

Small-business & Ag HAPPENINGS

Maurices hosts 'Day of Denim' Saturday

ISLAND CITY — Maurices, 11627 Island Ave., Island City, invites the public to a "Day of Denim" Aug. 11 for a chance to win a free pair of jeans. The event will run from 10 a.m. to 5 p.m. and will include giveaways, discounts, refreshments and a coloring station for children. Maurices is located on the west side of the Walmart parking lot.

Wallowa County Chamber seeks volunteers for state fair

ENTERPRISE — The Oregon State Fair is set for Aug. 24-Sept. 3 in Salem with a theme of "Where Fun Shines." This annual event hosts thousands of visitors and features premier concerts, art, culture, rides, agricultural exhibits and livestock. At the state fair, the Wallowa County Chamber will have a booth that displays outdoor recreation and the Wallowa County Barn Tour. Depending on display space at the booth, it is possible to include other displays promoting agriculture and businesses in Wallowa County.

The chamber is seeking one or two volunteers or a small youth group to work at the booth. The dates are flexible, but the days for volunteering must be back to back. The hours are 11 a.m. to 7 p.m. Those interested in promoting Wallowa County at the Oregon State Fair is asked to contact Vicki Searles at 541-426-4622 or vicki@wallowacounty.org.

Health and wellness business holds open house

ISLAND CITY — Jane Goode and Cindy Arnoldus, local distributors of health and wellness NeoLife products, invite the community to an open house at 7 p.m. Aug. 16 at the Island City City Hall, 10605 Island Ave. Biofeedback and health consultants, Goode and Arnoldus will host the informational get-together and will include details on how to get free NeoLife nutritional products. All are welcome, and refreshments will be served. For more information, call 541-910-8073 or email NLHealthBuilders@gmail.com.

Americans keen on benefits of four-day work week

According to Rasmussen Reports, a survey of 1,000 American adults revealed a receptivity to shifting to working four 10-hour shifts and believe it could improve employee productivity and morale. Of those who participated in the recent national telephone and online survey, 53 percent thought such a change would be good for employees, and 36 percent believe that working four 10-hour days instead of five eight-hour ones would help productivity in the workplace. Rasmussen Reports, www.rasmussenreports.com, was founded in 2003.

Local Angus breeder recognized for cow productivity efforts

LA GRANDE — Daniel Heath, of La Grande, recently re-enrolled in the American Angus Association's MaternalPlus program as a commitment to making genetic improvements in lifetime cow herd productivity. Breeders participating in MaternalPlus are keenly focused to better evaluate herd reproductive performance, the number-one profit driver in the cow-calf industry.

MaternalPlus is a voluntary, inventory-based reporting system that collects additional reproductive trait data to provide Angus breeders and their customers the information they need to make effective selection decisions. The program lays the groundwork for selection tools related to cow longevity in the herd. Gathering these records allows the American Angus Association to cultivate research related to cow herd productivity and make improvements.

For more information about Angus cattle and the American Angus Association's programs and services, visit www.angus.org.

Northwest Farm Credit Services reports 2nd-quarter earnings

SPOKANE, Washington — Northwest Farm Credit Services, an agricultural lending cooperative, announced 2018 second quarter earnings of \$69.7 million, a 27.6 percent increase, compared to \$54.7 million for the same quarter of 2017. Earnings for the six months ended June 30 were \$144.5 million, a 20.4 percent increase, compared to \$120 million for the same period of the

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BUSINESS BRINGS GROCERY DELIVERY TO LA GRANDE

"For seniors and new moms, and people that just can't get away from their home, we can deliver. They set up a time the next day when they want their stuff delivered ... it's pretty much just for convenience."

— Jolene Wagoner

Right: Lucas Wagoner picks out yogurt for a grocery delivery Aug. 6. Lucas and his wife Jolene are co-owners of the La Grande franchise of WeGoShop.



Max Denning / The Observer



Max Denning / The Observer

Lucas Wagoner delivers groceries to Amber Cortez at her workplace. A new business is offering to purchase the groceries people need and have it delivered to their door. There is a fee to the service, but for those who don't have the time to buy groceries it is a big help.

By Max Denning, The Observer

Jolene and Lucas Wagoner are shopping in Safeway like any normal married couple might. They look for the ripe lemons together. Jolene lets Lucas pick out the best priced frozen pepperoni pizzas. But what's different about this shopping experience is that Jolene and Lucas aren't shopping for themselves, they're shopping for a customer on WeGoShop.com.

WeGoShop is a delivery service that allows customers to order groceries either online or over the phone and get them delivered to their door. Jolene, who is a co-owner of the franchise with her husband Lucas, said she doesn't believe this service has ever been in La Grande.

"I don't know of any of them around here that even deliver," Jolene said of grocery

stores. "They're not to that yet. They have Uber delivery in the cities, but we don't have anything like that here."

UberEats is a national delivery service that delivers food and groceries, and is run by ride-hailing company Uber.

Jolene said she thought now was the time to get a grocery delivery service in La Grande.

"I figured it would be good

to get it started before anyone else did," Jolene said.

The cost for groceries to be delivered is on a sliding scale. Any delivery \$0-\$150 costs \$25 to deliver; \$150-\$350 costs \$35 to deliver and any delivery above \$350 costs 15 percent of the total cost of the groceries.

For those that live outside La Grande, the cost is \$1 per mile outside of La Grande city

limits.

Jolene said the delivery service is aimed at anyone who is unable, or too busy, to go grocery shopping.

"For seniors and new moms, and people that just can't get away from their home, we can deliver," she said. "They set up a time the next day when they want their stuff delivered ... it's pretty much just

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Genetics could lead to more crops, fresher food

By Keith Ridler
The Associated Press

BOISE, Idaho — A multinational agricultural company based in Idaho has acquired gene editing licensing rights that could one day be used to help farmers produce more crops and make grocery store offerings such as strawberries, potatoes and avocados stay fresher longer.

J.R. Simplot Company on Monday announced the agreement with DowDuPont Inc. and the Broad Institute of the Massachusetts Institute of Technology and Harvard University, developers of the nascent gene editing technology. Simplot is the first

agricultural company to receive such a license.

"We think this is a transformative technology — it's very powerful," said Issi Rozen, chief business officer of the Broad Institute. "We're delighted that Simplot is the first one to take advantage of the licensing."

There is no evidence that genetically modified organisms, known as GMOs, are unsafe to eat, but changing the genetic code of foods presents an ethical issue for some. For example McDonald's had declined to use Simplot's genetically engineered potatoes for its French fries.

The food industry has



WesCom News Archive

A shopper grabs a handful of green beans at an Oregon market. Thanks to a company, a genetic editing technology is working to help farmers produce more crop and make them stay fresh longer.

also faced pressure from retailers as consumer awareness of genetically modified foods has

increased. J.R. Simplot officials declined to say how much the company paid for the

licensing rights acquired through a process intended to prevent the

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