

**Clackamas River Basin Council
Organic and Sustainable Farming Certification Report**

Presented May 2013

Developed with funding from Clackamas River Water Providers

Table of Contents

Introduction

Certifications Available

Cost-Share Programs Available

Agricultural Property Owner Knowledge and Attitudes

Recommendations and Next Steps

Resources Consulted

Introduction

This report summarizes currently-available organic and sustainable certifications and cost-share programs, opinions gleaned from outreach contacts with agricultural users, and a discussion of similar efforts undertaken to achieve pesticide reduction goals. Finally, recommendations as to how Clackamas River Water Providers and partners may be able to influence agricultural users to adopt sustainable and organic certifications are presented, as well as next steps for gaining additional information.

The Clackamas River Water Providers' (CRWP's) Drinking Water Protection Plan was completed in September 2010 and identifies a number of priority actions for reducing impacts on drinking water quality. One method identified is reducing the use of pesticides and herbicides in the watershed. In order to investigate how CRWP might encourage agricultural users to make use of fewer pesticides, CRBC was funded to perform a survey and outreach to local agricultural producers and provide recommendations based on our findings.

The Clackamas River Basin Council reviewed available organic and sustainable certifications and cost share methods currently available to agricultural users in the watershed, as well as the perceived desire for an additional cost-share program in enticing farmers to participate in these programs. A subset of agricultural users was surveyed on their knowledge and attitudes and relevant literature was reviewed.

The Clackamas watershed supports numerous agricultural uses, including nurseries, greenhouses, caneberries, and Christmas trees. According to a report from Clackamas County, agriculture in Clackamas County accounts for nearly \$100 million of income each year, and as of 2010 employed 3,464 individuals. Clackamas County also holds the distinction of being the second-highest producing county in the state of Oregon for greenhouse and nursery production (sales of \$160 million), and the third-highest production of caneberries (sales of \$9 million).

Agricultural production, however, can lead to negative impacts on water quality. A report by the United States Geological Survey (USGS) suggested that as much as half of the agricultural pesticide use in the watershed could be on nursery and greenhouse crops, with lesser amounts applied to pastureland, Christmas trees, alfalfa and hay fields, hazelnut orchards, and grass seed fields (Carpenter 2004). USGS also evaluated pesticides in the mainstem of the Clackamas River and eight tributaries from 2000 through 2005. In all, 119 water samples were analyzed, detecting the presence of 63 different pesticide compounds. Results revealed that 97% of all samples had 2 or more types of pesticides present. Pesticides were detected in all of the eight sampled tributaries, with Deep and Rock Creeks containing the highest pesticide amounts. Seven of the eight tributaries had pesticide levels that exceeded benchmarks that have been set to protect fish and invertebrates. Forty-seven of the 51 current-use pesticides detected had uses associated with nursery and floriculture crops, and azinphos-methyl was detected at a level exceeding benchmarks in Doane Creek. Doane Creek drains high-density nursery land in the North Fork Deep Creek sub-basin.

Since 2005, water quality monitoring performed by the Oregon Department of Environmental Quality (DEQ) has also shown exceedances in water quality standards for certain pesticides in Clackamas River tributaries. A 2010 water quality monitoring study conducted by DEQ's Pesticide Stewardship Partnership identified pesticides that tested above the Aquatic Life Ratio, including endosulfan, methiocarb, carbaryl, chlorpyrifos, and chlorothalonil. Though these pesticides are broad-spectrum and not likely to be solely contributed to water quality by agricultural users, all pesticide users have a role to play in reducing pesticide input into the Clackamas River watershed.

Certifications Available

A number of certification methods focused on using fewer pesticides (and typically adopting other sustainable practices in addition, such as reducing erosion or creating wildlife habitat) are available for producers in Clackamas County. A brief summary table is presented on the following page, with further detail explained in the following pages, listed alphabetically.

Method	Target Industry/Crop	Certification Costs		Certification Process			Points Targeted in Certification						
		Fixed	Variable	Self-assessment	Third-party certification	Recertification	Worker safety	Elimination of Conventional Pesticides	Integrated Pest Management	Water Conservation	Soil Health	Aquatic Habitat	Terrestrial Habitat
GlobalGAP	Fruits and vegetables; Flowers and ornamentals; Coffee; Tea		~ \$1/acre for operations under 1.23 acres to \$320/acre for those over 24,710 acres. Registration fee is also variable.	Yes	Yes	Annually	Yes	No	Yes	No	Yes	No	Yes
Low Impact Viticulture and Enology (LIVE)	Wineries and vineyards.	\$100 application fee for vineyards and wineries; \$350 inspection fee, \$500 annual dues for wineries and \$175 annual dues for vineyards	Inspection fee of \$600 for under 10,000 cases, \$900 for 10,000 – 50,000 cases; \$1,200 for over 50,000 cases for wineries	Yes	Yes	Every third year	Yes	No	Yes	Yes	Yes	Yes	Yes
ODA Organic Certification	Crops, livestock, processed products, wild crops selling more than \$5,000 worth of products per year in gross sales.	\$250 initial application fee	Mileage, lodging, and per diem for the inspector. Time is billed at a rate of \$92/hour , with a four-hour audit minimum to be expected (at least \$368).	Application and Organic System Plan	Yes	Submit Organic System Plan each year	No	Yes	No	No	No	No	No
Oregon Tilth Organic Certification	Crops, livestock, processed products, wild crops selling more than \$5,000 worth of products per year in gross sales.	\$399 base fee; \$75 application fee. Farms can be fast-tracked for Salmon-Safe certification at a reduced rate (\$95) or receive an EU assessment (\$100)	Mileage, lodging, and per diem for the inspector plus a 10% administration fee. Fees range from \$299 (for less than \$5,000 in sales) to \$2500 (for sales greater than \$499,999).	Yes	Yes	Annually	No	Yes	No	No	No	No	No
Salmon-Safe	Agricultural operations as well as urban lands. There is no minimum operation size.		Costs are determined on a per-site basis, and can range from \$300 to \$750 or more for the three-year cycle of certification. Costs depend on the size and type of facility being certified.	Yes	Yes	Every three years	Yes	No	Yes	Yes	Yes	Yes	Yes
Socially and Environmentally Responsible Farm (SERF)	Christmas Tree Growers		Inspection fee (time, mileage, per diem for inspector).	Yes	Yes	Not at this time	Yes	No	Yes	Yes	Yes	Yes	Yes

1) **Food Alliance**

<http://foodalliance.org/>

The mission of Food Alliance is to “provide the food and agriculture industry with sustainability standards, evaluation tools, and a voluntary, third-party certification program.” The non-profit organization provided certification for products, producers, and handlers, but made a decision to cease operations in spring 2013. The decision occurred after surveys had been sent to agricultural producers, so it is included as a choice in the survey.

2) **Global Good Agricultural Practice (GAP)**

www.globalgap.org

The mission of Global GAP is to set voluntary standards for the certification of agricultural products around the globe. Certifications are available for fruits and vegetables, flowers and ornamentals, coffee, and tea. The non-profit has been in operation since 1999.

How was the process initiated?

GlobalGAP first began in Paris in 1999, created by seventeen independent retailers who had desire for an independent, third-party verification system for production of organic products. Since then, delegates from over 50 countries have signed on to the standards. GlobalGAP has certified more than 112,600 farms in over 100 countries.

How much does it cost?

Two fees are associated with the GlobalGAP program. The Producer Registration Fee is an annual subscription that registers operations in the GlobalGAP database. The other fee is the certification fee, which varies based on the certification agent that is selected by the operation, but can range from 2 euros/hectare (approximately \$1/acre) for operations under 0.5 hectares (1.23 acres) to 500 euros/hectare (\$320/acre) for those over 10,000 hectares (24,710 acres) in size. Certification fees are less expensive for smaller operations. There is no minimum size for participation. For the average-sized agricultural property in Clackamas County, certification would cost approximately \$4,000, plus the registration fee, which is also variable depending on size of the operation.

What does it mean to be certified?

Operations receive a GlobalGAP certificate and are listed in GlobalGAP’s database of certified producers. Standards are recognized worldwide, for those producers who ship internationally.

What is the certification process?

There are five steps to the certification process. First, operations obtain a copy of the relevant Standard and Checklist (fruits and vegetables, flowers and ornamentals, coffee, or tea). Then available certification bodies in the operation's country are contacted. Note: there are only two certification bodies in North America, and both are located in Mexico. Operations then conduct a self-assessment, correcting any points of non-compliance, and finally arrange for an inspection with a GlobalGAP inspector. If the inspection shows that the operation is in compliance, a certificate is awarded. Farm Assurers are available to help operations through the process of becoming certified. There are eight of these individuals based in the United States.

There are three different levels of criteria - "Major Must," "Minor Must," and "Recommendation." Operations must meet all major must points and 95% of minor must points. Recommendations are not required in order to become certified, but they are assessed during internal and external assessments. Sample criteria are related to land-based activities as well as toxics reductions, and include:

- Establishment of risk minimization plans
- Worker safety measures including use of Personal Protective Equipment
- Traceability of crops and products from seed to sale
- Pesticide application records
- Utilizing Integrated Pest Management

Producers are not required to cease use of pesticides entirely, but Integrated Pest Management stresses using chemical pesticides as a last resort.

3) Low Impact Viticulture and Enology (LIVE)

www.liveinc.org

LIVE certification aims to preserve human and natural resources in the wine industry of the Pacific Northwest. The non-profit organization has been certifying vineyards and wineries in Oregon since 1999. LIVE also certifies vineyards in Washington, Idaho, and British Columbia. 224 operations have been certified.

How was the process initiated?

LIVE began as a small group of independent individuals conducting certifications in 1997. The organization formally incorporated as a 501(c)(3) in 1999.

How much does it cost?

Vineyards pay a one-time application fee of \$100 and annual dues of \$175 for up to 20 acres and \$2 per additional acre. Vineyards also pay a \$350 inspection fee during the years that they are inspected, which is currently the application year and a random year once every three years following initial certification. Winery operations pay a one-time application fee of \$100 and annual dues of \$500. Operations also pay inspection fees during the years that they are inspected, which is currently the application year and every third year. Inspection fees are calculated based on the number of cases produced by the operation. The fee is \$600 for under 10,000 cases, \$900 for 10,000-50,000 cases, and \$1,200 for over 50,000 cases. The average-sized Clackamas County vineyard would pay \$625 their first year of operation.

