



ANNUAL REPORT



2024-2025

MESSAGE FROM THE EXECUTIVE DIRECTOR



Another fiscal year has come and passed, and I am excited to share with you our achievements from 2024-2025.

The Oregon Seed Council has made exceptional strides in delivering services for our members and in implementing our strategic planning work, in government affairs, public relations, and organizational funding.

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 great 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:

- Implementing year one of OSC's Strategic Plan;
- Development of social media platforms;
- Development of an internship program in partnership with OSU;
- A successful trip to Washington D.C. for industry advocacy and education;
- Building policy priorities representing feedback from all of our member organizations;
- Having significant engagement from our members during the State Legislative Session and in D.C.

And - significantly, this year, OSC was honored to accept the Oregon Consular Corps Global Trailblazer Award! A significant achievement, recognizing the grass seed industry's global impact in trade. More on this in later pages of the report.

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 greatly appreciated and drove our success. We simply cannot do what we do without you!

Megan Chuinard
Executive Director
Oregon Seed Council

Table of **CONTENTS**



02

**Message from the Executive
Director**

04-08

About OSC

10-18

Public Relations

19-22

Government Affairs

23

Smoke Management

24

What's Next?

25

Contact

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

Last fiscal year, OSC created Mission, Vision, and Values statements. This year, we were proud to take these statements and thread them throughout all we do to support and elevate the Oregon seed industry.



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

ALEX DUERST

FIRST VICE PRESIDENT

DAVE
GORACKE
*TALL FESCUE
COMMISSION*

SECOND VICE PRESIDENT

EMILY WOODCOCK
*OREGON GRASS
SEED BARGAINING
ASSOCIATION*

TREASURER

ORIN NUSBAUM
*RYEGRASS
COMMISSION*

IMMEDIATE PAST PRESIDENT

KATE
HARTNELL

BOARD OF DIRECTORS

FINE FESCUE COMMISSION

- TREVOR DUERST
- COLIN SCOTT

TALL FESCUE COMMISSION

- DAVE GORACKE
- HELLE RUDDENKLAU

RYEGRASS COMMISSION

- ORIN NUSBAUM
- KC COON

CLOVER COMMISSION

- BEN VAN DYKE

OREGON SEED GROWERS LEAGUE

- LUCAS RUE

OREGON SEED ASSOCIATION

- RACHEL HANKINS

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
- CHRISTY TANNER

OREGON DEPARTMENT OF AGRICULTURE

- ELIZABETH SAVORY

OREGON WOMEN FOR AG

- HELLE RUDDENKLAU



MEMBER RESOURCES



Oregon Seed Council values our members and believes each member should be provided the best resources to be successful in their roles.

In 2023, OSC developed Mission, Vision, and Values Statements, a Member Handbook, a Board Orientation. Now, annually, OSC holds a Board Member Orientation to review information about OSC and provide a comprehensive review of Board member roles and responsibilities.



MEMBER HANDBOOK

OSC has created a member handbook to provide Board members with resources and information about duties and the structure of OSC to best support their work on the Board.

BYLAWS

In the previous fiscal year, 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 the June 2024 annual meeting, and voted to approve the updated bylaws in August of 2024.

BOARD ORIENTATION

OSC has begun holding annual trainings for the OSC Board of Directors. In 2024, OSC held a Board Member Orientation for both Board members and alternates, and provided a second training in November of 2024 for members who were unable to attend the first training. This now annual training, provides an opportunity for Board members to review duties, organizational structure, funding, and internal information about OSC, setting the organization and our members up for success each fiscal year.

COMMITTEES AND WORKGROUPS



COMMITTEES AND WORKGROUPS

10

- Budget
- Executive Committee
- Government Affairs
- Insurance Workgroup
- Nominations
- Public Relations and Education
- Social Media Subcommittee
- Scholarship
- Seed Services Advisory Committee
- Smoke Management

COMMITTEE PARTICIPANTS

120



Number of committee members across all 10 committees and workgroups.

**Some members serve on multiple committees.*



COMMITTEE MEETINGS

31

Over the year, OSC held 31 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 2024-2025 Fiscal Year

340

Industry Meetings

On the farm, at their businesses, at grower/member meetings, or through designated phone calls, OSC's Executive Director had over 340 touch points with members of industry.



175

Partner Meetings

Meetings with partner organizations or other grower groups.

10

OSC Board Meetings

Official OSC Board of Directors Meetings held in the 2024-2025 Fiscal Year.



STRATEGIC INVESTMENTS

OSC works closely with its Public Relations and Education Committee, the Board of Directors, Grass Seed Commissions, and partners like Oregon State University and United States Department of Agriculture Agricultural Research Services to develop strategic initiatives that elevate the industry and provide factual, educational, and supportive materials for and about the seed industry in Oregon.

