

The Honorable Katy Coba

Director
Oregon Department of Agriculture
635 Capitol Street, NE
Salem, Oregon 97301-2532
(503)986-4552
Fax (503)986-4750

Base Grant: \$500,000
Specialty Crop Grant: \$3,220,000
Total Grant: \$3,720,000



Oregon
Department
of Agriculture

The Golder Study Project:

Bandon Cranberry Water Control District,
Bandon, \$100,000.

This study is part of an effort to address seasonal water shortages affecting the economic development and environmental resources in the Bandon area. The study will quantify existing ground water resources and examine how ground water interacts with the surface water resources, and help to finalize the development of a model that can be used here and statewide to assess such interactions based on local data. Interim report update: Field work complete, well tests and core drilling to install piezometers complete; gauging stations installed and records being generated; initial aquifer modeling completed. Working on hydrologic analysis and final draft report.

Developing Uniquely Packaged, Processed Fruit Products:

Green & Green, Inc., Corvallis, \$53,000.

Collaborative project to introduce new fruit product into the marketplace. OSU and the Food Innovation Center will assist with package performance testing. Nypro and Indepak companies will produce patented packaging materials. Townsend Farms will be supplying the initial product. The Corvallis-Benton Economic Development Partnership is assisting with facility resources to process the product. Green & Green, Inc. is the developer of the Oregon Sisters product line and patented packaging technology. Goal is to deliver a unique fruit product through Costco stores in late 2002. Final Report of Accomplishments: Completed label, logo, and branding to conduct test market; initial berry shelf life study completed for "bag in box" thermal processing; fruit supply negotiations with the Fruit Growers League finalized; FIC conducted prototype product consumer tests; specialized equipment being developed and tested; bench-top processing equipment installed at OSU and initial run will be underway soon; raising additional grant/capital financing.

The Bandon AgriMet

Weather Station Project:

Oregon Cranberry Growers
Association, Bandon, \$5,000.

The AgriMet weather program is used to promote energy and water conservation, and assists growers in pest management programs, frost protection monitoring, and other crop management activities. There are approximately 125 growers who receive weekly reports based on the AgriMet weather station. The second function of the AgriMet station is its connection with the "Golder Study." The AgriMet station is used as the base weather station for the Ground Water/Surface Water Hydrologic Study. Interim report update: Year one (of three years) of the operation and maintenance efforts completed for the weather stations.

Develop New Enzyme Inhibitor Technology for Oregon

Pacific Whiting Industry:

Pacific Surimi Joint Venture, L.L.C.,
Warrenton, \$42,000.

The export of Pacific whiting to Japan has taken a hit since the outbreak of BSE in Europe, leading to Japan restricting imports of any product containing beef products. A beef by-product is used to stabilize the whiting during processing so it doesn't spoil. This project, involving three Oregon Pacific whiting manufacturers and OSU Seafood Lab, would develop an alternative enzyme inhibitor so the industry can continue processing whiting caught by Oregon fishermen, and resume exporting to Japan and other Asian markets. Interim report update: Conducted marketing seminars in S. Korea where 70% of Oregon Pacific whiting is sold; continue screening enzyme inhibitors from plant origins and rapid cooking to help maintain product quality.

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Anaerobic Digester of Dairy Manure for Power Generation and Manure Management:

[Oregon Dairy Farmers Association, Portland,](#) \$14,650.

Analysis of anaerobic digestion of dairy manure to develop farm nutrient budget that satisfies CAFO dairy permit and information about performance of power generation. OSU, Oregon Dairy Farmers Association, Cal-gon Farms, and PGE are cooperators on this project. Interim project update: Weekly samples of digester liquid analyzed; evaluating input-output comparison of plant nutrient and organisms. Field application and plant analysis on-going. Last raw samples will be taken 9/3/02.

Microwaveable Oregon Potato Traypack Product Development:

[Blue Mountain Potato Growers Association, Inc., Hermiston,](#) \$27,000.

