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Oregon Family Farmer

A publication of the Oregon Family Farm Association

A Powerful Voice

for Rural Oregon
Meet Rep. Mike McLane

Plus

**CELEBRATING
OREGON'S
AGRICULTURE
ENTREPRENEURS:
ANDREW HALLS**

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WE SEE YOUR OPERATION DIFFERENT • WE PERFORM DIFFERENT • WE ARE DIFFERENT

Protecting the Interests of Oregon Agriculture

From the President



Matt Cyrus, President,
Oregon Family Farm Association

The 2017 Legislative Session posed numerous threats to Oregon family farmers and ranchers.

Some measures passed, but the combined efforts of Oregon Family Farm Association (OFFA), and top notch lobbyists from all of Oregon's

agricultural organizations, put a stop to these threats. OFFA's lobbyist team, Richard Koesan and George Okulitch brought to bear their years of legislative experience in an invaluable effort to protect and promote the interests of Oregon agriculture. Special appreciation goes out to Jenny Dresler, Mary Anne Cooper and the entire Oregon Farm Bureau Federation team and, of course, the Oregon Cattlemen Association's Jerome Rosa, for leading the way for all agricultural groups. These are just a few names, from a much longer list, who deserve our thanks for their work and dedication to protecting agriculture this past session. Many thanks to all involved!

To me, the most interesting development in this year's legislative session was a big surprise. Most of you are aware of the recent financial collapse of Pendleton Grain Growers cooperative and the financial difficulties of other major agricultural co-ops in recent years. The OFFA introduced two simple reform bills to ensure the following:

- **that board members recognize their fiduciary duties to the other farmers/ranchers;**

- **that applies a fiduciary duty to certain key executives to ensure that no executive of a cooperative could mislead or be disloyal to farmers/members;**
- **that requires that a farmer has the right to nullify a crop contract if the cooperative has lied, or committed financial fraud, to entice the farmer to sign a long-term contract.**

We thought these two bills would be recognized by everyone as reasonable safeguards for co-op members. However, cooperative managers' lobbyists waged such a fierce battle against these reforms, it shocked even veteran political insiders. The intensity of the opposition actually spotlights the problem: weak financial accountability requirements for cooperative staff and executives. The current system is far too biased toward co-op executives to serve their own interests, and not those of their members.

Nearly every single farmer in Oregon has been a member of a co-op who underwent financial difficulties which were covered-up by the staff. Often the cover-ups succeeded at protecting the co-op executives' high-paying jobs — even if temporarily. Over the coming years, the OFFA is dedicated to increasing our time and efforts working on these vital reforms. We are always working to protect the financial health of Oregon family farmers and ranchers, and to protect the integrity of the agricultural cooperative system. ■



The Wizard of the Oregon Hazelnut

A N D R E W H A L L S

BY NAOMI INMAN

Follow the road to Aurora — and a bit of your curiosity — to meet a unique Oregon agriculture entrepreneur. As you pull off Highway 99 and walk through the red door of the unassuming Pacific Hazelnut gift shop, you'll meet an equally unassuming auto manufacturing engineer turned hazelnut wizard.

With a brimming smile, as broad as the Ford truck he drove to work that day, Andrew Halls' crisp British accent and the spark of fun in his eye hint there's a bit more to this operation than meets the eye. Shelves are lined with magical treats, a tribute to the world-class Oregon hazelnut. The only thing you won't see is the wizard's pointy hat.

"He's literally the wizard behind the curtain for the Oregon hazelnut," said Lisa Pascoe, a 24-year employee of neighboring Northwest Hazelnut Co. "He does all the retail packs for us at Northwest Hazelnut, Hazelnut Growers of Oregon (Wilco), George Packing Company, and numerous small companies who put hazelnuts on the retail shelf."

"He makes Oregon hazelnut processors look brilliant, but it's his work and innovation in flavor and packaging that's creating an amazing retail presence for the Oregon hazelnut," Pascoe affirms.

"A wizard?!" Andrew laughs. "I'm just doing what I love! I get a high — a lot of self-gratification — from making my customers happy. Part of me loves to solve problems. It was the same in automotive when I turned factories around."

And it is FUN to hear how Andrew turned this little factory around.



In early 2010 Andrew packed up his entrepreneurial spirit and landed in the Pacific Northwest from Toronto, Canada. A 30-year veteran of auto manufacturing for Ford Motor Company, he asked a business broker to find him "something in manufacturing where I can be my own boss."

"I know of a distressed candy making factory in Aurora," the broker told Andrew. He was soon on the road to Aurora to meet the founder, Ersel Christopherson (who famously made hazelnut toffee in his kitchen with his wife, Joan, and was featured in *Bon Appetit* magazine). One quick spin through the factory and he said, "I'll buy it!"

By September, he was churning chocolate hazelnuts under his Pacific Hazelnut label and climbing a steep learning curve, which he describes more like a

"hockey stick" (60% of production occurs October through December). When he noticed local hazelnut growers sending their nuts to California for packing, he quickly deduced how to turn his operation around.

"I called every competitor and asked, 'Why are you shipping your hazelnuts to California? Come to me.'"

He put his wizardry to work, studying the market, knowing what sells, offering competitive pricing and small run sizes, plus the one piece of magic that keeps his customers coming back like ants to — well — a candy store. Customization. Personalization and innovation touch every aspect from packaging and flavoring to the chocolate, colors, and roasts. He scales

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The Wizard of the Oregon Hazelnut

Continued from Page 7

production to his customer's market, business, or event (as small as 50 pounds), making a retail presence possible for any size grower or company.

"The customer is my hero," says Andrew. "They have a vision and we get to pull that out of them. When he or she says, 'That's what I was looking for!' I know I've got a winner." One trade secret he happily gives away is listening to the customer. "Every time someone walks in the door I'm listening," he says, "and they're asking for a piece of Oregon."

His first packing customer in 2011 has grown three-fold. In the five

seasons since, Pacific Hazelnut has grown over ten-fold. He's recently achieved both Organic and Free Trade certifications and is gearing up for another "hockey stick" ascent in 2017.

In his test kitchen, Andrew leans over the same copper kettles Ersel and Joan once used. He keeps on perfecting recipes: panning and enrobing hazelnuts, almonds, coffee beans, and other Oregon fruit, for a growing list of customers who know that Andrew listens. Like the engineer he is, he studies the markets and future trends for the Oregon hazelnut.

