and the processing line were developed. That created 37 seasonal jobs utilizing 2,000 tons of Comice pears for 1,500 cases distributed in Harry & David stores. Based on the successful sales of this gourmet product at \$12.95 per jar, an additional 30,000 cases have been ordered.
- Provided critical support in the successful grand opening of the new \$12 million wheat segregation facility near Arlington in Gilliam County. ADMD assisted with the project feasibility study and the creation of a business plan. The facility gives the region's wheat producers a competitive advantage in the marketplace and, at the same time, provides 25 new full-time jobs.
- Facilitated a series of meetings for stakeholders from throughout Oregon to find a solution to the loss of rendering options in Oregon. Steps have been taken to initiate the Oregon Solutions Project, which would provide rendering alternatives for businesses ranging from cattle and dairy producers to grocery store and restaurant owners.
  - Through its partnership with OSU at the Food Innovation Center (FIC), ADMD worked to extend the center's services beyond smaller, start-up companies to include the bulk of food companies in Oregon that fall in the medium size range. In addition, ADMD is working with the industry cluster efforts of the Northwest Food Processors Association to secure funding and implement the Vision Impact and Productivity (VIP) Center. This will compliment the efforts of the FIC in bringing greater competitiveness to the food processing industry, thereby improving Oregon's economy and creating jobs.
- Participated on local, national and international levels, advocating for transportation efficiencies that keep Oregon agricultural products competitive in the marketplace. As an example, ADMD worked closely with the Oregon Freight Advisory Committee to improve the passage of trucks on Highway 140 in Southern Oregon so producers of the region can avoid traveling 200 miles out-of-route. As a result, efforts are underway at the Oregon Department of Transportation (ODOT) to investigate and implement safe, inexpensive short-term solutions and more comprehensive long-term answers.
- Continued market exploration and expansion efforts for Oregon nursery stock in China. Key efforts included a trial shipment of plant material to the Shanghai Botanic Garden, a trade development mission to Beijing, Jinan, and Shanghai, and hosting two inbound buying missions from Shanghai (November 2005 and August 2006).



## Ag Development: continued from page 8

International market development

- Launched a direct marketing campaign in Japan this biennium, with similar efforts to begin soon in Korea and Taiwan. This marketing medium, specifically internet retailers and home shopping networks, is proving to be a highly effective means of promoting and merchandising high value and value-added agricultural products. This project is the first of its kind to be executed by any state or federal agricultural promotion agency and initial sales of specialty products have been very encouraging.
- Signed a Letter of Intent on Marketing Cooperation with top ranking officials from the China Council for the Promotion of International Trade (CCPIT). CCPIT has 700 offices responsible for imports and exports. The agreement is the only one of its kind with a U.S. state and creates a marketing partnership to increase agricultural exports from Oregon to China.
- Hosted 20 international buying missions from countries representing the bulk of Asia's buying power, introducing the buyers to nearly 100 Oregon companies.
- Over the course of the biennium, ADMD led the participation of numerous Oregon companies in trade shows, trade missions, product showcases, and technical seminars in Japan, Korea, China and Taiwan for a range of products including seafood, wine, soups, sauces, dried fruits, and nuts. One product showcase series alone featured products from 10 Oregon companies in Taiwan and China. In Tokyo, 15 Oregon company principals participated in a product tasting and seminar attended by more than 200 importers, distributors and key opinion leaders.
- Total economic benefit as a result of ongoing trade activities with Oregon producers resulted in \$51 million in 2005. Results for 2006 were not available at the time this publication went to print.

#### Board, committee and task force participation

- Represented ODA on the nine Governor's Economic Revitalization Teams. This participation brought invaluable agricultural perspective to these local development bodies.
- Represented ODA on the Oregon Freight Advisory Committee.
- Represented ODA on the Oregon Developmental Fisheries Board. This board provides policy guidance to the ODFW.
- Represented the ODA on the Portland Public Market Board and the Oregon Farmers Markets Association Board.
- Represented the ODA on the Northwest Food Processors Association Cluster Initiative Leadership Group.
- Represented the ODA on the Interagency Coordinating Council on Hunger.
- Represented the ODA on the State Sustainability Coordinators Committee.



# Commodity Commission activities

- Played a key role in facilitating the continued operations of Oregon's 28 commodity commissions that have combined budgets of approximately \$14 million. With staff support and oversight of the commissions' annual operational plans, contracting, budgeting and financial reporting, the commissions assess producers to conduct and fund research, generic marketing, and educational activities.
- Supervised the annual appointment of more than 70 volunteer commissioners.
- Developed a legislative concept, continuing ODA oversight functions of 25 commissions, and requiring public membership on those commission boards.
- Provided staff support to the Salmon Commission as it responded to the severely curtailed commercial salmon fishing season with relief programs for the most economically hard hit fishers.



Agricultural
Development
and Marketing
Division
503-872-6600

(Lower left) ODA Trade Manager Laura Barton (left) and local seafood chef Gary Puetz offer a taste of Oregon at a domestic trade show.

(Upper right) Reverse trade missions bring potential international buyers to Oregon. Here, Japanese visitors are given a tour of a local nursery.

(Lower right) ODA transportation specialist John Kratochvil often identifies effective ways of getting Oregon products to the marketplace.

#### Goals

- Create sustainable benefits and wealth for all of Oregon through meaningful agricultural development and marketing programs.
- Plan and deliver highquality, cost effective activities that meet the development and marketing needs of Oregon agriculture and food processing companies in domestic and overseas markets.
- Become the center of new product development and innovative food through an active partnership with OSU at the Food Innovation Center.
- Ensure the efficient operation of Oregon's 28 commodity commissions.
- Expand direct marketing opportunities for Oregon agricultural producers.
- Increase offshore trading opportunities for Oregon exporters in Japan, Korea, China and Taiwan.
- Collaborate with other state agencies and local development organizations to leverage state developmental efforts, increase efficiencies, and avoid duplication of service.

# New challenges

• Continued increased costs for labor, insurance, and fuel, along with other present challenges, make it more difficult for Oregon producers to cost effectively provide a value packed product in the marketplace. The challenge for Oregon agriculture will be to find and develop new market niches that are sustainable. It is in these niches we see current and projected prosperity for Oregon agriculture.

With 80 percent of Oregon

agriculture's production
needing to leave the state to
find a market, the growing popularity
of "buy local" and "sustainability"
present both opportunities and
challenges. Oregon's ability to
address these by capitalizing on
diverse and high-quality product
offerings, while paying attention to
health concerns, gourmet trends, and
the "natural" movement will help
determine the success of Oregon
products both at home and in the

necessary markets beyond the state's

borders.

# Major issue

Access to foreign markets and development of stateside markets. Resources to address non-tariff barriers, market development, and product introduction.

## **ODA** response

Retention and expansion of Oregon's considerable market share for the bounty it produces cannot be taken for granted. Targeted markets include, but are not limited to, Japan, South Korea, Taiwan, Southeast Asia, and North America. In addition, development of international economies that present new market opportunities for Oregon agricultural products are constantly under the watchful eye of ODA. This includes China. ADMD has worked to help introduce Oregon's top valued agricultural commodity—nursery stock—to the emerging market of China.

ADMD's connections with the nursery industry, USDA's Animal Plant Health and Inspection Service (APHIS), and the Chinese government have allowed the introduction of Oregon nursery stock into a very difficult but potentially lucrative market. Oregon nurseries have primarily focused on domestic sales but the industry's continued growth has created an interest and need to look at international markets. Key efforts in bringing the nursery cluster together with China over the biennium included a trial shipment of plant material to the Shanghai Botanic Garden, a trade development mission to Beijing, Jinan, and Shanghai, and hosting two inbound buying missions from Shanghai (November 2005 and August 2006). As a result of these and other activities, Oregon nursery stock has an opportunity to play an even larger role in the beautification of Beijing in preparation of the 2008 Olympics.

While ADMD continues to work with numerous sectors of the industry to develop and expand markets in various regions of China, it also conducted desk and on-the-ground market research in India which is now the fourth largest economy of the world following the US, China and Japan. ODA will continue to continue to partner with industry to retain markets that have already been developed as well as be in a position to strike when new opportunities present themselves.



Animal
Health and
Identification
Division
503-986-4680
oregon.gov/ODA/AHID



Dr. Don Hansen Division Administrator and State Veterinarian

"The threat of foreign animal diseases makes it imperative that we monitor the livestock industry closely and be ready to respond to an outbreak."

-Don Hansen

Page 10: (lower left)
Temporary ODA employees
Beau McLean and Travis
Schaal provide assistance with
avian influenza surveillance.

(Upper right) State
Veterinarian Don Hansen
(middle), along with OSU
Extension poultry specialist
Jim Hermes and ODA
Director Coba, answer
questions from the media
regarding avian influenza.

(Middle right) Donna Fry records livestock brands for ODA.

Page 11: (upper left) ODA provides training on use of protective respiratory equipment to a corps of deputized private veterinarians who may be needed during an animal disease outbreak.

(Upper right) ODA veterinarians Bruce Mueller and Dan Jemelka provide a demonstration on proper use of protective clothing.

(Middle right) How to deal with a diseased or dead chicken is part of the training offered to veterinarians by ODA.

(Lower right) ODA field veterinarian Dr. Julie Weikel (left) helps provide animal disease control training.

# **Animal Health and Identification Division**

#### **Mission**

To enhance economic production of livestock by working to: control and eradicate animal diseases, including those transmissible to humans; prevent livestock theft by denying a market for stolen animals through recording of brands and inspection of animals, and ensure animal feeds meet nutritional and labeling standards.

#### Staffing

The Animal Health and Identification Division has a staff of 16 people based in Salem. There are two field veterinarians, an investigator, seven clerks and 62 brand inspectors stationed around the state. About 1,300 private veterinarians act on behalf of the department to help control animal diseases.

#### What we do

The Animal Health and Identification Division (AHID) creates and enhances an environment where livestock production can thrive by controlling and eradicating animal diseases introduced either accidentally or through an act of agroterrorism.

Division programs record livestock ownership brands, inspect cattle and horses for proof of ownership, and monitor the production of animal feed. These actions ensure proper ownership of livestock, deny a market for stolen animals, and ensure animal food safety. AHID also participates in cooperative efforts to reduce wildlife predation of livestock and crops.

#### **Major accomplishments**

#### Animal Health Program

- Continued with emergency response preparedness activities by refining ODA's Animal Disease Emergency Management Plan to now be integrated into the Oregon Emergency Response Plan.
- Conducted a full-scale emergency disease management exercise involving five counties to assess the effectiveness of the Emergency Management Plan.
- Continued to train ODA veterinarians, and a corps of deputy state veterinarians, enhancing their abilities to respond in an animal emergency.
- Sent ODA veterinarians to foreign animal disease diagnostician training at Plum Island, NY and Ames, Iowa.
- Worked with the public health veterinarian on a statewide campaign to inform Oregon citizens about ways to protect themselves and their horses against West Nile virus.
- Completed an emergency response plan for avian influenza (AI) in preparation for the possibility of its occurrence in Oregon.
- Worked with state and federal agencies to develop a multiagency response plan to be used in the event of a highly pathogenic AI emergency.
- Conducted outreach to bird owners, advising them on how to counter the threat of AI to their flocks.
- Established an online Web site for backyard bird owners to list the location and number of birds they own. If well developed, bird owners could be quickly located, in the event of an outbreak of AI.
- Collected surveillance samples for AI testing from domestic birds throughout the state.
- Continued to liaison with county officials, as they developed their county emergency response management plans, and to advise them about inclusion of animal health issues.





- Worked in a cooperative effort with Oregon State University Extension faculty to educate producers about the National Animal Identification System.
- Promoted a cost-sharing program with producers that allowed them to purchase livestock identification devices and the equipment to read and/or record ID data.
- Sustained outreach and education efforts for producers to enhance animal health by promoting a Johne's disease control management model for producers to use.
- Assisted ODA and the Oregon Department of Human Services Biopharm Ad Hoc Committee to develop a consensus policy recommendation to the governor regarding biopharmaceuticals produced in human food or animal feed crops.

#### Livestock Identification Program

- 100 percent of all livestock theft reports by Oregon producers were investigated, many resulting in restitution and/or criminal convictions.
- Worked with an industry advisory group to address fee structure in light of increasing costs and a decline in statewide cow herd numbers. An immediate small inspection fee increase has been proposed. This advisory group has also been actively working, along with major industry organizations, toward a proposal for legislative consideration to adopt a long-term program direction and adequate funding. A current major proposal is to remove the mandatory inspection of horses at traditional inspection points.