The pages that follow will take a deeper dive into OSC's public relations and education projects, and broadly will touch on the following:

Communications

- E-Update
- Newsletters
- Magazine
- Social media

Programs

- Events OSC participates in
- Scholarships
- OSAA partnership

Initiatives

- Marketing materials
- Global Trailblazer Award
- New memberships

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 2024-2025 Fiscal Year.

E-UPDATES



7 Email Campaigns

5,074
Sends

The Oregon Seed Council distributed seven E-Updates from July 1, 2024-June 30, 2025. This publication serves as an electronic magazine style resource for industry members between productions of the Oregon Seed Magazine.

NEWSLETTERS

15 Email Campaigns

17,431
Sends



+6 SPECIAL Email Campaigns

7,515
Sends

In 2024, OSC launched a new newsletter aimed at providing expedited information on news, resources, and legislative and regulatory activities. From July 1, 2024 through June 30, 2025, OSC has sent 15 regular email campaigns with a total of 17,431 sends, with an open rate of 52.1%. In addition, OSC sent a six special email campaigns related to the legislative session and other pressing matters, with a total of 7,515 sends. The total distribution of OSC's newsletter was

24,946 sends.

COMMUNICATIONS

OREGON SEED

MAGAZINE



Oregon Seed Council, in partnership with the Grass Seed Commissions, publishes an industry magazine - the Oregon Seed Magazine.

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

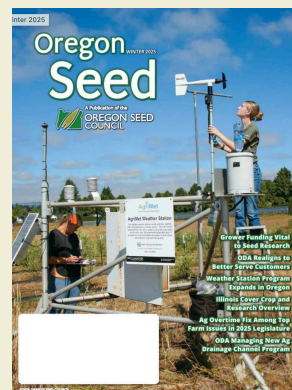
5,904

**Copies delivered to
growers in the
2024-2025 Fiscal Year**

3

ISSUES

- Fall
- Winter
- Spring



GLOBAL TRAILBLAZER AWARD



The Oregon Seed Council (OSC), whose members supply turfgrass seed to sports organizations, golf courses, stadiums and municipalities around the world, was named one of four recipients of the Oregon Consular Corps (OCC) 2025 Global Trailblazer Award. OSC joins a prestigious list of past recipients of the OCC's Global Trailblazer Award, including Tim Boyle and Columbia Sportswear, Intel Corporation, Asiana Airlines, Daimler Trucks North America, and Adidas America. This honor puts OSC alongside some of the top business entities to ever operate in Oregon, and for that we are extremely proud.



SHINING THE SPOTLIGHT ON THE OREGON SEED INDUSTRY



Representative Shelly Boshart Davis and Senator Fred Girod highlighted OSC's award in the House and Senate Chambers, elevating the impact of the Oregon seed industry in the state and in international trade.



As a part of the award, OCC produced a video recognizing OSC. The video can be found on OSC's website and YouTube channel. The video was played at the awards ceremony spotlighting OSC and its members before legislators, decision-makers, and key officials in international trade.



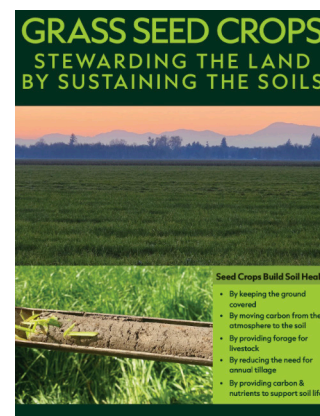
PUBLIC RELATIONS INITIATIVES



OSC, and its Public Relations and Education Committee are focused on ensuring OSC is a strong steward of industry investments.

This year, OSC's work centered on developing marketing and educational resources, partnerships, and creating communications channels to reach OSC's target audiences. Below is a sampling of OSC's PR initiatives:

OSC BRANDED MATERIALS



INTERNSHIP PROGRAM

In partnership with Oregon State University, OSC created a strategic internship. The goal of the program is to create a mutually beneficial internship that offers students the opportunity to develop relationships in and understanding of our industry and agriculture broadly; build leadership skills; offer experiential learning; connect students to careers; and help bring OSC into the present and look toward the future when it comes to communications.

OSC's first internship began in 2025, and has provided our students opportunities to heavily participate in social media development and marketing opportunities for the industry.

OSC/OSAA PARTNERSHIP



SPECIAL EVENTS



OSC values its partnerships and opportunities to elevate the seed industry. In the 2024-2025 Fiscal Year, OSC was present at six special events and either spoke, hosted a booth, or supported planning for these events.