Without the Wizard, where would Oregonians go for a "piece of

Oregon?" In high season, busloads of tourists stop at Pacific Hazelnut daily, buying up "pieces of Oregon" 'til the shelves are bare. Around the Pacific Northwest — whether the label reads Pacific Hazelnut, Northwest Hazelnut Company, Oregon Orchard, or one of the other local brands; and whenever you find local hazelnut products at Coastal Farm & Ranch, Wilco Farm Store, Made in Oregon, Roth's IGA, or a number of local farms — you can then pull back the curtain to trace most every cleverly customized retail pack to Andrew Halls and his magic wand at a small, but spunky, candy factory in historic Aurora, Oregon. ■



THE WIZARD'S ORIGINAL RECIPES

When developing new flavors and products Andrew works as a team with Tom and Jorge, experimenting in the original test kitchen. It usually takes two to three weeks and several batches to achieve perfection and document the process and recipe. Every flavor profile is unique to Pacific Hazelnut. Here's a short list of flavor innovations:

- Original Hazelnut Toffee
- Chocolate Flavors (panned, enrobed or double-dipped)
- Milk Chocolate
- Dark Chocolate
- White Satin Chocolate
- Butterscotch
- Cherry
- Mango
- Marionberry
- Mint
- Pumpkin
- Salted Carmel Chocolate
- Yogurt



Take a Factory Tour at Pacific Hazelnut!

In a few short years Andrew Halls has helped to grow the retail hazelnut market dynamically by exposing it to many new retailers, Oregon stores, and new markets. Business clients, farmers, retailers, and event planners can meet Andrew to discuss their product and packaging ideas.

Come see Pacific Hazelnut's 48-foot-long, 64-degree, 15-minutes-from end-to-end, cooling tunnel. Andrew can run his 70-year-old machine up to 100 pounds per hour all day long — even beating new and modern machines at holding temperatures. "When you see the episode of 'I Love Lucy' in the chocolate factory, this is where she would have been standing," he points. Sometimes I think it was this machine — it's so old!"

After the tour you'll find perfect holiday gifts for out-of-state friends and family members that can be shipped directly from historic and beautiful Aurora, Oregon.

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A man with short brown hair, wearing a bright pink long-sleeved button-down shirt and blue jeans with a brown belt, is leaning against a rustic wooden fence. He is smiling at the camera. The background is a blurred outdoor setting with a building and trees.

A Powerful Voice

for Rural Oregon

MEET REPRESENTATIVE MIKE MCLANE:

LAWYER, LEGISLATOR, PUBLISHER,

AIR NATIONAL GUARD JAG, AND

CHAMPION OF THE OREGON FARMER.

BY NAOMI INMAN

The summer of 2017 sizzled on every side for Rep. Mike McLane — lawyer, legislator, publisher, and Air Guard JAG — who has served in the state legislature since 2011 and represents most of Central Oregon.

It wasn't just forest fires and solar eclipse traffic jams for Mike. Summer began with hot debates on the transportation package and balancing Oregon's budget. More sizzle was added as the three-term Republican House caucus leader caught the notice of the Trump administration, as a leading candidate for U.S. Attorney for Oregon — the state's top federal prosecutor.

News about Mike ran in papers statewide, attracting Oregon's biggest conservative activists and financial backers, who asked Mike to consider running for governor — a request that usually goes the other way around.

Although Mike has since ruled out an immediate run for governor, one quickly realizes Mike McLane is the face of Oregon's future in one way or another.

For now, he has bigger fish to fry. He's sticking with the legislature and told *The Oregonian*, "Oregon desperately needs solutions to serious problems caused by one-party rule in Salem. I don't want to be a cause for division that could hurt the chances for real change in 2018."

He's staying at bat for real change.

His dogged commitment to real change is evidenced in numerous legislative accomplishments, among them the Small Business Tax Cut of 2013, the Water Supply Initiative (2013, 2015), and the Data Center Bill (2012, 2015). A life-long advocate for the people of rural Oregon. He gets fired up just talking about it, saying, "I first ran to be a voice for the rural poor."

#CentralOregonEclipse

On the eve of the solar eclipse, Mike McLane found his patch of green lawn in Powell Butte dotted with tents. A dozen or more friends and family lounged on the trampoline, and hung from hammocks in anticipation of Central Oregon's celebrated phenomenon.

As luck would have it, the McLane homestead was prime eclipse real estate.

Posts fluttered across Facebook, including one of Mike and Holly, and their three grown "kids," Ben (23), Jacob (20), and Mary (18) donning eclipse glasses. They shared their stories on the Facebook cloud — a "cloud"

that sat literally less than two miles east of their small farm — the half-million square foot Facebook Data Center.

It was the very data center that their dad, Representative McLane, had so hotly debated in the legislature to make possible, in the middle of Oregon, in the middle of a recession.

"One type of farm I never expected my signature legislation to be about is server farms!" Mike laughs, "but I helped preserve the growth of the data center industry in Oregon. Prineville used to be known for timber and tires. Now it's timber, tires, and technology."

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"Prineville used to be known for timber and tires. Now it's timber, tires, and technology."



A Powerful Voice for Rural Oregon

Continued from Page 11

Mike never expected server farms to be part of his story, but the data center legislation is tell-tale of his motivations.

Among these driving forces are his life-long advocacy for Oregon farmers and rural communities; his quest to foster civil dialogue in the legislature; and his unflagging efforts to bring about bipartisan solutions to serious problems.

And — when you get to know State Rep. Mike McLane — you'll quickly discover the fire in his belly is lit by people's stories. "Every person you meet has a story," he reminds. "It's interesting how much we're connected."

What could be more about stories than welcoming Facebook to Central Oregon's sunken living room? The 29-million-year-old,

25-mile-wide, caldera of Prineville.

Forging a deal for Facebook and Apple on otherwise unstoried sagebrush and rock is now a chapter of Mike's legacy. If you leaf back through the pages, this thing called "politics" for Mike all started as a farmer's son.

#TheKidFromCondon

Ask Mike where he first cultivated his political drive and passion for agriculture and you'll find his aspirations are homegrown. Mike grew up in the century-old, farming community of Condon, Oregon (population 685), nestled on the wheat-swept plateau above the Columbia River.

"I have a great fondness for that little town!" he enthuses. "It was a charmed life in a lot of respects." He played every sport because every sport needed players, and was elected chapter president for Future Farmers of America

(FFA) at Condon High School.

His parents, Dick and Patty, farmed 360 acres of alfalfa across the river in Tri-Cities, Washington. His summers were spent moving irrigation pipe with his dad and suffering "hardship." "I suffered the hardship of no television on the alfalfa farm," he banters.

From the back porch of his Powell Butte home, he grills burgers for the family and warmly recalls his mom's spiritual and bookish influence over him, saying "She taught me to read and think for myself."

