

# Oregon

## Oregon-based NORPAC hires new CFO

By ALIYA HALL  
Capital Press



Richard Munekiyo

NORPAC Foods, the farm-er-owned food processing cooperative based in Salem, Ore., has a new chief financial officer.

He is Richard Munekiyo, who for seven years was senior director of finance and an interim chief financial officer at the dairy cooperative Dari-gold in Seattle.

“Richard will be a tremendous asset to NORPAC at an exciting juncture in our business,” Sean Campbell, president and CEO of NOR-PAC, said in a press release. “He’s a trusted adviser with a

proven track record of leading high-performing financial functions for complex and changing businesses. His expertise will be invaluable as we move

forward on our quest for continued growth, innovation and operational excellence.”

Campbell and Munekiyo have worked closely in the past, and have “a real rapport and great respect for one another,” said Amy Wood, a NORPAC spokeswoman. “(Campbell) sees Rich as a key asset to continue

NORPAC’s growth.”

Before joining NORPAC in 2016, Campbell was at Dari-gold for 10 years, most recently as senior vice president of consumer products.

Wood said that Campbell had reached out to Munekiyo and was “proactive to seek a CFO with progressive leadership skills.”

NORPAC is owned by more than 200 family farmers in Oregon’s Willamette Valley, and provides frozen vegetables, fruit, soups and other value-added products to the food service, retail, club store, remanufacture and export market segments, according to its website.

## Nursery owner picked for American Farm Bureau’s advocacy training

By ERIC MORTENSON  
Capital Press



Eric Mortenson/Capital Press File Oregon nursery owner Angi Bailey, shown here in a 2015 photo, is part of a 10-person national team selected by the American Farm Bureau for ag advocacy and communications training.

Oregon nursery owner Angi Bailey was in New York City when the scope of agriculture’s communication task became clear. “There’s a lot of food in Times Square,” she said with a laugh, “but obviously there are no farms in Times Square.”

And the people bustling about — consumers — may never have set foot on a farm or talked to a farmer, she said.

An American Farm Bureau program, Partnership in Advocacy Leadership, or PAL, is attempting to bridge that gap, and picked Bailey as one of its next group of leaders. Over the course of two years, she and nine other young farmers and ranchers chosen for the program will learn how to better tell ag’s story to consumers, legislators, regulators and the media.

The group’s first training module was in New York City in June. Among other experiences, the PAL team members went to an urban grocery store to interact with shoppers, answer their questions and talk to

them about their food choices.

The trip — her first to New York — confirmed the importance of producers being able to see things not only from the perspective of their farms but also “from the perspective of the person standing in the grocery store aisle,” Bailey said.

The group’s next joint venture is to Washington, D.C., in September.

Bailey said the training will refine her advocacy and leadership skills.

“It’s an opportunity to grow and develop and become stronger in the way I communicate,” she said.

Other members of the PAL group are John Boelts, Arizona; April Clayton, Washington; Becca Ferry, Utah; Amy France, Kansas, Amelia Kent, Louisiana; Matt Niswander, Tennessee; James O’Brien, Texas; Tyson Roberts, Utah; and Jamie Tiralla, Maryland. Bailey is the only one who doesn’t produce a food crop; she grows ornamental trees.

Bailey and her husband, Larry, own and operate Verna Jean Nursery, near Gresham, Ore., east of Portland. Bailey’s mother founded the business; Bailey took it over after her mother’s unexpected death in 2005.

Oregonians for Food and Shelter, the ag and natural resources lobbying group, hired Bailey as its grassroots coordinator in 2016. She also served as the Oregon Farm Bureau’s second vice president in 2015 and won the Outstanding Farm Bureau Woman Award during the state organization’s 2014 annual meeting.



Aliya Hall/Capital Press

Adam Lindsley, a crop and soil science instructor at Oregon State University, wears a virtual reality headset and controllers. He has set up sensors in his office to create a virtual space.

## Oregon State ‘Ecampus’ classes go higher-tech

By ALIYA HALL  
Capital Press

CORVALLIS, Ore. — Agricultural educators are taking advantage of new advances, providing students with an interactive experience through online “Ecampuses” powered by the latest technology.

Adam Lindsley, crop and soil science instructor at Oregon State University, uses photogrammetry, three-dimensional printing and — soon — virtual reality in his two landscape analysis soil morphology courses.

“These courses are traditionally conducted almost entirely in the field, and, as you might imagine, field work is tough to accomplish in an on-line class. There are many challenges,” Lindsley said.

One of these challenges comes during winter term when the ground could be frozen, making it impossible for online students located in northern climates to collect soil samples.

“I hit upon the idea of using photogrammetry to make 3-D photos of the soil pits here, and the models correspond with what’s in the (lab kits),” Lindsley said. “It’s a little bit less exciting to load up a 3-D model on your computer, but they do seem to have similar learning as if they were outdoors.”

