



# Mid-Columbia Small Farms & Acreage Newsletter

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Dear Small Farmer and Landowner,

Welcome to the September/October Issue of the Small Farms and Acreage Newsletter. In this issue you will find information on a number of excellent workshops, tours and seminars throughout the region ranging from cheese making, producing organic vegetable seed, WSU Beef Information Field Day to Oregon and Washington Tilth's Fall meetings.

As a reminder, the Farm and Ranch Survival Kit Program is still open to participants. In this issue under feature stories we have included an article by David Pratt, who is President of Ranch Management Consultants, Inc. In Fairfield, California, and teaches the Ranching for Profit School. His article Ranching for Profit: The Soul of Business gives a good overview of the need to keep a business focus on your agriculture enterprise. For those wishing to participate in the Farm and Ranch Survival Kit program are asked to contact the OSU Wasco County Extension Office at 541-296-5494 to get on the mailing list.

As you review this issue, if you should have any questions about any of the information found in the newsletter or questions about small farming, please give us a call. You can contact your local county extension office at the numbers

found on the top of this page. Again, please let us know how we can be of help to you.

Also as a reminder, if you receive this newsletter electronically, please make sure you let us know whenever you change your e-mail address so we can make sure you remain on the mailing list.

Sincerely,

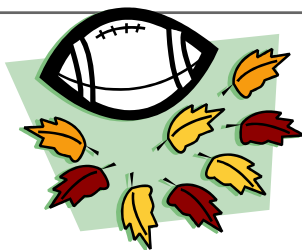
Brian V. Tuck  
Mid-Columbia Extension Agent  
Oregon State University  
Wasco County



Alternative Crops—Winter Peas  
Photo by Brian Tuck,  
Wasco County Extension Service

# Calendar of Events

## 2005 September



**9-10 PNW Christmas Tree Association Tree Fair And Trade Show,** Vancouver Hilton, Vancouver. 503-364-2942

**15-17 2005 OAN Convention,** which carries the theme "Roots: Foundation of the Future," The Inn of the Seventh Mountain, Bend. Contact (800) 342-6401 for registration information.

**16 Organic Seed Alliance Organic Seed Field Day,** Seven Seeds Farm, Williams Oregon. For more information please see the "Coming Events" section of this newsletter.

**16,17,24 WSU 2005 Master Goat Farmer Program,** Tacoma WA. Call 360-397-6060 ext 7714, e-mail [garyf@wsu.edu](mailto:garyf@wsu.edu) or <http://www.smallfarms.wsu.edu/whatsnew/MasterGoatFarmer.html>

**17 Hydroponic Enterprise Start-Up Training Seminar,** Salem, Oregon. For more information 503-868-7679 OR [Info@MicrofarmSustainable.org](mailto:Info@MicrofarmSustainable.org)

**17-18 Celebration of Pears,** Hood River Valley Fruit Loop. Information: 541-386-7697 OR [www.hoodriverfruitloop.com](http://www.hoodriverfruitloop.com)

**23 Washington State Grazers Conference,** Moses Lake WA. Call 509-962-7507 or [grant-adams.wsu.edu/agriculture/2005GrazingConferenceBrochure.pdf](http://grant-adams.wsu.edu/agriculture/2005GrazingConferenceBrochure.pdf)

**23 Organic Waste Processing Pathogen Control Workshop.** Lewis and Clark State Park, Winlock, WA Information: [www.compostwashington.org/operator.asp](http://www.compostwashington.org/operator.asp)

**23-25 Oregon Flock & Fiber Festival,** Clackamas County Fairgrounds, Canby, Oregon. OFFF is a fabulous learning opportunity! The emphasis is not just on fiber—OFFF is a great place to learn all about small ruminants and camelids! Call 503-628-205 OR visit [www.flockandfiberfestival.com](http://www.flockandfiberfestival.com)

**24 WSU Beef Information Day,** Moses Lake WA. Information: 509-786-9268 or e-mail [alinton@wsu.edu](mailto:alinton@wsu.edu)

**24, 25 Oregon Flock and Fiber Festival,** Clackamas County Fairground, Canby, Saturday, 9 a.m. - 5 p.m.; Sunday 9 a.m.-4 p.m. Free admission and parking. Information: (503) 628-1205 or [www.flockandfiberfestival.com](http://www.flockandfiberfestival.com).