Development of prototype microwaveable packaged potatoes and meal ingredients designed to meet high quality standards, low customer preparation time, and increase potato demand. The project would work with local grocery outlets to test market the product. The project involves several local, statewide, and national potato grower organizations. Interim report update: Product prototype development, packaging design, and market survey pricing have begun; consumer taste tasting will follow.

Developing Chickpea Production in North East Oregon:

[Oregon-Washington Pea Growers Association, Mount Vernon](#) \$53,600.

This collaborative project involves research provided by OSU and USDA-ARS, land and management oversight by more than a dozen growers, and participation of several industry organizations and businesses focused on establishing the viability of chickpea production in Northeast Oregon. Interim report update: Two varieties of chickpeas have been established at sites in Moro, Pendleton and Milton Freewater. Determining fertility practices, harvesting, and rotational use with wheat.

Marketing of Pasture-Raised Poultry:

[Greener Pastures Poultry, LLC, Noti,](#) \$31,000

Creation of grower cooperative for pasture-raised poultry, completing trademark registration, marketing and promotional materials and on-sight use of refrigerated truck for farmer's market sales of product. Interim report update: Created

business entity and drafted bylaws, developed marketing agreements with producers, and initiated trademark registration for label; created marketing materials; made improvements in processing facility; increased sales by \$56,000.

Removal of Varroa Mites from Oregon Beehives:

[Harry Vanderpool, Salem,](#) \$11,875.

Development of prototype mechanical/physical removal of Varroa mites from honeybee colonies. Partners involve the Oregon Beekeepers Association, OSU, and various beekeepers. Interim report update: Developed prototype machine that removes varroa mites from honey bees; patent pending status attained; trial runs on hives have been successful; working on minor modifications and operator manual for hive/queen handling procedures to use with the machine.

Oregon Hazelnuts: An Alternative Propagation Method:

[Robert K. Hilles,](#)

[Heritage Hazelnuts, Corvallis,](#) \$35,750.

Micro propagation of Eastern Filbert Blight resistant filbert trees in cooperation with OSU. Initial stage would involve 20,000 plantlets to help replace hazelnut trees throughout the Willamette Valley. Interim report update: Have begun new process of micropropagation of 2,400 hazelnut trees resistant to Eastern Filbert Blight, building up to 20,000 trees by year one and 60,000 trees annually thereafter. Will allow 270 acres of replacement trees per year.

Mid-Columbia Alternative & Rotational Project:

[Lower John Day](#)

[Regional Partnership, Fossil,](#) \$59,000.

A two-phase project that involves 1) research and development of a report based on potential alternative/rotational specialty crops that can be grown in the Mid-Columbia basin, and their marketing potential, and 2) test plots and screening of selected crops on farmland in the area. A dozen growers, OSU and several regional organizations are involved in the project. Interim report update: Winter planting trials of Austrian winter peas, lentils, faba beans and lupin are ongoing; evaluation of chick peas, millets, sunflower, safflower, buckwheat, mustard and flax are also being field tested; native grass varieties are being evaluated as well.

Marketing Expansion in Hood River County:

[The Fruit Loop, Hood River, \\$25,000.](#)

Expands the marketing and benefits of the Hood River County Fruit Loop, increasing “agritourism,” direct farm sales, and educational aspects of agriculture. Promotional materials, education tours, farm and crop signs, travel incentives, and other PR efforts. Interim report update: Printed 100,000 copies of new Fruit Loop Map; held national pear education event with cooking demonstrations and media tours; conducted four orchard tours; pear & wine festival resulted in \$250,000 worth of coverage; average farm sales up 20% over previous year.