Coupled with his dad's work ethic, mom's influence turned Mike into a voracious reader of biographies, the Chip Hilton sports series, American History Illustrated, and Mad Magazine — what he calls "the two sides of my thinking: historical and zany."

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“A lot of these heroes I read about were legislators and lawyers, such as Abe Lincoln... and that greatly influenced me to study law.”

In his small town, politics was a team sport with spirited political discussion. “In a community like Condon,” he reflects, “you didn’t get to choose your teammates, you’re stuck with what you got... so it teaches you how to get along and respect people with different opinions.”

That ethic — of respecting opinions, forging agreements, and finding solid ground for the team — has become the warp and woof of his political makeup. As a teen in the 1980s, he remembers seeing how agriculture and rural communities needed a voice in Oregon. He felt the call to become an advocate.

“I’ve always had the understanding that, when the bandwagon gets going, injustice can happen,” he explains. “When everyone adopts groupthink, there’s a need for somebody to stand up and ask tough questions. I felt agriculture was on the receiving end of groupthink. Yet agriculture saves more lives than anything else I know.”

#MikeMeetsHolly

At their kitchen table in Salem, Mike and Holly look like two college kids. He’s wearing a navy-blue sweatshirt with the Oregon state seal. Her red Jersey reads “Chin Up America!” If they were to run for Oregon’s first couple, they’ve had lots of practice.

“On our 30th anniversary this June,” Mike recalls, “I was on the house floor fighting for a

“When everyone adopts groupthink, there’s a need for somebody to stand up and ask tough questions.”

transportation package.”

Sparks still fly in a room with this formidable duo. They banter and exude passion about Oregon, people, policies, and each other. While many of their era have a fondness for iconic fashions, music or movements of the 80s, Mike’s fondness veers toward one day especially.

“The first week of Spring Term in 1986 I was in the OSU bookstore,” he recalls. “I timed it just right to hit the checkout line next to Holly Craig.” He still has a glint in his eye telling the story and Holly still loves to hear it.

Mike first noticed Holly when his fraternity organized the FFA State Convention and Holly was a celebrity: the first female State President of Oregon’s FFA.

Her leadership talent, blonde locks, and plucky personality got Mike’s attention. But, it was her faith and love for Oregon agriculture that sent cupid’s arrow — and sparks — flying.

By June 1987, Mike was holding a bachelor’s diploma in one hand (BA in Agricultural Economics, Minor in Geology) and a marriage license in the other, marrying Holly, and setting out to study law at Lewis & Clark College.

She finished college at Portland State University and went on trade missions with the Oregon Department of Agriculture Marketing Division. “I just loved marketing Oregon,” she remembers.

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A Powerful Voice for Rural Oregon

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While Mike clerked in Salem with Oregon Supreme Court Justice Michael Gillette, Holly worked a bipartisan gig, as administrative assistant to both Democrat Vera Katz and Republican Kelly Clark.

#FlyingRhinosFallingTowers

The 90s found Mike and Holly in urban Portland near Grant Park. Holly worked for the Oregon Film Commission and Mike worked in business law at Stoel Rives before assisting with prosecutions in Multnomah County Circuit Court.

In quick succession they had two sons, Ben and Jacob, and a daughter, Mary. They partnered in a fledgling publishing company, Flying Rhinoceros, with Holly's high school friend and artistic talent, Ray Nelson. It blossomed quickly into a children's curriculum publisher and an animated television series on CBS (Flying Rhino Jr. High, 1998-2000).

The dotcom crash of 2001 clipped the wings of their

Flying Rhino venture. Then the unthinkable happened.

Mike remembers watching the twin towers fall on September 11, 2001, and making an instant decision. He joined the Oregon Army National Guard. Since 2005 he's been certified both Army and Air National Guard and is currently the lead JAG (Judge Advocate General) in the state for Air National Guard.

"That's when we started talking about a small farm experience for our kids," says Holly, "to raise our kids like we were raised, to have a 4-H project, to raise a goat and a pig, and enter it in the county fair."

"In 2003, we decided together with my brother Cameron to move our families to Central Oregon. My kids spent precious years with their uncle and cousins. My brother died in 2013 of colon cancer," says Holly. "It paralyzed us for a while."

"Our kids called him Uncle Fun," Mike saddens. "He first called to tell me he had cancer when I was on the floor of the

House. He was my best friend. Losing Cameron was the hardest thing I've ever experienced."

#MrMikeGoesToSalem

From the front passenger seat of his SUV, Mike points out the Facebook data center and talks about the local economy on his way to Prineville Men's Wear for a new pair of jeans.

"When Holly said to me, 'People are hurting and it's time to run,'" Mike begins to share, "I knew it was time. We've always made decisions together. I was watching the devastation of central Oregon communities first hand. So many difficult stories."

"I felt like the voice of those in agriculture, construction, small business — all needed someone in Salem who had walked their walk. I wanted small communities restored to their original beauty. I wanted to give our children options to raise their children where they want. Having technology East of the Cascades is important."

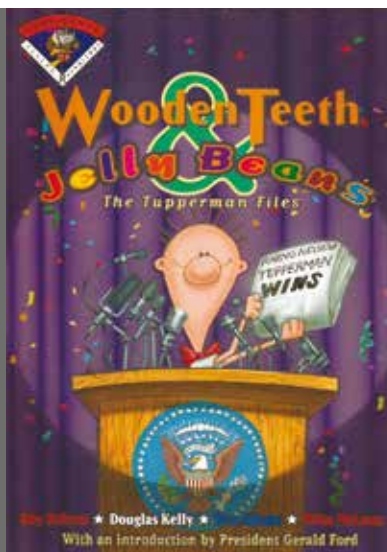
"By 2009 we were just holding our breath," said Holly, "watching job loss all around us, and my brother Cameron too. He had to move his family."

One remnant of city life they transplanted from Portland was a tradition they had dubbed the Voters Pamphlet Parties, "with a healthy mix of Rs and Ds," pipes Holly. Their parties had upwards of 50 people who came for "good food, good beer, and good political discussion."

"Our goal was to create a space for civil dialogue and

AUTHOR OF CHILDREN'S BOOKS

Mike co-authored *Wooden Teeth & Jelly Beans*, among others, with Flying Rhinoceros. Visit your favorite online retailer to grab a copy!





“I felt like the voice of those in agriculture, construction, small business — all needed someone in Salem who had walked their walk.”

understanding where we could be informed about the issues and it was safe to debate and have differing opinions,” said Mike.

They assigned a ballot measure to each couple or individuals to research and present the pros and cons without revealing their true position. Then they’d vote on who did the best job.