# Feed Program

- Contracted with FDA to perform BSE (mad cow disease) feeding ban inspections at every feed ingredient manufacturer in the state, along with several dairies and trucking firms. Completed 90 inspections in fiscal year 2005 and contracted to do 85 in Fiscal Year 2006.
- Staff completed advanced inspector training sponsored by the Association of American Feed Control Officials (AAFCO). This should result in consistent state-to-state inspection and enforcement for the industry.
- Completed animal protein handling inspections at 20 dairies and 10 trucking firms to verify the BSE firewall is in place.
- Attended fall 2005 ODFA (dairy farmers) meetings around the state to inform them of record keeping obligations under the BSE prevention rules.
- Decreased feed sample violation rate from 28 percent in 2004 to 23 percent as of November 1, 2006. Violations per analyte are also down.
- Performed data analysis of all 2005 samples to identify patterns of violations and learned 67 percent of the violations were due to low protein at eight manufacturing



plants. Intensely focused outreach was done to reduce protein violations.

 Assisted in multi-state investigations of feed contaminants that caused animal health problems. Contamination materials included Monensin in horse feed, excess magnesium oxide in horse feed, and excess salt in bagged poultry feed.

## Predator Control Program

• Executed work plans with USDA Wildlife Services to limit loss endured by agricultural producers, due to wildlife depredation. This includes providing funds as part of a cooperative program to control predators.

#### Goals

#### **Animal Health Program**

- Ensure control of large-scale animal diseases and diseases transmissible between animals and humans. Plan and prepare to prevent and eradicate exotic and emerging animal diseases.
- Continue upgrading services of the Animal Health Laboratory with new testing technologies to improve accuracy and efficiency. Cost containment coupled with quality service is a priority goal of the laboratory.
- Maintain Oregon's disease-free status in state-federal cooperative disease control programs.
- Continue vigilance for the threat of bioterrorism and agroterrorism by training and coordinating with other state, federal, and industry animal health and emergency preparedness programs.

# Livestock Identification Program

- Maintain a high degree of professionalism and expertise that helps identify stolen or misplaced livestock and assists traditional law enforcement in prosecution of those who commit theft of livestock, primarily cattle.
- Enhance traceability of livestock animals by encouraging more branding and documenting movements more thoroughly at saleyards and country inspections.

# Feed Program

- Ensure that all mills pass annual BSE inspections and handle restricted animal proteins lawfully.
- Continue to build concept of "feed safety is food safety" with industry. Effectiveness will be demonstrated by fewer violations on samples and decreased levels of potentially harmful ingredients in animal feed.
- Raise dairy industry awareness of the need to keep feed records, as a way to document BSE firewalls.

# **New challenges**

# Animal Health Program

- Maintaining an appropriate level of surveillance for emerging and foreign animal diseases, especially avian influenza, will be a high priority.
- Enhancing the ability to locate animals that pose a disease risk to Oregon's livestock enterprises will be a challenge for the program.

# Livestock Identification Program

- Investigate methods of incorporating new technologies into the existing program to enhance recovery of animal information. Adoption of such methods may also satisfy some of the requirements of a national animal identification system directed at controlling animal disease outbreaks.
- The biggest challenge facing the inspection program is secure and ongoing funding. This looming financial crisis will increase the burden on remaining producers as numbers decline due to loss of grazing land and high travel costs.

# Major issue

Global animal disease prevention and response to maintain a viable and healthy livestock industry. Reduce disease potential for humans and animals.

## **ODA** response

The public and livestock industries have both expressed heightened concern over such issues as BSE, earlier this decade, and more recently, avian influenza. One of the best ways for ODA to respond has been to show that a great deal of planning and preparation has been undertaken to protect both the producer and the consumer.

In order to improve the ability to respond to animal diseases of concern, the State Veterinarian and staff veterinarians have gone to special training. In addition, AHID has assembled and is providing training for a cadre of 160 deputy-state veterinarians. As part of the Oregon Veterinary Emergency Response Team (OVERT) training is provided on all aspects of controlling a highly contagious fast spreading animal disease that may involve dozens of locations in several counties before it is eradicated. Team members are instructed on proper diagnostic methods, sample collection, biosecurity, personal safety, animal depopulation, and many other relevant topics,

As a means of assuring a uniform, rapid and competent response, AHID has developed an Oregon Animal Disease Emergency Management Plan. The plan outlines, in general, the steps AHID would take in an actual animal disease emergency event. For more specific disease response guidelines, AHID developed response plans for specific diseases such as an Avian Influenza Surveillance and Response Plan and the Multi-Agency Response to a Highly Pathogenic Avian Influenza Animal Emergency Plan. Full scale and/or tabletop exercises for all plans have been conducted to test their completeness and effectiveness.

Essentially, this is a shrinking industry that will continue to have statewide service demands.

# Feed Program

 The price of rendered fat and meat and bone meal has decreased, making rendering economically inviable. Three of four Oregon rendering plants have closed. This has resulted in a shift in feed ingredients and has increased the cost of protein in feeds.

Additional financial burden is placed on livestock producers as they try to find safe disposal of on-farm dead animals.

• The Washington cow found positive for BSE has driven home the need for 100 percent compliance with the 1997 ruminant-to-ruminant feed ban. The division has been required to inspect more facilities and farms, in search of feed by-products in waste streams. The program will also have to spend more time looking at how feed is moved and how transportation vehicles are cleaned.

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Jim Cramer CID administrator



Ron Pence assistant administrator

"The marketplace is more demanding in its specifications for Oregon agricultural products. The industry is responding by asking for inspection, certification, and verification of their products and processes to meet those demands."

-Jim Cramer

# **Commodity Inspection Division**

#### **Mission**

To provide services to the agriculture industry that assist in the movement of Oregon products in the domestic and international markets through official third party inspections, verifications, and certifications.

#### **Staffing**

The Commodity Inspection Division has a staff of about 75 core employees and, during the harvest season, employs approximately 80 additional seasonal employees. Staff are based in Salem and in several field offices including Hermiston, Hood River, Medford, Klamath Falls, Milton-Freewater and Ontario.

#### What we do

Division staff are experts in state, federal, and international requirements for all of Oregon's major crops including seeds, tree nuts, fresh fruits, and vegetables. Staff work closely with members of Oregon's agriculture industry to provide information and technical assistance, enabling access to markets. Many staff members are trained auditors and may provide independent third party audits and process verification, as required by markets. Audits, and all other services, are available on a voluntary fee-for-service basis.

Specific functions of the division include shipping point inspection of fresh fruit and vegetables, official seed sampling for testing to meet foreign and domestic requirements, and programs to ensure the proper labeling of seed and produce. Audit programs provide for voluntary certification—good agricultural practices (GAP) and good handling practices (GHP)—for growers and packers of fresh fruits and vegetables. The division provides export certification for grass seed and straw; inspection and certification of hops; and an inspection program for grain warehouses.

#### **Major accomplishments**

#### Fiscal Year 2006

- Inspected 3.16 billion pounds of produce for processing and 1.3 billion pounds of fresh fruits, vegetables, and tree nuts.
- Certified for export 218 million pounds of fresh fruits and vegetables, including more than 18 million pounds of apples, 29 million pounds of hazelnuts, 33 million pounds of onions, 70 million pounds of pears, and 10 million pounds of potatoes.
- Certified 218 million pounds of fresh fruits and vegetables for export.
- Led the nation in audits for the Federal/State National Auditing Program for Good Handling Practices (GHP) and Good Agricultural Practices (GAP). A total of 75 audits were performed on facilities and farms with more than 19,000 acres certified for GAP. This voluntary program was developed and implemented at the request of the agriculture industry.
- Worked closely with USDA-Animal Health Inspection Service (APHIS) to develop a pilot program designed to ease the exporting of Oregon products. This program allows industry-employed staff with ODA training and oversight, to inspect hazelnuts and onions. The inspected product is officially recognized by APHIS for export certification. This pilot program reduces inspection costs to the industry, while improving efficiencies to ODA
- Sampled more than 8,300 lots of seed for official testing and verification as required for phytosanitary export certification.
- Seed sampling program gained recognition from the International Seed Testing Association (ISTA), allowing officially recognized samples to be taken. This furthers the agency's ability to help the seed industry move product.





(ISTA is an internationally recognized seed sampling and testing process, required by many foreign markets.)

- Worked cooperatively with other divisions to provide full service product export certification including sampling, testing, and phytosanitary certification of seeds, tree nuts, fruits and vegetables.
- Provided workshops to help the industry comply with seed laws.
- Provided one-stop sampling, testing, and certification to the seed industry to help the seed industry market products, domestically and internationally, in a timely manner.
- Administered Oregon's Sod Quality Seed and Endophyte Forage Seed Tagging programs. Annually more than 229,000 tags are issued to certify seed is free of endophyte fungus, and/or meets Oregon sod quality seed standards. Both programs are voluntary and are used to increase the market share and price of Oregon seed.
- Maintained a cost effective Origin Certification Program, allowing Oregon hay, straw, and grain shippers to meet the requirements of California's exterior quarantine for cereal leaf beetle.
- Sampled, graded, and certified nearly 37,000 bales of hops in 2006 for Oregon's hop industry.
- Conducted an identity-preserved program, helping the industry gain market access and market advantage in national and international markets.
- Developed and implemented a pilot program for certification of weed-free forage and straw. This project was coordinated with the Plant Division's Weed Control Program and certified more than 900 acres in 2006.

# Goals

- Develop and implement electronic certification, providing real-time information to producers and handlers for marketing of product. Electronic certification would also reduce CID support staff workload, providing increased efficiency and greater administrative streamlining.
- Provide additional value to Oregon products through verification, inspection, and certification programs to meet industry demands.

(Top right) Marie Kester is one of many retired ODA employees who come back to inspect hops every fall.

(Bottom left) ODA's Jerry Bordan officially secures a truckload of onions bound for export.



- Integrate the Plant Pathology Laboratory into the CID Division, providing a greater measure of seamless service that includes sampling, testing, and certification.
- Expand alternative inspection programs to include programs that reward companies with proven performance records, thereby increasing efficiency while reducing required oversight and cost to all parties.
- Provide an educational mechanism for Oregon producers and handlers to meet retail requirements for certification of processes as required by their customers. Areas addressed would include Good Agricultural Practices, Good Handling Practices and Sustainable Agriculture.
- Increase consumer confidence in the Oregon seed industry through regulatory and service programs.

#### **New challenges**

- The challenge of moving Oregon commodities internationally and domestically continues to grow in complexity because of stricter requirements, more difficult work-plans, and a growing list of pests.
- Wholesale produce vendors, with specific process audit requirements, frequently require audits from outside the area, and sometimes outside the country. Travel time and expense, added to the audit cost, greatly increase the overall expense, cutting further into the profit margin of producers.
- It is increasingly expensive for the agriculture industry to make needed infrastructure changes to facilities and practices in order to meet market demands.





#### Major issue

Access to foreign markets and development of stateside markets. Resources to address non-tariff barriers, market development, and product introduction.

#### **ODA** response

Helping producers gain and maintain access to foreign and domestic markets is the primary function of the division. Generally, this is accomplished by working with the industry to understand their needs and the needs of their customers and developing and/or adopting

certification schemes that satisfy these demands. Many certification services are long standing and traditional while others are new, innovative and proactive to market demands.

A good example of how this has worked is with the division's efforts to provide phytosanitary certification of Oregon commodities to meet requirements of importing countries. This is done by Commodity Division inspectors through

a cooperative agreement with USDA-Animal Plant Health Inspection Service. The agreement enables ODA to inspect and certify that Oregon products are free from pests or diseases that would otherwise prohibit movement into a foreign country.

In 2005 alone, more than \$157 million worth of Oregon fruits and vegetables was able to be exported because of the inspection and phytosanitary certificates written by the Commodity Inspection Division. That includes nearly 125 million pounds of Oregon pears valued at \$32 million, and 36 million pounds of Oregon hazelnuts valued at \$26 million.

Another certification provided is the Good Agricultural Practices/Good Handling Practices program (GAP/GHP). This involves voluntary audits of processes designed to minimize the potential for microbial contamination in fresh fruits, vegetables, and nuts. This is a relatively new USDA Federal/State program still evolving to meet changing industry needs. In 2005, nearly 24,000 acres of Oregon blueberries, onions, potatoes, cherries, mint, and pears were certified by ODA under GAP/GHP with a value of nearly \$82 million.

Oregon agricultural producers needing to meet market demands and conditions benefited from traditional services provided by the division, including Third Party Inspection and Shipping Point Inspection. ODA provided unbiased official sampling, grading and certification, to satisfy dealings between buyers and sellers. Without these key services and programs, Oregon agricultural commodities would not be able to enter various markets.