**27-27 Cheese Making Workshop,** Caldwell, OR. Call 208-364-4937. Please see the "Coming Events" section of this newsletter for more information.



## October

**1 Central Washington Dairy Mgt. Conference** Nutritional Impacts on Reproduction, Sunnyside, WA Information: (509) 786-4690.

**5 Living Snow Fence Workshop,** Spokane, WA. For more information, please see the "Coming Events" section of this newsletter for more information.

**15-16 Home Orchard Society All About Fruit Show,** 10 am to 4 pm -Clackamas County Fair Grounds, Canby, Oregon. See and taste the largest display of fruit in the U.S. Sink your teeth into heirloom apples and pears. Learn how to create a bountiful orchard on your own city lot; Learn about unusual fruits to grow; Hear and see the secrets of making your own cider. See website for more information: <http://www.homeorchardsociety.org/events/>

**18-20 40th annual Pacific Northwest Animal Nutrition Conference,** DoubleTree Hotel Riverside, Boise. For registration or information, contact the PNW Animal Nutrition Conference, 2380 NW Roosevelt St., Portland, OR 97210, phone (503) 226-2758, fax (503) 224-0947; e-mail: [haysmgmt@pipeline.com](mailto:haysmgmt@pipeline.com).

**19-20 New Emerald Expo Green Industry & Trade Show,** Greater Tacoma Convention and Trade Center, Tacoma, WA. See website for more information: <http://www.newemeraldexpo.com/>

**22-23 Heirloom Apple and Cider Festival,** Hood River Valley Fruit Loop. Information: 541-386-7697 [www.hoodriverfruitloop.com](http://www.hoodriverfruitloop.com) or call .

## Calendar...continued

### 25-26 Integrated Pest and Nutrient Practices and Tools to Protect Water Quality Workshop,

Vancouver, WA. Call 541-737-2683 or e-mail

[mary.staben@oregonstate.edu](mailto:mary.staben@oregonstate.edu) or visit

[www.isnap.oregonstate.edu](http://www.isnap.oregonstate.edu)

### 28 Western Regional Association of Specialty Crops Flowers, University of California, Davis.

information e-mail [smithsmithfarms@aol.com](mailto:smithsmithfarms@aol.com)

<http://www.ascfg.org/>

## November

### 3-5 Oregon Cattlemen's Association's Convention and Trade Show,

Eagle Crest Resort, Redmond.

Information: (503) 361-8941.

### 11-13 Washington Tilth's Techniques for

### Sustainable Farming & Marketing Workshop,

Wenatchee, WA. Call 206-442-7620 or

[www.tilthproducers.org](http://www.tilthproducers.org). Please see the "Coming

Events" section of this newsletter for more

information.

### 16-17 Pacific Northwest Vegetable Association

Conference and Trade Show, Red Lion Hotel,

Pasco, WA, Information: [www.pnva.org](http://www.pnva.org),

(509) 585-5460 or [snolan@agmgt.com](mailto:snolan@agmgt.com).

### 19 Oregon Tilth's 31st Annual Fall Conference

will take 8:00 a.m. to 8:00 p.m. at the Salem Convention Center in Salem, Oregon. The theme of this year's

conference is *Strategies for Success in the New Era of Sustainability*. The one-day event will feature practical

workshops; an all-day poster session highlighting

advances in sustainable agriculture research, education,

and outreach; interactive table displays from other

prominent progressive organizations throughout the

nation; and more! Information: [www.tilth.org](http://www.tilth.org)

## Coming Events

### Farm and Ranch Survival Kit "Still Available"

Those who have not yet signed up to receive the "OSU/WSU Farm and Ranch Survival Kit" it is not too late to do so. The free home study course is available to area farmers and ranchers and is designed to help farm families reduce the risks associated with owning and operating their farm business.