What does it mean to be certified?

Certified members can display the LIVE and Salmon-Safe seals (Salmon-Safe certification is included in the LIVE certification process) on their products after applying for permission to use it. Members are listed in the Certified Member List on the LIVE website, and receive free materials for use in their tasting rooms.

What is the certification process?

The open enrollment period for wineries is between July 1 and January 1 of each year. Operations visit the LIVE website, complete a contract, and fill out a Checklist showing how the vineyard or winery meets different standards for certification. Standards include several different sections of criteria, and control points within those sections. Control points are coded red, yellow, or green. Operations must pass all red control points, 90% of yellow control points, and 50% of green control points. Control points are related to habitat measures as well as reduction of pesticides. Producers are not required to cease use of pesticides entirely, but must make steps to reduce their use.

Sample control points include:

- Recording key pest occurrences (red)
- Keeping farm records for a minimum of three years (red)
- Not applying water that exceeds soil water holding capacity (red)
- Choosing farm machinery to reduce environmental impact (green)
- Taking steps to control weeds on the state Noxious Weed List (green)

Upon receipt of an operation's application materials, an independent third-party inspection is scheduled. Currently LIVE contracts with ODA's Commodities Inspection

Division for all winery inspections in western Oregon. Inspectors review the operation's checklist, harvest receiving records, equipment maintenance records, substances added to wine, and annual cleaning agent inventory at the inspection, as well as taking a tour of the facility.

Members must complete two years of farming under LIVE standards before they are certified, and undergo re-inspection and re-certification every third year. Operations must attend a mandatory introductory course and participate in regular training courses as well. Each year, members are required to submit a list of Annual Required Documents on the LIVE website, including information about energy use, pesticide use, fertilizer application, and irrigation.

4) **ODA Organic Certification**

www.oregon.gov/ODA/cid/Pages/organic.aspx

Organic certification insures compliance with national Organic Standards.

How was the process initiated?

ODA organic certification is a regulatory process to confirm compliance with national Organic Standards.

How much does it cost?

First-time applicants pay a one-time initial application fee of \$250, as well as the time, mileage, lodging, and per diem for the inspector. Time is billed at a rate of \$92/hour, with a four-hour audit minimum to be expected. Operators will receive an estimate of the anticipated time for the inspection at the time when the inspection is scheduled. Operations are inspected (and billed for inspections) at least once a year, and inspectors may need to conduct additional inspections (which the operation is also billed for). Operations are not billed for unscheduled surveillance inspections. Inspections may be conducted by ODA or by one of eighteen other approved certification bodies. Certification agents may have differing fees for conducting certification. A 12-acre operation would pay at least \$618/year, assuming minimal inspection time only.

What does it mean to be certified?

Operations may use the USDA Organic label on their items, which is nationally recognized by consumers.

What is the certification process?

Operations first download electronically fillable forms or contact ODA for an application, then complete the application form, create an Organic System Plan, and return the plan to ODA with the application fee. ODA reviews the materials submitted and schedule an on-site facility inspection. Inspections must occur during the growing season or production time for the crop the operation is seeking certification for. After the inspection, ODA reviews the information gleaned from the inspect, contact the

operation with any further questions, and make a determination about whether or not the operation is in compliance. At that time, an Organic Certificate will be issued. Certification is valid for one year. Each year, operations must submit an annual renewal application and an update of their organic system plan. Producers are required to cease use of conventional pesticides on their operations, but do not have to implement any other measures. Producers can make use of organic pesticides and fertilizers certified by the Organic Materials Review Institute (OMRI).

5) **Oregon Tilth Certification**

www.tilth.org

Oregon Tilth is a nonprofit organization that supports environmentally and socially-conscious agriculture by working to educate growers, farmers, and educators about the importance of sustainable agriculture, and advocating for a clean and healthful food supply and conservation of natural resources.

How was the process initiated?

Oregon Tilth began in the early 1970's as an outgrowth of Regional Tilth, and began certifying operations in the Willamette Valley in the early 1980s. Since then, the organization has broadened to certify operations in other states, advocate for state and federal policy, conduct sustainable agriculture research, and provide education and outreach opportunities.

How much does it cost?

First-time applicants pay a first-year base fee of \$399, an initial application fee of \$75, and the time, mileage, lodging, and per diem for the inspector plus a 10% administration fee. Livestock certifications are charged an additional \$100 for certification. Operations are inspected (and billed for inspections) at least once a year, and inspectors may need to conduct additional inspections (which the operation is also billed for). Operations are not billed for unscheduled surveillance inspections. Farms can also be fast-tracked for Salmon-Safe certification at a reduced rate (\$95), or receive a European Union assessment (\$100). Certified operations are listed on the Oregon Tilth website.

In subsequent years, operations pay an inspection fee plus a 10% administration fee, as well as a base fee determined by the gross income from sale of certified products. Fees range from \$299 (for less than \$5,000 in sales) to \$2500 (for sales greater than \$499,999). An average-sized non-livestock farm in Clackamas County would pay at least \$879, assuming a four-hour audit, or \$974 for a joint Salmon-Safe/Oregon Tilth certification.

What does it mean to be certified?

Operations may use the Oregon Tilth and USDA Organic labels on their items.

What is the certification process?

The certification process is nearly identical to certification through ODA. Operations first download electronically fillable forms or contact Oregon Tilth for an application, then complete the application form, create an Organic System Plan, and return to Oregon Tilth with the application fee. Oregon Tilth reviews the materials submitted and schedule an on-site facility inspection. Inspections must occur during the growing season or production time for the crop the operation is seeking certification for. After the inspection, Oregon Tilth reviews the information gleaned from the inspection, contacts the operation with any further questions, and makes a determination about whether or not the operation is in compliance. At that time, an Organic Certificate will be issued. Certification is valid for one year. Each year, operations must submit an annual renewal application and an update of their organic system plan. Producers are required to cease use of conventional pesticides on their operations, and if they are concurrently certified as Salmon-Safe must implement land-based restoration measures as well. Producers can make use of organic pesticides and fertilizers certified by the Organic Materials Review Institute (OMRI).

6) Salmon-Safe

www.salmonsafe.org

Salmon-Safe works across the West Coast with Partners including Oregon Tilth, the Pacific Salmon Foundation, LIVE, Fraser Basin Council, and Trout Unlimited. Salmon-Safe works with more than 60,000 acres of farm and urban lands in Oregon, Washington, California, and British Columbia to improve habitat for salmonid species.

How was the process initiated?

Salmon-Safe is a non-profit founded by the Pacific Rivers Council in 2007.

How much does it cost?

Costs are determined on a per-site basis, and can range from \$300 to \$750 or more for the three-year cycle of certification. Costs depend on the size and type of facility being certified. Farms currently certified by Oregon Tilth can be certified Salmon-Safe by paying an annual certification fee of \$95 annually.

What does it mean to be certified?

Farms are recognized for their stewardship, able to display the Salmon-Safe certification on their products and websites, and have access to finding grants and other funding sources to implement restoration activities.

What is the certification process?

The first steps in the certification process are to review General Standards for certification in Part A of the Certification Standards, and contact Salmon-Safe or a regional partner with any questions. At that time, an evaluation or evaluation team will be assigned to assist the operation through the certification process. Operations then

prepare baseline information including pesticide records, irrigation information, and animal waste management practices in readiness for an on-site farm evaluation conducted by an independent, third-party certifier. The inspector determines whether or not the operation is meeting Certification Standards, and issues a decision. In order to be certified, farms must meet all required General Standards, and work with the inspector to identify a timeline for meeting any remaining General Standards prior to certification.

Certification Standards are identified as required or optional, and organized into six categories that are focused on pesticide reduction and habitat improvement:

- In-stream habitat protection and restoration, such as removal of fish passage barriers
- Riparian, wetland, and upland vegetation protection and restoration
- Water use management
- Erosion prevention and sediment control
- Pesticide reduction and nutrient management
- Animal management

Producers are not required to cease use of all pesticides, but must make plans to reduce their use. Certification is valid for 3 years, and is subject to annual verification. Requirements for annual verification typically include at minimum photographs or written documents of practices.

7) **Socially and Environmentally Responsible Farm (SERF)**

www.certifiedchristmastrees.org

SERF certification is for sustainably-grown Christmas trees in Oregon and Washington. This program is in its pilot stages at this time, and certified six farms in 2011.

How was the process initiated?

The program was established in 2007 by a group of four private Oregon Christmas tree farms with a desire to communicate their environmentally conscious farming practices to consumers.

How much does it cost?

Because the program is still in its pilot stages, currently the only cost associated with becoming a pilot site is the inspection fee, which is based on ODA's current published rates for time and mileage of the inspector at a rate of \$92/hour.

What does it mean to be certified?

Christmas tree farmers are listed on the SERF website. There are currently no other certification programs specific to Christmas tree farmers.

What is the certification process?

Currently, the program is being administered by Oregon State University Extension in conjunction with Washington State Extension. Farms can apply to be a pilot site via a form posted on the SERF website. Applications are due by August 1 of the year operations would like to be certified (e.g. August 1, 2013 for 2013).

Certified farms are required to create a detailed sustainability plan documenting an operation's environmentally-conscious efforts in several areas:

- Wildlife protection
- Critical habitat
- Streams and riparian areas
- Positive soil and water conservation
- Proper nutrient and Integrated Pest Management
- Worker training
- Safety and sanitation
- Consumer outreach

To participate, farmers fill out the online Pilot Site application form, and then create a Sustainability Plan including a map, and information about how the farm is meeting certification criteria. A site visit is then performed by ODA inspectors to verify compliance. Producers are not required to cease use of pesticides, but must create a plan to use them responsibly as part of their certification.

Cost-Share Programs Available

There are a number of cost-share programs available for operations seeking to attain organic certification or implement restoration activities on their properties. The table below provides comparisons at-a-glance, and further detail is shared in the following pages.

