



**OREGON
SEED
COUNCIL**

2023-24 ANNUAL REPORT

PRESENTED BY:
**MEGAN
CHUINARD**



MAC
CONSULTING LLC

MESSAGE FROM THE EXECUTIVE DIRECTOR



The 2023-2024 Fiscal Year has come to a close and we've got a lot to celebrate.

The Oregon Seed Council has come a long way in charting our path for the future and enhancing the organization to be one that embodies the goals, ambitions, and desired direction of the seed industry.

In the pages that follow, you'll see a snapshot of our work over the last year, however, it's challenging to encapsulate all the wonderful things our Board has done and is doing in one document. So, if you have any questions, please don't hesitate to reach out.

Some highlights we are proud of this year include:

- Establishing a Mission, Vision, and Values Statements;
- Developing and implementing member training and resources;
- Enhancing our public relations platform - increasing publications to the industry and development of new tools and partnerships.
- Increasing our engagement and partnerships in the government affairs world and getting active in big policy discussions - like the Federal Farm Bill and regulatory challenges.
- Reinvigorating OSC's Committees and seeking active input from industry members on critical issues and programs.
- Strategic planning - this critical step will set us up for success far into the future.

A special thank you to the OSC Board of Directors, Executive Committee, Committee Chairs, committee and industry members, and partners for your work this year.

Your feedback, support, and commitment to advance the Oregon Seed Council and elevate the seed industry overall is appreciated.

Megan Chuinard
Executive Director
Oregon Seed Council

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WHO WE ARE

The Oregon Seed Council is an integral part of Oregon's past, present, and future.

Created in the 1960's, the Oregon Seed Council is a trade organization that advocates for seed farmers, seed marketers, brokers, researchers and others involved in the Oregon seed industry.

Bringing industry together, we serve as a leading voice for industry, and elevate the importance and quality of seed grown in Oregon with the public, media, and decision makers.



ABOUT OSC

Over the Fiscal Year, the OSC Board of Directors surveyed industry members and partners, and created a Mission, Vision, and Values Statements for the organization.



MISSION

Our mission is to engage in issues of importance to the Oregon seed industry, enriching collaboration within its membership and all related parties.

VISION

Oregon Seed Council's vision is to be the leading voice in the Oregon seed industry; to elevate the importance and quality of Oregon grown seed within the public, media, and government.

VALUES

INTEGRITY

We base our reputation on being an honest and ethical organization. We believe in standing behind our word.

RESPECT

We honor each individual relationship and seek value in people's unique experience.

COLLABORATION

We hold in high regard our associates and work to build positive relationships with those outside our industry.

ACCOUNTABILITY

We participate, delegate, and evaluate to ensure the highest level of transparency for our organization.

BOARD OF DIRECTORS

The OSC Board of Directors provides invaluable direction and experience to support and direct the organization's initiatives and overall elevate the industry.

A special thank you to each of our Board members for their work and commitment to OSC and the industry!

EXECUTIVE COMMITTEE

PRESIDENT	FIRST VICE PRESIDENT	SECOND VICE PRESIDENT	TREASURER	IMMEDIATE PAST PRESIDENT
KATE HARTNELL	ALEX DUERST OREGON SEED GROWERS LEAGUE	DAVE GORACKE TALL FESCUE COMMISSION	EMILY WOODCOCK OREGON GRASS SEED BARGAINING ASSOCIATION	BECKY BERGER

BOARD OF DIRECTORS

FINE FESCUE COMMISSION

- TREVOR DUERST
- COLIN SCOTT

TALL FESCUE COMMISSION

- DAVE GORACKE
- DON DOERFLER

RYEGRASS COMMISSION

- KC COON
- SETH SMITH

CLOVER COMMISSION

- AUSTIN SAYER

OREGON SEED GROWERS LEAGUE

- ALEX DUERST

OREGON SEED ASSOCIATION

- WHITLEY SULLIVAN

TEE-2-GREEN

- TERRY PLAGMANN

OREGON STRAW EXPORTERS ASSOCIATION

- SHELLY BOSHART DAVIS

OREGON MEADOWFOAM GROWERS ASSOCIATION

- CHARLES ORTIZ

WILLAMETTE VALLEY SPECIALTY SEED ASSOCIATION

- ANGIE SMITH

WILLAMETTE VALLEY OILSEED PRODUCERS ASSOCIATION

- MATT PARKER

EX-OFFICIO MEMBERS

OREGON STATE UNIVERSITY

- DAN CURRY
- NICOLE ANDERSON

OREGON DEPARTMENT OF AGRICULTURE

- ELIZABETH SAVORY

OREGON WOMEN FOR AG

- HELLE RUDDENKLAU



MEMBER RESOURCES



Oregon Seed Council focused on developing new - and - improving existing resources for the 2023-2024 Fiscal Year.