This program is geared for farm and ranch managers who wish to take control over their lives. Sponsored in part by the Western Center for Risk Management, the course gives participants the skills to solve everyday challenges that arise from farming and ranching in today's dynamic environment.

This program is a home study course so participants can learn at their leisure without having to attend outside meetings or classes. Registered farmers will receive six bi-monthly installments of "The Farm and Ranch Survival Kit" delivered via mail or e-mail. Each issue will have 8 pages of practical, useful information in an easy to read format. Additionally, those who have internet access may utilize the Small Farm website to view additional resources and download updates on timely subjects. As part of the program, WSU and OSU will sponsor concentrated workshops that provide more in-depth learning on specific topics.



The first newsletter was sent out in July and included the feature articles "Ranching for Profit: The Soul of Business, Ten Reasons to do a Business Plan and Farm Business Plan Outline" along website and internet resources. Current issues are being posted on the OSU Small Farms website found at:

<http://extension.oregonstate.edu/wasco/smallfarms/RiskManagement.php>

"The Farm and Ranch Survival Kit" is available free. To register contact OSU Extension Service, 400 East Scenic Dr., #2.278, The Dalles, Oregon 97058 Phone: (541)296-5494 [Brian.Tuck@oregonstate.edu](mailto:Brian.Tuck@oregonstate.edu).

## Coming Events....continued

### Organic Seed Alliance's Farmer Field Day "Producing Organic Vegetable Seed"

This field day is part of a WSARE-funded, farmer-led education project, "Producing Organic Vegetable Seed". The project aims to assist farmers in the production of high-quality commercial, organic seed. The next field day is scheduled at Seven Seeds Farm, Williams, Oregon on September 16, 2005 from 10am-4pm

Crops to be covered include radish, onions and lettuce. The field day will focus on the following topics: Seed harvest, Seed cleaning, Crop yield, Seed quality and Seed purity. Cost to attend is \$10 fee (includes lunch) - Preregistration is required - Class size limited. For more information and to register, please contact Organic Seed Alliance 360/385-7192, [info@seedalliance.org](mailto:info@seedalliance.org) or [www.seedalliance.org](http://www.seedalliance.org)



### New Series Helps Entrepreneurs Create a Food Enterprise

The Food Innovation Center is dishing up a new in-depth education series to help entrepreneurs start and run successful food businesses.

"The new series expands our original half-day workshop to a comprehensive three-course series that will provide detailed information and hands-on training to help those who are new to the food industry successfully launch their own food businesses," said Aaron Johnson, an Oregon State University food marketing specialist at the Food Innovation Center.

The education series, "Creating A Food Enterprise" (CAFÉ), begins on Thursday, Sept. 15, from 6:30 p.m. to 9 p.m. at the Food Innovation Center in Portland. This first course will be an introduction to the food industry, similar to the center's original workshop, "Northwest Food Business 101."

"In the second course, 'Strategic Marketing Decision Making,' we will help participants explore marketing, research the business potential and determine the viability of their ideas before investing limited

resources," Johnson explained. The course comprises three evening workshops on Sept. 29, Oct. 6 and Oct 13.

The third course, "Getting it Made," will explore the world of food production and the regulatory process. It also comprises three evening workshops -- Oct. 27, Nov. 3 and Nov. 10.

The fee for the introductory first course is \$50; the second and third three-part courses are each \$400. All three courses will be held Thursday evenings from 6:30 p.m. to 9 p.m. at the Food Innovation Center, 1207 N.W. Naito Parkway in Portland.

To register online for the CAFÉ series, go to <http://fic.oregonstate.edu>, or call the center at 503-872-6680. Space is limited. Online registration is preferred and has already begun. The Food Innovation Center is a collaboration between OSU's Agricultural Experiment Station and the Oregon Department of Agriculture.

### Washington State Grazers' Conference

This year's grazers' conference will be held Friday, September 23, 2005, from 9:30 am to 5:30 pm, at the Best Western Lake Inn, Moses Lake, WA. Topics include: Grazing Behavior and Riparian Use, No-Till Pasture Renovation, Grazing Behavior Management to Maintain Range/Pasture Health & Water, CAFO Rule Introduction: Situation and Outlook, Risk Assessment Tool Introduction & Case Study, Fecal Coliform Research Update, Effects of Grazing on Water Quality.

