

# Extension Program Work Area

## Agriculture: Organic Agriculture

### PWA1: Organic Profitability

#### Rationale

Organic agricultural products represent a diverse and rapidly growing sector of the food market. Consumers are increasingly aware of food safety and health concerns and often view organically produced foods as a healthy food choice. Numerous traditional farmers and ranchers are establishing new organic production enterprises to capitalize on this new market opportunity. The opportunity for Extension to provide educational forums and applied research results that will help producers solve production problems and increase profitability is large. Producers have indicated a strong interest in getting help from OSU.

#### Stake Holder Input

Advisory panels representing Oregon Tilth, High Country Beef, Low Input Wine & Enology (LIVE), and other associations or individuals meet annually to identify problems and define priorities. Faculty respond by developing educational programs or applied research projects in collaboration with representatives from these groups.

#### How Stake Holder Input was used to create this PWA

Extension Agriculture faculty use stakeholder input to plan and implement programming based on the needs expressed by local stakeholders. At the same time, Extension Agriculture faculty inform stakeholders about pressing needs within agriculture that may not be a priority for the local community. This interaction between stakeholders and Agriculture professionals ensures that programming is relevant to the local community while reflecting the needs and concerns of producers throughout the state.

#### Long Term Outcome

Economic profitability of organic crops/products in Oregon is expected to improve as new systems, practices, and efficiencies are implemented or markets and products are developed.

#### Indicators of Successful Achievement of this Outcome

- Number of acres and or farms/ranches utilizing improved practices.
- Number of farmers/ranchers developing new market locations and products

### PWA2: Environmental Quality

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### **Long Term Outcome**

Environmental quality will be improved with enhanced soil health; management of irrigation, nutrients, and pests; and ecosystems management of farm/ranch within watershed.

### **Indicators of Successful Achievement of this Outcome**

- Number of farms/ranches managing soil health to improve crop or livestock management, productivity, or environment.
- Number of farmers/ranchers reducing soil runoff or erosion and improving water quality.

## **PWA3: Economic Stability and Consumer Choice**

### **Rationale**

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### **Long Term Outcome**

Social change will enhance quality of life in rural areas by improving economic stability of family farms with new practices and cropping systems; consumers will have greater choice of healthy foods, landscapes, and lifestyles.

### **Indicators of Successful Achievement of this Outcome**

- Quantity of organic seed produced in Oregon for sale to organic farmers
- Number of farmers/ranchers developing new market locations and products

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