Cost-Share Program	Administered By	Projects Funded	Application Process
Environmental Quality Incentives Program (EQIP)	Natural Resources Conservation Service	Up to \$20,000 for organically certified operations or operations transitioning to certification for projects such as pipelines, mulching, fencing, and pest and nutrient management.	Contact NRCS and work with them to identify and plan conservation measures.
ODA Cost Share Reimbursement Program	OR Dept. of Agriculture	Up to 75% of organic certification costs, up to \$750.	Complete an application form, submit a W-9 form, and submit a copy of certification-related expenses.
Sustainable Agriculture Research and Education Program	SARE – Western Region	Up to \$15,000 for innovative farming practices including renewable energy, pest management, agroforestry, and sustainable communities.	A grant application is available online: https://wsaregrants.usu.edu/grants/?ok=vw_Docs
Wildlife Habitat Implementation Program (WHIP)	Natural Resources Conservation Service	Technical assistance and 75% of cost-share assistance to establish and improve wildlife habitat.	Contact NRCS and work with them to identify and plan conservation measures.

1) Environmental Quality Incentives Program (EQIP)

<http://www.nrcs.usda.gov/wps/portal/nrcs/main/national/programs/financial/eqip/>

EQIP is authorized under the Farm Security and Rural Investment Act (Farm Bill) and provides assistance for farmers and ranchers implementing voluntary conservation practices such as pipelines, mulching, fencing, and pest and nutrient management. Operations may receive up to \$20,000 per year, but no more than \$80,000 in a six-year period. In order to receive funds, operations must be organically certified or pursuing organic certification. There are three application deadlines throughout the year, and applicants must work with their local Natural Resources Conservation Service (NRCS) to create an application and submit it.

2) Oregon Department of Agriculture Cost Share Reimbursement Program

www.oregon.gov/ODA/ADMD/Pages/Organic_costshare.aspx

ODA's cost-share program is available to certified organic operations. In 2012, opportunities were made available to those who were certified between October 1, 2011 and September 30th, 2012. Operations can have 75% of their certification fees reimbursed, up to a total amount of \$750. Reimbursements are distributed on a first-come, first-serve basis. In 2012, ODA had \$202,500 in funds available for distribution. To receive reimbursement, producers or handlers complete an application form, submit a W-9 form, and include an itemized invoice of certification-related expenses. Those operations who received their first-ever certification must also attach a copy of their certification.

In other states, Departments of Agriculture may work with USDA to administer the Agriculture Management Assistance (AMA) program, which provides up to 75% of the cost of installing conservation practices including water management structures, planting trees, practicing Integrated Pest Management, or transitioning to organic farming. The AMA, however, is not available in Oregon.

3) Sustainable Agriculture Research and Education (SARE) Program

www.sare.org

SARE is a grant and outreach program for farmers, ranchers, researchers, and educators who are interested in improving farm productivity or installing or researching innovative farming practices. SARE has awarded \$5.8 million and 110 grants in Oregon since 1988 for projects related to on-farm renewable energy, pest management, agroforestry, sustainable communities, and more. Farmers and ranchers may apply for up to \$15,000 in funding, and a group of three producers or more may apply for up to \$25,000. Farms do not have to be organically certified in order to apply for funds.

4) Wildlife Habitat Implementation Program (WHIP)

www.nrcs.usda.gov/wps/portal/nrcs/detail/national/programs/financial/whip/?cid=nrcs143_008423

WHIP is a voluntary program for landowners who are interested in developing and

improving habitat on agricultural land, tribal land, or nonindustrial private forest land. Like EQIP, WHIP is administered by NRCS, and is authorized by the Farm Bill. WHIP can provide technical assistance as well as up to 75% cost-share assistance related to establishing and improving wildlife habitat. Applicants work with NRCS to create a WHIP plan of operations (WPO) and enter into a cost-share agreement with NRCS for one to ten years following project completion. Producers do not have to be organically certified in order to apply for funds.

Agricultural Property Owner Knowledge and Attitudes

CRBC undertook different methods to gain information about landowner knowledge and attitudes related to organic and sustainable certification. These methods included a survey mailer to 500 agriculturally-zoned properties in the Clackamas watershed and focused outreach to specific landowners.

Questions of interest included:

- Are local agricultural users familiar with methods of organic and sustainable certification available to them?
- Are local agricultural users familiar with cost-share methods available to them?
- Are certain organizations preferred sources of information? Are there certain topics agricultural users are more interested in than others? How do agricultural users prefer to receive their information?
- What do agricultural users perceive as their biggest issues to productivity? How do they perceive organic certification affecting those issues?
- What information would be of interest to agricultural users considering making the switch to organic or sustainable certifications? What methods might be best used to promote making a change?
- Is there a certain identified price point at which organic or sustainable certification would be considered appealing? Could a reimbursement program offered by CRWP offset that cost?

These questions were used to design the survey and the questions asked during one-on-one conversations with agricultural users. CRBC included demographic questions in the survey as well (age of respondent, age, size and type of operation, certification status, and whether or not farming served as the household's primary source of income). These demographic questions were included to gain information about the respondents, as well as to compare the survey population to the general farming population of Clackamas County.

According to Regional Land Information System (RLIS) data updated in 2012, a total population of 1,314 landowner taxlots are zoned as agricultural in the Clackamas watershed. A landowner may own more than one taxlot.

Staff exported data for all landowners whose taxlots were zoned as agricultural in the Geographic Information Systems (GIS) database and performed a quality control check on the data exported by deleting landowners whose names appeared more than once. Staff also removed individuals who owned property in the watershed, but lived out of state, as these

individuals would not be targeted for any locally-based programs arising as a result of the survey. A random number generator in Microsoft Excel assigned numbers to each taxlot, and the lowest 500 random numbers were selected as the sub-sample.

Survey mailing best practices indicate that in order to gain maximum response, surveyors should send recipients a notification letter prior to sending the survey, send the survey, send a follow-up piece to remind participants to complete the survey, and then re-send the survey. To increase response rates, self-addressed, stamped envelope was also included in the survey mailings. The postcard also included a web address for individuals to submit their survey responses online. Staff included a handwritten note on the introductory letter thanking individuals for their participation in advance. Copies of the pre-notification letter, survey, and reminder postcard are attached here.

Staff sent the pre-notification letter to participants February 1, 2013, the survey on February 8, 2013, and a reminder postcard with a focus group invitation March 1, 2013. A second copy of the survey was sent to individuals April 19, 2013. Eight of the 500 surveys returned in the mail as undeliverable, and 100 responses were received for a 20.3% response rate.

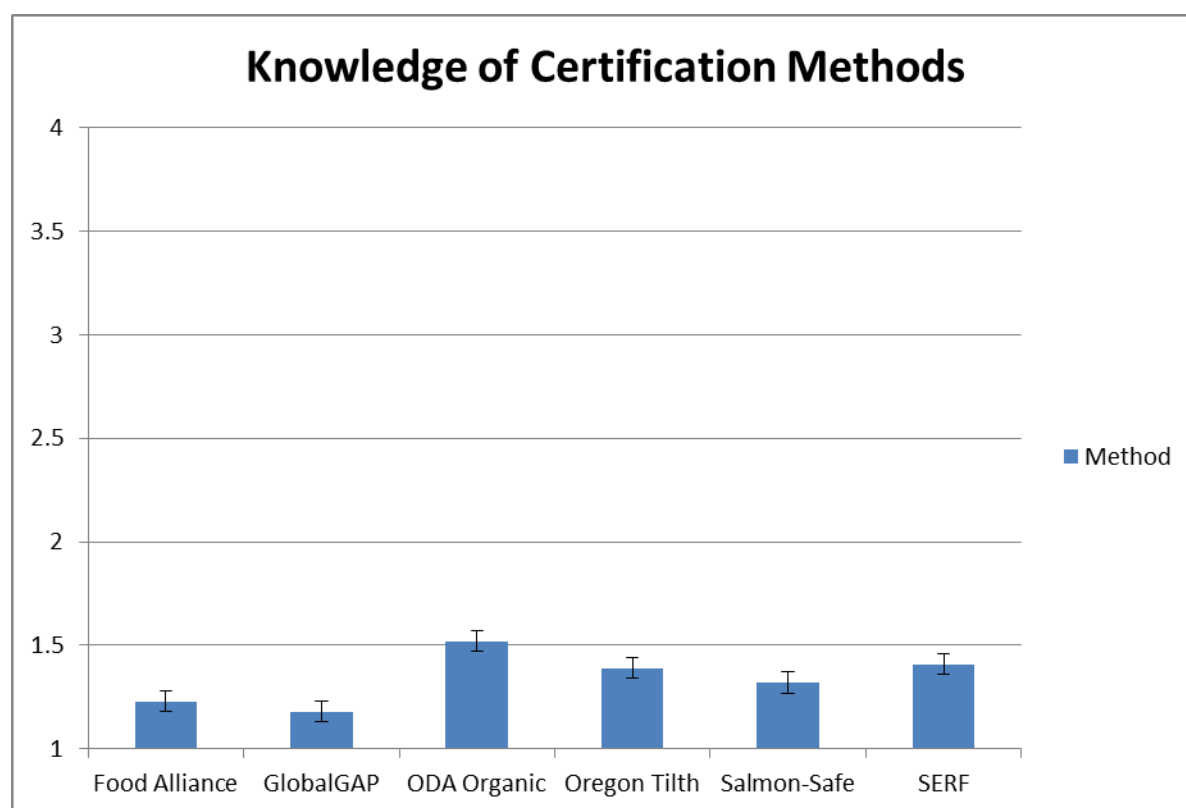
The Clackamas River Basin Council also included an effort to elicit more detailed information and opinions from agricultural users in the watershed in a focused discussion setting. Individuals were invited to attend a focus group in the postcard that reminded the target audience to return their surveys. Staff personally invited several individuals in addition to reaching out to solicit attendance at the focus group. Despite these efforts, only two individuals RSVP'ed for the focus group, and only one of those individuals attended.

The information gleaned from landowner outreach was useful in providing insight into the questions of interest described previously. Results are summarized according to the types of questions asked. Because of the relatively small sample size, a margin of error is included in the graphs to take into account the probability that the poll differs from reality.