Photogrammetry makes these models by taking multiple photos from different angles and compiling them. The software matches up the pixels in each photo and builds a geometry around it. Students can also draw on these models.

Lindsley is also trying 3-D printing to create models that could potentially be part of lab kits. He found that shipping soil structures by mail would destroy the structure.

“I thought, what if I applied photogrammetry to that and make models of structures?” he said. “It’s nice to have something you can hold that I’m certain won’t turn into dust.”

Lindsley hasn’t designed any learning activities around virtual reality yet, but is using it as a tool to interact with the 3-D models. He’s now experimenting with which headset offers the best ease of use and cost. At the moment, he’s leaning towards Google Cardboard.

Lindsley is not the only instructor in the Oregon State Crop and Soil Department experimenting with these technological advancements. His colleague, Meg Mobley, an instructor in the Crop and Soil Department and Sustainability Double Degree Program,



Aliya Hall/Capital Press

A natural soil structure, left, next to its three dimensional model. Adam Lindsley, a crop and soil science instructor at Oregon State University, wants to send these 3-D structures to students in lab kits because the natural structures are too fragile to mail.

teaches a mixture of on-campus and online labs and courses, and has noticed a “really interesting contrast.”

“(Online is) different from on-campus, even though I’m teaching the same concepts and similar activities,” she said. “It’s setting up different learning environments.”

Instead of a teacher’s assistant setting up the lab for the students, the students have to assemble the lab themselves before they can start the assignment. Mobley said that while it takes more work, the students who do it learn more.

The starkest difference between her environmental science on-campus course and her online course is the field trip that her on-campus class takes to McDonald Dunn Forest — a distinction that she is trying to correct for by creating a virtual field trip.

“The plan is to craft a field trip with the 360-degree photos (of the forest) and implant ‘hot spots’ within the photos that students can navigate themselves and get more information,” she said.

Mobley said that the virtual field trip would also be beneficial for students with physical disabilities who couldn’t make the trip in person.

Although there have been some struggles bringing the department to an online platform, Lindsley said he is up for the challenge. He is trying to address the best way to teach students with a visual impairment, and has started experimenting with sound.

He used the example that if someone was measuring in a soil pit and stuck the knife into the horizon, the sound would differ if the substance was sand instead of clay.

“We’re still figuring it out.

We’re having a hard time figuring out how that would work, but I’m willing to give it a shot,” he said. “Sound is one way to interact.”

Mobley has encountered this concern as well with her color-blind students when the class covers the differences in soil coloring. She believes that, at least for an introductory course, that specific learning material could be postponed until later in the degree program.

# Ready for Work

## For a Resilient Rangeland and Dryland Pasture

### BARRICADE DRYLAND MIX

Barenbrug has launched a new product, Barricade. Designed for new planting or inter-seeding into rangeland and dryland pastures in low rainfall areas (below 18 inches annual precipitation). Barricade contains the latest varieties of grasses selected for germination, establishment and growth under low rainfall conditions.

Barricade Seed is coated with Yellow Jacket Enhanced Seed Coating which helps with soil/seed contact, and by absorbing nearly 600 times its weight in water, making it ideal for rangeland seeding applications.

Barricade is optimized with drought tolerant varieties of meadow and smooth brome; tall fescue; and intermediate wheatgrass.

PLANT A LEGACY

barusa.com • 800-972-1812

For more information contact: Bryan Weech at 541-806-7333

31-2/14N

## CONSISTENT, FAST FEED DELIVERY EVERY TIME

7010 PROFEED® DELIVERY BOX

- Convenient Discharge Rate Control
- Even Feed Flow
- Fast and Thorough Clean-out
- High Feed Capacity

1100 cu. ft. mixing capacities • truck & trailer models

**Torrence's Farm Implements**  
Brawley, CA  
Heber, CA  
Thermal, CA

**Escalon Portable Welding**  
Escalon, CA

**Fernbridge Tractor**  
Fortuna, CA

**Tri-County Mixer Sales**  
Manteca, CA  
**Belcorp Ag**  
Merced, CA  
Modesto, CA  
Santa Rosa, CA

**Aginaldo's Welding**  
Tipton, CA

**Valley Truck and Tractor**  
Willows, CA  
Woodland, CA  
Yuba City, CA

**Roth Ag-Construction & Equipment**  
Caldwell, ID

**Mitch's Repair**  
Jerome, ID

**Smith Valley Garage**  
Yerington, NV

**Papé Machinery**  
Fall River Mills, CA  
Cornelius, OR  
Madras, OR  
Merrill, OR

**Boyd's Implement**  
Tillamook, OR

**Farmers Equipment**  
Burlington, WA  
Lynden, WA

**Central Machinery Sales**  
Hermiston, OR  
Moses Lake, WA  
Pasco, WA  
Sunnyside, WA

**Washington Tractor**  
Chehalis, WA  
Quincy, WA  
Sumner, WA  
Yakima, WA

Visit your local Kuhn Knight Dealer today!

KuhnNorthAmerica.com