

SPECIALTY CROP BLOCK GRANT AWARDS 2020

In 2020, the Washington State Department of Agriculture received approximately \$4.6 million to help fund 21 projects:

Grant Recipient: Washington State University

Project Title: Building capacity and support for PNW radicchio production through market expansion and international exchange

Award: \$249,750

Abstract: Washington State University Food Systems and the Culinary Breeding Network, aim to establish radicchio as a staple leafy green in PNW vegetable production systems. The demand for year round fresh organic produce has increased throughout WA. This is evident in the number of farmers markets extending into the winter months and winter-specific CSAs. This new interest offers farmers a source of income during a time of year that is traditionally low income and employee retention when they would normally have to lay off workers. Radicchio is a cool season vegetable that originated and is still widely grown in the Veneto region of northeastern Italy, a climate of annual mean temperatures, and latitude very similar to those of the Pacific Northwest. The projects goals are to: 1) create a PNW Radicchio Association - convene radicchio growers, processors and distributors, wholesalers, retailers, and restaurants from the PNW whose mission will be to network to improve access to radicchio production methods, quality seed, and increase consumer interest and awareness about specialty greens types and uses; 2) increase awareness and consumption of radicchio through education and culinary events, including a new Grower's Symposium and building off the existing Sagra di Radicchio annual event (Seattle 2018 & 2019) and expand to Spokane, Bellingham, and Vancouver, WA; 3) Develop opportunities for international exchange with members of the PNW Radicchio Association and Italy to learn about production techniques, business relationships with radicchio experts, growers, seed companies and plant breeders for expansion of production in the PNW.

Grant Recipient: Vancouver Farmers Market

Project Title: Vancouver Farmers Market Community Supported Agriculture Program

Award: \$61,405

Abstract: The Vancouver Farmers Market (VFM) is a 501c6 nonprofit organization running the largest farmers market in Southwest Washington. The market runs Saturday and Sunday, March through the end of October and is home to a membership of 185 vendors. In 2019 we saw an estimated 420,000 customers, an increase of 65,000 from the previous year. As downtown Vancouver continues to grow at a rapid pace with no plans for development of a grocery store, the market is becoming an increasingly important destination for direct sales of fresh produce. The Vancouver Farmers Market CSA (Community Supported Agriculture) Program is an opportunity for community members to invest in a share of specialty crops grown by local farms by committing to purchase a season's worth of fresh produce sourced from VFM vendors. By running a market-wide CSA, the VFM can offer farmers an easy, efficient way to sell fruits and vegetables in bulk and help get their crops into the hands of new customers. By offering a CSA, we will keep Washington crops competitive in a crowded marketplace of subscription boxes and grocery delivery options. The VFM will conduct outreach to local residents and businesses to sell CSA shares through an online platform, coordinate the purchase of produce from vendors, pack boxes and create content that increases the customer's success with specialty crops.

Grant Recipient: Washington State University

Project Title: Developing a phenology-based recommendation program for pear psylla

Award: \$249,926

Abstract: Pear psylla reaches economically damaging levels nearly every year in pear orchards of Washington, the nation's top pear producing state. Psylla are small insects that excrete sap-like honeydew that marks fruit, reduces photosynthesis, and creates difficult field working conditions. In 2018, conventional pear growers sprayed

15 times on average at \$1200/acre for pear psylla alone. Many sprays are poorly timed for pest suppression and can worsen pest problems by disrupting biological control. Spray timings for codling moth, another key pear pest, are determined with help of the web-based Washington State University Decision Aid System (DAS), which predicts pest phenology on a degree-day basis. A DAS phenology model for pear psylla was recently completed, but it is currently of limited use because management programs based on the model have not yet been tested. The goal of our project is to develop the pear psylla phenology model into a valuable decision support tool for pear growers. To accomplish this, we will compile existing data and conduct new experiments to determine optimal timings, based on pear psylla phenology, for insecticide sprays, particle films, tree washing, and summer pruning to suppress pear psylla. We will then validate our phenology-based management program with side-by-side comparisons to conventional programs in large commercial orchard plots. We expect the phenology-based program will save over 25% in operation costs due to fewer insecticide sprays and reduced damage. This project will be led by researchers at Washington State University Tree Fruit Research and Extension Center in Wenatchee, WA.