(Top left) An industry employed inspector, trained by ODA under an alternative inspection program (CAIP), looks at Malheur County onions.

(Lower left) Bill Bowman and Jerry Hugget demonstrate filbert inspection.

(Top right) Gary Neuschwander conducts an inspection for Good Agricultural Practices (GAP) certification.







Food Safety
Division
503-986-4720
oregon.gov/ODA/FSD



Ron McKay FSD administrator



Mike Govro assistant administrator

"We all play
a part in food
safety—the
grower, the
processor, the
retailer, and
the consumer.
Everyone has to
do their job in
order to ensure a
safe food supply."

-Ron McKay



# **Food Safety Division**

#### **Mission**

To ensure Oregon consumers receive a safe, wholesome and properly labeled food supply.

## **Staffing**

The Food Safety Division has seven employees in the Salem office and 33 field inspectors located throughout the state.

#### What we do

The division monitors food production and distribution by more than 9,000 licensees for compliance with food safety laws and regulations. The division covers all aspects of food production and distribution except food service and wholesale meat slaughtering and processing. The division also assists in educating food companies and the public about food quality and safety concerns.

The Food Program provides sanitation inspection, equipment testing, consultation, label review and product grade monitoring for a wide variety of license types. Licensees include retail establishments, food processors, warehouses, bakeries, non-alcoholic beverage plants, domestic kitchens and egg handlers.

The Dairy Program assures safe, wholesome milk and dairy products through compliance with strict inspection, sampling, and equipment testing programs for dairies and milk processors. The program enables Oregon milk to be marketed in other states. Interstate marketing is regulated by the National Conference of Interstate Milk Shippers.

The Meat Program conducts inspections of meat sellers, slaughterhouses (USDA inspected facilities), non-slaughtering processors, stationary custom slaughters, mobile slaughters, and custom processors. A Hazard Analysis Critical Control Point (HACCP) program is now implemented in all firms under USDA inspection.

Shellfish Program assures the safety of Oregon commercial and recreational shellfish and compliance with the US Food and Drug Administration (FDA) standards for interstate shipment of shellfish. This is done by monitoring 11 certified shellfish growing areas in Oregon bays and beaches and inspecting shellfish dealers' plant sanitation. Analysis of water and marine biotoxin samples is provided by ODA's laboratory in Portland.

# Major accomplishments

# Food Program

- Performed 13,064 inspections on 7,928 licensed food establishments, including retail stores, food processors, bakeries, warehouses and locker plants in 2006.
- Performed 750 contract inspections for FDA in each of the 2005 and 2006 contract years.
- Protected consumers by participating in recalls of several different products during the past year. The recalls involved cheese with *Listeria monocytogenes*, ice cream products with undeclared allergens, produce with E. coli O157:H7,

and lead in chocolate candies.

- Responded to 464 complaints on food quality, foodborne illness and personnel practices in 2006.
  - Two ODA staff received training to complete FDA contract audits. The Food Safety Division will be required to complete audits and receive certification during the next contract period. Staff also attended training on juice HACCP, dairy processing, and the state's Drinking Water Program. The training allows us to contract with the Oregon Department of Human Services-Public Health Division to perform surveys and inspections for the Drinking Water Program, thereby reducing the number of regulatory agencies inspecting food firms.
- Hired and trained two new field staff, filling all positions within the division.
- Nearly completed implementation of a new field inspection computer program to allow staff to electronically report and transfer data from the field. This required a thorough review of all information in the system and how it was used. The new inspection program will provide more information to the field staff and be easier to use.

• Updated the food regulations (Division 25) by adopting the 2005 version of the Code of Federal



Regulations and repealing the organic regulations that are no longer needed because of the USDA National Organic Program.

- Responded to the industry's desire for consistent interpretation of the Food Code by standardizing ODA's inspection process in the retail food program.
- Staff continued to participate in national industry conferences such as the Conference for Food Protection, Interstate Milk Shippers Conference, and the Interstate Shellfish Shippers Conference.
- Provided frequent outreach and consumer education on food safety issues through media interviews, public presentations, and other venues.

#### **Dairy Program**

- Performed 1,098 inspections of dairy producers, Grade A dairy plants, and dairy product plants in 2006.
- Collected more than 1,286 milk samples to be tested for antibiotics, bacteria and standards of identity in 2006.
- Conducted 224 tests on pasteurization equipment belonging to licensed dairy processors in 2006.
- Continued to meet the requirements of the Interstate Milk Shippers (IMS) Program by inspecting all farms and plants at the required frequencies. In addition, all pasteurization equipment was tested at the required frequency of four times per year. This allows interstate shipment of Oregon dairy products.
- Continued to enforce the state's law banning raw milk sales in Oregon by removing product from sale when violations occurred. ODA has also worked with public health officials to provide outreach and education to the public on the hazards of raw milk.



## Food Safety: continued from page 14

Shellfish Program

- Issued recreational shellfish harvest closures along the Oregon coast, due to marine biotoxins (domoic acid). These closures, to protect consumer health, were done as part of a monitoring, sampling, and testing program administered by ODA.
- Issued recreational shellfish advisories for flood waters and contaminate spills, throughout the biennium.
- Issued commercial shellfish harvest closures due to the presence of marine toxins or elevated fecal bacteria levels, caused by heavy rain events. Also conducted sanitary surveys and monitored water quality in commercial harvest areas, to comply with FDA standards.
- Completed the collection of pre-season crab viscera samples and submitted them for domoic acid testing. These sample results, along with information from the states of Washington and California, allow ODA to advise the Oregon Department of Fish and Wildlife and the crab industry regarding the appropriate opening date for the crabbing
- Updated shellfish regulations, adding a definition for oyster seed and adopting the 2005 National Shellfish Sanitation Program Model Ordinance.
- Collected 1,175 samples of water and 385 samples of shellfish to be analyzed for bacteria and marine biotoxins.

#### Goals

- Complete the new field inspection computer program to include electronic transfer of data, eliminating the need for double entry procedures.
- Continue working with federal and state agencies to reduce the likelihood of a food related bioterrorism event, and prepare a response to such an event. Specifically, working with Oregon Emergency Management (OEM), ODA will coordinate its response with other federal, state, and county agencies in the event of a problem at the Hanford Nuclear Reservation or the Umatilla Army Depot. Coordination and communications will be critical in responding to any significant

event. Division activities will be coordinated with the agency emergency management coordinator.





- (L2K) and the Customer Relations Information Management System (CRIMS) Project.
- Begin using FDA's new data entry system for contract inspections, and train staff to enter the information.
- Adopt the 2005 version of the Federal Retail Model Food Code.
- Work with the Farmers' Market Association to strengthen food safety oversight at farmers' markets and other temporary food sales events.

# New challenges

- The complexity of inspections, and the amount of time necessary to conduct them, continues to increase as a result of megamergers, and new processing and food service activities in the retail food industry.
- The new allergen labeling requirements are in effect. This will require informing the industry of labeling requirements.
- The diversity of Oregon's population is increasing. Language barriers make it difficult for the division to effectively communicate food safety requirements.

**Food Safety** Division 503-986-4720 oregon.gov/ODA/FSD

Page 14: (lower left) ODA's John Paeth collects shellfish samples as part of a monitoring program to ensure a safe product.

(Upper right) Dawn Smith conducts an inspection at Oregon Fruit Products in Salem.

(Middle right) Sarah Schwab observes as candy is being prepared at Victoria Chocolates in Lebanon.

(Lower right) Maryam Shadbeh Evans checks the produce section at a Whole Foods retail store in Tigard.

Page 15: (middle left) Monica Durazo observes the packing line at Duck Delivery in Portland.

(Lower left) Monica Durazo looks on as fortune cookies are prepared at China Farm in Portland.

(Upper right) Jim Postlewait observes a routine laboratory test conducted at Alpenrose Dairy in Portland.

(Center) Maryam Shadbeh Evans inspects bakery equipment at a Wilsonville Costco.





# Major issue

Direct marketing, certification, and access to local food markets for smaller growers.

# **ODA** response

Protecting the food supply through inspection is an obvious benefit of the Food Safety Division's efforts. Less obvious to the public, however, is the behind-the-scenes work done by inspectors to proactively assist producers and processors who want to participate in direct farm marketing activities such as farmers' markets.

In recent years, Oregon's dairy industry has greatly expanded its product offerings, particularly in the production of specialty and artisan cheeses. Many of these cheesemakers want to market to the consumer directly but need to know the requirements and how to get started. Oregon State University has been conducting a class for new, small cheese plants. ODA's Food Safety Division has been participating in the class and informing students of the regulatory requirements even before they begin processing of the cheese. That helps cheesemakers avoid potential problems down the line.

The education of the processor is part of a long-time mission of the division. Inspectors have routinely worked with new businesses on plan review, process evaluation, and making sure the label and packaging is meeting all requirements—even before these new businesses begin operating. Again, the investment of time by the inspector saves the businesses potential problems down the road. This also makes it easier for these growers to market their product properly whether it is at a farmers' market or at a more traditional retail outlet.

Finally, the Food Safety Division continues to work with Oregon's farmers' markets directly to help them prosper while ensuring food safety to their customers. Specifically, discussions are underway on potential regulatory amendments and perhaps licensing of vendors that will effectively deal with food safety issues at farmers' markets.

Measurement Standards Division 503-986-4670 oregon.gov/ODA/MSD



Russ Wyckoff MSD administrator



Clark Cooney assistant administrator

Weights and measures jurisdictions provide the national infrastructure that regulates over \$4.5 trillion in transactions annually.

(Lower left) ODA inspects a propane bottle fill in a remote part of the state. More than 800 propane bottle fills are located throughout Oregon.

-Russ Wyckoff

(Center) An ODA inspector tests an airport refueler. A dedicated test unit is used for airport testing to ensure no contamination of products can occur.

(Upper right)
Metrologist Aaron
Aydelotte calibrates
precision weights for
industry at ODA's
accredited Echelon 1
laboratory.

# **Measurement Standards Division**

#### Mission

To prevent fraud by ensuring that weighing and measuring devices used in commerce are accurate and correctly used; prevent fraud through transaction verifications and by checking packaged products for correct contents and labeling; ensure that motor fuels meet national standards for quality, and provide official and traceable mass, volume, and length calibration services.

#### **Staffing**

The Measurement Standards Division has 30 employees, 10 based in the Salem office. Field staff are strategically located throughout the state to ensure equity in the marketplace for Oregon's metropolitan and rural communities.

## What we do

Almost every commodity imaginable is traded in some form of measurement, whether by weight, length, count, or liquid measure. The division is involved in almost every consumer transaction in Oregon, to help ensure fairness from producer to consumer. The division assures consumers that the weight or measure of food and nonfood products, services, or commodities purchased in Oregon is correct.

Division inspectors routinely examine more than 53,000 commercially used scales, gasoline and diesel fuel pumps, and liquid and vapor propane meters. The division's Transaction Verification Program conducts audits of packaged products, assuring consumers in Oregon receive the amount of product that they are paying for. The Measurement Standards Division monitors gasoline and diesel motor fuel quality sold in Oregon by routinely screening gasoline for octane requirements, sampling diesel fuels, examining motor fuel dispensers for correct labeling, reviewing the fuel delivery documentation

for required information, and checking for the presence of water in the fuel storage tanks.

The state of Oregon's legal standards for mass and volume are maintained in the Measurement Standards Division Metrology Laboratory. The division's metrologists make sure that the weights and measures field standards used by division staff and equipment repair service personnel are accurate.

# Major accomplishments

- Remained very active in the National Conference on Weights and Measures (NCWM) with Oregon being represented on the Board of Directors and Specifications and Tolerances Committee. The NCWM is the nation's consensus body that develops model weights and measures regulations adopted by Oregon and the rest of the United
- As one of only eight states authorized to do so, the division performed National Type Evaluation Program (NTEP) field evaluations on large capacity weighing devices such as floor mounted, single animal, livestock, axle-load, vehicle, and hopper scales.
- Successfully completed the division's second National Voluntary Laboratory Accreditation Program (NVLAP) on-site audit. The laboratory continues to meet all National Institute of Standards and Technology (NIST) and (NVLAP) Echelon I environmental parameters. The Oregon MSD



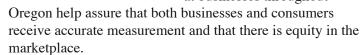


Metrology Laboratory maintains its NVLAP Echelon I accreditation for mass calibrations and is one of only a few state metrology laboratories with this NVLAP accreditation. NVLAP accreditation ensures that the MSD Metrology Laboratory is able to perform the high precision weights and measures calibrations required in today's highly technical world.