In this work, OSC developed Mission, Vision, and Values Statements, a Member Handbook, a Board Orientation, recommendations to update OSC's bylaws, and committee structure and purposes.



MEMBER HANDBOOK

A first for OSC, the Board created a member handbook to help Board members have resources and information about their duties and the structure of the Council to support them as they conduct their work on the OSC Board of Directors.

COMMITTEE PURPOSE

As the Board reinvigorated the committees - the Council's venue for industry members to inform and make recommendations to the Council on critical issues, initiatives, and programs - the Board appointed committee chairs and set purposes and direction for all committees.

BOARD ORIENTATION

At the August 2023 meeting of the OSC Board of Directors, members had formal orientation to review duties, organizational structure, funding, and internal information about OSC.

BYLAWS

OSC created a Bylaws Review Committee to provide recommendations to the full Board of Directors on needed changes to modernize OSC's bylaws, its governing document. A seven-member committee convened monthly to review the current bylaws and ensure compliance with state law and adjustments needed for OSC operations. The Board was presented with the recommendations at its Annual Meeting in June, and will vote on the recommendations late summer of 2024.



COMMITTEES AND WORKGROUPS



CURRENT COMMITTEES AND WORKGROUPS

9

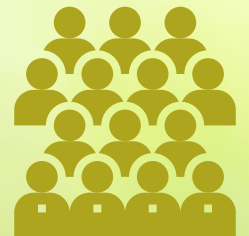
- Bylaws Review
- Executive Committee
- Government Affairs
- Insurance Workgroup
- Nominations
- Public Relations and Education
- Scholarship
- Seed Services Advisory Committee
- Smoke Management



COMMITTEE PARTICIPANTS

81

Number of committee members across all 9 committees.
*Some members serve on multiple committees.



COMMITTEE MEETINGS

34

Over the year, OSC held 34 official committee and workgroup meetings.

INDUSTRY AND PARTNER ENGAGEMENT

A by-the-numbers look at OSC's engagement with industry members and partners over the 2023-2024 Fiscal Year*

190+

Industry Meetings

On the farm, at their businesses, at grower/member meetings, or through designated phone calls, OSC's Executive Director had over 190 touch points with members of industry.*



Photo Credit: Ioka



Photo Credit: OFS

80+

Partner Meetings

Meetings with partner organizations or other grower groups.

10

OSC Board Meetings

Official OSC Board of Directors Meetings held in the 2023-2024 Fiscal Year.



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*Numbers reflective of May 8, 2023 through June 30, 2024

COMMUNICATIONS



Oregon Seed Council produces communications for members of industry to keep current on OSC's work, advocacy, research, regulatory, and other areas of importance to the seed industry. Below are stats on the email updates OSC distributed to industry in the 2023-2024 Fiscal Year.

E-UPDATES



9 Email Campaigns

6,747
Sends

The Oregon Seed Council distributed nine E-Updates from July 1, 2023-June 30, 2024. This publication serves as an electronic magazine style resource for industry members between productions of the Oregon Seed Magazine.

NEWSLETTERS



4 Email Campaigns

2,201
Sends

In April of 2024, OSC launched a new newsletter aimed at providing expedited information on news, resources, and legislative and regulatory activities. Since April, OSC has sent 2,201 emails, with an open rate of 56.4% compared to 43.3% as the industry average.

COMMUNICATIONS

OREGON SEED MAGAZINE

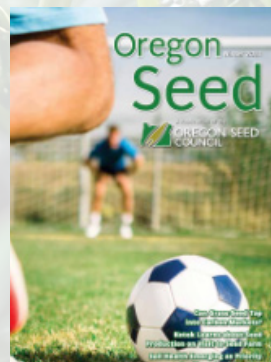


Oregon Seed Council, in partnership with the Grass Seed Commissions, publishes an industry magazine for growers, with content development consultation with growers.

This magazine provides growers with relevant and thoughtful updates from industry members, researchers, regulators, and others engaged in matters of importance to industry.