Knowledge of Certifications and Cost-Share Programs

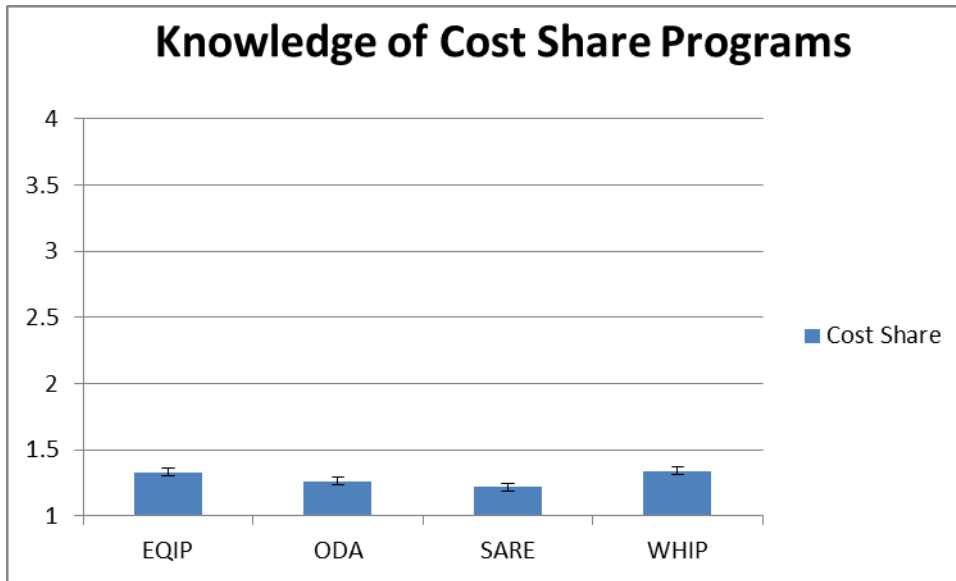
Respondents were asked to indicate their familiarity with the five different organic and sustainable certifications and four cost-share programs summarized in the first section of this report. At the time the survey was created, the Food Alliance certification was still available, however the program has since ceased operation. Respondents were asked to choose on a response on a Likert scale from 1 (“Not at all familiar”) to 4 (“Very familiar”). Answers were averaged among all respondents to generate a mean knowledge value reported for each certification and cost-share program.

Knowledge of Certification Methods



Respondents were asked to rank their knowledge of certification methods on a Likert Scale of 1-4, with 1 being “Not Familiar at All” and 4 being “Very Familiar.” Respondents reported an overall low knowledge of certification methods available to them. The most well-known method was organic certification administered by ODA, with a mean knowledge score of 1.52 reported by those who completed the survey. GlobalGAP certification was ranked least well-known, with a mean score of 1.18. However, when standard margins of error are considered, the scores are likely closer to each other.

Knowledge of Cost Share Programs

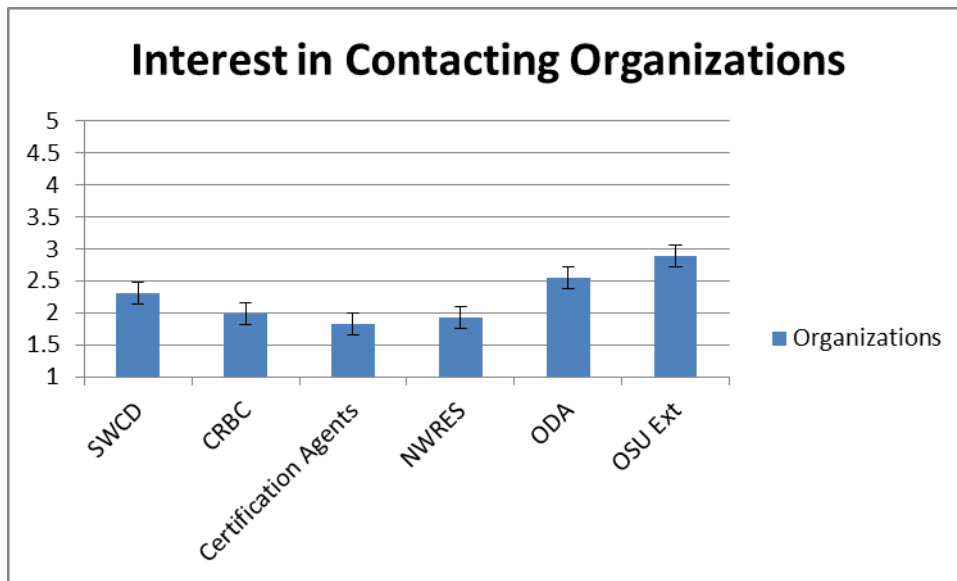


Respondents were asked to rank their knowledge of cost-share methods on a Likert Scale of 1-4, with 1 being “Not Familiar at All” and 4 being “Very Familiar.” Respondents also reported low knowledge of cost share programs available to them. The most well-known program was the Wildlife Habitat Implementation Program, with a mean score of 1.34. The Sustainable Research and Agriculture Grant was ranked lowest, with a mean score of 1.22. However, all scores were again within the standard margin of error, suggesting that one cost-share program may not necessarily be much more well-known than another.

Interest in Learning More

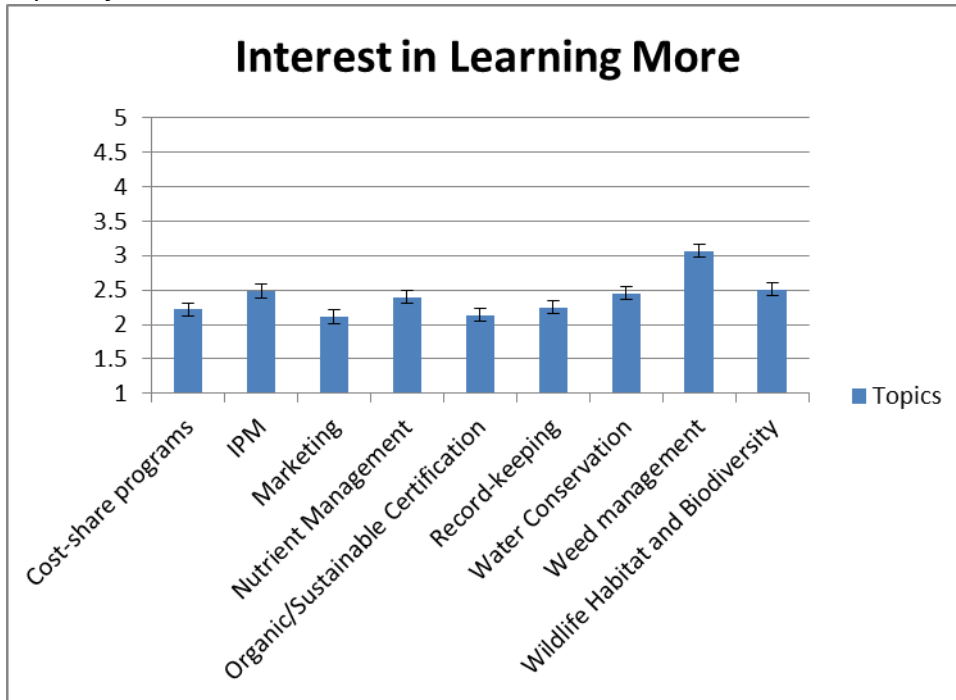
CRBC asked several survey questions related to respondents' interest in receiving more information. These questions were designed to provide insight on which organizations agricultural users might be receptive to hearing messaging from, particular topics of interest, and preferred avenues of communication. These insights will be useful in shaping future outreach and information campaigns to this demographic of individuals. Answers were placed on a Likert Scale, averaged among all respondents to generate a mean interest value in organizations likely to be contacted, topics of interest, and preferred avenues of receiving information. Individuals were also given the opportunity to write in any other answers they wished to provide.

Contacting Organizations



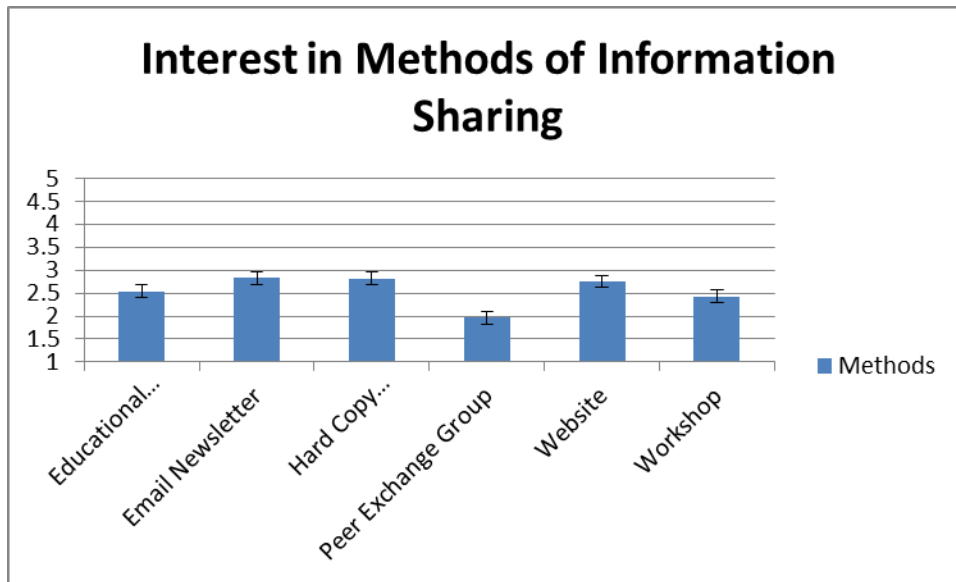
When asking about organizations individuals were most interested in hearing from, respondents were asked to choose a response on a Likert scale from 1 (“Will not contact”) to 5 (“Have already contacted”). Respondents reported moderate interest in contacting different local resource organizations. The organization most likely to be contacted was OSU Extension, with a mean score of 2.88. ODA was also ranked moderately highly, with a mean score of 2.55. Individual certifications themselves were least likely to be contacted, with a mean score of 1.82.