- Worked closely with Oregon farmers' markets, helping them with scale certifications and providing information on correct methods of sale for produce and other items.
   Division field inspectors attended farmers' market meetings to provide information to vendors and to examine their scales to ensure accuracy.
- Routinely screened gasoline to verify octane levels and periodically sampled diesel fuels. This process included reviewing the fuel delivery documentation, checking for needed labeling on fuel dispensers, and probing storage

tanks for the presence of water. During the past year, the division screened nearly 3,500 gasoline samples. This ensures that over two billion gallons of gasoline and diesel sold to consumers in the state of Oregon each year meet national quality standards.

 Examined commercially used weighing and measuring devices (scales, gasoline and diesel meters, etc.) to make sure they are legal-for-trade, operating correctly, and free from fraud or misuse. These unannounced inspections at businesses throughout



- In addition to routine inspections, division field inspectors investigated approximately 140 consumer complaints last year. Complaints were related to firewood quantity, gasoline quality and quantity, and product packaging and labeling requirements.
- MSD staff refined the screening procedures for quantity compliance audits of packaged food products. Packaged product audits help ensure that consumers are receiving the quantity that they pay for.
- Met with retailers to explain screening procedures of packaged products, results found, and to assist with solving any errors. Also provided in-store demonstrations and training.
- Assisted the alternative fuel industry in locating dispensers suitable for use with biofuels, including E85 and biodiesel fuel.
- Designed and built a test unit for high flow alcohol meter testing.
- Adopted nationally accepted labeling and fuel quality standards for biofuels, including biodiesel and ethanol.
  - Worked with industry representatives to update Oregon's Administrative Rules by adopting the latest versions of NIST Handbook 44, NIST Handbook 130, and NIST Handbook 133. The handbooks are used by all US states, and adopting the latest version helps Oregon maintain uniformity with other jurisdictions.



## Measurement Standards: continued from page 16



#### Goals

- Work with industry on devices suitable for use with E85 and biodiesel now present in the marketplace.
- Educate weighing and measuring device service agencies regarding Oregon's weights and measures regulations.
- Explore alternative examination methods that allow the division to meet industry needs, while the number and complexity of weighing and measuring devices increases.
- Continue promoting consumer and retailer awareness through educational programs on measurement accuracy, labeling requirements, and product sale methods.
- Continue to meet the ever-growing metrological needs of Oregon businesses.
- Continue to develop Measurement Standards Division Web pages, thus increasing information, forms, and online services available to consumers and businesses.
- Continue working with industry and consumer groups to ensure equity in trade and to bolster consumer confidence in Oregon's products.
- Ensure that motor fuels purchased in Oregon meet national quality standards.
- Work with e-commerce industries to ensure fairness for online businesses and consumers.

#### New challenges

- The division requires a secure and stable funding source in order to ensure equity in the marketplace through inspections done with adequate frequency.
- Responding to the needs of business and consumers statewide has become more challenging given division resources. This may require prioritizing responses based on the economic impact of the issue or problem.
- The number of weighing and measuring devices used commercially in Oregon has continually increased.
- The complexity of technology utilized in weighing and measuring devices has required increased inspection time by the division.
- It has become increasingly difficult for the division to contact appropriate officials in retail operations due to a high number of mega-mergers that have established corporate offices outside of Oregon.
- New marketing trends require creative inspection procedures such as test purchasing to verify transactions.
- Increased demand for alternative fuels has outstripped the infrastructure to deliver those fuels, such as storage facilities and approved dispensers.
- The motor fuel industry requires education on fuel dispensers that are compatible for use with alternative fuels coming into Oregon's marketplace. In addition, the industry needs to learn the necessary requirements for properly retrofitting existing dispensers for use with alternative fuels.

# M



#### Major issue

Renewable energy development, in which local producers can participate and benefit.

## **ODA** response

Renewable energy in the form of alternative motor fuels such as ethanol and biodiesel is good for not only agriculture but also benefits consumers and the environment. Renewable energy provides an alternate source of fuel that is cleaner burning and more

environmentally friendly, while making Oregon less dependent on foreign oil. Farmers may also have more cropping options with opportunities for refineries located within the state. However, with most new opportunities come distinct challenges and questions.

Currently, there is a lack of approved devices for dispensing alternative fuels in Oregon and the rest of the US. The Measurement Standards Division, like its counterparts in other states, is allowing the distribution of fuels with higher ethanol

concentrations and biodiesel through stand alone dispensers that are properly retrofitted for these products and that use a dedicated storage tank. This approach allows distribution of the products while giving time to manufacturers of retail motor fuel dispensers to get new devices approved for dispensing E85 and biodiesel products now in the marketplace, in a manner similar to the dispensing of other available fuels.

The division will continue to work with the National Conference of Weights and Measures, the National Type Evaluation Program, manufacturers, and all industries involved to resolve current issues while still providing consumer protection and equity in the marketplace. The end result should be good for agriculture and the state as a whole.



Measurement Standards Division 503-986-4670 oregon.gov/ODA/MSD

(Upper left) ODA
routinely inspects
propane delivery truck
vehicle tank meters for
accuracy. More than
71 million gallons of
propane are sold in
Oregon each year.

(Lower left) ODA's
Measurement
Standards Division
designed and built
a new test unit
compatible for testing
of high flow alcohol
meters now used at
fuel terminals.

(Top right) MSD
Compliance Specialist
Josh Nelson conducts
testing on a wheel
load weigher for the
Oregon Department of
Transportation

(Bottom right)
Metrologist Aaron
Aydelotte provides
calibration services on
weights for an Oregon
industry.



Natural
Resources
Division
503-986-4700
oregon.gov/ODA/NRD



Ray Jaindl NRD administrator



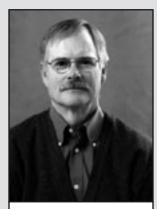
Wym Matthews CAFO program mgr.



Larry Ojua SWCD program mgr.



John Byers, Smoke Mgt. program mgr.



Dave Wilkinson, Water Quality program mgr.

# **Natural Resources Division**

#### Mission

To conserve, protect, and develop natural resources on public and private lands so agriculture will continue to be productive and economically viable in Oregon.

## **Staffing**

The Natural Resources Division has a Salem-based staff of 25 and a field staff of nine. Water quality specialists, including livestock water quality specialists, are located in Grants Pass, Eugene, Bend, Pendleton, Baker City, Ontario, Tillamook, La Grande, and Salem. Technical specialists to support these positions provide expertise in hydrology, GIS, riparian lands, and enforcement.

#### What we do

The Natural Resources Division is dedicated to protecting and improving Oregon's natural beauty, with clean air and clean water for future generations, while ensuring the viability of our many important agricultural commodities. This is accomplished by implementing watershed based management plans, preventing water pollution from Confined Animal Feeding Operations (CAFOs), coordinating the efforts of the state Soil and Water Conservation Commission (SWCC), providing administrative oversight and financial support to Oregon's 45 Soil and Water Conservation Districts (SWCDs), administering the smoke management and research programs, addressing land use issues relative to farmland, and managing oyster plat leasing in the state estuaries. Program efforts focus on assisting landowners and operators with conservation and economic decisions that conserve, protect, and develop Oregon's natural resources.

# Major accomplishments

Water Quality Program

- Continued implementing 39 agricultural water quality management area plans and administrative rules across Oregon. Staff worked closely with SWCDs to annually develop scopes of work that describe how ODA funds will be used to implement area plans and rules. Other implementation activities include compliance investigations of water quality concerns, extensive outreach and education programs about water quality improvement practices, and biennial reviews of area plans and rules.
- Water quality specialists provided individual assistance to landowners and operators to assist with conservation and compliance issues.
- Collected riparian land condition monitoring data for 14 regions during the biennium as part of a rotating data collection process for all 39 regions. Evaluated other agencies' water quality data collected from agriculturallyinfluenced watersheds, tracking agriculture's effect on water quality.
- Conducted farm-scale effectiveness monitoring of several best management practices used by agricultural operations.
- Coordinated with the Oregon Watershed Enhancement Board (OWEB) to increase the number of Conservation Reserve Enhancement Program (CREP) technical assistance agreements with SWCDs, from five to eleven. The division worked closely with Oregon CREP partners, including OWEB, USDA Farm Service Agency (FSA), USDA Natural Resources Conservation Service (NRCS), the Oregon Department of Forestry, and multiple SWCDs to review the program and sponsor procedural and technical trainings to improve program delivery and effectiveness.
- Established a statewide program advisory committee consisting of farmers, ranchers, agencies and industry





representatives, to provide assistance to ODA in evaluating the water quality program and to identify opportunities for improvement.

Confined Animal Feeding Operations Program (CAFO)

- Continued regulating all livestock operations to satisfy state
  water quality laws and the Federal Clean Water Act. ODA
  currently registers CAFOs that meet both federal and state
  definitions to the Oregon CAFO General Permit (permit).
  The permit, adopted jointly by the Environmental Quality
  Commission (EQC) and ODA, meets the requirements of the
  National Pollutant Discharge Elimination System.
- Registered 589 operations to the CAFO General Permit and one operation to a CAFO Individual Permit.
- Continued to meet quarterly with the CAFO Advisory Committee, which is comprised of farmers, ranchers, and industry representatives.
- Successfully completed the sixth and seventh years of "performance-based" CAFO inspections, improving relationships between ODA and the regulated community. Performance-based inspections allow CAFOs greater flexibility in management and help facilities comply with water quality laws.
- The CAFO Program conducted 610 routine inspections of permitted facilities in Fiscal Year 2005.
- CAFO inspectors conducted several hundred follow-up and educational review inspections with permittees and prospective CAFO operators. The inspectors assist operators with compliance reporting, record keeping and submission, and operational reviews.
- CAFO inspectors provided detailed, individual assistance to permitted facility operators in the development and implementation of their Animal Waste Management Plan (AWMP). Inspectors must review and approve all AWMPs. All permitted facilities were required to prepare and submit an AWMP to the department prior to July 1, 2006. The inspectors review the AWMPs routinely with operators and inspect the facilities according to the items listed in the approved AWMPs.
- Continued to present the Oregon Dairy Farmers Association Environmental Stewardship Award to acknowledge dairy producers who are doing an excellent job of protecting water quality.

Soil and Water Conservation Districts (SWCD) and Oregon Soil and Water Conservation Commission (OSWCC)

- Enabled Oregon's 45 SWCDs to provide technical assistance to landowners and managers by distributing state and federal funds under grant agreements to SWCDs. Technical assistance included conservation planning, project design, construction inspection, and application of projects that implement local Agricultural Water Quality Area Management Plans and the Oregon Plan for Salmon and Watersheds. SWCDs also secured grant funds for projects and conducted educational outreach and monitoring programs.
- Administered the filing procedures for SWCD director elections.
- Worked with USDA, the Oregon Association of Conservation Districts (OACD), and agricultural organizations to maximize use of conservation cost-share and incentive programs available in the USDA Farm Bill.
- Provided state leadership and coordination of the CREP Program, a cooperative state and federal program that

Continued on page 19

#### Natural Resources: continued from page 18

compensates landowners for managing riparian areas for trees, shrubs, and native vegetation. More than 800 miles of streams were protected under the CREP program during the 2005-2007 biennium.

- Implemented a statewide program to conduct operation reviews with SWCDs. The program objective is to minimize risk and potential liability to directors, employees, boards, and ODA, while helping districts improve accountability and comply with laws and rules.
- Updated and published guidebooks, references, and training materials.
- Developed a new SWCD Web site that provides templates, tools, and example policies, and publications that support operational reviews and increase district capacity across the state.
- Provided assistance to six districts in the development of local option tax proposals.
- Provided training to districts on board operations, district management, public contracting, personnel management, and financial management.

## **Smoke Management Program**

- Provided oversight of all field burning in the Willamette Valley during summer burn season.
- Maintained the ODA Oregon Weather Center Web page, which contains the daily burn advisory and weather forecast.
- Provided meteorological services to Jefferson and Union counties during the 2005 and 2006 field burning seasons.
- Provided approximately \$157,000 for field burning alternative research in 2004-2005 and \$159,000 for field burning alternative research in 2005-2006.
- Maintained e-mail subscription service to notify the public of the potential for field burning in their general area.
- Along with the Bonneville Power Administration and the Pacific Power Corporation, worked with growers during the 2005 and 2006 seasons to develop alternative burning strategies to prevent smoke columns from interfering with high voltage power lines and towers.