Grant Recipient: USDA-ARS

Project Title: New tools for improving biological control of pear psylla by *Trechnites* parasitoids

Award: \$245,974

Abstract: Pear psylla is the most serious pest of Washington pear and is responsible for half of pest management costs. The current, pesticide-reliant psylla management program is failing growers due to pesticide resistance. Biocontrol measures are heavily under-utilized but have strong potential to succeed due to increased grower interest. Although the parasitoid *Trechnites insidiosus* can cause high levels of psylla mortality, its integration into conservation biocontrol programs is severely limited by lack of information about its biology. Current research efforts have developed excellent *Trechnites* monitoring tools, but also identified key knowledge gaps that must be addressed for biocontrol to succeed. The goal of the proposed project, conducted by the USDA-ARS (Wapato, WA), is to use these new monitoring tools to create methods for improving biocontrol by *Trechnites*. Our objectives are to (1) develop a grower tool to estimate parasitism levels (2) determine the diversity of *Trechnites* parasitoids in the U.S., and (3) determine the role of psylla honeydew volatiles in *Trechnites* attraction to their hosts. These objectives will be accomplished by expanding current *Trechnites* parasitism monitoring efforts, creating a large-scale *Trechnites* trapping program, and identifying and synthesize *Trechnites* attractants. We anticipate that this project will allow growers to incorporate *Trechnites* conservation into their psylla management programs. This project will also enable us to develop habitat-management strategies for conserving *Trechnites* and lures for recruiting *Trechnites* into orchards. Improving psylla biocontrol will decrease pesticide use, mitigating run-away insecticide resistance development, high pear management costs, and exposure of the environment and workers to pesticides.

Grant Recipient: Washington State University

Project Title: Enhancing the competitiveness of WA peas in a plant-based protein market

Award: \$248,928

Abstract: Led by an interdisciplinary WSU team with expertise in plant breeding, molecular genetics and bioinformatics, this project will boost the competitiveness of Washington peas in the plant-based protein market by developing new winter peas with high protein concentration, characterizing the genes that regulate seed protein, and developing low-tech, breeder-friendly molecular markers. For decades soy protein has been the main source of plant-based protein, however, soy has significant allergen concerns and many consumers have been put off by the fact that most of the soy protein in the market comes from genetically modified soybeans. In contrast, peas have very low allergen concerns, are never GMO, and are also gluten-free and dairy-free. The global pea protein market demand has grown rapidly, and is estimated to reach \$176 million by 2025. According to the 2017 U.S. Pulse Quality Survey, protein concentration of dry pea grown in Washington, Idaho, Montana, Nebraska, North Dakota, and Wyoming ranged from 17.0% to 26.1% with an average of 21.5%, which is much lower than soy (36%). Breeding new winter peas for Washington with high protein concentration is imperative to meet the skyrocketing growth of the pea protein market. In this project, we propose to integrate marker-assisted selection with traditional breeding to introgress alleles associated with high protein concentration into two upcoming food quality winter pea cultivars. Using biological and bioinformatics tools, we will identify the functional genes and develop breeder friendly molecular markers that can be used for routine marker-assisted selection in pea.