Topics of Interest



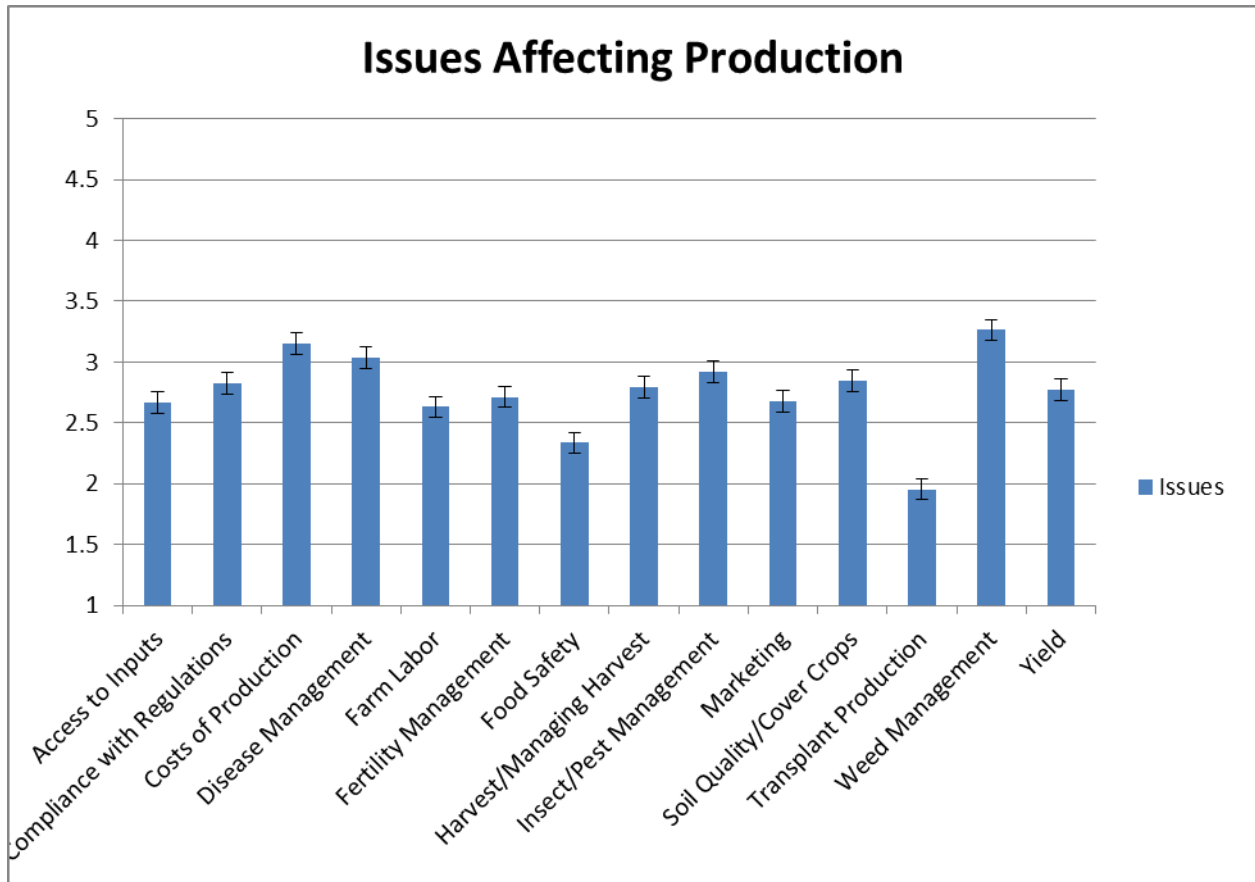
Respondents were somewhat interested in learning more about various topics. The most interesting topic to respondents was weed management, with a high mean score of 3.07. The remaining topics' scores were all quite similar when the standard margin of error was taken into account. Marketing was ranked least interesting, with a mean reported score of 2.11.

Interest in Methods of Information Sharing

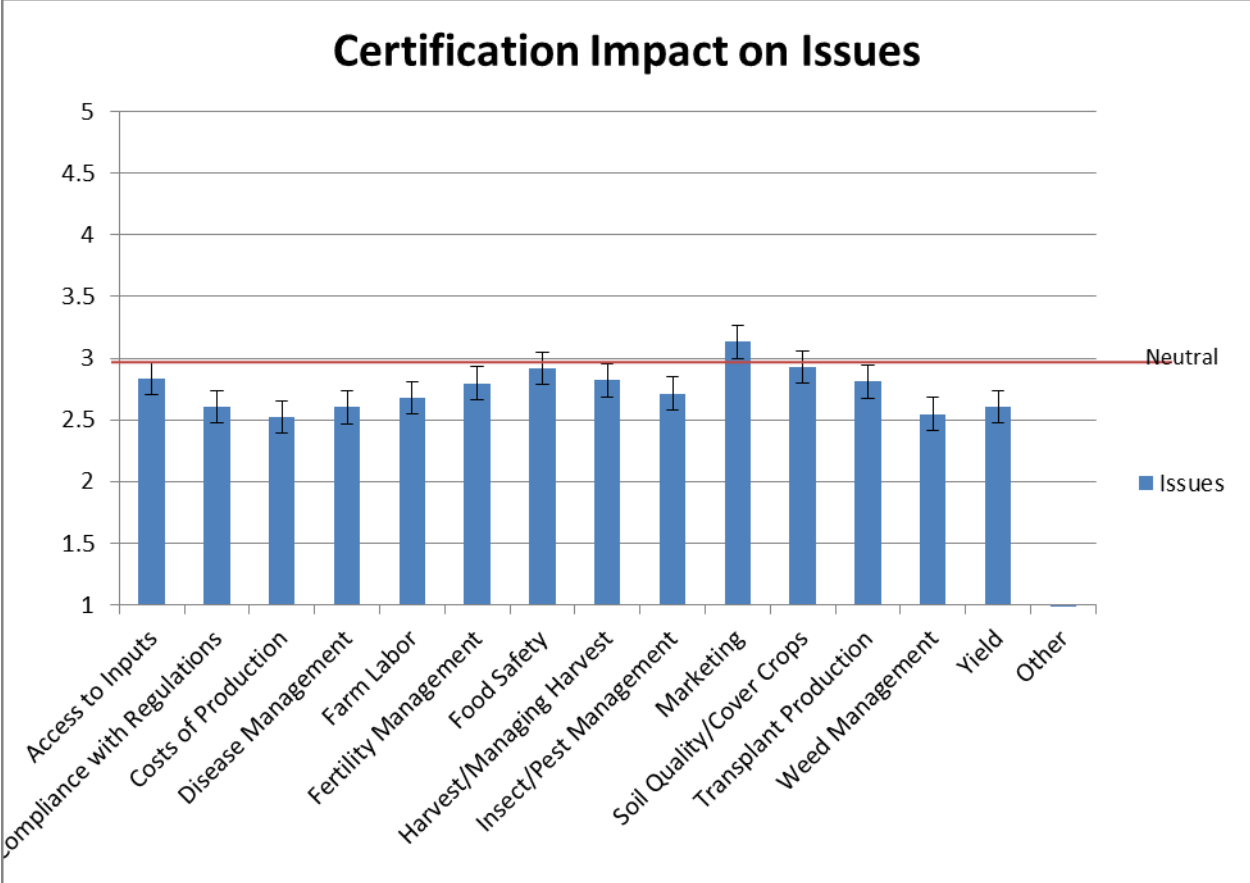


When asking about methods of information sharing individuals were most interested in, respondents were asked to choose a response on a Likert scale from 1 (“Not at All Interested”) to 5 (“Very Interested”). Respondents had varying levels of interest in different methods of information sharing. Hard Copy Newsletter (2.82), Website (2.75), and Email Newsletter (2.83) were ranked nearly equally as the methods of most interest. Workshops and Educational Presentations were the next most interesting, and also ranked with nearly the same score. A peer exchange group was of the least interest to participants, with a score of 1.97. This score was less than others, even when the standard margin of error was taken into consideration.

Issues Affecting Productivity: Currently, and Perceived with Certification



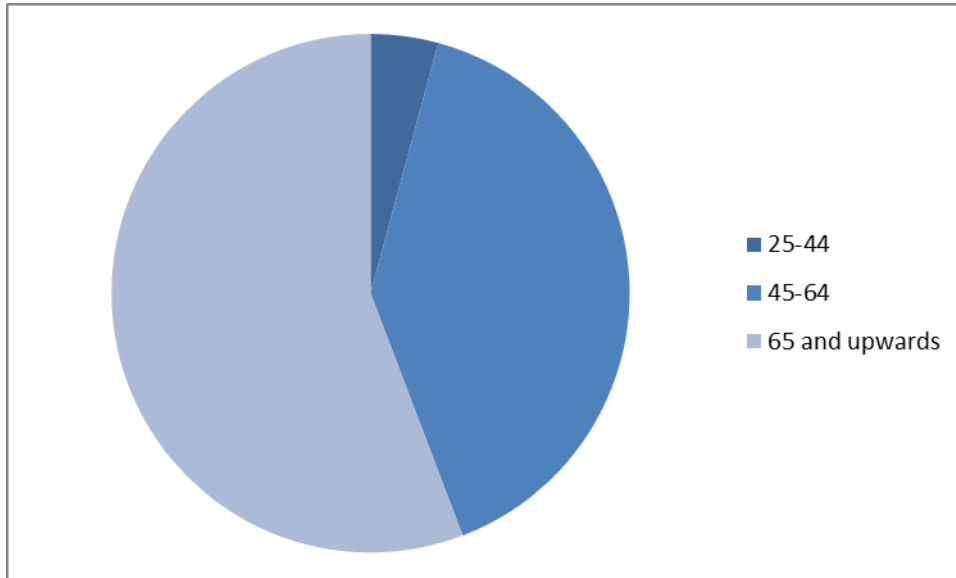
Respondents were asked to use a Likert Scale to indicate how much different issues affected their production under their current methods of production, with 1 being “Not an Issue at All,” and 5 being “A Significant Issue.” Those results with the highest scores were perceived to be the biggest issues. Weed management, costs of production, and disease management were ranked the biggest issues (perhaps not surprisingly, considering weed management was also the topic of most interest for learning more). Transplant production and food safety were ranked as the least important issues.



Respondents were then asked to compare these issues with their thoughts on how switching to organic or sustainable certifications might change how these issues impact their property. A Likert scale was used, with 1 representing “Would have a very negative impact” and 5 “Would have a very positive impact.” A score of 3 indicated the respondent did not believe there would be any change. Negative changes are represented by a score of less than 3, with a lower score indicating a more severe negative impact. Positive changes are represented by a score of over 3, with higher scores indicating more intense positive impact. Responses indicate that the surveyed population anticipated negative impacts in every area except Marketing. Severe negative impacts were not indicated by the responses, and the most negative impact anticipated was related to costs of production.