## Land Use and Oyster Plat Leasing programs

- Provided technical assistance to farmers, and local regional and state agencies, on several land use proposals. Examples include proposed expansion of urban growth boundaries in Woodburn, McMinnville, Junction City, and Tangent.
- Monitored ongoing actions and issues related to the implementation of Measure 37.
- Participated in the SB 82 "Big Look" process, evaluating the statewide land use program.
- Worked with the farming community and Metro to establish a process that will require consultation with, and address the concerns of, the industry regarding proposed open space land acquisitions in the Portland metro region.
- Proposed re-zoning of land in the Milton-Freewater area for planned development of the local wine grape industry.
- Continued regional planning efforts in Lane County, the Bear Creek Valley and the Portland metro region.
- Provided assistance to the Governor's Industrial Lands Task Force.
- Represented ODA in continuing efforts to address issues involving the mining of aggregate and agricultural lands.
- Assisted in developing requests for USDA and state weather-related disaster declarations.
- Processed applications for new oyster plats.

# Goals

- Continued monitoring protocols, evaluating the effectiveness of the Water Quality Program.
- Collaborate with various agricultural communities throughout the state on biennial reviews of water quality management area plans and rules.
- Assist SWCDs with implementation of water quality management area plans. This assistance includes effective education and outreach so that agricultural landowners know about the state's Agricultural Water Quality Program and its local impact.
- Maintain the inspection, enforcement, and compliance assistance program for permitted CAFOs.
- Implement new Environmental Protection Agency (EPA) CAFO regulations through education, outreach, permits, inspections, compliance assistance, and enforcement.
- Provide a lead role in coordinating voluntary, incentive based, USDA Farm Bill assistance programs, such as the CREP Program.
- Work with OACD, SWCC and NRCS to raise professional capacity of SWCDs.

- Provide training and assistance to all 45 SWCDs on effective district operations, long-range business plans, conservation easements, financial management, and legal compliance.
- Continue to provide reliable weather forecasts for the grass seed and dairy industries, and explore opportunities to provide meteorological services to other agricultural sectors.
- Explore options for online field burning registration..
- Identify agriculture's role in achieving state air quality goals.

#### New challenges

- As a result of new state and federal CAFO regulations, all permitted facilities must prepare and submit an AWMP for review and approval, thereby creating a new workload for division staff.
- The agriculture industry is increasingly required to be proactive on environmental issues, largely due to the prospect of litigation. The division is working cooperatively with interest groups to develop successful proactive approaches in two key areas—agriculture's response to air quality issues and fish habitat needs in Oregon.

#### Major issue

Regulatory challenges and the continually tightening environmental standards (costs) in Oregon and the US versus other nations.

# **ODA** response

Nationally, Confined Animal Feeding Operations (CAFOs) are increasingly being scrutinized for air emissions that may contribute to global warming and haze, and cause health problems. With nearly 600 registered CAFOs in Oregon, ODA's Natural Resources Division has been interested in working with others to proactively respond to the increased scrutiny.

In the fall of 2005, several environmental groups petitioned the U.S. Environmental Protection Agency (EPA) to revoke its approval of Oregon's air quality permitting program and the state implementation plan because of the existing exemption of agriculture operations. If Oregon does not address the inconsistency between state and federal law, EPA may revoke its approval and impose a federal air quality program on the state. In addition, the courts could dictate a solution that might not work as well for Oregon. Concurrently, EPA will conduct studies on representative CAFOs nationwide to determine type and quantity of air emissions.

ODA and Department of Environmental Quality (DEQ) began discussions in 2005. Representatives from ODA, DEQ, wheat, dairy, grass seed, beef, nursery, swine, and poultry operations have been working together for most of 2006 to proactively design a solution that works best for Oregon. Environmental groups also attended some of the meetings. The work group's primary objective was to

ensure that Oregon has the statutory authority required by the Federal Clean Air Act (CAA) for agricultural operations.

The group drafted Legislative Concept #806 for the governor to submit to the 2007 Legislature on behalf of ODA and DEQ. The concept gives both agencies authority to implement federal air quality standards for agriculture operations in Oregon.

In the end, the collaborative and proactive efforts of ODA's Natural Resources Division and all parties working on this issue, will result in protection of Oregon air quality from potential negative impacts caused by large CAFOs while, at the same time, allow those CAFOs to continue operating.

Natural Resources Division 503-986-4700 oregon.gov/ODA/NRD

"Land and water will always be the building blocks for Oregon agriculture.

Managing them properly is the key to sustainability of those resources and the industry."

Page 18: (lower left)
Livestock Water
Quality Specialist
Kathryn Higgs
inspects a manure tank
on a CAFO-permitted
facility.

-Ray Jaindl

(Upper right) ODA's Mike Powers (center) talks with landowner John Marble about his CREP project. At right is Kevin Seifert of the Linn SWCD.

Page 19: (lower right)
ODA's Larry Ojua
presents Ralph Duyck
with a Conservation
Reserve Enhancement
Program t-shirt at a
tour celebrating an
innovative partnership
in the Tualatin
Watershed.



Pesticides
Division
503-986-4635
oregon.gov/ODA/PEST



Chris Kirby administrator



Dale Mitchell assistant administrator

Activities of
the Pesticides
Division impact
Oregonians in
many ways, from
the ability to
produce a wide
variety of crops,
to protecting
people and their
property from the
adverse affects of
pests.
— Chris Kirby

(Lower left) Pesticide investigator Michael Babbitt reviews the labels of pesticide products commonly found in retail garden centers.

(Upper right)
Pesticide investigator
Brent Nicolas checks
the contents of an
herbicide bulk tank
located at a Salem
chemical dealer's
facility.

# **Pesticides Division**

#### **Mission**

To protect people and the environment from any adverse affects of pesticide use, while maintaining the availability of pesticides for beneficial use, and to assure that effective fertilizer products are provided for agricultural and consumer uses.

#### What we do

The division regulates pesticide products that include much more than just "bug killers" (insecticides). These products also include disinfectants (anti-microbials), "weed killers" (herbicides), "mouse baits" (rodenticides), plant disease controls (fungicides), "slug baits" (molluscacides) and plant hormones (plant growth regulators). Among the users of these products are hospitals, farmers, exterminators, and households. Regulated plant nutrient products include fertilizer, mineral, amendment, and lime products and have among their users farmers, grounds keepers and home gardeners.

Major division activities include: product registration; pesticide user examination and licensing; investigation of pesticide product content, distribution, and use; management of the Oregon Pesticide Use Reporting System (PURS); and, participation in the Oregon Pesticide Analytical and Response Center (PARC).

#### **Staffing**

The division has a total of 21 full time positions, including four managers, five pesticide field investigators, eight pesticide technical staff, two fertilizer technical staff, and two support staff. One of the pesticide field investigators is based in Hermiston, working throughout Eastern Oregon. Another pesticide field investigator is based in Central Point, working the Southern Oregon area. All other staff are based in Salem.

#### Major accomplishments

Pesticide product and fertilizer registrations

- Registered all 10,681 pesticide products offered for sale or distribution in Oregon in 2005. The US Environmental Protection Agency (EPA) determines the uses and restrictions of each pesticide product. Those requirements are contained in the product labels, and are filed as part of the registration process.
- Requested special authorizations from EPA for specific pesticide use. With the vast diversity of crops in Oregon, the presence of potentially devastating pests and diseases may require use of pesticide products with an Oregon Special Local Need or Emergency Exemption. These authorizations allow the use of a product on crops not listed on the EPA approved label. In 2005, there were 33 new Special Local Need registrations and 23 Emergency Exemption authorizations issued.
- Issued 26 experimental use permits to facilitate data development. Data submitted and reviewed include product toxicity to humans and wildlife, economic impact, environmental fate, efficacy, phytotoxicity, worker protection, use, and cropping patterns.
- Registered 3,702 fertilizer products in 2005 including 941 agricultural mineral products, 409 agricultural amendment products, and 70 lime products.

# Pesticide investigations

• In Fiscal Year 2006, responded to 298 complaints of alleged pesticide misuse and assessed potential violations through the division's pesticide compliance section. Staff from the Salem headquarters, along with field offices in Central Point





and Hermiston, provided timely response to compliance issues involving state and federal pesticide regulations.

- Enforcement actions taken included 20 civil penalties totaling \$163,526. There were also 64 advisory notices issued, 84 notices of violation, and 38 referrals to EPA.
- Compliance personnel continued to be an extremely valuable resource for disseminating technical information, and providing regulatory education and compliance assistance.

#### Pesticide user examination and licensing

- In Fiscal Year 2006, certified and licensed certain pesticide users, including 4,982 private pesticide applicators, 1,688 public pesticide applicators, 783 commercial operators, 1,057 commercial pesticide trainees, 105 public pesticide trainees, 221 pesticide dealers, and 750 pesticide consultants. Certification and licensure is obtained by successful completion of examinations to demonstrate a quantifiable level of knowledge of pesticide related information.
- Associated activities include
  - writing certification examinations.
  - preparing examination study guides.
  - supervising examination centers.
  - grading examinations.
  - evaluating educational sessions.
  - recording training session attendance for individual licensees.
  - processing license renewals.
  - providing pesticide technical information to the public and licensees.
  - developing and distributing education materials.
- Administered 4,567 examinations and accredited 1,313 recertification sessions.
- Negotiated and monitored agreements with 16 educational institutions throughout the state to administer pesticide user examinations.
- Licensed retail outlets that distribute restricted use pesticide products and provided information on distributor responsibilities under state and federal laws.

# Pesticide Analytical and Response Center (PARC)

- Re-established overall administrative functions of PARC within the Pesticides Division. PARC reviews claims of adverse health, environmental harm, or damage associated with pesticide use. A specific board, comprised of representatives from eight state agencies and one member of the public at large, oversees PARC activities. The board also utilizes experts from Oregon State University Department of Environmental and Molecular Toxicology, and the Center for Research on Occupational and Environmental Toxicology (CROET) at Oregon Heath Sciences University. Data collected by PARC is used to develop educational materials aimed at reducing pesticide exposure. Information is disseminated to interested parties through periodic reports and staff presentations at training sponsored by PARC or member agencies. Primary functions of the board are to
  - collect incident information.
  - mobilize expertise for investigation.
  - identify trends and patterns of problems.
  - make policy or other recommendations for action.
  - report results of investigations.
  - prepare activity reports for each legislative session.
- PARC had not been funded since January 2003. The 2005 Oregon Legislature provided full funding of PARC, from General Funds, for the 2005-2007 biennium. Funding was made available for consultations by Oregon State University and the Oregon Department of Human Resources.

# Pesticides: continued from page 20

Pesticide Use Reporting System (PURS)

- Completed development of PURS. The 2005 Oregon Legislature provided full funding for PURS during the 2005-2007 biennium. New contracts were negotiated with the contractors who worked on PURS during the 2001-2003 biennium. These contracts include the development and implementation of the household pesticide use survey component of PURS, computer software for internet-based pesticide use reporting, and computer system quality control.
- The household pesticide use component was conducted for calendar year 2006 and is scheduled for the first six months of calendar year 2007.
- The internet-based pesticide use reporting system was deployed for pesticide user preview in November and December 2006. This system was deployed in January 2007 to collect, store and sort information for calendar year 2007.

#### **Fertilizers**

- Licensed 159 fertilizer manufacturers/bulk distributors in 2005.
- Conducted 11 marketplace inspections, took 34 product samples for analysis on nutrients and heavy metal content. Found nine samples in violation for nutrients.
- Enforcement actions include stop sale, use, or removal orders on 31 companies and 81 products. Issued eight notices of violation and one civil penalty in the amount of \$500.



# Major issue

Plant protection research, material availability, and cost in a state that produces mostly "specialty" crops.

# **ODA** response

Efforts by the Pesticides Division to obtain "Special Local Need" pesticide product registrations and "Emergency Exemption" authorizations for use of pesticide products on specific crops have allowed Oregon agricultural producers to successfully manage pest and disease problems specific to their crops.

As an example, each year since 1998, the division has requested EPA to grant emergency exemptions to allow use of the pesticide product INDAR 75WSP (active ingredient fenbuconazole) for control of mummy berry disease on blueberries grown in Oregon. The cancellation of a long-standing pesticide product for mummy berry disease control had created an emergency for Oregon blueberry growers. According to research conducted by Oregon State University, the other products available for this use would have provided only about 50 percent control of the disease. By having these emergency exemptions granted, grower income has increased an average of \$3,600 per acre per year. During this time, data required by EPA has been obtained so that INDAR 75SWP is expected to have national registration for mummy berry disease control in blueberries beginning with the 2007 growing season.

In all cases, these efforts include the division working with agricultural producers to identify difficult-to-control pests, researchers to identify pesticide products and techniques for the control of those pests, pesticide product manufacturers to support additional users of their products, and EPA to gather information for evaluations necessary to obtain the needed registrations and authorizations.