AG-PAC EDUCATIONAL SERVICES ASSOCIATION

OREGON ATHLETIC DIRECTORS ASSOCIATION

SUGARBEET GROWERS LOBBY DAY

AG FEST



OREGONIANS FOR FOOD AND SHELTER GALA

SEED LEAGUE



SCHOLARSHIPS



A by-the-numbers look at OSC's Scholarship Program for the 2024-2025 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.



\$3,500

AWARDED

The Oregon Seed Council awarded \$3,500 in scholarship to three exceptional students.

3

SCHOLARSHIP RECIPIENTS

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



Tegan Macy



Kailee Macy



Brooke Glaser

SOCIAL MEDIA OVERVIEW



In the 2024-2025 Fiscal year, OSC launched three new social media platforms. OSC now has a presence on Facebook, LinkedIn, Instagram, and YouTube. Below are some high level statistics from OSC's pages and posts.



Engagement



+75

Audience Growth



13,048

Impressions



773

Likes, Shares, Comments, and other Engagement



Engagement



+161

Audience Growth



13,886

Post Views



608

Likes, Shares, Comments, and other Engagement



Engagement



+52

Audience Growth



2,202

Post Views



240

Likes, Shares, Comments, and other Engagement

NEW

MEMBERSHIPS



The Oregon Seed Council developed two new membership types this fiscal year. Each type provides a new opportunity to engage with the industry, provide input, and network. More information on OSC memberships is available on the OSC website at: <https://OregonSeedCouncil.org/membership/>

ENGAGE | SUPPORT | CONNECT | ENGAGE | SUPPORT | CONNECT | ENGAGE

Membership Highlight

CONTRIBUTING MEMBER

Want to get involved? Check out the benefits of becoming a contributing member!

ENGAGE | SUPPORT | CONNECT | ENGAGE | SUPPORT | CONNECT | ENGAGE

CONTRIBUTING MEMBERSHIP

Industry partners often seek areas of engagement for their potential clients or business partners. There are limited forums to reach these target audiences, and limited forums to showcase support for industry. This membership structure provides a unique opportunity for businesses serving the industry to meet these two goals. In OSC's three-tier contributing member membership structure, partners are able to select the best plan for their membership needs.

ENGAGE | SUPPORT | CONNECT | ENGAGE | SUPPORT | CONNECT | ENGAGE

Membership Highlight

INDIVIDUAL MEMBER

Want to get involved? Check out the benefits of becoming an individual member!

ENGAGE | SUPPORT | CONNECT | ENGAGE | SUPPORT | CONNECT | ENGAGE

INDIVIDUAL MEMBERSHIP

The OSC individual membership offers industry members access to exclusive content and networking opportunities.

GOVERNMENT AFFAIRS STATE AND FEDERAL ENGAGEMENT



In the 2024-2025 Fiscal Year, OSC navigated a number of state, federal, and regulatory matters.

Importantly to OSC members and industry partners, OSC monitored over 400 bills. Issues ranged from employment to land use, to climate, to water, to taxes, to transportation – and many more.

This year, OSC set its first policy priorities, and quickly put those policies to use allowing our organization to react, engage, and adapt to policy conversations quickly with broad input from our member organizations.

We were able to see some positive policy and conversations advance, and, we were able to help kill – or water down significantly detrimental policy proposals – including the Agricultural Workforce Standards Board proposal.

First Lobby Day!

The Oregon Seed Council partnered with the sugar beet industry, supporting its first lobby day at the Oregon State Capitol. The event included meetings with Oregon legislators who cover agricultural issues in their committees; viewing House and Senate Floor Sessions; and a reception with legislators and industry members in the evening. Our members were able to build relationships and help decision-makers understand the importance and interconnection of each part of the industry.

Legislative Relationships

OSC met with numerous legislators and staff to build relationships, elevate the partnership of the seed industry overall, and begin the conversations of how OSC can be a resource for the Legislature. We are excited to get our legislative partners out to farms to learn more about the seed industry and how every section of the industry plays an important part in bolstering our economy, supporting a healthy environment, and supporting healthy communities.

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 the 2024-2025 Fiscal Year, OSC created resources for members to engage in and track policy issues, including a State Legislative Report, Policy Priorities for the state and federal level, Federal Advocacy Briefings, Action Alerts, and a Guide to the 2025 Legislative Session.

Read more on OSC's activities and the State Legislative Session in the OSC 2025 Legislative Report on OSC's website: <https://OregonSeedCouncil.org/programs/legislative-reports/>

WASHINGTON, D.C.