“It was super interesting what you learned about people,” said Mike. “Someone even told me, ‘I never knew you were a damn liberal.’ But the reality was, I was just debating the opposing side.”

It was great practice for honing Mike’s leadership style: listening to all sides of the issues, caucusing, and building relationships. Mike ran for office in 2010, making job creation a main focus. In 2011, he was sworn in, chosen House

Minority Leader in 2012, and re-elected in 2012, 2014, and 2016.

#PictureFromPowellButte

Looking over the town of Prineville from Ochoco State Scenic Viewpoint, Mike paces excitedly, talking about promising future chapters for business and families in the region. He’s wearing an OSU Beavers polo shirt, hoping to catch the preseason football game against Colorado State at a local brewery.

On this August afternoon, smoke from the Millie and Nena fires obscure the panoramic view of mountains that normally dot the caldera’s horizon like jewels on a crown.

“This town went from the hardest hit town in the great recession, to near full employment,” he says,

pointing towards Crook County’s historic Courthouse. “Now our schools are getting support from Facebook and Apple. Parents are attending parent-teacher conferences, becoming Little League coaches, coming to games. It’s looking like a system supported by the community!”

In the last six recession years, building and construction trades put in 9 million man hours of work in the growing data centers. Mike is grateful for the bipartisan support and friendships gained in the 2011 and 2012 legislative sessions, that resulted in the first “Facebook Bill.”

“I look back and think, that’s how Oregon should work. A Democrat from Beaverton should actually care about

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A Powerful Voice for Rural Oregon

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Prineville — about the stories of people east of the Cascades,” he remembers in working with Sen. Mark Hass (D, District 14).

It becomes crystal clear, on this smoky day, that he sees every person as the hero of their own story, and their stories compelled Mike to run for office. These everyday heroes have fueled his three-hour commute to Salem for seven years and running. They continue to fuel his aspirations for statewide leadership.

On my way out the front door of his Salem home (nicknamed “the bunker”), I notice a large portrait of Harry Truman. It once belonged to Mike’s parents, who valued Truman’s farming roots and kinship for the common man.

Then, in typical, fun-loving fashion, Mike quickly holds up a banner he won for buying a 37-pound turkey at the 4-H and FFA auction. It reads, “Crook County Fair, Champion Turkey 2017.” It’s an irresistible photo op, and Holly bursts out laughing. The two sides of his thinking, “historical and zany” seem to surface in many a serious moment.

Mike won’t be running for governor this time around. But he keeps his eye on Oregon’s future, and doggedly advocating for Oregon’s everyday heroes. Should he and Holly one day find themselves as Oregon’s first couple, their oneness of purpose and passion for Oregon which now fill a room, will easily fill Mahonia Hall.

Funny thing. On February 26, 1979, Mike was living in Condon,



Oregon. The path of totality for the solar eclipse passed over his home. It was cloudy that day and not much to see but two minutes of total darkness. But still, how lucky can one guy be? ■



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Living to Serve



When the *Oregon Family Farmer* sat down with State Representative Mike McLane, we quickly realized that Oregonians were getting a two-for-one leadership team. Holly Craig McLane is not only the supportive wife of an agricultural advocate, she is herself a lifelong advocate and champion of Oregon's ag community.

BY NAOMI INMAN

When 12-year-old Holly Craig uprooted from the southern California suburbs to Chehalem Mountain in Newberg, Ore., her dream came true of owning a horse and “going on trail rides all summer long,” she remembers.

By her senior year at

Newberg High, Holly achieved a new dream as first lady of Oregon's FFA. The 1985 FFA State Nominating Committee selected her as State President, the first female to hold the office in Oregon.

“I can't think of any other club that immerses you in leadership training

and hands-on learning like FFA. You just can't replicate that in the classroom,” says Holly. “I had the experience of a lifetime.”

Throughout the 1985-86 tour as state president, her team visited every FFA high school in Oregon twice, teaching leadership seminars

“Living to Serve” is the fourth stake in the FFA motto; a mission Holly lives out as the wife of State Representative Mike McLane, the mom of three, and a tireless advocate for food-insecure families in rural Oregon.



and staying in dozens of host homes. “That’s when I realized there was an entire state east of the Cascades. I also realized my huge passion to be an advocate for Oregon agriculture.”

She spent a week in Washington, D.C., even garnering a newspaper snapshot of herself on the front row as President and Nancy Reagan walked past. A prized clipping in her scrapbook.

Holly’s tenacious drive was cultivated at Newberg’s FFA chapter under the legendary leadership of FFA advisors Bob Beckner and Ron Stebbins, who first spotted the curly-haired dynamo at Renne Jr. High’s student council and wrote asking her to consider joining FFA.

“I wrote them back, thanking them for the invitation but saying I wanted to wait and see,” says Holly. “The next thing I knew, Mr. Beckner and Mr. Stebbins

showed up at my door saying they had never received a letter back, and that was invitation enough. They pitched me and my parents about agriculture.”

Holly was soon signed up for ag class while her friends set sights on cheerleading. Although agriculture intrigued her somewhat, the leadership track excited her most.

She started college at OSU and completed her marketing degree at

Portland State University. She interned with the Oregon Department of Agriculture marketing division, worked in the Oregon legislature, and the Oregon Department of Economic Development. “It didn’t matter how, I just always loved marketing Oregon,” says Holly.

“Living to Serve” is the fourth stake in the FFA motto; a mission Holly lives out as the wife of State Representative Mike McLane, the

mom of three, and untiring advocate for food-insecure families in rural Oregon.

You’ll find her these days helping administer the 10:17 Cattle Project, an outreach of Shiloh Ranch Cowboy Church that raises cattle to provide roping calves for local arenas, and has donated over 30,000 pounds of high-quality beef to local families in need since 2014. Learn more about the Cattle Project at www.1017project.com. ■

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TEN SEVENTEEN
PROJECT

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AT SHILOH RANCH
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Tillamook County Creamery Association Donates \$1.5 Million for OSU Research Facility

Modern labs and classrooms will allow for educational experiences and research projects for both student training and industry collaborations.

BY JULIE NOLTA

Early this year, the Tillamook County Creamery Association (TCCA) announced its plans to donate \$1.5 million towards

the construction of a new dairy pilot plant at Oregon State University in Corvallis, Oregon.

The planned Food and Beverage facility is part of OSU's Department

of Food Science and Technology and will provide space for research, testing, and teaching related to the dairy industry and other important Oregon food and beverage industries.

OSU's current dairy processing program provides education to train a professional workforce, conducts research benefiting the needs of regional dairies, and offers extension



services to professors.