More information is available by downloading the flyer at: <http://grant-adams.wsu.edu/agriculture/2005GrazingConferenceBrochure.pdf>, or by calling (509) 962-7507 or [HUDSONT@WSU.EDU](mailto:HUDSONT@WSU.EDU)



## Coming Events....continued

### WSU Beef Information Day to Target Marketing

Beef Information Day is scheduled from on September 24, 2005 from 9 a.m. to 4:15 p.m., at the Best Western Lake Inn (formerly the Hallmark Inn), 3000 W. Marina Dr., Moses Lake, WA. Theme for this year will be "The Changing Beef Market".

Topics to be covered include: How the beef consumer has changed, Challenges and opportunities for producers in strategic alliances, Creative programs focusing on niche markets, and modern marketing avenues, to name a few.

A \$40 per person registration fee includes lunch. Contact Linton at (509) 786-9268 or [alinton@wsu.edu](mailto:alinton@wsu.edu) for further information

### Cheese Making Workshop

With sales of handcrafted cheeses increasing at about 4 percent annually nationwide and expected to reach \$2.9 billion this year, the University of Idaho and the United Dairymen of Idaho are co-sponsoring a "Farmstead and Artisan Cheese Making Workshop," Sept. 27-28 in Caldwell.

Intended for small-scale producers who are making-or would like to make-cheeses on the farm or in small processing facilities, the workshop will cover cheese enzymes and cultures, quality evaluation, dairy regulations, food safety, hazard analysis, small business resources, and opportunities and challenges for small-scale cheese makers. In addition to classroom instruction, participants will make cheese step-by-step in the UI Food Technology Center's 7,000-square foot food processing plant, a modern facility that is especially configured for food entrepreneurs.

The workshop will be held in the classroom of the UI Business and Technology Incubator, 1904 E. Chicago, directly adjacent to the Food Technology Center. Fees are \$150 for Idaho residents and \$300 for out-of-state participants. Included in the fees are a course manual, refreshments, lunches and a final certificate. To register, contact administrative assistant Stacy Neary at (208) 455-9650, Ext. 124, or [sneary@uidaho.edu](mailto:sneary@uidaho.edu). Fees are due no later than the first day of the class.

### Washington Tilth Producers Annual Conference

Plan now to attend Tilth Producers of Washington's annual conference, *Tilth Tells All: Techniques for Sustainable Farming and Marketing*, set for November 11-13, 2005, at the Wenatchee Convention Center.

Workshop topics include a special Friday workshop on Alternative Energy on the Farm. On Saturday and Sunday there will be five separate tracks of workshops focusing on Farming 101, Farming 201, Orchards & Vineyards, Marketing and Livestock.

Also planned are roundtables for new and established farmers, Saturday night dance, organic wine tasting, and trade show. Information is available online at [www.tilthproducers.org](http://www.tilthproducers.org) or by calling (206) 442-7620.

### Living Snow Fence Workshop

The Living Snow Fence Workshop which will provide information on the design and functionality of living snow fences will be held October 5, 2005 at the Oxford Suites Hotel in downtown Spokane.

A living snow fence is a specialized windbreak that is designed and placed for maximum snow accumulation –and thus keeping the snow at minimal levels in the protected area, such as a road or farmstead, etc.

An integral part of the workshop will be a field trip to the Davenport living snow fence demonstration located north of Davenport, Washington. Transportation will be provided to this site as part of the workshop nominal (\$25) registration fee.

The growth rates and health of the juniper trees used at the Davenport site are impressive. New technologies borrowed from horticulturists and perfected in the Great Plains, are now being demonstrated in Washington (and at a new site in NE Oregon). This technology utilizing "fabric mulch" results in exceptional survival and growth – we think you will be impressed at the demonstration site – it will quickly dispel the old sayings that "trees don't grow here" or "trees take too long to grow and function in this landscape."

