

International contest promotes plant-based fish feed

By JOHN O'CONNELL
Capital Press

BOZEMAN, Mont. — Rick Barrows is the technical adviser supporting an international race among fish feed manufacturers, offering a \$200,000 prize to the company that sells the most sustainable product, made without fish meal or fish oil.

Over 14 years with USDA's Aberdeen, Idaho, Agricultural Research Service, Barrows estimates he formulated at least 500 plant-based fish feeds — including one used by the San Francisco-area trout company TwoXSea, which has partnered with Star Milling to compete in the race, called the F3 (Fish-Free Feed) Challenge.

Barrows, who worked at the U.S. Fish and Wildlife Service's aquaculture laboratory in Bozeman, left his position on Aug. 6 to start a consulting service. In his capacity with the F3 Challenge, he's now part of an effort to commercialize feeds he and his peers believe will maintain their industry's viability.

Barrows explained the current aquaculture model can't persist, as prices of fish oil and fish meal continue to escalate due to rampant over-fishing of "feeder" species from the oceans. But there's a growing effort to meet the nutritional needs of farm-raised fish with formulations using bacteria, algae, soy, barley, corn, flax, canola, camelina, off-grade nuts and other crops.

"My main goal is to help establish a safe, sustainable seafood supply," Barrows said.

The competition — recognizing the team that sells the most seafood-free feed by Sept. 15, 2017, or the first team to sell 100,000 metric tons — is a collaboration of the Monterey Bay and New England aquariums, the University of Arizona and various environmental groups, which invested seed money for the prize and raised the rest through online crowd funding.

"Most (nongovernmental organizations) in the past have gone after aquaculture," Bar-



Courtesy of Steve Ausmus/USDA-ARS
Rick Barrows, a former fish feed researcher with the USDA's Aberdeen, Idaho, Agricultural Research Service, has left the agency to start a consulting firm. He's now serving as technical adviser for an international competition aiming to raise awareness of plant-based, seafood-free fish feed.

rows said. "This group is providing a platform to try to commercialize innovation."

Barrows will help judges analyze feed to make certain it's seafood-free. He'll also make handouts on fish oil alternatives and give a lecture on trends in seafood-free feed during an invitation-only meeting planned for Jan. 9-11 in Monterey, Calif., to kick off the competition.

Kevin Fitzsimmons, a University of Arizona professor specializing in aquaculture who has taken a lead role in the challenge, said the guest list includes some large feed manufacturers that developed plant-based feeds for the competition but missed the registration deadline, along with all of the participants. Investment companies interested in sustainable aquaculture have also registered.

Fitzsimmons noted the goal of the challenge is especially worthwhile to teams from Burma and Pakistan, where fishing industries have already collapsed under excessive ocean pressure.

It's likely a second contest will be organized because of the high interest, he said.

Industry rates International Year of Pulses promotion a success

By MATTHEW WEAVER
Capital Press

The USA Dry Pea and Lentil Council wanted as many people as they could get to check out the industry's international marketing campaign for pulses in 2016.

They got their wish. The United Nations International Year of Pulses ended last week.

"Our goal was to reach 500 million impressions on social media," said Todd Scholz, vice president of research and member services for the council in Moscow, Idaho. "In fact, we're at 3 billion."

The American Pulse Association asked people to take a "Pulse Pledge," and promise to serve one pulse dish a week for 10 weeks. The goal was 50,000 people, Scholz said, and 54,000 participants took the pledge.

"Everything we sought for, we far exceeded, and we had to change some of the targets because they weren't high enough," he said. "We just are extremely pleased."

The campaign was aimed at consumers in the millennial generation, typically considered those born in the early 1980s to mid 1990s. Pulses appeal to that target age group, Scholz said.

"It's about a nutritious product that's versatile, relatively inexpensive, is sustainable and tastes good," he said.

Pulses include dried peas, edible beans, lentils and chickpeas. New products containing pulses increased from roughly 25 in 2004 to more than 325 in 2016.

The demand for pulses is growing in whole, canned and snack products, Scholz said.

"Generally, growth of 1 percent is considered exciting, and we have double digits, 10 to 20 percent," he said.

Shawn O'Connell, specialty foods manager for the



Courtesy of USA Dry Pea & Lentil Council
USA Dry Pea & Lentil Council Executive Assistant Sarah White helps attendees of the 2016 Food and Nutrition Conference and Expo take the "Pulse Pledge," a commitment to eat pulses once a week for 10 weeks to improve health. Over 56,000 people have taken the pledge at www.pulsepledge.com. The FNCE was Oct. 15 in Boston, Mass.



Courtesy of USA Dry Pea and Lentil Council
Growers and pulse industry representatives celebrate the 2016 Global Pulse Day. The USA Dry Pea and Lentil Council's "Pulse Feast" was at the Black Cyprus restaurant in Pullman, Wash., last January. From left to right are Washington growers Tim and Greg Schultz, Jacob Gisler, Jerry Mraz and Mike Devoe of the PNW Farmers Cooperative and Idaho grower Todd Wittman.