• Contracted with Oregon State University to review the standards specified in administrative rules for allowable levels of arsenic, cadmium, mercury, nickel, and lead in regulated products. The review supported continuing the existing standards.

The Fertilizer Research Committee funded three research projects to examine the impact of regulated products with non-nutritive metals (arsenic, cadmium,

mercury, nickel, and lead) on Oregon crops and soils. These projects included examining published literature as well as conducting field and laboratory research. Field sampling, including soil collection for laboratory experiments, were conducted in the Klamath Falls, Corvallis, Hermiston, and Pendleton areas. Data from these projects will provide more accurate information of Oregon conditions and facilitate evaluations of standards for non-nutritive metals in regulated products.

#### Other

- Developed and distributed pesticide newsletter throughout the biennium.
- Improved communication with licensees, other pesticide users, and the public through enhanced Web site resources, updated brochures, Internet recertification opportunities, and relevant certification examinations and reference materials.
- Reorganized responsibilities among existing management, technical, and support staff to provide additional resources for specific program components (water quality, endangered species protection) without decreasing services in other components.

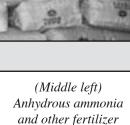
# Goals

- Increase educational opportunities for pesticide users, including households, to assure that the use of pesticides does not harm people or the environment.
- Improve the safety of pesticide use through monitoring and investigating specific pesticide use practices.
- Manage a comprehensive pesticide use reporting system that collects and organizes reliable information on all categories of pesticide use in Oregon, including use by households.
- Increase the sampling and analysis of fertilizer products for

claimed nutritive contents and for potentially harmful materials.

# New challenges

- Availability and allowable use of pesticide products are subject to product registration and labeling actions taken by US-EPA.
- New US-EPA requirements are being implemented for the storage of pesticide products.
- Federal court decisions may further limit how pesticide products may be used.
- Handling, distribution, and use of pesticide and fertilizer products have increasingly become affected by homeland security issues.



ingredients are among

the many products

regulated by ODA's

Pesticides Division.

**Pesticides** 

503-986-4635

oregon.gov/ODA/PEST

Division

(Upper right)
Pesticide registration
specialist Rose
Kachadoorian
provides advice and
instruction to growers
during a field tour.

(Middle right)
Fertilizer specialist
Don Wolf conducts
marketplace
inspections of
products.

(Lower right)
Pesticide investigator
Brent Nicolas checks
a vineyard in the
Willamette Valley for
evidence of spray
damage.



Plant Division 503-986-4644 oregon.gov/ODA/PLANT



Dan Hilburn administrator

"Invasive species come in several forms. Whether an insect, weed, or disease, Oregonians would rather not have to coexist with these invaders."

-Dan Hilburn

Page 22: (Lower left) Field coordinator Jan Hedberg takes nursery samples for detection of Phytophthora ramorum, the organism responsible for sudden oak death.

(Center) Control of noxious weeds in Oregon is a major priority for ODA.

(Upper right) ODA's Plant Conservation Program works with other agencies and landowners to identify and protect threatened and endangered plant species.

Page 23: (Upper left) ODA entomologist Barry Bai inspects traps set for cereal leaf beetle in eastern Oregon.

(Upper right) Insect survey technician Jim Hoffman checks traps for gypsy moth in Bend.

(Middle right) Working with state and federal partners, ODA is part of eradication efforts for sudden oak death found in a small area of Curry County including the cutting and burning of infected plant material.

(Lower right) ODA
Entomologist Eric Coombs
(right) helps Todd Thompson
of the Bureau of Land
Management release salt
cedar beetles at the Owyhee
Reservoir. ODA is a national
leader in use of biological
control agents to battle
noxious weeds.

# **Plant Division**

#### Mission

To protect Oregon's agricultural industries and natural environment from non-native insect pests, plant diseases, and weeds; to enhance the value of exported nursery stock, Christmas trees, seeds and other agricultural products through inspection and certification; to coordinate statewide noxious weed control efforts; and to protect at-risk native plants.

#### Staffing

The Plant Division has 25 Salem-based staff and 25 field employees who work at satellite offices in Portland, Eugene, Redmond, and La Grande, or who work from their homes. About 50-60 seasonal positions are filled each summer.

#### What we do

Plant Division programs protect Oregon from harmful invasive species, provide inspection and certification of agricultural products, coordinate noxious weed control efforts, and protect at-risk native plants. The Plant Health and Insect Pest Prevention sections focus on exclusion, detection, and eradication of non-native insect pests and plant diseases. Oregon-grown seed crops, fruit trees, and blueberry plants destined for export markets depend on the testing and certification services of the plant health laboratory. Similarly, the nursery section opens markets for Oregon-produced nursery stock and Christmas trees by providing inspection and certification services.

Protecting Oregon from harmful non-native weeds is the focus of the noxious weed control section. Program strategies include providing leadership and coordination to local, county, state and federal weed control efforts; administering

grants through the State Weed Board; implementing biological control programs; detecting new invaders and implementing eradication programs; and providing technical information and public outreach.

The Plant Conservation
Section focuses on
protection of threatened and
endangered plants native to
Oregon. Activities include
developing and implementing
conservation plans; providing
support to state and local
agencies (and the general
public) in dealing with native

plant protection issues; and cooperating with federal agencies on conservation decisions for Oregon plants.

# Major accomplishments

- Conducted nearly 7,000 inspections and issued a like number of state and federal phytosanitary certificates for growers of nursery stock and Christmas trees who exported to more than 70 foreign countries.
- Placed about 23,000 gypsy moth and Japanese beetle traps statewide annually in 2005 and 2006. A gypsy moth infestation in Eagle Creek was eradicated in 2005. A large gypsy moth infestation delimited in Bend in 2006 was traced to an e-Bay auto purchase. An Asian gypsy moth from China or Korea was detected in St. Helens, along the Columbia





River. A Japanese beetle infestation associated with a cargo trucking facility on Swan Island was detected; eradication treatments were implemented and continued in the area of air cargo facilities at Portland International Airport.

- Continued *Phytophthora ramorum* (sudden oak death) eradication efforts in forests near Brookings. Since 2001, approximately 130 acres of infected forest have been cut and burned. This interagency effort involves staff from ODA, Oregon State University, Oregon Department of Forestry, and US Forest Service.
- Tested and certified nurseries for *P. ramorum* to preserve markets for nursery stock. Approximately 52,000 samples from 1,034 nurseries were tested in 2005; 80,000 samples from 1,393 nurseries in 2006. The infestation rate remains below 1 percent.
- Treated an infestation of exotic woodboring beetles in The

Dalles in both 2005 and 2006. Continued surveys for exotic woodboring insects resulted in the capture of over 40,000 specimens in 2006, including several nonnative species never before trapped in Oregon.

- During the biennium, the Oregon State Weed Board distributed \$1.5 million in noxious weed control grants from Measure 66 lottery funds. Over the same period the Nursery Research and Advisory Committee distributed approximately \$395,000 for nursery-related research.
- Implemented recovery plans

and management actions for a range of state and federally protected plants, including Peck's milkvetch, Malheur wire-lettuce, Cook's desert-parsley, Howell's mariposa lily, northern wormwood, and Oregon semaphore-grass.

- Led the US in biological control efforts, with 75 species of biocontrol agents introduced to combat 29 species of noxious weeds and exotic insect pests. Progress against purple loosestrife, diffuse knapweed, and yellow starthistle is becoming more evident.
- Monitored grasshopper infestations. Detected populations above eight per square yard on 65,000 acres in 2005 and 113,000 acres in 2006. Staff provided technical support for suppression projects.
- Inspected 558 seed fields in 2006 for over 100 diseases. This is a 6.3 percent increase in inspections from 2005.
- Conducted the fruit and ornamental tree virus certification program with two-dozen nurseries participating.
   Approximately 12,000 samples were tested for viruses each spring in 2005 and 2006.
- Made progress battling giant hogweed, first detected in 2001 and found at 62 sites in the state. In 2006, only 34 sites were noted to have plants; two sites were officially declared eradicated of giant hogweed after five years with no detection.
- Worked with industry, USDA, and OSU to monitor and control blackberry rust, which was discovered in 2005 on the south coast damaging Himalayan blackberry. By the end of the year it had spread throughout western Oregon and impacted some Evergreen blackberry crops. Damage was much less in 2006.
- Participated on an interagency committee to review issues related to regulation of biopharmaceutical plants. This

#### Plant: continued from page 22



committee recommended that Oregon adopt a cooperative regulatory system involving USDA, ODA, and the Oregon Department of Human Services. A policy paper is available on the ODA Web site.

#### Goals

- Ensure that division efforts focus on exclusion, early detection, and rapid response to harmful invasive species that threaten the economic viability of Oregon's agricultural industries.
- Keep overseas markets open to Oregon exports of vegetable seed, grass seed, fruit trees, Christmas trees, and ornamental plants through pest- and disease-free certification.
- Implement biological controls for harmful, non-native insect pests and weeds. Currently targeted species include purple loosestrife, diffuse knapweed, yellow starthistle, cereal leaf beetle, and cherry bark tortrix.
- Work to reduce economic impacts related to threatened and endangered native plant species by protecting and restoring vulnerable populations and habitats.

#### Major issue

Resources to combat invasive species and their impacts on local agriculture and ecosystems.

# **ODA** response

Four programs within ODA's Plant Division have a long history of successfully excluding invasive species from Oregon. These efforts have protected Oregon's natural resources and native species while also protecting the agriculture industry's ability to market its products.

Specifically in the last two years, the Nursery and Christmas Tree Section and the Plant Health Section have worked with industry to provide inspection and certification of nursery stock for *P. ramorum* (a.k.a. sudden oak death). As a result, Oregon nursery stock is able to continue being marketed throughout the country, and any detection of P. ramorum has been contained and quickly eradicated.

Through aggressive detection and control or eradication efforts, the Noxious Weed Control Section has successfully contained giant hogweed, kudzu, purple starthistle, Paterson's curse, and distaff thistle, among other invasive plant species. These A-rated weeds have the potential to become extremely harmful to Oregon's agriculture and environment. ODA will continue to focus on these new invaders until their seed banks are exhausted and they are eradicated.

The Insect Pest Prevention and Management Section has quickly detected introductions of Japanese beetle and gypsy moth, and successfully eradicated new infestations. ODA has been a national leader in development of identification aids for exotic woodborers, aiding ODA's own early detection and rapid response to exotic woodborer incursions, such as the granulate ambrosia beetle introduction at the railroad tie treatment plant in The Dalles the past two years. Early detection and eradication of invasive insects by ODA continues to protect Oregon's agriculture and environment, and to increase the value of Oregon's nursery, Christmas tree, and other agricultural products.



#### **New challenges**

- In 1986, the Plant Division conducted surveys for five major insect pests. By 2006, the number of targeted surveys for major insect pests threatening Oregon had grown to over 30 species.
- Biosecurity concerns have increased dramatically as the threat of terrorist attacks on agriculture has been exposed. At the same time, globalization of trade and travel without sufficient safeguards has increased the risk of accidental introduction of harmful species.
- Existing resources to address new invasions have been stretched thin. Services supported by user fees, such as nursery and Christmas tree plantation inspections, are being maintained or improved. The general fund, however, has not kept up with an increasing need for surveys and control projects. Federal funds have supported more and more of these surveys in recent years.
- Noxious weeds continue to be more problematic in areas without active county weed control programs. Securing reliable base funding for local noxious weed control programs remains a challenge.
- Partially restored state funding is facilitating a long overdue review of the Oregon Threatened and Endangered Species List for plants, providing the opportunity for much-needed updates to a list that has remained unchanged since 1995.

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Plant Division 503-986-4644 oregon.gov/ODA/PLANT



Kathleen Johnson IPPM supervisor



Bob Meinke Native Plant program leader



Gary McAninch Nursery & Christmas Tree Program, supervisor



Nancy Osterbauer Plant Health supervisor



Tim Butler Weed Control supervisor

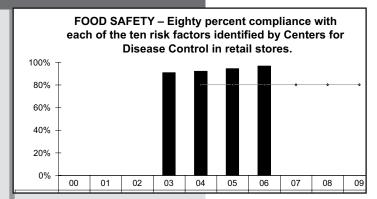
# Measuring our performance

# Performance Measures

#### Purpose of the performance measures report

The purpose of this report is to summarize the agency's performance for the 2005-07 biennium.

**Key Performance Measure #1:** Eighty percent compliance with each of the ten risk factors identified by Centers for Disease Control in retail stores.



#### Goa

To continually improve the safety of the food supply. Agency mission is to ensure food safety and provide consumer protection.

#### **Our strategy**

To identify those risk factors that are most likely to cause illness, and then focus staff efforts on corrections.