5,879

Copies delivered to growers in the 2023-2024 Fiscal Year



3

ISSUES

- Fall
- Winter
- Spring

PUBLIC RELATIONS INITIATIVES



Oregon Seed Council, and its Public Relations and Education Committee focused extensively on ensuring OSC is a strong steward of industry investments.

This year, OSC focused on first defining audience, messaging, and goals in its public relations investments. After defining each category, the Board moved forward with two key investments for the 2023-2024 Fiscal Year.

AUDIENCE

OSC's defined audience includes the following within the state of Oregon:

- Families Including Kids and Teens
- Voters 18+
- Legislators, Regulators, Decisions Makers
- Targeting residents in Portland, Eugene, Corvallis, the Willamette Valley, and Generally Urban Areas

MESSAGING

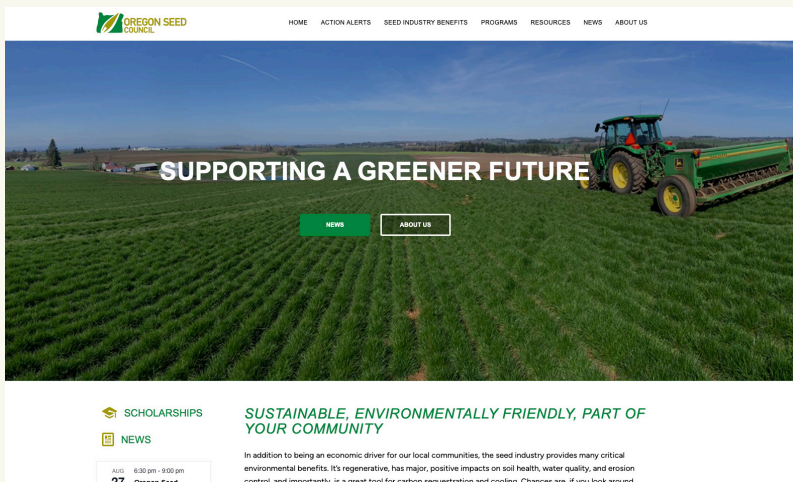
- **Sustainability:** regenerative, carbon sequestration, stewardship
- **Families:** soccer, yards, sports, health
- The seed industry is synonymous with Oregon.
- Seed industry is local, unique and awesome.
- Farm to your life - grass seed has a global impact touching every area of life.

GOALS

- Reach kids in sports.
- Elevate the message at a young age.
- Educate and connect with legislators, regulators, and decision makers.
- Help the general public understand the relevance of the industry in the state (economic, environmental, and community benefits).
- Build understanding of the importance of seed purity.

WEBSITE REBUILD

BUILT FOR MEMBERS OF THE SEED INDUSTRY AND THE PUBLIC.



OSC/OSAA PARTNERSHIP

- **NEW PARTNER**
- **NEW PROGRAM**
- **TARGET AUDIENCE**
- **MEASURABLE RESULTS**



PARTNERSHIP ZOOM-IN



While the Oregon Seed Council partnership with the Oregon School Activities Association only started in February of 2023, OSC has already begun to see the measurable outcomes from this partnership. Partnership with OSAA allows OSC to reach a key audience in messaging the benefits of the seed industry in Oregon. The information below is a snapshot of benefits and partnership offerings thus far.

AUDIENCE



REACH THIS SCHOOL YEAR:

- 297 member schools
- 117,000+ student-athletes
- 310,000+ attendees

WEB ADS

REACH (2/1/24-5/20/24)

- 767,000+ impressions across 4 web ads



SIGNAGE/PA ANNOUNCEMENTS

PA ANNOUNCEMENT

- At all championship & post-season events

TEARDROP & DIGITAL SIGNAGE

- At track & field, golf, softball, baseball, & cross country



EMAIL CAMPAIGNS

REACH (2/1/2024-5/20/24)

- 3 Distinct emails to 11k+ email addresses



SPECIAL PROGRAM



TARGETED MARKETING (5/13/24 - 5/20/24)

- 500K+ impressions on 4 web ads
- Over 300 email submissions
- Email to 11k+ emails x2
- Digital signage/program promotion
- Social media posts

SOCIAL MEDIA



POSTS ON OSAA SOCIAL MEDIA:

- Facebook - 13k + followers
- Twitter - 17k+ followers
- Instagram - 7,911 followers
- OSC messaging boosted by paid ads

AND MUCH MORE...

INDUSTRY TOUR



On April 30, the Oregon Seed Council held its annual seed industry tour in the South Willamette Valley.

