

Extension Program Work Area

Agriculture: Tree Fruit & Nut Crops

PWA1: Environmental Quality

Rationale

Oregon's orchard industry, comprised of pears, cherries, apples and hazelnuts, makes significant contributions to state and local economies, estimated at \$208 million in 2005. Maintaining profitability in the face of increasing international competition is an essential industry goal, requiring increasing product quality, and achieving technological advantages. The development and adoption of integrated production (IP) systems places priority on producing high quality fruits and nuts while considering environmental and human safety criteria within the farming, packing and marketing continuum. Growers apply research and knowledge to produce high quality fruits and nuts with greater efficiency to meet global marketplace demands, which may include marketing products under IP labels.

Stake Holder Input

Tree fruit and nut growers, processors, farm managers, and suppliers represent industry needs and interests on advisory panels for grower supported commissions, and for educational events developed in collaboration with Horticulture faculty. Advisory panels develop priorities, communicate needs, and fund projects or suggest speakers. Faculty respond by submitting proposals or designing collaborative educational programs.

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

Environmental quality will be improved with increased soil health, improved irrigation and nutrient management, high density orchards, release of hazelnut cultivars resistant to Eastern Filbert blight, and integrated and organic fruit production practices designed to produce fruit and nuts in a manner consistent with marketing the product under sustainable or organic labels.

Indicators of Successful Achievement of this Outcome

Learning outcomes include information or knowledge about new cultural practices, innovative technologies, pest control, and organic systems to remain competitive in global markets.

- Number of tree fruit growers with knowledge of ecological soil management.
- Number of stakeholders attending educational events with specified agendas, topics, and presentation of timely information, e.g. pest and natural resource management topics.

- Number of farmers, field reps, and others indicating that learning occurred using quick and simple assessments during educational events, websites, or delivery systems.

Practices (behaviors) adopted by growers to improve pest management, organic production practices.

- Number of acres managed using IPM practices or technologies including bio-based pest management.

PWA2: Economic Stability and Worker Safety

Rationale

Oregon's orchard industry, comprised of pears, cherries, apples and hazelnuts, makes significant contributions to state and local economies, estimated at \$208 million in 2005. Maintaining profitability in the face of increasing international competition is an essential industry goal, requiring increasing product quality, and achieving technological advantages. The development and adoption of integrated production (IP) systems places priority on producing high quality fruits and nuts while considering environmental and human safety criteria within the farming, packing and marketing continuum. Growers apply research and knowledge to produce high quality fruits and nuts with greater efficiency to meet global marketplace demands, which may include marketing products under IP labels.

Stake Holder Input

Tree fruit and nut growers, processors, farm managers, and suppliers represent industry needs and interests on advisory panels for grower supported commissions, and for educational events developed in collaboration with Horticulture faculty. Advisory panels develop priorities, communicate needs, and fund projects or suggest speakers. Faculty respond by submitting proposals or designing collaborative educational programs.

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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. Worker safety with bio-based pest control and dwarf rootstocks (short ladders) will be improved.

Indicators of Successful Achievement of this Outcome

Learning outcomes include information or knowledge about new cultural practices, innovative technologies, pest control, and organic systems to remain competitive in global markets.

- Number of hazelnut growers knowledgeable about new disease resistant cultivars, cherry growers and pear growers knowledgeable about size-controlling and precocious rootstocks for high density plantings.
- Number of stakeholders attending educational events with specified agendas, topics, and presentation of timely information, e.g. pest and natural resource management topics.
- Number of farmers, field reps, and others indicating that learning occurred using quick and simple assessments during educational events, websites, or delivery systems.

Practices (behaviors) adopted by growers to improve production efficiencies, pest management, and organic production practices.

- Number of acres planted to disease resistant hazelnuts, high density cherries.
- Number of tree fruit or nut growers producing fruits or nuts at appropriate scales for community food systems and local market niches.
- Number of acres managed using IPM practices or technologies including bio-based pest management.

PWA3: Production Efficiency

Rationale

Oregon's orchard industry, comprised of pears, cherries, apples and hazelnuts, makes significant contributions to state and local economies, estimated at \$208 million in 2005. Maintaining profitability in the face of increasing international competition is an essential industry goal, requiring increasing product quality, and achieving technological advantages. The development and adoption of integrated production (IP) systems places priority on producing high quality fruits and nuts while considering environmental and human safety criteria within the farming, packing and marketing continuum. Growers apply research and knowledge to produce high quality fruits and nuts with greater efficiency to meet global marketplace demands, which may include marketing products under IP labels.

Stake Holder Input

Tree fruit and nut growers, processors, farm managers, and suppliers represent industry needs and interests on advisory panels for grower supported commissions, and for educational events developed in collaboration with Horticulture faculty. Advisory panels develop priorities, communicate needs, and fund projects or suggest speakers. Faculty respond by submitting proposals or designing collaborative educational programs.

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

Profitability of tree fruits and nut crops in Oregon is expected to improve as new cropping systems, cultivars, practices, and efficiencies are implemented. High density orchards are expected to improve production efficiencies and increase markets.

Indicators of Successful Achievement of this Outcome

Learning outcomes include information or knowledge about new cultural practices, innovative technologies, pest control, and organic systems to remain competitive in global markets.

- Number of hazelnut growers knowledgeable about new disease resistant cultivars, cherry growers and pear growers knowledgeable about size-controlling and precocious rootstocks for high density plantings, and cherry producers knowing about protected culture under tunnels.
- Number of stakeholders attending educational events with specified agendas, topics, and presentation of timely information, e.g. pest and natural resource management topics.
- Number of farmers, field reps, and others indicating that learning occurred using quick and simple assessments during educational events, websites, or delivery systems.

Practices (behaviors) adopted by growers to improve production efficiencies, pest management, organic production practices, and post-harvest quality of fruit.

- Number of acres planted to disease resistant hazelnuts, high density cherries, ecological soil management, or cherry production in tunnels.
- Number of tree fruit or nut growers producing fruits or nuts at appropriate scales for community food systems and local market niches.