## How are we doing

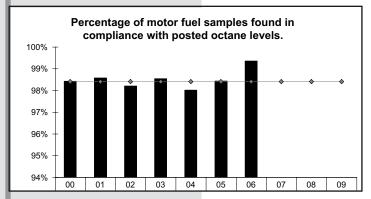
This is the first year we have recorded the risk factors separately. What we have noticed is that licensees are having difficulty meeting the temperature requirement. While the overall average of compliance with the 10 risk factors is improving, compliance with the temperature risk factor is still low. Last year it was at 81 percent.

## Factors affecting results

The food industry is pulled in a lot of directions. Their priorities are constantly changing. We need to be present to consistently remind them of critical risk factors that affect public health.

#### What needs to be done

Any time we see a risk factor decrease in compliance, we need to direct staff efforts to address those issues. Notifying the industry and focusing routine inspections in a specific area is the most effective way to increase compliance.



#### **Key Performance Measure #2:**

Percentage of motor fuel samples found in compliance with posted octane levels.

# Goal

This measure is linked to the agency's mission to ensure food safety and provide consumer protection.

# Our strategy

Approximately 1.5 billion gallons

of gasoline are sold to consumers in the state of Oregon each year. Through unannounced inspections of licensed commercial meters, fuel samples are obtained and screened for compliance with national standards. This performance measure demonstrates that by examining the quality of fuels sold in Oregon for octane requirements, ODA is protecting consumers from fraud.

# How are we doing

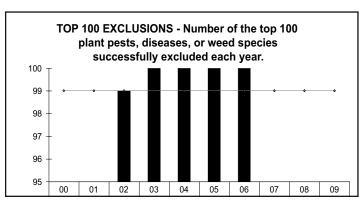
The data reveal that ODA has met its target compliance rate of 98.4 percent for motor fuel samples meeting posted octane levels. In 2006 the compliance rate was 99.35 percent, exceeding ODA's target rate. As of June 30, 2006, 2,753 samples of gasoline have been screened to ensure they meet the antiknock index (or octane rating) posted on dispensers at gas stations. Of the 2,753 samples, 18 failed the inspector's screenings for octane requirements.

# Factors affecting results

The biggest factor affecting results is the quality of fuel transported into the state. The presence of a viable program and continued unannounced screening of product throughout the supply chain (i.e., terminal, wholesaler, retailer) ensure that product continues to meet national standards.

# What needs to be done

ODA will continue regular screenings of gasoline in Oregon for octane requirements, and conduct screenings to follow-up on consumer complaints.



**Key Performance Measure #3:** Number of the top 100 plant pests, diseases, or weed species successfully excluded each year.

#### Goal

Keep as many harmful invasive species out of the state as possible.

#### Our strategy

The Oregon Invasive Species Council (OISC) publishes an annual list of the 100 Most Dangerous Invasive Species Threatening to Invade Oregon. The ODA Plant Division strives to keep out plant pests, diseases, and weeds on this list.

#### How are we doing

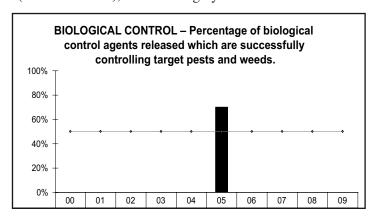
Since 2002, only one species on the OISC 100 Most Dangerous list has become established—an aquatic snail. The OISC annual report card for 2005, gave Oregon's invasive species exclusion programs an "A-" grade.

#### **Factors affecting results**

Introductions of invasive species are the direct result of trade and travel. As globalization increases, so does the risk of introducing harmful invasive species. USDA provides the first line of defense at international ports. ODA surveys for gypsy moth, sudden oak death, kudzu, and many other plant pests, diseases, and weeds. Two thirds of the species on the OISC 100 Most Dangerous List are insects, plant diseases, or weeds. A major focus of the Plant Division is to exclude these species, or contain them if they become established, before they can spread throughout the state. Unfortunately, traps or other efficient survey tools are only available for about a third of the target species. Effective, environmentally acceptable controls are also not always available.

# What needs to be done

Resources are flat at a time of increasing risk. A method to link resources to infestations detected, and to risk factors (trade and travel), would be highly desirable.



Key Performance Measure #4: Percentage of biological control agents released which are successfully controlling target pests and weeds.

# Goal

Utilize biological control of noxious weeds and plant pests whenever possible.

# Our strategy

Biological controls suppress weed populations and improve the competitiveness of desirable native plants. Our agency strives to maximize the success of introduced biological control agents. Partners include: USDA, APHIS; BLM; USFS; County Weed Programs; Native American tribes; The Nature Conservancy; and other land managers.

#### Performance measures continued from page 24

#### How are we doing

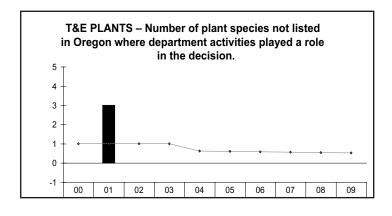
This measure was modified in 2005 so there is no history of comparative data.

#### **Factors affecting results**

Success in biological control programs is constrained by the availability of approved biological control agents and resources necessary to release, monitor, and redistribute them. The pipeline of approved agents flows through USDA and is not under the control of ODA.

#### What needs to be done

Additional resources could be used to expand the release, monitoring, and redistribution activities.



**Key Performance Measure #5:** Number of plant species not listed in Oregon where department activities played a role in the decision.

#### Goal

Protect and conserve threatened and endangered native plants.

#### **Our strategy**

Native plants on the threatened and endangered list are extremely rare and could become extinct without protection and conservation efforts. The program concentrates on restoring habitat and replanting at-risk species. Partners include: BLM, USFS, ODOT, state parks, TNC, cities and counties, and many other land managers.

# How are we doing

Species recovery is laborious and time consuming. All state funding for this program was cut several years ago. It survived in skeletal form on federal grants. In 2003 some funding was restored, and additional funding was authorized in 2005. These funds are M66 lottery funds that can be used for on-the-ground projects. In response, the number of active projects has increased significantly, but it will take several years before results are apparent.

# Factors affecting results

Important program services to agencies and the general public, such as statutorily mandated species reviews, legal compliance consultations with state and local agencies, and permit approvals, have been significantly reduced in the past few years due to lack of resources for other than on-the-ground projects. M66 lottery funds cannot be used for these purposes.

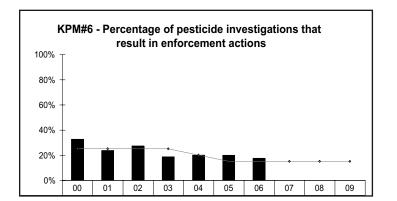
# What needs to be done

A base allocation of funding would strengthen and balance this program, and bring it into line with comparable programs in other states.

**Key Performance Measure #6:** Percentage of pesticide investigations that result in enforcement actions.

# Goal

This measure is linked to the agency's mission to ensure food safety, provide consumer protection, and protect agricultural natural resources.



#### Our strategy

The Oregon Department of Agriculture (ODA) is responsible for regulation of the sales, use, and distribution of pesticide products in Oregon. The agency provides pesticide education and outreach activities, licenses pesticide applicators, and conducts routine compliance monitoring associated with pesticide use practices. The conduct of these activities reduces the potential for misuse of pesticide products resulting in adverse health or environmental harm or damage.

#### How are we doing

Actual performance data appear to be consistent with anticipated annual targets. The Pesticide Program would anticipate a continued gradual decrease in the number of enforcement actions with increased program focus addressing education and outreach.

#### Factors affecting results

Factors that may affect annual results include changes associated with state and federal pesticide laws and regulations, as well as specific focused monitoring activities of alleged misuse.

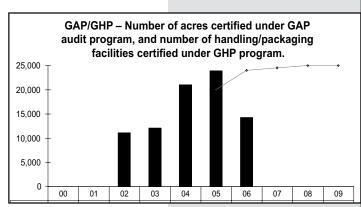
#### What needs to be done

Based on the current data, the Pesticides Division will continue to monitor program resources for education and outreach efforts, thereby reducing the percent of investigations resulting in enforcement actions.

Key Performance Measure #7: Number of acres certified under GAP audit program, and number of handling/packaging facilities certified under GHP program.

#### Goal

Promote economic development. This measure is linked to the agency's mission to promote economic development of the agriculture industry



Performance

Measures

#### Our strategy

To provide services to Oregon's fresh fruit and vegetable industry, assuring compliance of processes that minimize risk of microbial contamination of produce. The goal is to increase market share for Oregon's fresh fruit and vegetable industry by instilling customer confidence in high quality and wholesomeness.

# How are we doing

The current trend within Oregon agriculture is toward a consolidation of farm operations. This trend has resulted in fewer completed audits (82, 76, 77 and 73 for 2002, 2003, 2004 and 2005 respectively) while the number of acres has continued to increase. The 2006 crop year harvest is incomplete at the time of this report, with 14,257 acres completed.

# Factors affecting results

The fresh produce industry and its customers have developed proprietary audits completed by their own staff. Buyers may specify private auditing firms offering similar GHP/GAP audits.

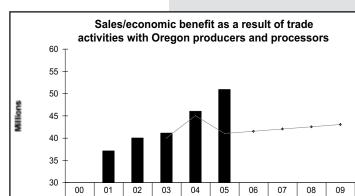
# What needs to be done

The buyers of Oregon produce have been the driving force behind this and other similar audit based programs. As these programs expand in scope, complexity, and demand, there appears to be a need for educational and informational tools, especially for producers.

**Key Performance Measure #8:** Sales as a result of trade activities with Oregon producers and processors.

# Goal

The measure is linked to the agency's mission to promote economic development in the agricultural industry.



# Our strategy

Economic impact. Provide customer service and conduct certification, price negotiation, advocacy, and trade

Continued on page 26

# Performance Measures

#### Performance measures continued from page 25

development activities that provide meaningful sales and economic benefit to Oregon's economy.

#### How are we doing

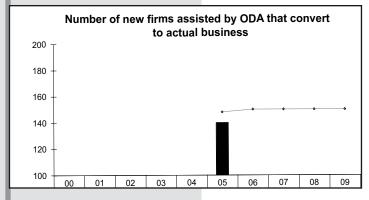
In 2005, the volume of products enlisted in ODA programs increased over previous years. On average, actual results are anticipated to increase over time.

#### **Factors affecting results**

Some fluctuations in performance are attributable to crop size and price, as well as international trade barriers and exchange rates beyond the control of the agency and producers alike.

#### What needs to be done

ODA will continue to build broad industry clusters to optimize market access and promotion activities in key markets as well as expand the range and reach of certification programs, allowing products to enter the marketplace at greater values.



## **Key Performance Measure #9:**

Number of new agricultural product company start-ups assisted by ODA that convert to actual business as measured by number of new ODA food processing, produce wholesaling, nursery and domestic kitchen licenses.

#### Goal

This measure is linked to the agency's mission to promote economic development in the agricultural industry.

#### **Our strategy**

Business growth. Provide technical assistance to startup company representatives, developing their business in a manner that results in newly licensed firms employing Oregonians.

#### How are we doing

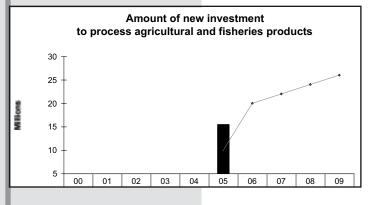
The agency came very close to achieving the target in the first year of this new measure. No trend data is available from this first year, but it is anticipated that the number of firms the agency will assist in converting to actual business will remain fairly constant.

# Factors affecting results

The multiple functions of the agency enable it to be in a position to offer valuable assistance to Oregon entrepreneurs seeking to establish a business.

# What needs to be done

The agency will continue to assist firms in developing and establishing their respective agricultural enterprises and thereby contribute to creating a positive environment for Oregon businesses.



# **Key Performance Measure #10:**

Amount of investment in new plants and equipment to process agricultural and fisheries products that can be directly tied to ODA activities.

# Goal

This measure is linked to the agency's mission to promote economic development in the agricultural industry.

# Our strategy

Expand investment in agriculture. Assist new firms to locate, and existing firms to expand, by identifying partnerships and sources of capital, and streamlining regulatory processes.

# How are we doing

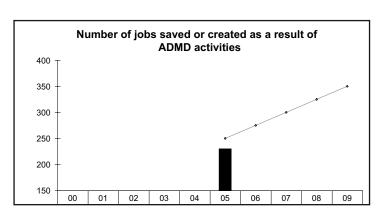
In 2005, ADMD exceeded its target by some 50 percent, which, in part, formed the basis for doubling the target for 2006. This is a new measure; therefore, no trend data is available.