The tour brought together Oregon Seed Council Board members, Oregon seed commissions, and state and federal agency partners; offered networking opportunities; and highlighted climate smart and resiliency planning within industry.

TOPICS

FOCUSED ON CLIMATE SMART AND RESILIENCY PRACTICES

- No Till Practices
- Impact of Cover Crops
- Soil Health
- Carbon Sequestration
- Energy Efficiency
- Seed Cleaning
- Water Conservation
- Domestic and Export Market
- Transportation



30+

PARTICIPANTS

The Oregon Seed Council was grateful to have many staff from the Oregon Department of Agriculture attend the industry tour, including Director Lisa Charpilloz Hanson, as well as industry members and federal partners.

THANK YOU

TO OUR PRESENTERS

- Saddle Butte Ag
- Cala Farms
- Strome-Fisher Farms Inc.
- Hayworth Seed Warehouse
- Boshart Trucking, Inc. and Bossco Trading LLC
- Turfgrass Water Conservation Alliance
- USDA ARS



THANK YOU

TO OUR SPONSORS



SPECIAL EVENTS



OSC values its partnerships and opportunities to elevate the seed industry. In the 2023-2024 Fiscal Year, OSC was present at five special events and either spoke, hosted a booth, or supported planning for these events.

AG FEST



OREGONIANS FOR FOOD AND SHELTER GALA



AG PAC EDUCATIONAL SERVICES ASSOCIATION



OREGON SEED ASSOCIATION ANNUAL CONVENTION



Photo Credit: OSA

SEED LEAGUE



SCHOLARSHIPS

A by-the-numbers look at OSC's Scholarship Program for the 2023-2024 Fiscal Year.

18

APPLICATIONS RECEIVED

OSC reached out to a number of partner organizations to promote its scholarship program. The scholarship application was open from February 1 - March 1 and received 18 applications from exceptional students.



\$5,000

AWARDED

Oregon Seed Council Board Members allocated \$5,000 to support the the scholarship program. \$4,500 came from the Special Projects Fund. An additional was \$500 generously donated to support the exceptional scholarship awardees selected by the committee.

4

SCHOLARSHIP RECIPIENTS

The Oregon Seed Council awarded four scholarships this year. Awards were distributed to:

- Tegan Macy
- John Dippold
- Brooke Glaser
- Hannah Glaser



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GOVERNMENT AFFAIRS

STATE AND FEDERAL ENGAGEMENT



In the 2023-2024 Fiscal Year, the Oregon Seed Council navigated a number of state, federal, and regulatory matters.

In the 35-Day Short Session, policy was relatively light for the seed industry as the Legislature was focused on housing and Measure 110. During the Session, OSC supported the ODA director appointment and saw passage of HB 4111, the Farm Equipment Taxation fix bill.

At the federal level, OSC has been active in Farm Bill discussions, advocacy for IR-4 and research investments, crop insurance expansion to the seed industry, and more.

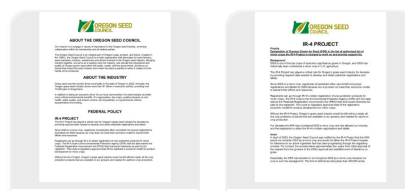
In addition, OSC has been heavily active in rulemaking and advocating on behalf of the seed industry at the federal and state levels, including throughout EPA's proposals on Vulnerable Species Pilot, Herbicide Strategy, and Rodenticide Strategy. OSC continues to engage on issues of importance to industry.

In the 2023-2024 Fiscal year, OSC created resources for members to engage in and track policy issues, including a State Legislative Report, Federal Advocacy Briefings, and Action Alerts.

BY THE NUMBERS

- 27** MEETINGS ON FEDERAL ISSUES
- 18** LEGISLATIVE MEETINGS DURING THE SESSION
- 19** REGULATORY MEETINGS
- 2** MEETINGS WITH THE GOVERNOR
- 83** LOBBY/PARTNER MEETINGS
- 3** OSC GOVERNMENT AFFAIRS COMMITTEE MEETINGS

FEDERAL ADVOCACY



SMOKE MANAGEMENT

Field burning is a cooperative effort between the ODA Smoke Management Program, the Oregon Department of Forestry, the Oregon Department of Environmental Quality the Oregon Seed Council, and the grass seed growers of the Willamette Valley. OSC supports this important program through a grant agreement through ODA.

The 2023 season ran July 5-September 11.