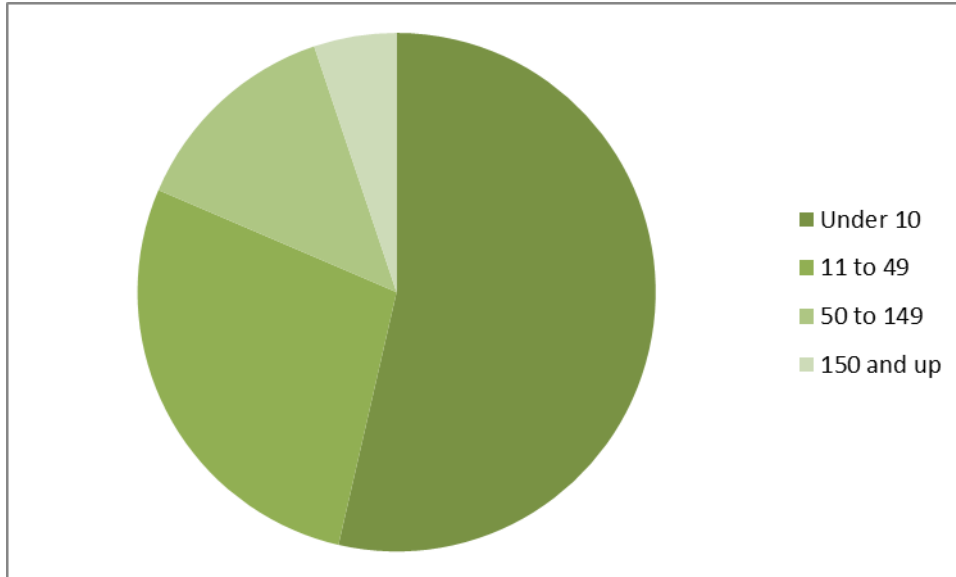
Demographic Data

Age of Respondents



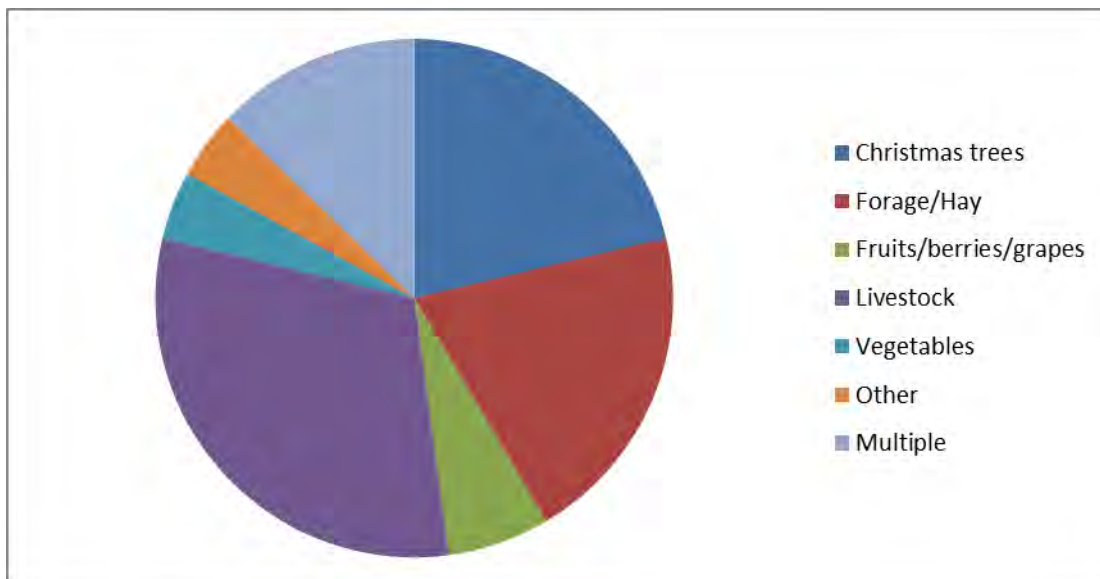
Age range among respondents was concentrated in the upper ranges of the survey, with only 3% in the 25-44 range, 40% in the 45-64 range, and 56% in the 65 and upward range. On a national scale, according to a study conducted by the USDA Economic Research Service, between 25-30% of farmers are expected to be 65 years of age or older. Clackamas County's total population of individuals 65 and older is 14.2%, which is slightly less than the statewide average (United States Census Bureau). As such, the 65-and-older community may be over-represented in our survey.

Size of Operation



According to the data contained in the RLIS database, the mean property size for a taxlot zoned as agricultural in the watershed is 12.49 acres, and median size is 8.2 acres. Survey respondents were concentrated in the smaller size ranges in the survey, with 54% of respondents on less than 10 acres, 28% between 11 and 49 acres in size, 13% between 50 and 149 acres in size, and 5% above 150 acres in size. This consistent with figures for the state of Oregon, which indicates that 24.8% of total farms are 1-9 acres in size, 36.7% are 10-49 acres in size, and 19.3% are 50-179 acres in size.

Type of Operation



The largest populations of respondents were those indicating their operations produced livestock (30%), Christmas trees (21%), or forage/hay (20%). Some individuals wrote in “Other” as their operation type, while others selected more than one type of operation, and those responses are represented here as well. The Clackamas River Basin Council’s Basin Action Plan examines land use cover in the watershed, and indicates that Christmas tree growing operations occupy approximately 1%, hay/pasture occupies 3%, row crops occupy 1%, and nurseries occupy 2% of total land cover. As such, the relatively large number of respondents in the hay/pasture and livestock categories is proportional to actual population of such users in the watershed.

Other Demographic Information

Respondents were also asked to indicate if their operation was certified as organic or sustainable. One operation was certified as such. Respondents were also asked if farming was their household’s primary source of income. Of the 98 individuals that responded to this question, only four (4%) indicated in the affirmative. None of those operations were certified as organic.

During CRBC’s interview with an agricultural landowner, several statements were made that reinforced the themes seen in the survey. A full summary of the interview is attached. The landowner indicated that she was not aware of organic or sustainable certifications available to her, or any cost-share methods that might be available. She also mentioned concerns related to the technical aspects of certification – specifically the length of time necessary to become certified, and the extensive paperwork involved in the process. She stated that a cost-share program might be of more interest to larger operations who are more likely to have a professional staff to shepherd the organization through the certification process, while as a smaller grower, she was most interested in technical assistance.

In order to supplement the information gained from the survey and focused outreach, CRBC also examined data and reporting compiled by organizations with a similar focus. One source of information was a report from the Clackamas County Economic Development Commission, which was sent to nearly 1,000 agricultural users. The population of respondents was similar to the population responding to CRBC’s survey, with a majority of individuals in the 63 and older age category and many growers involved in hay/forage and livestock production, though there was a larger percentage of Christmas tree growers in the EDC survey than the CRBC survey.

The EDC survey also asked agricultural users to indicate agencies they were likely to contact for advice. Respondents indicated OSU Extension (73%), Oregon Department of Agriculture (46.4%), Clackamas County (25.8%), and the Clackamas County Soil and Water Conservation District (18.5%) as the top four agencies, similar to what was reported in the survey conducted by CRBC. Respondents were also asked to indicate whether or not they were certified organic or sustainable – 5.2% were certified through Oregon Tilth, 2.9% were certified USDA Organic, and 1.2% were certified through the Food Alliance.

CRBC also reviewed a study conducted by OSU Extension among 408 Oregon Tilth-certified operations. Operations were asked to complete a survey, and OSU Extension also held a suite of three focus groups with 25 total attendees. The survey focused on barriers to production and profitability for farmers (CRBC made use of this list in designing our own survey). Results were similar to the survey conducted by CRBC – producers identified weed management as their primary concern, seconded by costs of production. Focus group participants also echoed the statement made by CRBC’s focus group participant – scale is an important factor to take into consideration when considering a farm’s motivation to obtain an organic or sustainable certification – larger farms can more easily access equipment and infrastructure than smaller operations can.

Recommendations and Next Steps

Information collected from the survey and literature review indicates several possible avenues for engaging agricultural land users in organic and sustainable certification:

- A significant educational opportunity exists for organizations interested in sharing information with agricultural producers.
- A fact sheet or newsletter would likely be well-received, especially if the information is reviewed and endorsed by OSU Extension, who is rated highly as a trusted source of information.
- Technical assistance could be made available to agricultural producers interested in learning more about certification, especially smaller family-run operations with no additional employees.
- Emphasizing sustainable methods may be more persuasive in assuaging agricultural producers' concerns related to changing methods rather than focusing on organic certification alone.
- Providing assistance with funds to defray costs related to soil testing, or providing a service linking agricultural producers to accessing organic inputs (such as feed and compost) or equipment could be seen as a valuable service to this community.
- A Clackamas-specific analysis of the costs and benefits of organic, sustainable, and conventional farming may be of interest to landowners considering switching methods, as surveyed respondents indicated an expected increase in costs of production as a whole.

One of the conclusions drawn from our research is that there is a lack of knowledge related to available certification methods and cost-share programs. ***This represents a significant educational opportunity for organizations interested in sharing information with agricultural producers.*** Tying educational materials to topics of interest such as weed management and costs of production would likely garner more interest than topics rated as “less interesting” such as food safety and marketing.

Organic and sustainable certifications may stress increased marketing ability and use of a seal on products, and survey responses indicate that producers believe certification would improve their marketing ability. However, survey responses from the study conducted by the Economic Development Commission show that increased marketing ability is not necessarily a topic of great interest to producers to Clackamas County, who primarily sell products directly to their customers. ***Providing information in the form of a mailed fact sheet or newsletter would likely be well-received, especially if the information is reviewed and endorsed by OSU Extension, who is rated highly as a trusted source of information. This outreach item could be***

substantiated with more details on a website. A study that reviewed motivations of farmers for engaging in organic production states that many organic producers are motivated by both profits and stewardship behavior, and outreach messages that reinforce positive behavior changes with positive environmental impacts could tap into those motivations as well. Marketing materials can also emphasize non-monetary benefits gained by becoming certified – one study determined that many organic farmers are motivated not only by profits, but also by environmental and lifestyle goals. However, these motivations were primarily reported by younger farmers, and the majority of agricultural producers responding to the survey were older. Of those surveyed in this study, 91.5% of respondents regarded environmental stewardship as an important part of their practices. It is possible that those farmers indicating they were practicing organically without certification may be more likely to change.