Revitalize the Western Oregon Onion Industry:

[Willow Foods, LLC, Beaverton, \\$85,000.](#)

Cooperative effort to develop four new value-added onion items with involvement of the Food Innovation Center (Lotus Petals, Zesty Onion Rings, Onion Snacks, and Veggie Twists); upgrading packing sheds through third-party certification for Good Handling Practices; and promotion and advertising of these new products and the uniqueness of Oregon grown onions. Interim report update: Delays in project implementation; held meetings with FIC and looking at three onion products for recipe development and evaluation.

Market Period Expansion for Bosc and Comice Pears:

[OSU - Southern Oregon Research and Extension Center, Medford, \\$5,140.](#)

Evaluation of techniques of Bosc and Comice pears to 1) ripen quicker to take advantage of early season markets, and 2) delay ripening to extend storage period and maintain fruit quality. Project involves OSU, Bear Creek Operations, and Southern Oregon Sales, Inc. Interim report update: The principal activities will take place in Sept. after pear harvest; fruit texture analyzer has been leased and set up; other equipment being readied.

Malheur County Over-Winter Onion Project:

[Murakami Produce, Ontario, \\$100,000.](#)

Five producers will undertake production of “over-winter” onions which have a different growing/harvest/marketing period than the traditional yellow onions produced in Malheur County. This will enable marketing the crop when imports from Mexico are not competing

with local production. Interim report update: Growers have begun establishment of onion crop to evaluate over-winter ability to enable marketing during spring and early summer when prices are better.

Blueberry Season Extension w/Spanish Tunnels & Rabbiteye Cultivars:

[Five Mile Farm, Eugene, \\$40,000.](#)

Test growing of late season blueberries under a “Spanish tunnel” system that allows some temperature control and protection from rain. Project will also evaluate fruit quality, shelf life, and marketability. Results from this OSU assisted project will be shared with other producers through grower meetings, journals, field days, and newsletters. Interim report update: Ground prep and plant establishment mostly done; tunnel construction beginning; evaluation will proceed over next two years

Oregon Milk Flavor:

[Oregon Dairy Products Commission, Portland, \\$33,642.](#)

Development of single-serve flavored milk with distinct Oregon identification focused on Oregon-produced berries. Formulation development, product development, consumer test tasting, pilot plant trials, logo/packaging design, store demos, PR and advertising campaign. Interim report update: Puree blends/beverage prototypes for Marionberry, blackberry, raspberry and strawberry have been lab tested and consumer panel evaluated. Further taste testing, then industrial testing and production, and marketing next steps.

Bee Pest/Disease Prevention & Developing a Database of Beekeepers

[Oregon State Beekeepers Association, Yamhill, \\$25,850](#)

Development of a statewide beekeeper database to assist in communicating with beekeepers for hosting a series of regional seminars about pest and disease control and prevention. OSU and other participants will assist in these efforts. Interim project update: Workshop is scheduled for 11/02/02 in Salem and regional seminars are being planned. Database is being worked on and is nearing completion.

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Processing Plant Renovation and New Product Development:

[RainSweet Inc., Salem, \\$38,500.](#)

National marketing program for Individually Quick Frozen (IQF) berries targeted at bakery, food service and dairy products. Rainsweet will introduce and promote berry muffins, berry glaze, decorative gel, pastry fillings, toppings, pureed berries and other products, utilizing an additional 750,000-1.5 m. lbs. of Oregon berries. Plant redesign and renovation. Product presentations, trade shows, and marketing programs. Interim report update: Completed product formulations and begun pilot plant trials at OSU; conducted demonstrations of Marionberry topping at Int. Food Tech. Show in June; provided samples to buyers in CA, Japan, Carnival Cruise Lines, McDonalds, and other potential outlets.

Marketing Efforts for Southern Oregon Tree Fruits:

[Fruit Growers League of Southern Oregon, Medford, \\$30,000.](#)

Development of brochures, supplies, promotional materials, and fruit samples for a marketing effort to promote pears, apples and other tree fruits from Southern Oregon to three major metropolitan areas. Interim report update: Change in project manager has delayed project implementation; planning marketing trips to Texas, New Orleans, and Chicago in Sept. - Oct.