- OSC's First Annual Fly-In -

Representing the Oregon Seed Council, Executive Director Megan Chuinard, Immediate Past President Kate Hartnell, and Past President Becky Berger had a successful trip to the Nation's Capital to advocate for pressing issues for the Oregon seed industry.

HIGHLIGHTS

- OSC met with all eight Oregon Congressional offices, highlighting key policy issues for the industry, including: Farm Bill requests; USDA ARS overall funding and staffing; Crop Insurance; Geese; Pests; Research; OECD program needs - and many more policy issues that impact the industry.
- OSC met with USDA-ARS program leads, the Undersecretary of Agriculture's Chief of Staff, and visited with Secretary of Agriculture Brooke Rollins' Office staff on USDA-ARS Corvallis unit funding, and to request reinstatement of Dr. Clint Mattox, weed scientist for the unit.
- Following their visit with USDA-ARS leaders, OSC received notice that Dr. Clint Mattox had been **REINSTATED TO HIS POSITION!**
- Thank you to those of you who helped in our advocacy by writing a letter to the Secretary of Agriculture requesting his reinstatement. **YOUR SUPPORT MADE A DIFFERENCE!**
- OSC met with the USDA Office of Pest Management Policy (OPMP) on a number of regulatory issues and opportunities for partnership.
- They also met with colleagues from across the nation as a part of the IR-4 Coalition.

Thank you to the Oregon Tall Fescue, Fine Fescue, and Ryegrass Commissions, and the Oregon Seed Association for your investments in this important advocacy and education work!



Grass Seed CROP INSURANCE UPDATE

FARMER-FRIENDLY IMPROVEMENTS FOR 2026 AND BEYOND



The Oregon Seed Council began meeting virtually with United States Department of Agriculture Risk Management Agency (USDA-RMA) staff in 2023 to explore development of a grass seed insurance policy that meets the industry's unique needs.

In 2025, OSC held a special meeting with industry members and USDA-RMA staff from the regional office (Spokane), and the headquarters (Kansas City) in Oregon. The meeting, which included a tour of Willamette Valley seed operations; presentations from growers, researchers, and a seed cleaner; and discussion sessions, was designed to help USDA-RMA officials understand how grass seed is produced in Oregon to tailor the existing multiperil grass seed insurance (designed for the mid-west) to meet Oregon grower realities, including planting seasons, processing, and risk associated with production.

The agency worked to set an agreement in place for perennial ryegrass in Oregon and have a policy available for the 2026 crop year.



RESULTS

OSC is pleased to announce, the multiperil policy is now available in Oregon for perennial ryegrass. A few modifications have been made to make the policy more accessible for Oregon growers. And, importantly, additional work is being done to add more varieties in the future.

1. The perennial ryegrass type has been expanded to Jefferson County, Oregon. This will allow growers residing in the region, but outside of the county, to request coverage through a written agreement using yield and premium rate data reflecting production conditions in the Pacific Northwest.
2. Producers interested in requesting a written agreement for crop insurance coverage of their 2026 perennial ryegrass seed production should talk to a local crop insurance agent .
3. For the written agreement process, RMA will need past clean seed production records for at least three of the last 10 crop years to verify production history.

RESEARCH AND REGULATORY



The Oregon Seed Council and Grass Seed Commissions contract with a research and regulatory expert to support technical work for product registration, regulatory rulemaking, and trials and research to support the industry. Below is a snapshot of research and regulatory program statistics from the 2024-2025 Fiscal Year.



28

Regulatory challenges addressed and potential labels discussed

18

Labels obtained



20

Presentations made on behalf of OSC and regulatory pesticide updates

7

Letters submitted for the grass seed industry



6

IR-4: Priorities submitted, maintained, and managed

2

IR-4: Public interest findings/weight of evidence proposals submitted

SMOKE MANAGEMENT

2024

PROGRAM DATA

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 with ODA.

The first burn day of the season was August 6, 2024. The last day was September 10, 2024

9,726
ACRES
BURNED

2,074
ACRES
BALED

11,800
Registered
Acres

10
Burn Days



What's Next?



Following OSC's recent Oregon Consular Corps Global Trailblazer Award, Senate President Wagner, who sits as co-chair on the Oregon-China Sister State Committee and former State Senator Mae Yih, who organized the Oregon State Legislature's first friendship and trade missions to China, recommended the Oregon China Council reach out to OSC and ask for our participation in the 2025 trade mission.

OSC President Dave Goracke and Executive Director Megan Chuinard will participate in a 16-day trade mission in the fall of 2025 to build partnerships and promote Oregon seed internationally.

2025 OSC TRADE MISSION TO CHINA

CONTACT

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Oregon Seed Council**



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



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