TCCA is a 108-year-old cooperative owned by Oregon farmers who produce Tillamook-branded dairy products, and they state their donation demonstrates their confidence in OSU to train the next generation of dairy scientists and to significantly advance their industry in partnership with other companies around the Northwest. This donation builds on earlier contributions which helped create the existing Arbuthnot Dairy Center. OSU thanks the TCCA for helping them grow the Northwest dairy industry.

As part of OSU's Oregon Quality Food and Beverage Products Initiative, university students will produce cheese, ice cream, dairy-based powders, and other cultured products in an automated manufacturing plant with state-of-the-art equipment. Modern labs and classrooms will allow for educational experiences and research projects for both student training and industry collaborations. The

undergraduate program focuses on manufacturing, and graduate students participate in higher level, technical research to directly benefit the industry.

The Northwest dairy food industry is making great strides in the development of new and award-winning products now being sold around the world, notes the Oregon Dairy and Nutrition Council. With the new proposed pilot facility at OSU, it has the potential to advance even further with a technically trained, new generation of food scientists and technologists.

The United Dairymen of Idaho agree, and state that along with a skilled workforce will come increased trust in the Northwest dairy industry and increased demand for Northwest dairy products.

The new OSU dairy facility is projected to cost \$6 million, \$3 million of which is planned to come from donations. The other \$3 million is in the form of a proposed state bond now before the 2017 Oregon Legislature. ■

"...their donation demonstrates their confidence in OSU to train the next generation of dairy scientists..."



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Northeastern Oregon Russian Thistle

Resistant

to Glyphosate Herbicide



BY JULIE NOLTA

Researchers at Oregon State University have some unfortunate news for northeastern Oregon farmers — in that area of the state, the Russian thistle has developed a resistance to glyphosate, one of the most widely used herbicides in the United States.

The weed, Russian thistle, also known as a tumbleweed, rolls with the wind, spreading its seeds over long distances which may be allowing the glyphosate resistance to spread very quickly.

“The scientists from OSU are working with growers to slow down the resistance to glyphosate by rotating different herbicides and using other weed control practices.”

Weed scientists say this species causes serious crop production problems and is a major threat to the sustainability of the wheat cropping systems of the inland Pacific Northwest. It costs U.S. farmers an estimated \$50 million annually in control measures.

Each plant produces more than 50,000 seeds and is often the predominant weed in many grain-producing fields. Glyphosate is the herbicide of choice for growers in the arid region of northeastern Oregon who rely

on repeated applications to control Russian thistle after harvest and in summer fallow.

The scientists from OSU are working with growers to slow down the resistance to glyphosate by rotating different herbicides and using other weed control practices.

Glyphosate is cheaper than other herbicides which has encouraged its repetitive use and raised the likelihood of resistance. However, they’re encouraging farmers to immediately begin other approaches to controlling this troublesome weed species.

Farmers in northeast Oregon were reporting difficulties with controlling Russian thistle with glyphosate in the fall of 2015. The following February, OSU researchers randomly collected samples of the Russian thistle from fields in Umatilla, Morrow, and Sherman counties.

They discovered that three of the samples in Morrow County were glyphosate-resistant and were likely treated with glyphosate much more often than the plants that were susceptible to the herbicide.

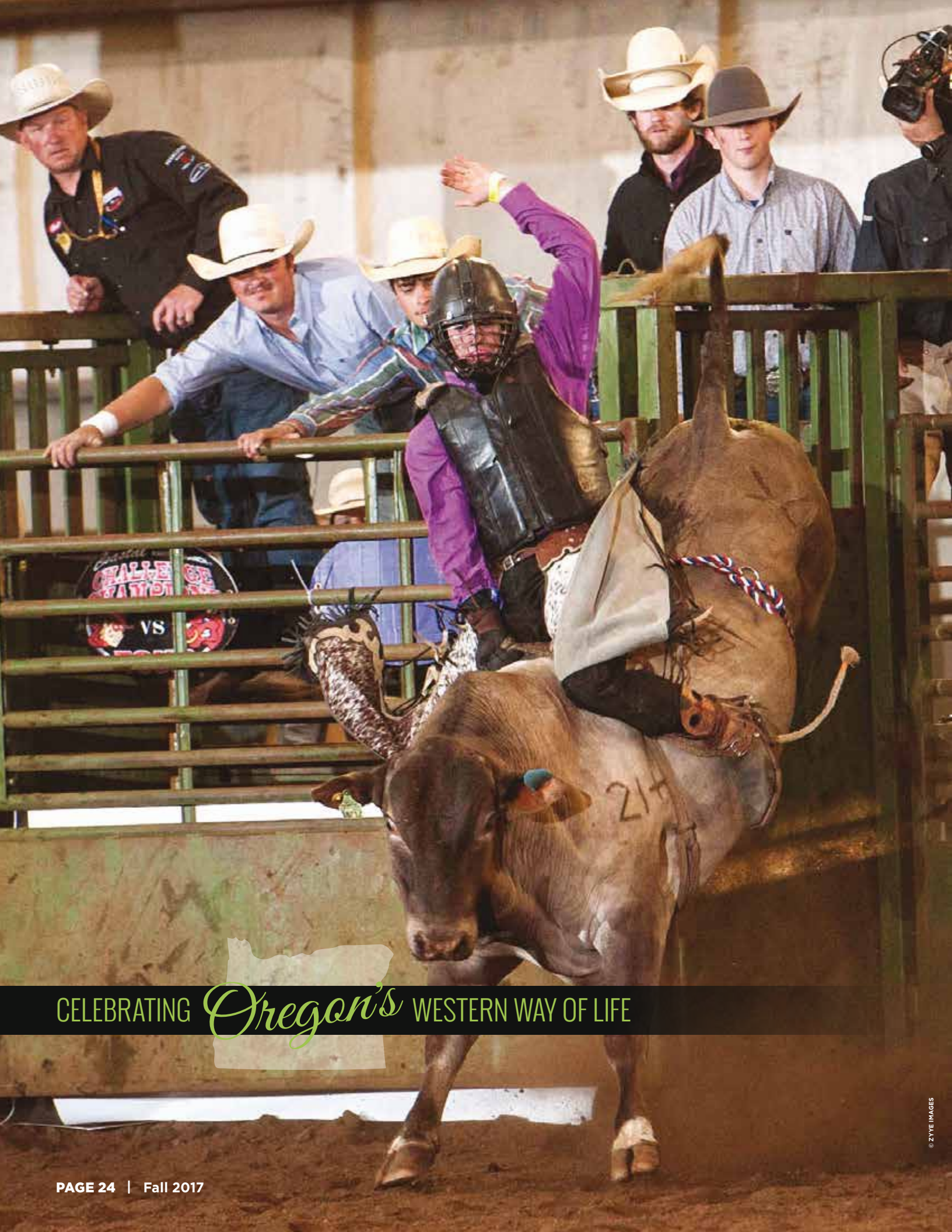
Russian thistle was first introduced into the United States in 1873, and today it’s common throughout the western United States—having invaded about 100 million acres. It is particularly well adapted to California’s climate of winter rainfall and summer drought. ■



CC PHOTO BY ERIC CHAN

The Agricultural Research Foundation of Oregon funded this research. The foundation is a private, non-profit corporation and an affiliate of OSU’s College of Agricultural Sciences. The finding is published online in the journal *Pest Management Science*.