Southern Oregon Agri-Tourism Campaign:

[Fruit Growers League of Southern Oregon, Medford, \\$32,250.](#)

Collaborative project between 16-20 producers, packers, creameries, wineries, etc., in Southern Oregon to attract tourists from the I-5 corridor. The project showcases ag products by providing an "ag tour" that generates agricultural site visits and the ability to purchase goods directly from growers or through follow-up sales to web/catalogue. Interim report update: Change in project manager has delayed project implementation; project partners are evaluating strategies and options to create farm tours to increase sales.

Regional Partnerships for Promotion of Oregon Strawberries:

[Oregon Strawberry Commission, Corvallis, \\$50,000.](#)

The Oregon Strawberry Commission would partner with Burgerville and Tillamook Creamery to promote use of Oregon strawberries to increase

sales, educate consumers and conduct successful promotions with retail businesses that can be quantified and used as an example to encourage future sales with similar businesses. Interim report update: Ran promotional campaign with Burgerville for strawberry shakes, smoothies, and shortcake; essay contest to involve 1-6 grade students; 53,000 additional strawberry items sold in 2002 compared to 2001.

Rust Management for Grass Seed Farming:

[Oregon Ryegrass Commission, Salem, \\$70,000.](#)

Set up, test and demonstrate rust management information system. The system will collect and use site-specific weather information for managing stem rust with the fewest and best-timed application of fungicide possible. Interim report update: 10 weather stations have been installed in grower fields; hourly weather data collected and processed for rust hazard index. Website to provide public access to data under construction. Disease data at experimental plots being processed.

OWAB Marketing Plan Implementation:

[Oregon Wine Advisory Board, Portland, \\$75,000.](#)

Implementation of the Oregon Wine Advisory Board's newly adopted marketing plan. Funds would be used to conduct marketing, working with other Oregon commodities to leverage Oregon products by hosting 300-400 distributors, restaurants, retailers and buyers at food and wine tasting events. Interim report update: Initiated wine tasting and trade vents in several markets and venues; most projects will be conducted in the next several months.

Marketing Strategy for Potatoes:

[Klamath Basin Fresh Direct, LLC, Merrill, \\$70,000.](#)

Growing and developing a market for European-style baby potatoes in the United States and other markets. These potatoes are currently grown in Europe and are highly prized for their culinary properties. Klamath Basin Fresh Direct represents several growers in this region. Interim report update: Identified and secured planting seed; established field production and research plots; hired consultant to manage project; conducting chef preference surveys and introductions to restaurants; developing product packaging and design; developing business and marketing plan.

Management of Choke Disease in Orchardgrass Seed Production:

Oregon Orchardgrass Commission, Salem, \$20,000.

Research on spread of "choke" disease, its affect on yield loss in orchardgrass, testing various cultural and chemical controls. The Orchardgrass Commission will disseminate the findings and help educate producers. Interim report update: Field plots were established for testing cultural practices that may affect choke disease development; survey of 45 fields conducted on 2002 crop and data analysis in progress

Oregon Grown Campaign:

Hood River Grower Shipper Association, Odell, \$30,000.

Marketing campaign to expose targeted consumers to Oregon grown pears, apples, cheese, wine, cranberries and mint products at three of Oregon's ski areas during the 2003 ski season. Free product sampling, informational website, partnering with Safeway stores to provide coupons and information in weekly circulars, and other marketing efforts to promote Oregon commodities. Interim report update: Working on brochure and material for project, which will be conducted in December.

Development of Tuna Loining Operation & Box Crab Export:

Local Ocean Seafoods, Inc., Newport, \$90,000.