Cost of the workshop is \$25. For more information contact Megan O'Shea at 206-543-9744, [moshea@u.washington.edu](mailto:moshea@u.washington.edu) or <http://www.cfr.washington.edu/research.smc/hanley/index.htm>



## Coming Events ... continued

### Sustainable Small-Acreage Farming and Ranching Workshop

The popular course, Sustainable Small-Acreage Farming and Ranching, is offered throughout WA and Idaho this fall. This practical, affordable class is for beginning farmers and established producers who are seeking to take their farms in a new direction.

Topics to include: Whole farm planning, Risk management for small farm enterprises, Integrated soil fertility management and composting, Managing insect, weed and disease pests, Livestock systems, Cropping options, Direct marketing and value-added processing, Evaluating personal and family goals, and Accessing information and community resources in your area.

The course format includes classroom discussion, guest lectures by experienced farmers and university specialists, and field trips to local farms. Course locations in Washington include: Bremerton - Brush Prairie - Colville - Everett - Omak - Port Townsend - Pullman - Puyallup - Shelton - Tri-Cities

This course can be taken for Continuing Education Units (CEU) or WSU college credit (WSU Course # Soils 404), and qualifies as part of the Sustainable Agriculture certificate program. Course fee depends on location--contact local instructor for details. Scholarships are available.

For more information, visit [www.cultivatingSUCCESS.org/content/instructors%20%20SSAFRO.asp](http://www.cultivatingSUCCESS.org/content/instructors%20%20SSAFRO.asp).

## Resources

### Publications

#### OSU Extension Publications

*The following are new publications from Oregon State University. Please see the OSU Web Site at for more information on these and other publications at: <http://eesc.oregonstate.edu>*

**EC 871, Vegetable Gardening in Oregon**, revised August 2005, 16 pages, \$3.00 <http://eesc.oregonstate.edu/agcomwebfile/edmat/ec871.pdf>

**EM 8883-E, Beef Cattle Nutrition Workbook**, December 2004, 78 pages, no charge (now available to download individual chapters) <http://eesc.oregonstate.edu/agcomwebfile/edmat/html/em/em8883-e/em8883-e.html>

**EM 8890-E, Santiam Hazelnut** (OSU 509.064), new July 2005, 3 pages, no charge (available only online) <http://eesc.oregonstate.edu/agcomwebfile/EdMat/EM8890-E.pdf>

**Manual 12, Ecology and Management of Eastern Oregon Forests: A Comprehensive Manual for Forest Managers** Preview document for new May 2005, 220 pages, \$25.00 <http://eesc.oregonstate.edu/agcomwebfile/EdMat/Manual12.pdf>

**SR 1060, Central Oregon Agricultural Research Center Annual Report**, new June 2005, 132 pages, no charge <http://eesc.orst.edu/agcomwebfile/edmat/html/SR/SR1060/SR1060.html>

**SR 1061, 2005 Dryland Agricultural Research Annual Report**, new June 2005, 114 pages, no charge <http://eesc.orst.edu/agcomwebfile/edmat/html/SR/SR1061/SR1061.html>

#### Other Publications

**Recommended Urban Trees** can be found at <http://www.hort.cornell.edu/uhi/outreach/recurbtree/index.html>

#### Web Pages

WSDA and DOE on **Best management practices for pesticide and fertilizer storage**. <http://www.ecy.wa.gov/pubs/94189.pdf>

Revisions to the WA tax law re. **Incentives to Reduce Ag Burning**. The new law is effective 7/1/2005 until 1/1/2011 [http://dor.wa.gov/Docs/Pubs/SpecialNotices/2005/sn\\_05\\_AgBurningTaxIncentive.pdf](http://dor.wa.gov/Docs/Pubs/SpecialNotices/2005/sn_05_AgBurningTaxIncentive.pdf)

## Resources ... continued

**Drip Irrigation** <http://smallfarms.wsu.edu/crops/dripIrrigation.html>.

**Florida Small Farms Alternative Enterprises Website** <http://smallfarms.ifas.ufl.edu/index.htm>

**UC Davis Small Farms Center Website** <http://www.sfc.ucdavis.edu/default.asp?viewevents=1&monthview=8&year=2005>

**UC Davis Vegetable Research Website** <http://vric.ucdavis.edu/>

**Cow-Calf Management Guide and Cattle Producers Library** <http://www.avs.uidaho.edu/wbrc/Order%20Form.htm> This link takes individuals to the University of Idaho web page and the electronic order form for the cow-calf handbook.