Grant Recipient: Washington State University
Project Title: Epidemiology of the X-disease phytoplasma
Award: \$249,359

Abstract: This project, conducted by Washington State University researchers, aims to determine the epidemiology of the X-disease phytoplasma, the causal agent of little cherry disease. This pathogen has reached epidemic levels in the state of Washington, and is causing significant economic loss to cherry, peach, nectarine, and plum growers for the only disease management approach is removal of infected trees; the leafhopper vector species are prolific, highly mobile, and thus effective control has proven elusive. Our ability to manage both the current X-disease phytoplasma epidemic, and to develop long-term control measures to reduce the likelihood of a future epidemics require an understanding of the dynamics of the X-disease pathosystem: which hosts and vectors drive spread of this pathogen. To do so we will first examine whether there are host-specific patterns for the X-disease phytoplasma using sequence-based technologies to identify genotypes. This will show whether there is segregation by host or geography in both the orchard and extra-orchard environments, allowing us to ascertain which hosts transfer pathogens in an area. Next we will study the feeding preferences of the leafhopper vector species through surveys of insect incidence on different host species, and support this with gut-content analysis to confirm which species the vectors have been feeding on. Finally, we will combine the geographic, genotypic, and leafhopper host preference data to build a model that will aid in developing targeted control measures to disrupt the phytoplasma-leafhopper-host dynamic and reduce the likelihood or recurring X-disease epidemics in Washington stone fruit.

Grant Recipient: Okanogan Conservation District
Project Title: Air, Soil and Wildlife: Outreach and Opportunities for Okanogan County Orchardists
Award: \$226,304

Abstract: The Okanogan Conservation District will expand current soil health, air quality and water quality improvement programs to include more opportunities for tree fruit growers in Okanogan County. To improve soil health and reduce air quality concerns from wood smoke, Okanogan CD staff will review options for delivering a cost-effective and practical chipping program for orchard residue from trimmings and tear out of old orchards. Technical and financial assistance will be provided to at least two producers and the results will be used to pursue additional opportunities. To promote pollinator habitat, Okanogan CD staff will develop regionally appropriate guidance for establishing pollinator plants. Native plant species will be emphasized. Improving opportunities to benefit from pollinator species will be used to encourage riparian buffers for surface water and wildlife habitat. Financial assistance will be provided to plant at least 10 acres with pollinator plants. Finally, Okanogan CD will evaluate interest from producers in 'Salmon-Safe' certification, a program that promotes water quality improvement practices and may lead to marketing opportunities for producers.

Grant Recipient: Oregon State University
Project Title: Evaluating the effect of soil fumigation and cover crops on soil health in potato fields
Award: \$232,138

Abstract: Researchers in the Oregon State University-Hermiston Agricultural Research and Extension (OSU-HAREC) will lead and execute this project. The Columbia Basin is one of the most important potato production regions for Washington. The potato fields are commonly applied with soil fumigation before planting, but its impact on soil health and soil quality are largely unknown. Meanwhile, some growers have used cover crop before potato planting, but the benefits and guidelines are using cover crop to potato fields are not quantified. This project will address these issues by conducting a survey from the representative fields, together with lab incubation studies and field trials in OSU-HAREC. Our objectives are 1) to evaluate the effect of soil fumigation on soil health, 2) to evaluate the effect of cover crop on the soil health of potato fields, 3) to understand the interaction between cover crops and soil fumigation, and 4) to conduct extension activities to deliver the research results to the growers in the regions. The research findings will fill the knowledge gaps in understanding soil health with soil fumigation practice and cover crop and help growers sustain soil health and quality in the Columbia Basin region.

Grant Recipient: University of Washington

Project Title: Washington Native Plant Probiotics for Increased Sustainability and Climate Change Adaptation of Specialty Crops

Award: \$240,680

Abstract: One of the laboratory's at the University of Washington developed bio-inoculants from native trees in natural ecosystems in Washington State that promote plant growth and health through increased nutrient acquisition, hormone modulation, stress reduction, and anti-fungal mechanisms. Being from the natural plant microbiota of pioneer plant species, the microbial strains colonize the plant, increasing available nutrients through nitrogen fixation and phosphate solubilization, increasing drought tolerance, and reducing mortality during the critical establishment phase. Some of the bioinoculants increased photosynthesis and water use efficiency, and alleviated the elevated CO₂-dependent downregulation of photosynthesis in rice. While the original research focus was on rice, maize, and conifers, the bio-inoculants have since been used in a broad range of crop plants. In greenhouse and field trials in low-nutrient conditions in California, the bio-inoculants increased growth and yields of strawberries, tomatoes, broccoli, lettuce, peppers, corn, and more. With this proposal, Professor Doty in collaboration with Washington State University Professor Kalcsits and Extension Specialist Sallato aim to optimize natural bioinoculants for Washington State specialty crops for reduced inputs of fertilizer and water, and for increased abiotic stress tolerance. We will test a suite of our bioinoculant strains for improved crop growth and health under greenhouse conditions with reduced fertilizer and water regimes and increased temperatures, monitoring the plants for nutrient acquisition and physiological parameters. In the final year of the grant, we will begin field testing with the ultimate goal of providing effective, resilient organic and environmentally sustainable production of specialty crops in Washington State.