# Factors affecting results

Because of the agency's multi-faceted relationship, it is in a unique position to encourage and assist firms in investing in new plants and equipment. While this is a positive factor affecting results, it should be noted there is little, if anything, the agency can do to control outside influences affecting investment, including but not limited to: interest rates, labor, market share, and exchange rates.

#### What needs to be done

The agency will continue to work through the Governor's Economic Revitalization Teams to encourage investment in new plants and equipment.



**Key Performance Measure #11:** Number of jobs saved or created as a result of ODA activities to retain or expand existing Oregon agricultural and food processing capacity.

#### Goal

This measure is linked to the agency's mission to promote economic development in the agricultural industry.

#### Our strategy

Retain and create agricultural employment for Oregonians. Assist agricultural firms through the promotion and development work of the ODA, in cooperation with its partners, to encourage economic development, and streamline regulatory requirements and processes.

#### How are we doing

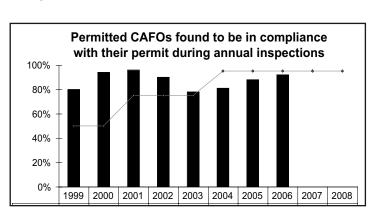
ADMD came close to achieving its target in 2005. This is a new measure; therefore, no trend data is available.

#### **Factors affecting results**

The market development and access work conducted by the agency is unique in the type of jobs it retains or creates; if not for this effort, more than half of the 230 jobs would not exist. External business factors affecting results include the number of new or existing firms needing assistance from ADMD.

# What needs to be done

The agency will continue to work with the industry and its economic development partners to retain and create jobs for Oregonians.



**Key Performance Measure #12:** Percent of permitted Oregon confined animal feeding operations found to be in compliance with their permit during animal inspections.

# Goal

To protect agricultural natural resources.

# Our strategy

The Federal Clean Water Act provides for the regulation of confined animal feeding operations under a National Pollutant Discharge Elimination System (NPDES) permit. This authority has been granted to the state through an agreement with the US Environmental Protection Agency (EPA). The department has been delegated the responsibility to oversee and implement a program that allows for this sort of agricultural operation to continue while protecting the state's water quality. For all operations requiring a permit, the department conducts an annual inspection and reviews an animal waste management plan. This ensures regular contact

Continued on page 27

#### Performance measures continued from page 26

with operations and is an opportunity to identify problems early, when they are still manageable.

#### How are we doing

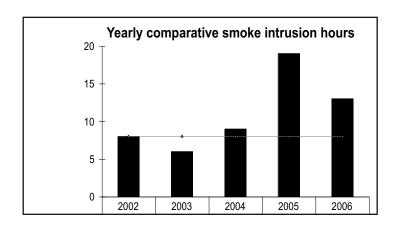
This performance measure demonstrates the agency's ability to educate permitted CAFOs regarding permit requirements and state and federal water quality laws. The measure also allows the agency to bring swift resolution for permitted CAFOs in violation of permit or water quality laws and rules. While we have not met the target, we are progressing forward to meeting our goal.

## **Factors affecting results**

Change in ownership of CAFOs, technology available to operators, and weather conditions all affect compliance with the state permit. Thus, regular staff interaction with operators is necessary to prevent minor problems from becoming substantial.

#### What needs to be done

The department believes that continuing to provide a variety of permit assistance services, while carrying out enforcement actions when necessary, will result in an increased compliance trend. The department believes that the 95 percent compliance goal is realistic.



**Key Performance Measure** #13: No increase above 2002 levels in hours of significant smoke intrusions due to field burning in key cities in the Willamette Valley as measured by nephelometer readings.

# Goal

Field Burning Smoke Impact Minimization; The goal of the Smoke Management Program is to provide, and allow, Willamette Valley grass seed growers the opportunity to burn up to 65,000 acres of grass seed, while protecting the public from "smoke intrusion."

# Our strategy

The decision to allow grass seed growers to field-burn is made by close examination of meteorological conditions, on an hourly basis. When weather conditions exist that will take the smoke up, out, and away from populated areas, field burn permits are issued depending upon each field's geographic location relative to weather patterns. Once the weather is conducive to field burning, permits are issued to growers, who then have one hour in which to light their permitted field.

# How are we doing

Smoke intrusions have been higher than anticipated. Predicting weather patterns that will take smoke up, out, and away from populated areas is an inexact science. Challenges include rapidly changing wind patterns, lower than expected mixing heights (essentially how high the smoke will rise), unpredictable smoke downmixing, and field burning procedure execution by growers. Additionally, some years provide better weather conditions for burning than others.

# Factors affecting results

Even with today's relatively sophisticated weather forecasting tools, smoke intrusions are difficult to avoid. Weather pattern prediction errors, poor field burning procedures, and the lack of perfect weather conditions for burning created smoke intrusions.

# What needs to be done

ODA continues to learn from past weather prediction experience, educate growers in proper field burning processes, and carry out enforcement actions when necessary. Additionally, ODA continues to research and invest in new equipment and weather predicting techniques to improve performance.

Key Performance Measure #14: Percent of monitored stream sites associated with predominately agriculture use with: A) significantly increasing trends in water quality; B) water quality in good to excellent condition; C) decreasing trends in water quality.

#### Goal

To protect agricultural natural resources.

#### Our strategy

The agency uses a combination of voluntary educational efforts and regulatory actions to encourage Oregon's agricultural producers to maintain and enhance water quality. This is accomplished through 39 basin plans allowed under legislation established in 1993. Partners include the agricultural community, Soil and Water Conservation Districts, USDA Natural Resources Conservation Service, and the OSU Extension Service.

#### How are we doing

While this measure was established in 2005 using DEQ data pertinent to agriculturally dominated areas, this data has been collected by DEQ since 1999, in some cases. Because of the amount of variability in this data, statistically significant trends do not appear at this time, however trends show improvement is occurring.

# Percent of monitored stream sites associated with predominately agricultural use with water quality in good to excellent condition 80% 40% 20% Percent of monitored stream sites associated with predominately agricultural use witih decreasing trends in water quality

Performance

Measures

#### Factors affecting results

The limiting factor for greater improvement is technical assistance and outreach to landowners. ODA works with its partners to maximize assistance and outreach, but all are limited by resources.

#### What needs to be done

We continue to learn from experience by assisting landowners on how to improve the management of water quality, while remaining in production agriculture.

**Key Performance Measure #15:** Percent of customers rating their satisfaction with the agency's customer service as "good" or "excellent":

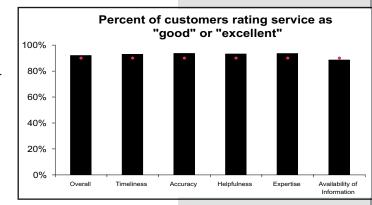
# Goal

This measure is linked to the agency's vision to carry out its mission while providing customer satisfaction.

# **Our strategy**

The department has a threefold mission to provide food safety and consumer protection, protect the natural resource base, and market agricultural products. It

is the department's strategy to employ core values that guide the actions of ODA employees as they carry out the mission of the agency in a way that provides customer satisfaction.



# How are we doing

The data reveal that ODA has exceeded its 90 percent target for "good" or "excellent" responses to overall satisfaction, timeliness, accuracy, helpfulness, and expertise. Availability of information did not meet the target. The customer satisfaction survey conducted in 2006 is not comparable to earlier surveys, due to changes in survey questions, rating scales, and sampling procedures.

# Factors affecting results

One factor that could possibly affect survey results is the sampling frame. This sample included only customers with agency interaction October 1 thru December 31, 2005. Many agency programs are cyclical and may be under, or over, represented at different time frames throughout the year. The department plans to rotate the sampling frame to account for this in future surveys.

# What needs to be done

ODA will continue to provide quality customer service and will continue to conduct customer satisfaction surveys on an annual basis.

To obtain a
complete copy of
this report, contact
Oregon Department
of Agriculture
503-986-4550
635 Capitol St. NE
Salem OR 97301-2532

ODA directory 503-986-4550 oregon.gov/ODA



# 2005-2006 Oregon Agriculture & Fisheries Statistics

The value of agricultural production in Oregon has reached an all time high of \$4.3 billion. Oregon produces more than 220 different agricultural commodities. The new ag statistics bulletin is now available from the ODA Information Office. This 100-page booklet, produced cooperatively by the USDA Oregon Agricultural Statistics Service and the Oregon Department of Agriculture, provides production statistics for hundreds of Oregon ag products.

Order your free copy by calling 503-986-4550, or view the publication online at http://www.nass.usda.gov.

# **ODA** directory

#### Hotlines

otlines		
Farm mediation hotline	800-347-7028	do-mediation-expert@oda.state.or.us
Invasive species hotline	866-468-2337	invasives-info@oda.state.or.us
Shellfish safety hotline	800-448-2474	fsd-expert@oda.state.or.us
Smoke complaint hotline - Eugene	541-686-7600	nrd-smoke-management@oda.state.or.us
Smoke complaint hotline - Salem	503-986-4709	nrd-smoke-management@oda.state.or.us

#### Administration and Support

ODA Information Office	503-986-4550	info@oda.state.or.us
Administrative Services	503-986-4580	asd-office-manager@oda.state.or.us
Laboratory Services	503-872-6644	
Katy Coba, Director	503-986-4552	kcoba@oda.state.or.us
Lisa Charpilloz Hanson, Deputy Director	503-986-4552	lhanson@oda.state.or.us
Lauren Henderson, Assistant Director	503-986-4552	lhenders@oda.state.or.us
Dalton Hobbs, Assistant Director	503-872-6600	dhobbs@oda.state.or.us
Bruce Pokarney, Communications	503-986-4559	bpokarne@oda.state.or.us

#### **Divisions**

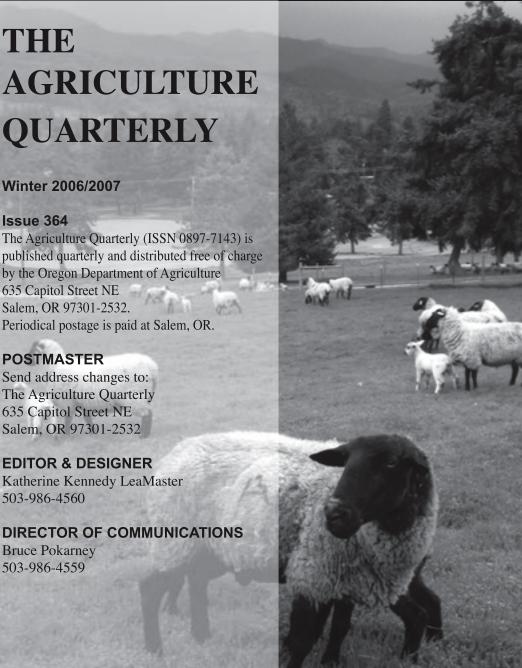
111310113		
Agricultural Development and Marketing	503-872-6600	agmarket@oda.state.or.us
Animal Health and Identification	503-986-4680	ahid-office-manager@oda.state.or.us
Commodity Inspection	503-986-4620	cid-expert@oda.state.or.us
Food Safety	503-986-4720	fsd-expert@oda.state.or.us
Measurement Standards	503-986-4670	msd-info@oda.state.or.us
Natural Resources	503-986-4700	nrd-expert@oda.state.or.us
Pesticides	503-986-4635	pesticide-expert@oda.state.or.us
Plant	503-986-4636	plant-pest-disease-expert@oda.state.or.us

## Associated programs

133001atca programs		
Oregon Century Farm and Ranch Program	503-297-5892	orcentury@juno.com
Oregon Commodity Commissions	503-872-6600	kanderso@oda.state.or.us
Oregon Invasive Species Council	503-986-4660	invasives-info@oda.state.or.us
Pesticide Use Reporting	503-986-4635	pestx@oda.state.or.us
Pesticide Analytical and Response Center	503-986-6470	parc@oda.state.or.us
Soil and Water Conservation Districts	503-986-4700	lojua@oda.state.or.us
State Board of Agriculture	503-986-4552	skudna@oda.state.or.us
Oregon Invasive Species Council Pesticide Use Reporting Pesticide Analytical and Response Center Soil and Water Conservation Districts	503-986-4660 503-986-4635 503-986-6470 503-986-4700	invasives-info@oda.state.c pestx@oda.state.c parc@oda.state.c lojua@oda.state.c

PERIODICALS
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AT
SALEM, OR

 $Photo\ below\ "French\ Ranch,"\ courtesy,\ Ken\ French,\ ODA$ 



Oregon Department of Agriculture 635 Capitol Street N.E. Salem, OR 97301-2532