This project will enable the company to access specialty equipment to develop new seafood products, packaging and holding facilities, as well as market the product at the Boston Seafood Show. Interim report update: Due to construction of facility, project schedule is somewhat delayed. However, initial small runs of 1000 lbs. of tuna loins to high-end Portland restaurant was well received, and 2,200 lbs. of box crab to NW restaurants and potential buyers in Korea were used in cooking and tasting events.

Grower Co-op Formation & Marketing Plan:

Pacifica: A Garden in the Siskiyou, Williams, \$25,000.

Grant funds will provide assistance to portion of a multipart project, targeted to market analysis and creation of a cooperative business and marketing plan for regional producers in the Applegate area. Interim report update: Local growers have begun work on the legal formation of a grower cooperative, development of a Co-op business plan and marketing analysis, financial projections and a funding plan.

Improved Management of Cover Crop & Tillage Systems:

Willamette Farm Improvement Assoc./Agriculture Research Foundation, Corvallis, \$45,000.

On-farm experiments to evaluate the most promising cover cropping practices and tillage systems to increase yield, profitability, and environmental sustainability of sweet corn production in the Willamette Valley. Interim report update: Field work scheduled to begin in mid-September, with sweet corn planted in 2003; developing research protocols and determining where trials will be conducted under OSU supervision.

Specialty Crop Highlight at the Oregon Garden:

Oregon Garden, Silverton, \$50,000.

Featuring a monthly spotlight at the Oregon Garden on a variety of Oregon specialty commodities. Promotional activities and food demonstrations. Interim report update: Commodity highlights, educational material distribution, and tasting have been held at the OR Garden for pears, wines, blueberries, raspberries and blackberries, hops/beers, dairy products.

Market Expansion Plan For Marionberries:

Marionberry Marketing Association, Sherwood, \$45,000.

Raise consumer awareness of Marionberries as a product choice, increasing availability of product and sales. Phoenix, Arizona is the target market for this proposal. Food service and retail jam products are the primary efforts. Point of sale demonstrations, promotional coupons, and advertising. Interim report update: Market research development begun in Arizona; jam/syrup manufacturer selected; promotional printing begun; marketing will start in November.

Oregon Cereal Leaf Beetle Biological Control Project:

Oregon Hay and Forage Association, Klamath Falls, \$100,000.

Biological control effort for the Cereal Leaf Beetle, a serious pest of grasses, grains, and hay. Basic research about distribution of the pest, patterns of spread, population densities, life cycle, establishment of field insectaries of biological controls and other aspects of addressing this pest. Interim report update: Two insectaries for bio-control of CLB were established and are

Oregon Cereal Leaf Beetle Biological Control Project:
Continued...

being monitored; life cycle studies are nearly complete; statewide field surveys completed; host range being investigated.

Develop & Test Market of Oregon Green Beans in Glass Jars:

[Truitt Bros., Inc., Salem, \\$50,000.](#)

Product development, production line setup and test marketing of Oregon green beans in glass jars. Interim report update: Initial packaging was rejected by buyer; initiating a second effort with pouch containers of beans. It appears the prospective retail chain will also decline the second packaging design. The grantee has decided to terminate the project based on preliminary results of the test marketing.

Develop & Market Canned Dried Oregon Italian Plums:

[Truitt Bros., Inc., Salem, \\$40,000.](#)

Expanding processing/canning and distribution of Oregon grown Italian plums. Interim report update: Conducting initial research on canning process visiting growers, dryers, processors and distributors. Production run will occur in December.

SIF Corn Production Line Expansion:

[Stahlbush Island Farms, Inc., Corvallis, \\$70,000.](#)

Expansion of corn processing capacity by 1,000 acres from area growers will necessitate additional processing equipment. Interim report update: The leased equipment is in place enabling expansion of contracted corn acreage for processing by 40-50%, resulting in grower contract payments of more than \$780,000.

