Rationale
Oregon produces more than $20 million in snap beans (the state vegetable), $30 million in sweet corn, $13 million in specialty seed, $12 million in squash and pumpkins and $72 million in onions, as well as other high quality processed and fresh market vegetable crops. The state is known for superb quality of the unique bush blue lake green beans, Hermiston watermelons, and specialty seed crops from carrots to cabbage and radish. A growing fresh vegetable industry and niche processors market to the urban population centers in the PNW. Industry leaders are increasingly interested in sustainable and organic production strategies and value-added marketing and certification programs.

Stake Holder Input
The Processed Vegetable Commission represents growers by identifying priorities before requesting proposals to fund specific needs. Fresh market growers and seed producers organize and plan educational events, identify priority needs, and collaborate with faculty to conduct on-farm research or document needs for minor crop registrations of promising pesticides through the IR-4 program. Faculty respond by submitting proposals or design of collaborative trials and educational programs.

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

Long Term Outcome
Environmental quality will be improved with the use of cover crops, reduced tillage, and pest management. These practices will improve soil quality and minimize surface and ground water pollution. New reduced risk, environmentally safer pest control tools will be available that are target pest specific will facilitate the implementation of IPM programs.

Indicators of Successful Achievement of this Outcome
Learning outcomes include information or knowledge about new cultural practices, innovative technologies, pest control, and organic systems to remain competitive in global markets.
- Innovative grower groups will adopt new ideas and practices.
- Number of stakeholders attending educational events with specified agendas, topics, and presentation of timely information.
• Number of farmers, field reps, and others indicating that learning occurred (quick and simple assessments) during educational events, websites, or delivery systems.

Practices (behaviors) adopted by growers to improve production efficiencies, pest management, organic production practices, and specialty seed production based on the following indicators:
• Number of acres planted to improved cultivars and/or utilizing improved practices.
• Number of farmers adopting/using an improved pest management practice, technique, and pest alert system, or good handling practices.
• Number of acres or farmers producing vegetables using organic practices.
• Number of acres or farms pinned on maps to prevent pollen contamination.

PWA2: Economic Stability and Quality of Life

Rationale
Oregon produces over $20 million in snap beans (the state vegetable), $30 million in sweet corn, $13 million in specialty seed, $12 million in squash and pumpkins and $72 million in onions, as well as other high quality processed and fresh market vegetable crops. The state is known for superb quality of the unique bush blue lake green beans, Hermiston watermelons, and specialty seed crops from carrots to cabbage and radish. A growing fresh vegetable industry and niche processors market to the urban population centers in the PNW. Industry leaders are increasingly interested in sustainable and organic production strategies and value-added marketing and certification programs.

Stake Holder Input
The Processed Vegetable Commission represents growers by identifying priorities before requesting proposals to fund specific needs. Fresh market growers and seed producers organize and plan educational events, identify priority needs, and collaborate with faculty to conduct on-farm research or document needs for minor crop registrations of promising pesticides through the IR-4 program. Faculty respond by submitting proposals or design of collaborative trials and educational programs.

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

Long Term Outcome
Social change will improve economic stability of families and quality of life with improved cropping systems.

Indicators of Successful Achievement of this Outcome
Learning outcomes include information or knowledge about new cultural practices, innovative technologies, pest control, and organic systems (see list above) to remain competitive in global markets.

- Innovative grower groups will adopt new ideas and practices.
- Number of stakeholders attending educational events with specified agendas, topics, and presentation of timely information.
- Number of farmers, field reps, and others indicating that learning occurred (quick and simple assessments) during educational events, websites, or delivery systems.

Practices (behaviors) adopted by growers to improve production efficiencies, pest management, organic production practices, and specialty seed production based on the following indicators:

- Number of acres planted to improved cultivars and/or utilizing improved practices
- Number of farmers adopting/using an improved pest management practice, technique, and pest alert system, or good handling practices.
- Number of acres or farmers producing vegetables using organic practices.
- Number of acres or farms pinned on maps to prevent pollen contamination.

**PWA3: Profitability**

**Rationale**

Oregon produces over $20 million in snap beans (the state vegetable), $30 million in sweet corn, $13 million in specialty seed, $12 million in squash and pumpkins and $72 million in onions, as well as other high quality processed and fresh market vegetable crops. The state is known for superb quality of the unique bush blue lake green beans, Hermiston watermelons, and specialty seed crops from carrots to cabbage and radish. A growing fresh vegetable industry and niche processors market to the urban population centers in the PNW. Industry leaders are increasingly interested in sustainable and organic production strategies and value-added marketing and certification programs.

**Stake Holder Input**

The Processed Vegetable Commission represents growers by identifying priorities before requesting proposals to fund specific needs. Fresh market growers and seed producers organize and plan educational events, identify priority needs, and collaborate with faculty to conduct on-farm research or document needs for minor crop registrations of promising pesticides through the IR-4 program. Faculty respond by submitting proposals or design of collaborative trials and educational programs.

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

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

**Long Term Outcome**
In organic or and conventional systems, environmental quality will be improved with enhanced soil health, improved irrigation and nutrient management, and development of research-based organic production systems.

**Indicators of Successful Achievement of this Outcome**

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

- Innovative grower groups will adopt new ideas and practices.
- Number of stakeholders attending educational events with specified agendas, topics, and presentation of timely information.
- Number of farmers, field reps, and others indicating that learning occurred (quick and simple assessments) during educational events, websites, or delivery systems.

Practices (behaviors) adopted by growers to improve production efficiencies, pest management, organic production practices, and specialty seed production based on the following indicators:

- Number of acres planted to improved cultivars and/or utilizing improved practices
- Number of farmers adopting/using an improved pest management practice, technique, and pest alert system, or good handling practices.
- Number of acres or farmers producing vegetables using organic practices.
- Number of acres or farms pinned on maps to prevent pollen contamination

Created 2007