Grant Recipient: Organic Seed Alliance

Project Title: Building skills, networks and markets to expand organic specialty seed production

Award: \$130,434

Abstract: The organic specialty crop seed sales are expected to reach \$1.5 billion by 2024. Organic seed production represents a prime market opportunity for WA specialty crop producers, but success requires specialized production and processing skills, knowledge of the crop economics, and access to market opportunities. The goal of this project is to help beginning and established organic seed producers and conventional producers transitioning to organic overcome production, economic, and marketing challenges and assess future needs for training and marketing support. To reach this goal we will host two Washington Organic Seed Summits; deliver targeted trainings at Viva Farms; develop and market a network of WA organic specialty seed producers; and create a guide to seed processing for specialty seed producers covering crops well suited to WA climates. Partnering with WSU Extension and Viva Farms will ensure we reach the targeted producers including Latinx specialty crop producers. The seed summits will include facilitated needs assessments, as well as workshops that train producers on key topics including organic seed processing, economics, pathology and marketing/contracting. Through events and related outreach, we will build a statewide network of organic seed producers, educators and seed industry to advance seed knowledge, provide peer to peer learning opportunities, and foster the market relationships necessary to expand organic seed production. An estimated 100 specialty crop producers will benefit through direct participation and access to educational and marketing resources improving their economic success. Project impacts will be assessed through feedback and increases in seed sales using pre/post survey tools.

Grant Recipient: Viva Farms

Project Title: Elevating bilingual land access, financial and employment training and technical assistance for experienced beginning specialty crop producers in the north Puget Sound Region.

Award: \$250,000

Abstract: Viva Farms and partners will deliver scale and approach appropriate, bilingual land access, financial and employment training and technical assistance for experienced beginning specialty crop producers and

stakeholders in the north Puget Sound Region. Outcome 1: Enhance the competitiveness of specialty crops through increased awareness of and access to farmland. Indicators: • Land owners/ land seekers made aware of Farm to Farmer and workshops through outreach • Landowner and land seeker profiles listed on farmtofarmer.org • Land seeker/ landowner introductions • Jobs maintained/created • Landowner and land seekers receive land access TA • Farmers who take workshops Outcome 2: Enhance the competitiveness of specialty crops through greater capacity of sustainable employee and financial practices resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources. Indicators: • Growers/producers indicating adoption of recommended practices • Producers reporting increased sales or reduced cost per acre Activities: • Lead a bilingual cohort of the Know What it Costs to Grow program seasonally • Expand, develop and manage the Farm to Farmer land matching program to Snohomish County and at least two additional counties. • Build a service network of technical assistance land access providers such as realtors, attorneys, business and financial advisors, and other professionals. • Provide at least 50 realtors and landowners 1:1 or group selling/ leasing farmland informational sessions • Attend the American Farmland Trust's (AFT) Train the Trainer land access training • Deliver 6 land access workshops in multiple counties • Deliver 2 agricultural employment workshops

Grant Recipient: Big Bend Community College

Project Title: Agricultural Leadership Development Program (ALDP)