2023 PROGRAM DATA

13,375

Registered
Acres

13,361

On-time

14

Late
Registration

7,819
ACRES
BURNED

5,556
ACRES
BALED



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DEPARTMENT OF
AGRICULTURE

STRATEGIC PLANNING



The Oregon Seed Council Board of Directors sought out options to begin a strategic planning process. OSC was fortunate to have a great partner in Ag West Farm Credit, which agreed to facilitate the strategic planning process without charge.

The Board worked through a significant member, industry, and partner engagement process, charting the past, evaluating the present, and ultimately penning the future focus areas of the Oregon Seed Council: Government Affairs, Public Relations, and Organizational Funding.

The work resulted in an action plan with metrics for success for the 2024-2025 Fiscal Year covering each of the three focus areas.

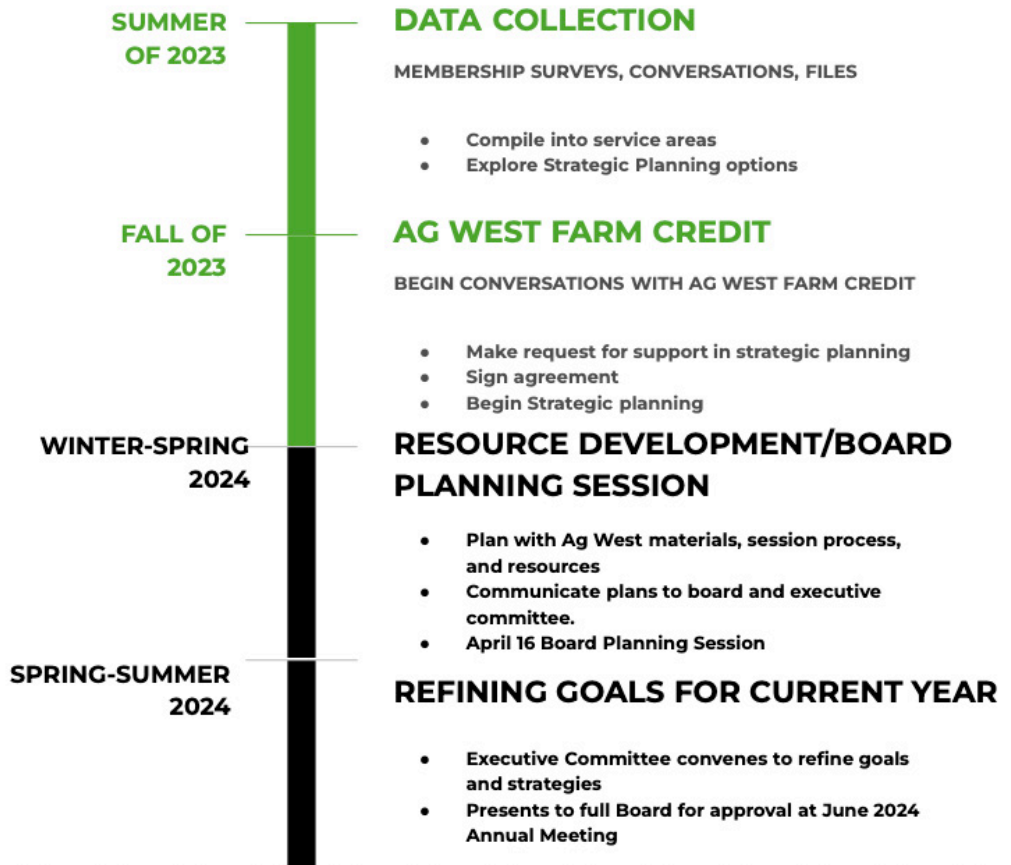
FOCUS AREAS

1. GOVERNMENT AFFAIRS

2. ORGANIZATIONAL FUNDING

3. PUBLIC RELATIONS

TIMELINE AND PROCESS



WHAT'S NEXT

1. IMPLEMENTATION OF THE OSC ACTION PLAN

With a focus on:

- Government Affairs
- Organizational Funding
- Public Relations

2. DEVELOPMENT OF A LONG-TERM STRATEGIC PLAN

- Each year, OSC will work on elements of its strategic plan, through action plans (1-2 year targets for the organization).
- During the 2024-2025 Fiscal Year, OSC will refine the data and information compiled during the 2023-2024 strategic planning work, and map a path forward for years to come.



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CONTACT

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If you have any questions, please do not hesitate to reach out.