Judit Barroso, weed specialist at OSU’s Columbia Basin Agricultural Research Center at Pendleton, removing Russian thistles (tumbleweeds) from a research plot. Photo by Stephen Ward, Oregon State University.



CELEBRATING *Oregon's* WESTERN WAY OF LIFE

Top-ranked Bull Rider Justin Houston: Inspiring the Next Generation

BY NAOMI INMAN

On a warm summer day in 2003, John Houston set four-year-old Justin Houston astride a small red calf. Little legs, barely the diameter of a baseball bat, clung to the bovine frame. Soft dusty hands held the braided rope of grass and leather. His bright eyes and confident but cautious smile gave his dad the go-ahead.

Ready to ride.

Even that first bumpy ride around the field in sleepy Coquille, Oregon, made Justin's dad a half-pint proud. "From the first time he got on, he just put his head down and went forward," says Houston. "All I've ever had to do is give him the tools. He's the one who's always had it in his heart to do this, so I won't take any of the credit."

Pretty impossible though. Justin always tips his hat to Houston. "My dad started me out at four years old and I've loved it ever since. He's taught me everything I know: more than I can ever thank him."

Twice the Fun on Double Dose

An explosion of double-digit G-forces on a bull named Double Dose lifts 18-year-old Justin Houston two body lengths



Justin Houston with his dad, John Houston.

COASTAL FARM & RANCH 2017 RIDER STANDINGS

Rank	Bull Rider	Hometown	Total
1	Justin Houston	Coquille, OR	175.5
2	Jory Markiss	Dallas, OR	168
3	Ryan Prophet	Twin Falls, Idaho	90

above the Albany fairground arena. It's stop number four on the Coastal Farm & Ranch Challenge of Champion's Tour (CCT or The Tour).

Justin's magenta shirt sleeve and free hand wave in rhythmic and controlled action as Double Dose

Continued on Page 26

Top-ranked Bull Rider Justin Houston

Continued from Page 25

delivers a full rotation to the left before an abrupt pivot clockwise, lifting and extending his hind legs in an attempt to free the flank rope.

Each time Double Dose's forelegs hit the ground, his hips swing a 120-degree arc, legs punching the air above the arena in a formidable flick toward the stands. His own hips flexing and centered, Justin maintains close contact with the bull through the qualifying eight-second ride.

Suddenly, the bull touches his horns to the ground, reversing his spin in a counter-clockwise twist. It does the trick. The eight-second horn sounds. And Justin, still in the air, pulls the rope's tail to release his grip, using the bull's momentum to dismount the off side. He lands chest-first on the earthen floor before scrambling

to get distance from the bull.

Two bull fighters give Justin an attaboy hug and slap. In moments, Justin's score — the first qualifying ride of tonight's Tour — pops up on the screen: 90 points. A fine score to win both the night, and Justin's first-ever back-to-back win on The Tour. At the close of the rodeo, Justin steps into a ring of fire to win the Albany buckle.

Three Generations and Counting

Among the most dangerous organized sports there is, half of all rodeo injuries occur in bull riding. One in 15 rodeo bull rides ends in injury. It's no secret that bull riding isn't for the faint of heart. Not the faint-hearted boy. Or dad. Or mom. "My mom does get nervous, but she knows that I love the sport and she's behind me 100 percent,"

Justin says confidently.

His confidence is deeply rooted in family. At least three generations of rodeo mastery undergird every split-second reaction hardwired into Justin's 145-pound frame. His dad was a bull rider. His mom Stacy Houston, his uncles, Mike Houston and Sam Storts, grandmother Melody Storts, and grandfathers Jerry Storts and Chum Summers — all competitive rodeo athletes in riding, racing, and roping.

Baby sister, eight-year-old Harley Houston, has won several buckles and saddles in barrel and flag racing. Older brother, Brayden Houston, was a state champion high school team roper.

Unlike the abundance of athletes in less-terrifying sports, up-and-coming bull riders are few and far between. Justin is the only bull rider in Coos County (that he knows of). The decision to ride bulls competitively is often made well before age 10, with family support and an uncanny combination of bravery, common sense, and rigorous athletic training.

By his Freshman year of high school Justin dropped all other sports: football, wrestling, and track. "I knew that I wanted to put my heart into bull riding," he quips. His daily training involves three full hours of weight training, cardio, balance training, barrel practice, and bareback riding; punctuated with weekly bull riding sessions with good friend, Dawson Branton.

And then there's the mental game.

"I try to stay calm, relaxed, and focused," Justin explains. "Over the years, I've had to experiment

Bull Riding Trivia

- The average bull weighs about 2000 lbs. (range 1800-2400).
- Professional Bull Riders (PBR) was formed in 1992 by 20 bull riders who pooled their money (\$1,000 each) to make their rodeo event its own sport.
- The Coastal Farm & Ranch Challenge of Champions Tour (CCT) was formed in 2009 with only three events, and now has 18 events per year.
- Bull riders experience between 10-26 Gs — numbers common for jet fighter pilots and astronauts.
- The top possible score for a qualified 8-second ride is 100 points. No PBR rider has yet to achieve a score of 100. The highest has been 96.5.
- A rodeo clown, or bullfighter, protects bull riders by distracting the bull. In 1995, Earl W. Bascom was honored at age 89 as the oldest living rodeo clown in the world.
- The hardest bucking bull to ever be ridden is believed to be Red Rock, who dislodged more than 300 riders in the 80s. He was never successfully ridden for eight full seconds during his pro rodeo career.



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“At least three generations of rodeo mastery undergird every split-second reaction hardwired into Justin’s 145-pound frame.”

with my attitude... and learned the happy medium between calm and confident. And believing in myself — that there’s not a bull that can buck me off.”

