Extension Program Work Area
Agriculture: Food Science Technology and Innovation
PWA1: Business Activity and Success

Rationale
The demand value-added food products has increased dramatically, driven by intense globalization pressures and increasing imports of agricultural products into the U.S. The established food processing industry is a critical Northwest sector, which generates over $6.1 billion annual sales and employs more than 23,000 workers in Oregon. Whereas 20 years ago, most agricultural exports (by value) were commodities; roughly two-thirds of the value of U.S. exports in 2000 came from products that have added value (e.g., canned Oregon berries) or occupy a specialty niche (e.g., organic tofu). Rapid changes in consumer demand, technology needs, and cost structures are compelling the regional food industry to reinvent itself and become more globally competitive. The support needs of the food industry equally affect large and small producers, and the urban and rural communities in which they are located. Food processors seek ideas, inputs and support for adding value to their products. This includes innovations in packaging, processing, ingredient technology, byproduct utilization, development of minimally processed and shelf-stable products, enhancement of product quality and safety, and approaches to the development of novel products that meet specific market needs.

Stake Holder Input
Stakeholder input comes from county, departmental, Agricultural Experiment Station(s), and the College of Agricultural Sciences advisory committees, industry organizations combined with numerous informal contacts between producers and county officials with faculty. Another segment of Oregon’s food processing sector is populated by microenterprise businesses, which consist of locally-owned and operated companies with fewer than a half-dozen employees that seek to market new value-added food products from local ingredients. Stakeholder input is continuously solicited via Advisory Boards at the research group (Fruit & Vegetable Processing Advisory Committee), Department (Food Science Industry Advisory Board) and Center (Food Innovation Center Industry Advisory Board) levels. These boards encompass a cross-section of small, medium, and large industry representation, as well as government and industry professional associations.

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
Increase business activity and success of the existing Northwest food industries.
Indicators of Successful Achievement of this Outcome

- Increased consumer demand for Northwest food products
- New food businesses created in Oregon as a result of Extension and outreach activities
- Numbers of innovations produced (new food products or categories, novel processing, energy savings, water savings)
- Self-reports of productivity savings and business success

PWA2: Sustainable Competitive Advantage

Rationale

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**Long Term Outcome**
Northwest food industries accurately gauge consumer demand for their products, and gain or maintain sustainable competitive advantage in the global marketplace.

**Indicators of Successful Achievement of this Outcome**
- Increased consumer demand for Northwest food products
- Unique competitive advantages for Northwest food products
- Numbers of new food industry jobs created (Oregon State employment data)
- New food businesses created in Oregon as a result of Extension and outreach activities
- Numbers of innovations produced (new food products or categories, novel processing, energy savings, water savings)

**PWA3: Improvement of Food Quality**

**Rationale**
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Long Term Outcome
Development of new, stronger food businesses in the state Improve the food economy.

Indicators of Successful Achievement of this Outcome
- Impact and applications of concepts learned in food science workshops and short courses (examples: Food Business 101, Fruit & Vegetable Processing, Food Law & Regulations, Acidified Foods School, etc.)
- Number of new food businesses created in Oregon as a result of Extension and outreach activities
- Numbers of innovations produced (new food products or categories, novel processing, energy savings, water savings)
- Self-reports of food quality and food processing improvements

PWA4: Food Related Employment
Rationale
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**Long Term Outcome**

Creation of jobs in food companies reduces the state’s unemployment.

**Indicators of Successful Achievement of this Outcome**

- Numbers of new food industry jobs created (Oregon State employment data)
- New food businesses created in Oregon as a result of Extension and outreach activities

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