Sardine Product Development and Marketing:

[Bornstein Seafood Inc., Astoria, \\$95,000.](#)

Perform market analysis of sardine products in the European and Asian markets, develop value-added sardine products, remodel processing plant in Astoria for sardine processing and market new products. Interim report update: The activity to date has been very limited due to plant structural repairs. Spring/Summer of 2003 is new target production start-up. OSU Lab is conducting product sampling.

Increase Oregon Fruit Sales to Independent Japanese Markets:

[Oregon Berry Packing, Hillsboro, \\$90,000.](#)

Create market and increase sales of Oregon fruit products among key owners/presidents of Japanese independent supermarket chains.

Interim report update: Hosted two Japanese buyer groups, representing major chain stores, on June 9 and June 16; toured berry fields and tasted Oregon products. Follow-up trip to Japan set for October.

CGCC Commercial Kitchen/Business Incubator Expansion & Marketing:

[Columbia Gorge Community College, The Dalles, \\$30,000.](#)

Refurbishing processing equipment in commercial kitchen to allow the Community College to assist in expanding and developing new markets of area agricultural producers. Grant would assist in equipment lease, trade shows, recruitment of kitchen users, and marketing. Interim report update: Working with clients to determine need for puree machine use. Three orchards in HR & Wasco county are developing product plans. Installation of puree machine will be done soon.

Matching Potato Production to Processing Market Opportunities:

[Malheur County Potato Growers Association, Ontario, \\$40,000.](#)

Research the capability of early harvest potato varieties that could lower production costs and potential for dual cropping. Interim report update: Test plots established by OSU for 10 early processing varieties. No results yet.

Use of Drip Irrigation on Seed Crops:

[Central Oregon Seeds, Inc., Madras, \\$26,059.](#)

Research project to evaluate the potential for drip irrigation to increase seed yields, control disease, and reduce water consumption in vegetable crops grown for seed. Final Report of Accomplishment and Findings: Equipment set up and training was conducted for growers; establishment of 20 acres of carrots and 2.5 acres of onions under drip irrigation was monitored and evaluated. Carrot seed yields were increased on average over 45%, disease and pest control was enhanced, and water usage was reduced by 50-85%. Onion seed production decreased by 5% and water use was cut by 43%. Prospects look most promising for carrot production and payback for cost of drip system appears to be about 2 years.

Enhanced Onion Market Opportunities for Producers:

[Malheur County Onion Growers Assoc., Ontario, \\$65,000.](#)

Research and develop an over wintering, transplant, and early maturing onion. This would

allow for year round marketing substantially benefiting area producers. Interim report update: OSU has established field plot trials of 18 varieties of onions. No results yet.

Plant Pathogen Detection & Diagnosis for Nursery Industry – SOD:

Oregon Association of Nurserymen, Inc., Milwaukie, \$80,000.

Research and develop a test which allows for rapid detection of Sudden Oak Death disease in plant material. Interim report update: Due to difficulties surround royalty fees related to use of PCR machine, this contract was not finalized until early September. Work will be conducted through 2003.

Partial Load Website/Oregon Nursery and Greenhouse Industry:

Oregon Association of Nurserymen, Inc., Milwaukie, \$46,000.

Proposal is to create a partial load website. This website would provide a primary communication tool for growers who need to ship less than a full load of product to find another grower with the same need for timely and more cost effective shipment of product. The site would be available for growers of other commodities as well. Interim report update: Developed and issued RFP for web site development; reviewed five proposals and selected vendor; held initial meetings and execution of contract on 8/15.

Pest Research Using Russian Honeybees Resistant to Varroa Mites:

Clear Hills Honey Co., Eugene, \$25,000.

Develop a selective honey bee breeding program for queens resistant to varroa mites, and test the resulting queens in a commercial beekeeping setting. Interim report update: Three beekeepers are collaborating to raise Russian queens that are resistant to varroa mites; the first round of rearing resulted in 17 queens, more developing. Much being learned about overwintering and qualities of these queens.

Meadowfoam New Product Development:

OMG Meadowfoam Oil Seed Growers Coop., Salem, \$30,000.