**Northeast Center for Food Entrepreneurship.** Good website for those interested in food enterprise development <http://www.nysaes.cornell.edu/necfe/>

### Newsletters

Here is the latest issue of **Northwest Gardeners<sup>1</sup> eNews**, an online newsletter from OSU Extension and Experiment Station Communications. <http://extension.oregonstate.edu/gardening/>

Current issue of the **Living With Bugs E-Newsletter** <http://www.livingwithbugs.com/news0705.html>

Current issue of the **Sustaining the Pacific Northwest - Food, Farm, & Natural Resource Systems** quarterly electronic newsletter can be found at: <http://csanr.wsu.edu/whatsnew/SPNW-v3-n2.pdf>.

## Feature Articles

### Myxomatosis in Oregon Again

Private and commercial rabbit growers of Western Oregon may be facing another summer of periodic epidemics of myxomatosis, a disease with an extremely high death rate that shows up somewhat unpredictably in European rabbits most commonly reared in Oregon. The first case of myxomatosis this year was found in Dallas Oregon in August.

Myxomatosis, which caused major problems in the state the last two summers, is extremely infectious, is transmitted by mosquitoes or other insects, can be spread from rabbit to rabbit by human handlers and has no cure. There is no diagnostic test in live animals and no available vaccine.

There are a few primary precautions that rabbit owners can take to protect their animals. The most important would be mosquito netting which may help to protect against mosquito and other insect bites. But animal handlers should be careful about use of such netting in very hot weather, since it may impair airflow in rabbit hutches. Beyond that, the best prevention is avoiding groups of other rabbits which may be infected, such as at rabbit shows or county fairs.

“For rabbits, this is a very deadly disease, “ said Dr. Christiane Loehr, an assistant professor of veterinary pathology at the Veterinary Diagnostic Lab at OSU. “From the point of view of a rabbit owner, the best place for these animals is behind mosquito netting, at home, until the worst of the mosquito season passes later this fall. People who own rabbits in Western Oregon should be very cautious until this problem has passed.”

Myxomatosis is a poxvirus that has a natural reservoir in wild rabbits, the OSU experts say. It is far less deadly to wild rabbits, although they too can be affected. Exactly what triggers the periodic outbreaks among domesticated rabbits is less clear. It may be some combination of animal density, immunity levels in wild populations, heat stress, weather conditions, mosquito populations and other factors.

The disease is also not easily diagnosed, and often it’s misdiagnosed by veterinarians who see it infrequently. Clinical signs can include high fever, loss of appetite, sluggishness, swelling of eyelids and often rabbits are found dead without external signs. The underlying cause of mortality is profound suppression of the animal’s immune system, making them vulnerable to a host of other health problems.

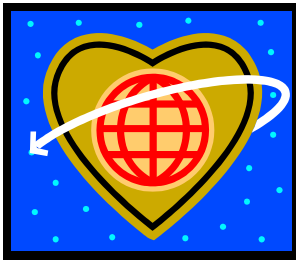
## Feature Articles... continued

Some of the facts known about myxomatosis include:

- Myxomatosis first was described in Uruguay in 1989, and spread northward from there into Mexico and California, where it has evolved into the “California” strain of the virus, which often has high mortality but fewer overt symptoms than some other strains.
- All domesticated rabbits in the U.S. are highly susceptible to the virus, but humans are not.
- Mosquitoes, fleas, mites and biting flies may all help transmit the virus, and it may also be carried in the air for unknown distances.
- In rabbit colonies, mechanical transmission of the virus is often by human caretakers or any person handling the rabbits.

In the interest of monitoring the spread of the disease, anyone who owns a rabbit that dies from unknown cause should consider contacting their local veterinarian or arranging for a necropsy at the Veterinary Diagnostic Laboratory at OSU by calling (541) 737-3261.