Having technical assistance available to agricultural producers interested in learning more about certification, especially smaller family-run operations with no additional employees, could provide a great service for individuals who may be interested in learning more, but find the process difficult to navigate. Producers believe that organic certification is likely to increase costs of production, and the certification process is known to carry a cost in and of itself. As described in the summary of certifications available, costs are not standard for operations, and often vary based on type and size of operation. Furthermore, many certifications are similar in their structure and goals, and it can be difficult to navigate how programs differ. Producers may indicate they are not interested in pursuing certification simply because it can sometimes be unclear just what certification means, how long the process takes, and how much they can expect it to cost.

Agricultural producers could also benefit from additional knowledge related to the true life-cycle costs of switching to organic or sustainable farming methods. A cost-benefit analysis among conventional, integrated crop management (sustainable, but still making use of pesticides), and organic producers shows that organic farmers are likely to incur the least net return when considering costs of labor, inputs, and fees. Operations practicing integrated crop management had only slightly lower returns than those practicing conventional agriculture, so **emphasizing integrated crop methods may be more persuasive in assuaging agricultural producers' concerns related to changing methods.** It should be noted that in the study, net returns were not wildly different, within a 10% margin of each other.

It is also important to address the costs of production incurred while transitioning to organic farming. Many of the inputs and resources needed to craft these plans can represent a commitment of time or cash. Many smaller organic operations also lack access to equipment, and may need less amounts of inputs than large operations, excluding them from the lower prices that often come with purchasing in large quantities. **Providing assistance with funds to defray costs related to soil testing or providing a service linking agricultural producers to accessing organic inputs (such as feed and compost) or equipment could be seen as a valuable service to this community.** The Oregon Department of Agriculture's cost-share program currently provides assistance with up to 75% of the cost of certification – an additional

opportunity to **reimburse the remaining 25% of costs not covered by ODA exists. There are no cost-share programs specifically related to reimbursing costs for the other sustainable certifications outlined in this report.** This would represent a more significant financial outlay (and may be of more interest) to larger operations, as the certification processes are skewed to be a relatively smaller cost to smaller operations.

Further research could be conducted to determine what inputs are of most import and most difficult to access, as well as creating a comprehensive list of materials and equipment available. Further research could also be conducted to determine why individuals may choose to farm organically without receiving official certification.

Because Clackamas County is home to a diverse agricultural industry, it can be difficult to calculate an accurate cost-benefit analysis for making the switch to organic farming, both to the producer and to the environment, without further detailed study. **Next steps to build on this research could include creating a cost-benefit analysis of organic and conventional farming.** Factors taken into consideration would include typical inputs (some of this data has already been collected by the Clackamas River Water Providers during the GIS Risk Analysis and current pollutant load modeling process), labor costs, costs of compliance with regulations, and final value of items produced (both for yield and sale price). Findings of this sort may be compelling in convincing farmers to take an enlightened self-interest in making the switch to more sustainable methods. Some studies of this type have been previously undertaken, but a majority of them were based in Europe (18 of a total 25 reviewed), and results were contradictory, with one study indicating that organic agriculture was 10% more expensive than conventional, and another finding that costs were basically the same (Peterson). Many of these studies were also conducted in the late 1990's, when demand for organic produce was significantly lower than it is now - annual demand for organic produce has more than doubled in the period between 2004 and 2011 from \$11 billion to \$25 billion. Providing agricultural users with further education about resources available to them, information about costs of certification, and assistance with navigating the process and accessing necessary inputs could help more Clackamas County farmers become part of this movement.

One of the initial goals of this process was to determine if there was an identified financial "tipping point" at which producers might be more willing to consider making the switch to organic or sustainable methods. **It is difficult to identify this tipping point as a result of several factors: lack of producer knowledge related to programs, variable certification costs (usually not estimated until a producer is already engaged in the certification process), and concern over increased costs of production as a whole, as identified by agricultural producers.**

Conducting an outreach program to inform producers of available certifications, link individuals to resources that may defray costs of production, and provide technical assistance to smaller operations considering certification may ultimately prove to be of more interest to this audience than a one-time offset of certification costs.

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Clackamas River Basin Council

P.O. Box 1869 • Clackamas, OR 97015 • www.clackamasriver.org • Email: info@clackamasriver.org
503-303-4372 FAX 503-303-5176

February 5, 2013

Carl and Judy Herndon
18320 SE VOGEL RD
DAMASCUS, OR 97089

Dear Carl and Judy Herndon:

Greetings from the Clackamas River Basin Council! Because your land is zoned as agricultural and we value your opinion, we are inviting you to participate in a survey about organic and sustainable farm certifications. Even if you are not currently certified as such, your responses will be valuable in helping our organization and our partners provide and expand upon the programs available to individuals like yourself.

You'll receive the survey approximately two weeks from now, and we anticipate the survey will require approximately 15 minutes to complete. You'll be provided with a self-addressed, stamped envelope in which to return your completed survey. We ask that you complete the survey by February 20, 2013. Participation is completely voluntary.

We are a non-profit watershed council that is dedicated to fostering partnerships for clean water and to improving fish and wildlife and the quality of life for all those who live, work, and recreate in the Clackamas watershed. The Clackamas watershed includes all of the land area that is drained by smaller rivers and streams into the Clackamas River. Our watershed spans from the Mt. Hood National Forest to where the Clackamas empties into the Willamette River in Oregon City. Watershed councils are independent, non-regulatory agencies that work with partners in our watershed to remove barriers to fish passage, improve wildlife habitat, and provide education to students and adults.

Thank you in advance for providing your input. If you wish to further contribute to the study, we will also be hosting a focus group gathering at the Clackamas River Basin Council offices **(5427 Glen Echo Ave, Gladstone, OR 97027) Wednesday, April 10th, from 6:00 p.m. until 7:00 p.m.** Dinner will be provided to thank you for your participation.

If you have any questions or would like to participate in the focus group, please contact Rebecca Walker at Rebecca@clackamasriver.org or (503) 303-4372, extension 101.

Thank you,

Rebecca Walker
Education and Outreach Coordinator

*Thank you
for your
feedback!*



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The enclosed questionnaire will require approximately 15 minutes to complete. We have included a self-addressed, stamped envelope in which to return your completed survey. In order to ensure that all information remains confidential, **please do not include your name on the survey**. Copies of completed surveys will remain in the offices of the Clackamas River Basin Council and only be made available to staff of the organization. If you choose to participate in this project, please answer all questions as honestly as possible and return the completed survey by **February 20, 2013**. Participation is completely voluntary.

Thank you for taking the time to help our organization and our partners improve our programming for individuals like yourself. The data collected will provide useful information regarding how we can better support agricultural users in the watershed.

If you wish to provide further input on the study, we will also be hosting a focus group gathering April 10 at the Clackamas River Basin Council Office Garden Room (5427 Glen Echo Avenue, Gladstone) from 6:00 PM to 7:00 PM. Dinner will be provided to thank you for your participation.

If you have any questions about the survey, would like a summary of the survey, or would like to participate in the focus group, please contact Rebecca Walker at Rebecca@clackamasriver.org or (503) 303-4372, extension 101. Survey results will also be summarized on our website: www.clackamasriver.org.

Thank you,

A handwritten signature in black ink that reads "Rebecca Walker". The signature is written in a cursive, flowing style.

Rebecca Walker
Education and Outreach Coordinator

Familiarity Questions

1) We would like to learn about how much you've heard about different certification methods available to you. On a scale of 1 to 4, with 1 being "not at all familiar" and 4 being "very familiar," how familiar are you with the following certification methods? Please place a check mark in the box that most accurately describes your knowledge of each method listed.

Certification Method	1 – Not at all familiar	2 – Not very familiar	3 – Somewhat familiar	4 – Very familiar
Food Alliance				
GlobalGAP				
OR Dept. of Agriculture Organic Certification				
Oregon Tilth				
Salmon-Safe				
Sustainable and Environmentally Responsible Farming (SERF)				

2) We would also like to hear about how aware you may be of different cost-share methods available to organic and/or sustainably-certified producers. On a scale of 1 to 4, with 1 being "not at all familiar" and 4 being "very familiar," how familiar are you with the following cost-share programs for certified operations? Please place a check mark in the box that most accurately describes your knowledge of each method listed.

Cost-share program	1 – Not at all familiar	2 – Not very familiar	3 – Somewhat familiar	4 – Very familiar
Environmental Quality Incentives Program (EQIP)				
OR Dept. of Agriculture Organic Cost-Share				
Sustainable Agriculture Research and Education Program (SARE)				
Wildlife Habitat Implementation Program (WHIP)				

3) We would like to hear what organizations are the most valuable information sources to you. On a scale of 1 to 5, with 1 being "will not contact," and 5 being "have already contacted," how likely are you to contact any of the following organizations regarding certification methods? Please place a check mark in the box that most accurately describes how likely you are to contact each organization, or indicate if there is another resource you find useful.

Organization	1 – Will not contact	2 – Not likely to contact	3 – May be likely to contact	4 – Very likely to contact	5 – Have already contacted
Clackamas County Soil and Water Conservation District					
Clackamas River Basin Council					
Individual certification agents					
North Willamette Research and Extension Service					
OR Dept. of Agriculture					
Oregon State University (OSU) Extension					
Other: _____					

Issues Affecting Productivity

4) We would like to hear from you what the biggest issues affecting productivity on your operation may be. Please rank, on a scale of 1 to 5, with 1 being “a significant issue” and 5 being “not an issue at all,” how the following issues affect your operation considering your CURRENT methods of production. Please place a check mark in the box that most accurately describes how each issue affects your production, or indicate if there is another issue not listed here.