Develop and test economic methods of seed meal application for pest control and fertility enhancement in nursery production; evaluate meadowfoam oil formulations as alternative horticultural sprays used in viticulture production to control foliar disease; facilitate

technology transfer through outreach methodologies and extension programs; and conduct market analysis and price discovery and follow-through with implementation strategies. Interim report update: Spray oil concentrate formulation on-going; phytotoxicity testing on plant materials being tested; in-vitro testing of formulations on target pathogens ongoing. Field testing upcoming.

Alternative Product Development for Raw Wool:

Oregon Sheep Growers Association, Salem, \$75,000.

Continuation of an ongoing project by Oregon sheep growers to develop and market test new products which could use wool. Interim report update: Working on stormwater basin inserts derived from low-grade wool and mat material for use in landscape control of weeds and erosion control. Prototypes being developed and trials being conducted.

Steam Distillation Process in Mint Oil Production:

Oregon Mint Commission, Salem, \$75,000.

Investigate new designs and efficiency concepts to reduce processing time of mint distillation, and to demonstrate a model of power cogenerations from both steam and hot water discharge. Interim report update: Due to complexity of equipment development, contract has been extended and project delayed until 2003 mint harvest.

Oregon Beef Processing Plant Feasibility Study:

Farmworld International Foods, Redmond, \$150,000.

To create a business plan for a Madras-based beef processing facility on a specific site, and to develop the necessary engineering and cost estimates for the facility. The plan will also be used to raise the necessary funding to build the facility. Interim report update: Business plan nearly completed; site review work completed and issues to be addressed identified; facility design work being refined and revised layouts developed; project development schedule underway with hopes to break ground by summer of 2003.

Meat Processing Facility:

Nicky USA, Inc., Portland, \$54,200.

This project involves specialty processing of meat from Oregon lamb and small game animals and birds for high value markets. Interim report

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**Oregon Beef
Processing Plant
Feasibility Study:**
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update: Developed HACCP Plan and employee training; updated processing room electrical and plumbing needs; developed promotional materials and marketing at premier restaurants and food shows.

**“Oregon Agriculture -Everywhere,
Every Day”, Spotlight on Oregon
Commodities:**

Agri-Business Council of Oregon,
Portland \$75,000.

Funds from this proposal would be used to assist the Agri-Business Council of Oregon with funding for the third year of the “Oregon Agriculture. Everywhere. Every Day” campaign, spotlighting 10 different commodities produced in Oregon. Interim report update: Conducted “spotlights” on various Oregon commodities in news media, grocery store promotions, website, and educational/recipe materials.

**Promotion of Oregon Sweet Cherries in
Export Markets:**

Oregon Sweet Cherry Commission, Hood River,
\$150,000.

The Sweet Cheery Commission, working with the NW Cherry Growers and other collaborators, will implement a targeted export marketing program in Hong Kong, China and other Asian countries. Interim report update: Partnered with NW Cherry Growers, WA Dept. of Ag, USDA MAP Program to increase export sales of NW cherries to Asian markets; hosted TV quiz game shows in China, bowling tournament with cherry advertisements, and Chinese music video. Hosted 9 Chinese importers/buyers and TV crew to tour cherry production and processing facilities.

**Revitalize the Western Oregon
Onion Industry:**

Western OR Onion Commission,
West Linn, \$30,000.

The Western Oregon Onion Commission will be working with Willow Foods to promote and advertise the new value-added products as well as new varieties of onions. Interim report update: The Commission is evaluating marketing options and venues.

**Cooperatively Processing Fish for
Asian Markets:**

Oregon Brand Seafood, LLC,
North Bend, \$45,000.

This project picks up on the efforts of the Coos Bay Trawlers Association to carry forward the reopening of a fish processing facility to provide

specialty seafood products to the Korean and other Asian markets. Contract has been signed and processing plant work has begun.