Dr. Hansen, State Veterinarian will be working with OSU veterinary experts on the monitoring and management of this disease. If you have any questions, please call ODA at (503) 986-4680.



### The Soul of Business

**By David Pratt**, who is President of Ranch Management Consultants, Inc. in Fairfield, California, and teaches the Ranching for Profit School. For more information call: 707-429-2292.

E-Mail: [pratt@ranchmanagement.com](mailto:pratt@ranchmanagement.com) or visit [www.ranchmanagement.com](http://www.ranchmanagement.com)

(Note this is one of the feature articles developed for the OSU/WSU “Farm and Ranch Survival Kit” All the articles currently developed for this program can be

found on the OSU Small Farms Website at: <http://extension.oregonstate.edu/wasco/smallfarms/RiskManagement.php>

Profit is to business as breathing is to life. However, breathing is not the purpose of life. Likewise, profit is not the purpose of business, but it is essential for its survival. Without profit, a ranch isn’t a business, it is a hobby, and usually an expensive one at that.

If profit isn’t the purpose of business, then what is?

A lot of farmers and ranchers have a tough time identifying the purpose of their business. They often cite, “providing an income for my family” or “creating opportunities for my kids.”

If that applies to you, then your farm isn’t really a business as much as it is a collection of jobs. But providing jobs for people sounds more like a purpose of a government program the purpose of a business.

At a recent Executive Link meeting Gregg Simonds, said, “You can only serve yourself through service to others.”

Yes, a business should provide profit for the owner, salaries for the employees, and opportunities for family members, but the primary function of business must be to serve others. That purpose may be to produce wholesome food from a sustainable landscape.

It may involve enriching the lives of customers through sharing rural values and educating them about what it takes to produce healthy foods from healthy lands. Whatever it is, it should inspire you and the people who work with you.

#### Touchy Feely Mumbo Jumbo

Mission statements have become sort of a new age management mantra. We see them everywhere. And when companies like Enron talk about things like “respect, integrity, communication and excellence” they can ring pretty hollow.

But just because some companies talk the talk but fail to walk the walk doesn’t mean that identifying your business’ core purpose isn’t important.

Why is this so critical and what good does it do for a business to have and work to fulfill a mission

## Feature Articles... continued

statement? The bottom line is that it can dramatically improve the bottom line.

As I've already said, there is more to life and business than money. Finding that higher purpose usually leads to increased profit.

In their book "Built to Last" the authors, James Collins and Jerry Porras identified "visionary" companies. These were companies that had identified and pursued a vision beyond profit and had made an indelible impression in their field.

Then they compared these companies to other highly successful companies in their respective fields. Among other things they found that the companies that pursued a vision beyond profit were more than twice as profitable as the purely profit driven companies.

There's another critical reason to clearly define the purpose of your business. It is key to keeping your energy level high and, as Joel Salatin puts it, to "romancing the next generation" back to the ranch.

As important as profit is to business, people are not motivated by money. In fact, money is negative motivator. Under pay someone and they'll be upset. Pay someone more than their worth and you won't get more or better work from them.

Stan Parsons used to tell me, you can buy someone's hands, but you can't buy their heart and that's where their loyalty lies.

Nor can you buy their mind, and that's where their creativity originates.

So how do you learn loyalty and unleash creativity?

Recognition, assigning responsibility and delegating authority are big pieces of this picture. In fact that's why monetary bonus program can be so effective. It isn't the bonus that motivates people as much as the recognition of achievement that the bonus implies.

Another huge piece of the motivation puzzle is purpose. People want to work toward something bigger than themselves and bigger than you. Employees don't go to work each day because they want to make their boss rich. They go to work because they need a paycheck. But they show up on time, do quality work

enthusiastically, come up with ideas to improve their own performance and stay until the job is done, when they believe in the purpose behind their work.

People aren't motivated by money to reach for the stars. They are motivated to reach for the stars, because the stars excite them. The passion this creates is key to keeping energy high when times get tough.

Economics is the heart of the business. But a business without purpose doesn't have a soul. A sustainable business has to have a heart, but it's also got to have a soul.