Issue	1 – A significant issue	2 – A somewhat significant issue	3 – Neither a significant nor an insignificant issue	4 – Not a significant issue	5 – Not an issue at all
Access to inputs (seed, feed, fertilizer)					
Compliance with regulations					
Costs of production					
Disease management					
Farm labor					
Fertility management					
Food safety					
Harvest/managing harvested crops					
Insect pest management					
Marketing					
Soil quality/cover crops					
Transplant production					
Weed management					
Yield					
Other: _____					

5) For this next question, we would like to hear how you think adopting a certified organic or sustainable method of production might CHANGE how these issues affect your operation’s productivity. Please rank your opinion on a scale of 1 to 5, with one being “would have a very negative impact” and 5 being “would have a very positive impact.” Please place a check mark in the box that most accurately describes how you anticipate each issue could affect your production, or indicate if there is another anticipated issue not listed here.

If you are currently certified as a sustainable or organic operation, you may skip this question.

Issue	1 – Would have a very negative impact	2 – Would have a somewhat negative impact	3 – Would have neither a positive nor a negative impact	4 – Would have a somewhat positive impact	5 – Would have a very positive impact
Access to inputs (seed, feed, fertilizer)					
Compliance with regulations					
Costs of production					
Disease management					
Farm labor					
Fertility management					
Food safety					
Harvest/managing harvested crops					
Insect pest management					
Marketing					
Soil quality/cover crops					
Transplant production					
Weed management					
Yield					
Other: _____					

Opportunities to Learn More

6) Your input can help shape future opportunities: would you be interested in attending trainings or workshops on any of the following topics? Please rank your interest level on a scale of 1 to 5, with one being “not at all interested” and 5 being “would definitely be interested.” Place a check mark in the box that describes your interest level.

Topic of Interest	1 – Not interested at all	2 – Not very interested	3 – Neither interested nor disinterested	4 – Might be interested	5 – Would definitely be interested
Cost – share programs available to certified farmers					
Integrated Pest Management					
Marketing a certified operation					
Nutrient Management					
Organic/Sustainable Certifications					
Record-keeping					
Water conservation and irrigation					
Weed management					
Wildlife habitat and biodiversity					

7) We would also like to know how you prefer to receive information. Please rank your interest level in each method on a scale of 1 to 5, with one being “not at all interested” and 5 being “would definitely be interested.” Place a check mark in the box that most accurately describes your interest level.

Method of Information Sharing	1 – Not interested at all	2 – Not very interested	3 – Neither interested nor disinterested	4 – Might be interested	5 – Would definitely be interested
Educational Presentation					
Email newsletter					
Hard copy newsletter/fact sheet					
Peer exchange group					
Website					
Workshop					

Demographic Questions

Please check the box that most accurately describes the following statements about you or your farm.

Please select your age:

- 18-24
- 25-44
- 45-64
- 65 and upwards

How long has your land been in agricultural production?

- Under 5 years
- 6 – 19 years
- 20-49 years
- 50 years and upwards

What type of farming operation do you operate?

- Vegetables
- Fruits/berries/grapes
- Dairy
- Livestock
- Forage/hay
- Christmas trees

How large is the area of land used for your agricultural operation?

- Under 10 acres
- 11 – 49 acres
- 50 – 149 acres
- 149 acres and upwards

Is your operation certified as organic or sustainable?

- Yes
- No

Is your farming operation your household’s primary source of income?

- Yes
- No



We'd like to hear from you!

The Clackamas River Basin Council will host a focus group to hear more about your thoughts on organic and sustainable certifications open to agricultural producers like yourself. Dinner will be provided.



Date: April 10th, 2013

Time: 6:00 p.m. until 7:00 p.m.

Location: CRBC Office

5427 Glen Echo Ave, Gladstone, OR 97027

RSVP by calling Becki at (503) 303-4372 x101.

The Clackamas River Basin Council is a local nonprofit organization.



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The enclosed questionnaire will require approximately 15 minutes to complete. We have included a self-addressed, stamped envelope in which to return your completed survey. In order to ensure that all information remains confidential, **please do not include your name on the survey**. Copies of completed surveys will remain in the offices of the Clackamas River Basin Council and only be made available to staff of the organization. If you choose to participate in this project, please answer all questions as honestly as possible and return the completed survey by **February 20, 2013**. Participation is completely voluntary.

Thank you for taking the time to help our organization and our partners improve our programming for individuals like yourself. The data collected will provide useful information regarding how we can better support agricultural users in the watershed.

If you wish to provide further input on the study, we will also be hosting a focus group gathering April 10 at the Clackamas River Basin Council Office Garden Room (5427 Glen Echo Avenue, Gladstone) from 6:00 PM to 7:00 PM. Dinner will be provided to thank you for your participation.

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Rebecca Walker
Education and Outreach Coordinator

Familiarity Questions

1) We would like to learn about how much you've heard about different certification methods available to you. On a scale of 1 to 4, with 1 being "not at all familiar" and 4 being "very familiar," how familiar are you with the following certification methods? Please place a check mark in the box that most accurately describes your knowledge of each method listed.

Certification Method	1 – Not at all familiar	2 – Not very familiar	3 – Somewhat familiar	4 – Very familiar
Food Alliance				
GlobalGAP				
OR Dept. of Agriculture Organic Certification				
Oregon Tilth				
Salmon-Safe				
Sustainable and Environmentally Responsible Farming (SERF)				

2) We would also like to hear about how aware you may be of different cost-share methods available to organic and/or sustainably-certified producers. On a scale of 1 to 4, with 1 being "not at all familiar" and 4 being "very familiar," how familiar are you with the following cost-share programs for certified operations? Please place a check mark in the box that most accurately describes your knowledge of each method listed.

Cost-share program	1 – Not at all familiar	2 – Not very familiar	3 – Somewhat familiar	4 – Very familiar
Environmental Quality Incentives Program (EQIP)				
OR Dept. of Agriculture Organic Cost-Share				
Sustainable Agriculture Research and Education Program (SARE)				
Wildlife Habitat Implementation Program (WHIP)				

3) We would like to hear what organizations are the most valuable information sources to you. On a scale of 1 to 5, with 1 being "will not contact," and 5 being "have already contacted," how likely are you to contact any of the following organizations regarding certification methods? Please place a check mark in the box that most accurately describes how likely you are to contact each organization, or indicate if there is another resource you find useful.

Organization	1 – Will not contact	2 – Not likely to contact	3 – May be likely to contact	4 – Very likely to contact	5 – Have already contacted
Clackamas County Soil and Water Conservation District					
Clackamas River Basin Council					
Individual certification agents					
North Willamette Research and Extension Service					
OR Dept. of Agriculture					
Oregon State University (OSU) Extension					
Other: _____					

Issues Affecting Productivity

4) We would like to hear from you what the biggest issues affecting productivity on your operation may be. Please rank, on a scale of 1 to 5, with 1 being “a significant issue” and 5 being “not an issue at all,” how the following issues affect your operation considering your CURRENT methods of production. Please place a check mark in the box that most accurately describes how each issue affects your production, or indicate if there is another issue not listed here.

Issue	1 – A significant issue	2 – A somewhat significant issue	3 – Neither a significant nor an insignificant issue	4 – Not a significant issue	5 – Not an issue at all
Access to inputs (seed, feed, fertilizer)					
Compliance with regulations					
Costs of production					
Disease management					
Farm labor					
Fertility management					
Food safety					
Harvest/managing harvested crops					
Insect pest management					
Marketing					
Soil quality/cover crops					
Transplant production					
Weed management					
Yield					
Other: _____					

5) For this next question, we would like to hear how you think adopting a certified organic or sustainable method of production might CHANGE how these issues affect your operation’s productivity. Please rank your opinion on a scale of 1 to 5, with one being “would have a very negative impact” and 5 being “would have a very positive impact.” Please place a check mark in the box that most accurately describes how you anticipate each issue could affect your production, or indicate if there is another anticipated issue not listed here.

If you are currently certified as a sustainable or organic operation, you may skip this question.

Issue	1 – Would have a very negative impact	2 – Would have a somewhat negative impact	3 – Would have neither a positive nor a negative impact	4 – Would have a somewhat positive impact	5 – Would have a very positive impact
Access to inputs (seed, feed, fertilizer)					
Compliance with regulations					
Costs of production					
Disease management					
Farm labor					
Fertility management					
Food safety					
Harvest/managing harvested crops					
Insect pest management					
Marketing					
Soil quality/cover crops					
Transplant production					
Weed management					
Yield					
Other: _____					

Opportunities to Learn More

6) Your input can help shape future opportunities: would you be interested in attending trainings or workshops on any of the following topics? Please rank your interest level on a scale of 1 to 5, with one being “not at all interested” and 5 being “would definitely be interested.” Place a check mark in the box that describes your interest level.

Topic of Interest	1 – Not interested at all	2 – Not very interested	3 – Neither interested nor disinterested	4 – Might be interested	5 – Would definitely be interested
Cost – share programs available to certified farmers					
Integrated Pest Management					
Marketing a certified operation					
Nutrient Management					
Organic/Sustainable Certifications					
Record-keeping					
Water conservation and irrigation					
Weed management					
Wildlife habitat and biodiversity					

7) We would also like to know how you prefer to receive information. Please rank your interest level in each method on a scale of 1 to 5, with one being “not at all interested” and 5 being “would definitely be interested.” Place a check mark in the box that most accurately describes your interest level.

Method of Information Sharing	1 – Not interested at all	2 – Not very interested	3 – Neither interested nor disinterested	4 – Might be interested	5 – Would definitely be interested
Educational Presentation					
Email newsletter					
Hard copy newsletter/fact sheet					
Peer exchange group					
Website					
Workshop					

Demographic Questions

Please check the box that most accurately describes the following statements about you or your farm.

Please select your age:

- 18-24
- 25-44
- 45-64
- 65 and upwards

How long has your land been in agricultural production?

- Under 5 years
- 6 – 19 years
- 20-49 years
- 50 years and upwards

What type of farming operation do you operate?

- Vegetables
- Fruits/berries/grapes
- Dairy
- Livestock
- Forage/hay
- Christmas trees

How large is the area of land used for your agricultural operation?

- Under 10 acres
- 11 – 49 acres
- 50 – 149 acres
- 149 acres and upwards

Is your operation certified as organic or sustainable?

- Yes
- No

Is your farming operation your household’s primary source of income?

- Yes
- No