His worst ride ever? Last September he was crunched in Condon, Oregon, when he got hung-up on the bull. “He stepped on my chest and my head, knocking me out and puncturing my lungs,” he recalls quite matter-of-fact.

For three months he pushed through to a full recovery and achieved his goal of starting The Tour by January. His goal now? He’s aiming for the top three standings for the CCT Finals. He aims to reach the National Finals Rodeo in Las Vegas (NFR) and compete

at Professional Bull Riders (PBR).

A Humble and Promising Future

CCT founder Jason Mattox (a retired champion bull rider), says Justin has all the makings of a future buckle at PBR and NFR. “Justin’s the one to beat and you’re gonna hear his name a lot,” he vaunts, just moments before the rodeo. “He’s a great asset to our tour. He lives, eats, and breathes bull riding. He’s a role model to younger kids. We’re looking forward to the future of that kid.”

Dad, John Houston, echoes Mattox. “Justin’s strongest character trait is the humbleness in him,” says Houston. “No matter how good he does, he always goes back to

2017 CHALLENGE OF CHAMPIONS REMAINING EVENT SCHEDULE

(Events subject to change)

RENO, NV
November 11, 2017

CENTRAL POINT, OR
Tour Finale
January 6, 2018

CCTBULLRIDING.COM

square one, to learn more and show kindness to all the kids and everyone around him.”

Minutes before entering the Albany arena, Oregon Family Farmer found Justin outside the bullpens. He’d just drawn his poker chip to match him with Double Dose, the bull he’d had his eye on. He flashes a shy grin when I comment on the champion buckle he earned on Duck Butter in Hermiston one week earlier. In characteristic humility, he turned the spotlight back to CCT founder Jason Mattox, who has mentored many young bull riders on the Tour.

“I’m here because Jason’s had a huge influence on my career,” said Justin, “more than I can thank him.” ■

Oregon Family Farm Association Legislative Review 2017

BY RICHARD KOSESAN

Oregon's 2017 Legislative Session convened on February 1, and came to a close on July 7, 2017, just three days ahead of the Constitutional deadline.

Financial issues, and balancing the state's 2017-2019 General Fund budget, were at the forefront of nearly all discussions throughout the session. Despite the rhetoric, legislators were able to balance the budget without a significant personal or business income tax increase. The only exceptions were what is referred to as a "provider tax," to assist with funding the

Oregon Health Plan, and a major increase in transportation taxes and fees (not in the "General Fund").

Oregon did not face a revenue shortfall, nor did it face the massive budget deficit that legislators and the media opined about early in the session. When the dust settled, legislators had adopted a General Fund budget of \$19,858,791,680 for the 2017-2019 budget period, an increase of approximately 10.4 percent over the 2015-2017 budget period. Not exactly "the sky is falling" hype heard from the media.

In general, this legislative session was a very hostile environment for Oregon farmers, ranchers, and business owners; especially small or family operations that do not have particular "political pull" with the majority politicians in Salem. It was a session that agriculture, natural resource, and small business lobbyists were happy to have survived without terrible and long-term damage to our clients.

Positive Momentum

On the positive side, several of the Oregon Family Farm Association's (OFFA) proposals were successfully passed and signed into law.

SB 520, introduced by OFFA, brings clarity to some of the election provisions associated with irrigation districts; a positive step forward to avoid local conflicts.

A second bill, SB 634, will have a very positive impact for agriculture. Our amendments to SB 634 were adopted, expanding the definition

of "woody biomass" (for renewable energy generation) to materials that grow on a farm or rangeland or are a by-product of agriculture or related activities. The definitional change will likely result in turning what has traditionally been considered waste debris into what may be profitable by-products.

Livestock-Related Issues

Governor Brown originally proposed to eliminate much needed funding for "wildlife services." Effective lobbying by agricultural lobbyists ensured that funding was maintained through both the Department of Agriculture and the Department of Fish & Wildlife budgets. A close call, but a win.

SB 785 aimed to curb the reasonable use of animal antibiotics, but was ultimately defeated. Additionally, legislation requiring a licensed veterinarian to provide a written prescription for animal pharmaceuticals (SB 222) was rejected.

Another issue that failed was SB 6, which would have required

"This legislative session was a very hostile environment for Oregon farmers, ranchers, and business owners"



OFFA Lobbyists, Richard Kosesan and George Okulitch.



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anyone engaged in trapping activities to check traps at least once during each 24-hour period and to post signage within five feet of any trap set on public land. The bill died in the Senate.

Pesticide-Related Issues

SB 499 would have dramatically expanded potential liability for those engaged in farming or forestry practices using pesticides. The measure would have allowed a private right of action against the farmer or forester, in certain pesticide related conflicts. This very dangerous bill died, but we will see it again soon.

SB 954 was directed at forestry practices and would have required anyone applying pesticides by air to ensure an application does not

occur within a watershed supplying water for human consumption to a residence or school, or within a strip of at least 60 feet in width adjacent to the boundaries of such a watershed. Obviously the OFFA supported our friends in the forestry industry, as regulations applied to forest practices typically make their way into bills proposing further regulation of farming practices. This measure died in the Senate Committee.

Water-Related Issues

HB 2706 represented the introduction of a “water tax.” The measure would have established an annual “management fee” of \$100 on each primary and supplemental water right held by an individual. The fee would have been capped at \$1,000

for those individuals holding multiple rights. Fortunately, the measure did not advance during the legislative session.

HB 2705 would have required agricultural water users to install measuring devices and report their water use on a schedule set by the Water Resources Commission. Failure to install such devices, and comply with the associated reporting requirements, could have resulted in a civil penalty of up to \$500 each day. The measure failed to advance.

Cooperative Reform

With the recent failure of Pendleton Grain Growers (PGG) appearing to be heading towards

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Legislative Review 2017

Continued from Page 29

costing farmers a great deal of money, and other high profile cooperative failures in the recent past that have cost Oregon family farmers tens of millions of dollars, OFFA introduced two simple and straight-forward reforms to Oregon cooperative law to protect individual farmers. Cooperatives have special exemptions in Oregon state statute, contained in Oregon Revised Statutes Chapter 62.

SB 523 would have restated the current federal law that board members of a cooperative owe the members of the cooperative a fiduciary duty (A legal obligation of one party to act in the best interest of another.), and then the bill would have specifically added that officers/executive staff also owe the members a fiduciary duty. This is a very important change so that an executive of a co-op is not motivated to hide, or misstate, financial difficulties to the farmer/members in order to protect the manager's high-paying job in the short-term — but which ends up costing family farms millions of dollars in the long-run.