Award: \$245,611

Abstract: For Washington's tree fruit growers to remain competitive, they must effectively manage a diverse workforce. Big Bend Community College (BBCC) is addressing this critical challenge with the development of the Agricultural Leadership Development Program (ALDP), a comprehensive training program for employees in the farm industry. There is no program in the State that provides such training. Submitted under Funding Priority "Develop and Enhance Local and Regional Markets" (Category: "Training/Education") this initiative will enhance participant skills - increasing competitiveness for Washington's specialty crop industry. It will reduce employee turnover, increase satisfaction/well-being - paving the way for career advancement. Participant completion will lead to increased production, business profitability, and industry reputation. The Washington State Tree Fruit Association (WSTFA), Labor&Industries, SkillSource, OIC of WA, Employment Security, WSDA, and Washington State University are all endorsing this program and are poised to provide in-kind funds. Goals/Objectives: 1. Increase foundational skills for farm employees: a. Human Resources Management (employee management, communications, leadership) b. Regulations (farm operations, safety, employment) c. General Operations (Economics 101: increased yields, efficiency, and productivity; Safety 101: hygiene/food safety; and company policy) 2. Create a sustainable, best practice program (48 hours of training required), leveraging existing training with technical/soft-skill training – providing industry certification and opportunity for articulation into an accredited Agricultural degree program, if desired; 3. Promote adoption of ALDP best practices by growers, improving conditions for employees across the industry; 4. Translate increased skills into highly professional workplace environments in Washington's tree fruit sector, leveraging increased production efficiency/marketability for the sector.

Grant Recipient: Washington State University

Project Title: Production of consistent quality fresh sliced pears

Award: \$249,883

Abstract: Project will be conducted at WSU, which will manage contractual relationships with WSDA. Previously, with SCBG, USA Pears and WTFRC support, 'D'Anjou' fruit were determined to be best for slicing and that the consumers were willing to pay a premium price of 23-46% more for high quality fresh sliced pears (over non-1MCP pears) developed using 1-MCP pears ripened with WSU patented ripening technology (WSU-RC). This project aims to develop a market ready consistent quality product by identifying the optimal level of 1-MCP treatment and modified atmosphere (MA) packaging that will produce consistent quality product with reduced browning, retention of pear aroma, and extended shelf life of 24 days. Specifically, Objective 1 will focus on evaluating what rate of 1-MCP application produces fresh sliced pears of consistent quality when treated with WSU-RC. Respiration rate, internal ethylene, firmness and °Brix will be used to identify the optimal rate. Objective 2 will evaluate the quality of the fresh sliced fruit when packaged in 3 different grades of MA bags to determine the packaging with optimal

gas transmission rates. Established physiochemical assays (°Brix, firmness, titratable acidity, and reducing sugars), along with two controlled taste panels will be performed. This work is expected to generate information that will be useful to the participating fresh sliced pear production operations with their own distribution network for production of a consistent quality product. The project is aimed at addressing the most important priority of the WA State and PNW pear industry, which is to increase pear consumption.

Grant Recipient: Washington Asparagus Commission

Project Title: Domestic Promotion of Washington Asparagus

Award: \$150,000

Abstract: The Washington Asparagus Commission endeavors to deepen its marketing efforts of Washington fresh asparagus during its peak harvest season of April to June within its Northwest and Northern Californian feeder markets, gaining awareness with the end goal of increasing consumer demand. Import competition continues to challenge local market share at retail, labor costs continue to increase, and Washington yields are increasing year over year. We have product to sell and a demand to cultivate. WAC seeks to market fresh asparagus through a proven, cost-effective marketing mix: 1- Northwest-focused, public relations-driven media placements (newspapers, magazines, online food media, televised chef demos); these are non advertisement placements accomplished by the selected agency's pitches and established media relationships. 2- A strategic social media campaign centered upon Facebook and Instagram. Content is laid out in a social media calendar. 3-Integrated low-to-no-cost traffic-driving events, such as promoting top Northwest restaurants' Washington fresh asparagus entrees. 4-Grassroots, face-to-face meetings between our agency partner and targeted multi-unit grocery produce buyers and their marketing departments, asking them to include Washington fresh asparagus in all local store marketing. As the Washington asparagus industry expands, so does the need for its marketing efforts. Our continued goal is to persuade one in seven people in our collected targeted areas to buy one more bundle of asparagus per year during our season. This means 1 million more pounds of asparagus sold each year for a total of 3 million more pounds during the SCBG.