### The Healthy Horse Habitat in Winter

As fall progresses in the High Desert, horsekeepers are preparing their horse habitat for the sub-freezing winter when irrigation water is turned off and grasses stop growing.

Keeping your pasture healthy is of primary importance to keeping your horse healthy. Healthy pastures have strong, extensive root systems that store lots of carbohydrates for quick plant regrowth in the spring. The amount of leaf surface helps determine the amount of roots. The more leaf surface, the more roots, and the quicker your pasture greens up and grows. Healthy pastures will also help filter out potential pollutants in runoff to streams and canals.

**Fall – Prepare your pastures for the winter and minimize winter mud problems.**

## Feature Articles... continued

- Harrow or drag your fields one last time before the grasses go dormant and the rains start. This breaks up the manure piles to allow nutrients to enter the soil. It also helps kill parasite larvae by exposing them to sunlight. However, do not apply additional manure or fertilizer until plants are actively growing again in the spring.
- To allow proper root development for the next growing season, stop grazing in the fall before plants go dormant. Do not start grazing until grasses get at least 6 to 8" tall in the spring. Never graze down to below 3 to 4".
- If you haven't separated out a drylot from your pasture yet, now is a great time to create one. The drylot should have at least 400 square feet per horse.
- Buy enough hay to feed your horses during the winter while you are protecting your pastures from overgrazing.
- If you have a large drylot, consider converting it from a large dustbowl or mudbowl to a small drylot with adjacent dry or irrigated pasture. Broadcast *dryland* grass seed as soon as the fall wet season begins in your area (September to November). Your goal is to seed early enough in the wet season that plants will have a good amount of time to grow before winter dormancy sets in. To create *irrigated pasture*, seed in August or September so plants have a chance to establish before irrigation water is shut off. In both instances, the schedule takes advantage of water availability. Seeds and plantlets will absorb moisture throughout the winter and have a good head start for growing in the spring. For frost seeding on dryland or irrigated pastures, broadcast pasture grass seeds in January when the ground is frozen and field work will not damage the soil; the seeds will be present when good moisture is available in early spring and the plants can germinate and begin growing much sooner than if you waited to seed in the spring. It is essential to keep horses off all new pastures for at least one entire growing season.
- Lay down a new layer of wood chips or other footing in your drylot to keep the footing safe in the winter.
- For mud management, check the gutters and downspouts on your barns and sheds and make sure they will divert rainwater and snowmelt away from

areas of dirt or manure, especially drylots.

### Winter - Protect your dormant pasture and manage your manure in the wet season.

- Pick up the manure in your drylot and store it under cover. A cover helps prevent nutrients from leaching out to the groundwater. Also, if you are composting your manure, the cover will help keep the pile warmer and enhance the composting process.
- Keep your horses off of wet pasture. Horse hooves compact wet soil, thus destroying plant roots and reducing the health of your grasses. Frozen ground can withstand the hoof impact better. If you want to turn your horses out on your pasture, think about doing so in the morning before the sun starts to thaw the upper layer of soil.
- If your pasture is shorter than 6", keep horses off until it regrows to 6 to 8" in the spring. Again, never allow horses to graze pastures down to below 3 to 4".
- Plan ahead for healthy spring and summer pasture management. Review your cross-fencing design and modify it if needed.
- Plan ahead for spring weed control. If you have a large weed problem, you may wish to already discuss and select control options so you can control weeds at the time they tend to be most vulnerable, when they are actively growing in late spring.

For more information on these and related land management issues, please contact Ellen Hammond, Oregon Department of Agriculture, at 617-0017. She is currently cross-fencing the renovated pasture of her horse, who is most grateful for the improvements!

More information is also available at:

<http://www.horsesforcleanwater.com>

<http://clark.wsu.edu/horticulture/smallFarmProgram/sacrifice-areas.pdf>

<http://smallfarms.oregonstate.edu/pasture>

**Sign up for the Small Farms and Acreage Newsletter....Call 541-565-3230 or visit us on the web: <http://extension.oregonstate.edu/wasco/smallfarms/listings.html>**