SB 524 would have provided that a grower's contract is void if a board member, officer, employee or agent of a cooperative misrepresents the financial condition of the cooperative or misrepresents the terms or conditions of the contract to induce a grower to enter into a contract. Basically if a farmer is defrauded into signing a long-term contract with a cooperative, the contract could not be enforced

against that farmer/member.

OFFA's two common sense bills were fiercely opposed by aggressive paid lobbyists for cooperative management. This sent a very alarming message: why would cooperative managers oppose bills that protected their own members from a bad player among them? One Oregon agricultural cooperative's management even asserted that the two bills were specifically aimed at them, which, based on how the two bills would have protected cooperative farmers/members, is a very shocking statement to claim. The two bills were aimed at stopping cooperative executives from putting their own interests before those of their members, and the bills clearly hit a tender nerve with cooperative management.

With the inexplicably strong opposition to these simple and common sense fiduciary reforms, the OFFA board chose to focus on other issues in 2017. However, the fierce intensity of opposition from cooperative management, along with the recent high profile financial failures of cooperatives, demonstrates that there are major issues for agriculture to address in the near future.

The Oregon Family Farm Association will be working with farmers and ranchers around the state to make sure that a few rogue executives do not seek short term personal gain by exposing farmers/ranchers to extreme financial risks, nor undermining the confidence and legitimacy of agricultural cooperatives in the future. ■



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INDUSTRY PROFILE:

Northwest Hazelnut Leads the Way to Greener Markets

BY MATTHEW EVANS

This August, the world's first 100 percent solar hazelnut processing plant went live at Northwest Hazelnut Company (NWH). Oregon's hazelnut crop is world-renown for its premium quality, and now one Oregon hazelnut company can claim a top spot in the world marketplace: end-to-end sustainability — from grower to processing.

With an eye on opening future markets for their growers, NWH leadership told *Oregon Family Farmer* that major manufacturers began auditing suppliers for implementing sustainability into their operations. In response, Northwest Hazelnut implemented a multi-year strategic plan to lead the way in sustainable energy. "Adapting to the demands of consumers and companies is a smart place to be in a dynamic marketplace," said Rick Peterson, NWH Sales Director.

"Hazelnut production in Oregon is expected to grow 300 percent in the next seven years."

Northwest Hazelnut celebrated the 1,000 panel solar array with a ribbon-cutting ceremony on September 1. Oregon Governor Kate Brown spoke to approximately 150 people at the event, which attracted industry representatives, local dignitaries, Oregon Department of Agriculture, and local growers and employees and their families.

Governor Brown toured the project, and told the crowd, "Thanks to Northwest Hazelnut, Oregon is leading the world in sustainability practices in the hazelnut industry."

The solar panels produce close to 550,000 kilowatt hours of power, completely covering the power needs of the processing plant.

Oregon's hazelnut industry is experiencing rapid growth. "And," says Peterson, "Northwest Hazelnut stands ready to promote Oregon hazelnuts as delicious and sustainable." Hazelnut production in Oregon is expected to grow 300 percent in the next seven years. Currently 28,000 acres are in production this year, with 68,000 acres in the ground and coming online by 2024. ■



AGRICULTURE HISTORY:

Frenchglen Land Feud

Nothing about the quiet little town of Frenchglen, in southeastern Oregon, would lead you to believe that it was ever part of the Wild West, but in the 1890s, it was the center of a bitter land feud between cattlemen and homesteaders.

BY TIM LYMAN

Peter French was the king of the Oregon Cattlemen, and his 200,000 acre P Ranch was at the center of the dispute.

In 1872, California rancher Dr. Hugh Glenn decided to expand his operation into Oregon, and sent 23-year-old Peter French to Oregon with six vaqueros (Spanish cowboys) and 1,200 head of cattle.

French met an unsuccessful prospector named Porter in

the Blitzen Valley. Porter sold French his small cattle herd, his 'P' brand, and his squatter's rights to the west slope of Steens Mountain. French proved a shrewd businessman, and by the mid 1880s the P Ranch covered 70,000 acres, ran 45,000 head of cattle, and realized \$100,000 a year in cattle sales. By 1894, The P Ranch covered as many as 200,000 acres.

The P Ranch abutted the southern shoreline of Malheur Lake. In 1881, Malheur Lake broke through the narrow strip of land separating it from Harney Lake, lowering the lake by over a foot, and exposing 10,000 acres of new land. Settlers moved in to claim the new land on the new southern shore. French sent the settlers eviction notices, claiming Oregon law gave him ownership of all land to the middle of the lake. The settlers countersued. The settlers' dislike of French increased as the cases dragged on.

Settler Ed Oliver was a particular thorn in French's side. Oliver owned a small piece of land in the middle of the P Ranch, and had sued French for, and won, a right of way to drive his

cattle across the P Ranch.

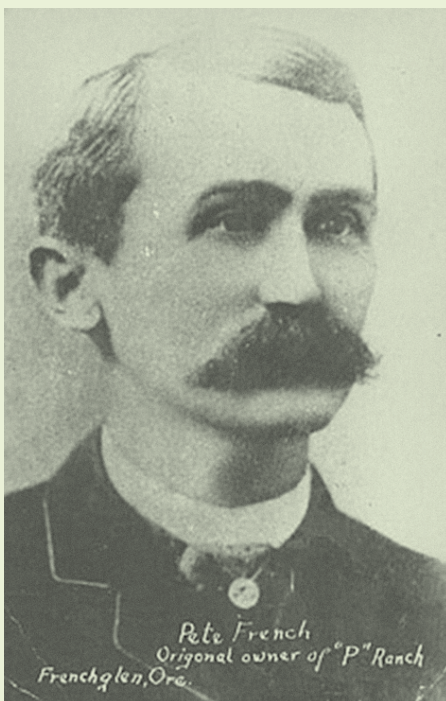
Things finally came to a head the day after Christmas, 1897.

Oliver and French ran into each other while Oliver was crossing French's land. Oliver charged French on horseback, hitting his horse. Oliver charged French again, and French struck him with a willow whip. As the unarmed French turned away, Oliver shot him in the back of the head.

Oliver's defense at his trial was that French had reached for a gun as he beat him with the willow whip and screamed "I'll kill you." The jury of homesteaders acquitted Oliver after three hours deliberation.

Oliver, portrayed as a model citizen and family man at his trial, deserted his family a short time later, disappearing with the donations made to help his family during the trial.

Peter French was buried next to his parents in Red Bluff, California, and the P Ranch sold to Henry Corbett and C.E.S. Wood's Eastern Oregon Live Stock Company. 65,000 acres of the former P ranch is now part of the Malheur National Wildlife Refuge. ■





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