Grant Recipient: Washington Red Raspberry Commission

Project Title: Washington Red Raspberry Baking Collaborative

Award: \$250,000

Abstract: The Washington Red Raspberry Commission seeks to build demand for Washington Red Raspberries as an ingredient for baking through education and innovation in cooperation with key partners. The Washington Red Raspberry Baking Collaborative project will create a network of influential bakers who understand, value and use frozen raspberry formats in baking and increase the number of available bakery products using frozen raspberries. The Commission will develop a special innovation and training program for bakers to better understand and use Washington red raspberries in baking. The WRRRC will develop a 1-2 day Washington Red Raspberry Baking Innovation Workshop in partnership with partners like the Bread Bakers Guild of America, the Bread Lab at Washington State University and others. In addition to the expertise of partner organizations, the session will utilize research conducted by Shyam Sablani, Ph.D. professor of food engineering in the Department of Biological Systems Engineering at Washington State University, that showed dehydrofrozen raspberries have minimal or no bleeding as compared to commercially available frozen berries. This Baking Innovation Workshop will provide an unprecedented opportunity for the country's best bakers to gain critical knowledge and innovate new product concepts.

Grant Recipient: Washington Blueberry Commission

Project Title: Developing a Washington blueberry market in SE Asia

Award: \$240,000

Abstract: The Washington Blueberry Commission proposes to operate an export promotion program for Southeast Asia over a three year period. Blueberries just achieved market access Vietnam and Philippines and have duty free or near duty free access Malaysia, Singapore and Thailand. This region has shown early promise of interest in Washington fresh and processed blueberries. Our goal is to increase exports to this region from the

currently less than 1 million pounds to more than four million pounds by 2023. We will hire a foreign contractor(s) to operate a campaign that will target importers, produce buyers and distributors, and retail chain. There will be an additional effort to work with cooking schools and other opportunities to educate "centers of influence" about fresh and processed blueberries. An initial WBC effort in Vietnam was very successful and this effort will model the fledgling effort in that country in 2019. Washington blueberries will try to capitalize on the current excellent momentum that Washington tree fruit industry has in this region and work with the same fruit handlers and try to build on the Washington brand name for premium quality fruit. The WBC would contribute significant funds to this effort. The effort would be coordinated with the Oregon and California blueberry industries. We expect most blueberries exported to be fresh but since Washington processes 65% of its blueberries some effort will be placed on moving that market sector

Grant Recipient: Washington Apple Commission

Project Title: Assessing the Economic Contributions of Washington's Tree Fruit Industry and the Important Role of Exports

Award: \$81,000

Abstract: The Washington Apple Commission seeks funding to develop an Economic Impact Study for the Northwest Tree Fruit Industry. This study will evaluate the impact of the three commodities on local, state and federal economies individually and as a group in the areas of tax revenue, labor and direct and indirect economic benefit. Information from the study will enable informed decision making by industry leaders, as well as assist in communication efforts with growers, local, state and federal governments, and media. Northwest tree fruit growers have been hard hit by retaliatory tariffs in three major export markets - Mexico, India and China. Across all three commodities, exports make up approximately one-third of all shipments, and the study will provide an assessment of the economic impact beyond FOB values. Information from the study will be used to communicate the importance of securing federal funding through the Market Access Program, which supports returns to Washington and Oregon apple, pear and cherry growers. The study will focus on the 2018-19 crop year and include a model that can be updated in future seasons. Information will be gathered from industry organizations such as the Washington State Tree Fruit Association, Washington Apple Grower Marketing Association, Northwest Cherry Marketing Association, Washington Pear Growers Association and Mid-Columbia Pear Growers Association. This will be used by economists to develop the economic impact model for the industries. A final report will detail the study findings including value of output, employment, tax and related revenues, generated income, and other key impacts.