Pacific Northwest Farmers Cooperative in Genesee, Idaho, said his organization saw more demand for pulses than it could supply.

"The industry is going to plant more chickpeas this year," he said. "I don't know if we're going to meet the demand, but we're going to try."

Colton, Wash., farmer Allen Druffel expects more farm-

ers to consider more pulses in their crop rotations.

"It's a pretty easy first step with lower water use and nitrogen," he said. "We need something to make money, and on my particular farm, I'm putting in more pulse crops than ever before."

Druffel said the campaign had a broader scope than he anticipated.

"Going into it, we were thinking local, not global," he said. "We're seeing it with prices. Pea prices are tough, but our bean prices are pretty good. Demand for beans and lentils is way up, and I really think awareness is up."

Results of the campaign include:

- Development of a 10-year international research plan.
 - A new social media campaign focused on millennials and baby boomers.
 - A logo to designate that a product contains pulses as one of the top five ingredients and contains at least 5 percent pulses.
 - World Pulse Day established on the third Wednesday of January.
- Scholz estimates the U.S. industry contributed \$1 million to \$2 million to the international campaign.
- "I think we'll see over the next five years a definite return on investment," he said. "I think we're going to expand acres, products and uses."

New CCA president a veteran of beef industry advocacy

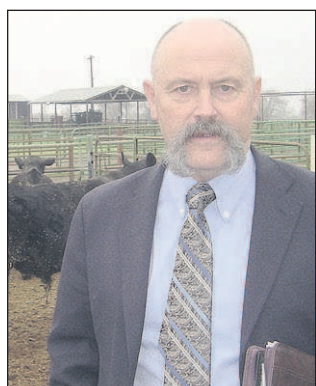
By TIM HEARDEN
Capital Press

CHICO, Calif. — The California Cattlemen's Association's new president comes in with plenty of experience representing the beef industry to a curious and sometimes skeptical public.

David Daley, a fifth-generation rancher and associate dean at California State University-Chico, is already nationally known for speaking out on several high-profile issues that can be touchy subjects for ranchers, such as animal welfare and the use of antibiotics in livestock.

Daley says he'll draw from the wisdom of the CCA's previous "great, visionary leaders" in shepherding the industry through the challenges of increased regulation on land and water use and other issues.

"California has changed and we all know that," Daley, 58, said. "It's just a matter of how we adapt to a changing



Tim Hearden/Capital Press
David Daley, a rancher and associate dean of the California State University-Chico College of Agriculture, is beginning a two-year term as president of the California Cattlemen's Association.

world, and ... really continue to get our message out that cattlemen are stewards of the land.

"We really need to give credit to how we have been resilient and sustainable for generations," he said. "We still have a huge impact on private-property watersheds

in a positive way."

Daley was set to take the reins of CCA after serving terms as second and first vice president. He was formally named to the two-year post during the organization's Centennial Celebration Dec. 1-3 in Sparks, Nev.

He says he approaches his work with CCA as a rancher more than as an educator. His family has raised cattle in Butte County since the 1850s, and he runs several hundred mother cows in the rolling hills near Oroville, Calif., and on U.S. Forest Service land in Plumas County. His children are involved in the operation as sixth-generation ranchers.

Still, Daley has said his dual role as educator and CCA officer gives him plenty of exposure to both the private sector and academia. He has taught at Chico State for 26 years and was the College of Agriculture's interim dean for two years before the current dean, John Unruh, took over in August.

In 2012, Daley gained national attention for speaking on behalf of the National Cattlemen's Beef Association to denounce a Central California slaughterhouse that had been caught on video mistreating animals and reassure consumers that most cattlemen adhere to best-animal-care guidelines.

On the issue of antibiotics, Daley has said the onus is on livestock producers to show the public they're concerned about the issue and that they know what they're doing when dispensing the drugs to their animals.

As CCA president, Daley said he will encourage the organization to remain active at the county level on issues such as water and land use and predator management.

"One of the things I really like about Cattlemen is it truly is a grass-roots organization, from the county level to the state level," he said. "That's an important thing to maintain."

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Dr. Derrell Peel, Oklahoma State University - Stillwater, OK

10:00 - 10:45 Genetic Technologies in the Poultry Industry, The Other Protein
Dr. Mitch Abrahamsen, Senior VP Research & Development; Cobb-Vantress - Siloam Springs, AR

10:45 - 11:15 Break (provided by sponsors)

11:15 - 12:00 Ethics, Values & Science. Finding the Right Mix for Building Consumer Trust
Donna Moenning, Center For Food Integrity - Gladstone, MO

12:00 - 1:15 Lunch (provided by sponsors)

1:15 - 2:00 Keys to a Successful Heifer Development Program
Dr. Che Trejo, Zoetis Beef Technical Services Veterinarian - Malad, ID

2:00 - 3:00 Navigation Tools for the Cow/Calf Producer
Kevin Ochser, Host Cattlemen to Cattlemen TV - Kersey, CO



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