Grant Recipient: Center for Produce Safety

Project Title: Validation of sanitizer disinfection of wash water in dump tank operation of apple packing lines

Award: \$250,000

Abstract: The Center for Produce Safety will partner with Washington State University to provide data on the effectiveness of antimicrobial treatments for dump tank water systems used in apple packing. The recent listeriosis outbreak linked to apples highlights the importance of controlling *Listeria monocytogenes* in fresh apples. During commercial packing, apples are first soaked in a dump tank and flume water system where the water is commonly reused over several processing days. This environment creates a potential hazard for foodborne pathogen cross-contamination between water and incoming fruits, so it is vital to properly manage the sanitation of the tank and flume water. Although sanitizers, such as chlorine or peroxyacetic acid (PAA), are extensively used in dump tank water, their practical antimicrobial efficacy has not been directly assessed in dump tanks. The overall goal of this project is to assess and validate critical operating parameters for different sanitizer treatments against *L. monocytogenes* in dump tank water under commercial apple packing conditions. The efficacy of chlorine and PAA used at common industry concentrations will first be evaluated alone or in combination with generally recognized as safe (GRAS) food ingredients against *L. monocytogenes* in a simulated dump tank water system with variable organic load levels. Disinfection with selected sanitizer treatments in dump tank wash water will then be verified and validated in four commercial apple packing lines. The data collected in this project will inform apple producers on the practical efficacy of antimicrobial interventions within dump tank and flume systems under commercial packing conditions."

Grant Recipient: Washington State Farm Bureau
Project Title: Washington Ag History for Specialty Crops
Award: \$50,000

Abstract: The Washington Farm Bureau believes that all Washingtonians should have a working knowledge of the history of our state's agriculture and its impact on our way of life. To this end, Washington Farm Bureau, HistoryLink, the Washington State Historical Society and North by Northwest have joined forces to create the Washington Agriculture History Project. The Farm Bureau will serve as the applicant organization for this grant and will assist with direction on this portion of the overall project.

Our goal with this project is to tell the rich history of Washington agriculture to a new generation through articles, videos, artifacts and school curriculum. Our collaborative group will design, compile, create and produce multiple stories for the public about the history of irrigation in Washington and thus, the history of many specialty crops in our state. This project includes working with schools as well as other venues to share this important story. The materials we build will be available for free to schools, educators, students and consumers. By working with other partners, such as the state Office of Superintendent of Public Instruction, we will efficiently and effectively distribute this information throughout the school system. The impact of this portion of the project will be amplified by other components developed with outside funding, such as curriculum units and additional articles and videos.

Grant Recipient: WSDA – International Marketing
Project Title: PMA Booth for WA State Specialty Crop Producers
Award: \$150,000

Abstract: The Washington State Department of Agriculture (WSDA) will coordinate a Washington Pavilion for members of Washington's specialty crop industry to exhibit at two consecutive Produce Marketing Association (PMA) Expos: New Orleans, Louisiana in 2021 and Orlando, Florida in 2022. PMA is held on the West Coast once every four years. While the West Coast show has a strong Washington presence, the other shows do not. In order to help Washington specialty crop businesses continue to grow their footprint in other markets, both foreign and domestic, WSDA will coordinate booth space for multiple companies and organizations and will provide meeting space for holding meetings with potential buyers. The objective of this project is to grow Washington State's presence at PMA during years the Expo is not held on the West Coast, with an outcome of increased sales for participating companies.

Grant Recipient: WSDA – Regional Markets
Project Title: Market Access in the time of COVID-19: Supporting Adaptive Strategies for Local and Direct Marketing Specialty Crop Producers
Award: \$220,474

Abstract: WSDA Regional Markets Program will assist regionally marketing farms to adapt their marketing strategies and business models to access market channels altered by the pandemic with business coaching, e-commerce services and support, professional services, market-readiness and food safety technical assistance, and farm to consumer education and promotion.