

## People &amp; Places

## Making cider the 'hard' way

Jolie Devoto uses heirloom varieties of apples in her Golden State Ciders

By JULIA HOLLISTER  
For the Capital Press

Jolie Devoto has been farming her entire life.

"I could say that I started farming before I was born, but I still have a lot to learn," Devoto said. "My parents have been farming here since 1976."

The Devotos started out growing apples, flowers and micro greens.

"While my mom, Susan, learned to farm flowers and micro greens, my dad, Stan, learned to farm the trees that existed on their newly purchased property, prompting him to plant more and more over the years," she said.

"Apples existed on the property when my parents purchased it in the mid '70s," she said. "My dad fell in love with them and started grafting dozens of varieties. We grow over 100 varieties."

Contrary to public opinion, apples are not hard to grow, she said. However, organic, dry-farmed apples are.

"It's difficult being an organic apple farmer in west Sonoma County, Calif., as



Golden State Cider

Jolie Devoto, co-founder of Golden State Cider, in Sonoma County, Calif.

mildew pressure from coastal fog is immense," Devoto said. The family farms 26 acres of apples.

"Back when we started the cidery, Sonoma County apple farmers could not make a sustainable living on processing apples, and many apples were left to rot on the ground," she said. "When Hunter (her husband Hunter Wade, co-founder of the cidery) and I moved back to my family's apple farm in 2012, we were sick of seeing centuries-old Gravenstein apple trees being torn down

and replaced with vineyards, a higher value crop. We made it our brand mission to 'Save the Gravenstein' and raise awareness of the variety by introducing it to a whole new group of people through hard cider."

She said they're proud to pay the farmers they work with sustainable prices for their apples, all in hopes of keeping biodiversity and more land planted in apples. "Our plan is working and we're saving more apple land every year," she said. Their ciders are increas-

ingly popular, she said.

"We're trying to not only tell the story of our own terroir in Sonoma County, but of apple land across the state in different apple-growing microclimates," she said.

Their "California Farms" series features single apple varieties from farms across the state. All the ciders will be available at their Golden State Cider taproom in Sebastopol's Barlow Market District. It's slated to open next year.

"The Devotos have been a force for preserving Sebas-

**Western Innovator**

**Jolie Devoto**  
Hometown: Sebastopol, Calif.  
Occupation: Second-generation apple farmer and co-founder of Golden State Cider with her husband, Hunter Wade  
Years in business: Six

topol's tradition of heirloom apple farming, putting sustainability at the fore," said Brie Mazurek, communications director of the Center for Urban Education about Sustainable Agriculture in San Francisco. "We've been honored to work with them at the Ferry Plaza Farmers' Market for a quarter century, and excited to see Jolie branching off that family legacy in innovative directions."

"Our ciders are popular, as they're the real deal, with quality being the forefront of our focus," Devoto said.

## Oregon FFA Foundation seeks new director

Kevin White left position Aug. 31

By GEORGE PLAVERN  
Capital Press

Kevin White was 20 years old when he made it his goal to raise \$1 million for the National FFA Organization.

Mission accomplished. And then some.

In seven years as executive director of the Oregon FFA Foundation, White helped raise more than \$3 million for state programs, enlisting several dozen corporate sponsors to throw their support behind agriculture education.

White stepped down from the position Aug. 31 after accepting a new job with Deschutes County Title. Doug Hoffman will serve as interim executive director while the foundation searches for a full-time replacement.

The Oregon FFA Foundation is the primary funding vehicle for Oregon FFA, which lost state funding in 2011. Oregon FFA had received financial support from the Ore-



Capital Press File

Kevin White has stepped down as executive director of the Oregon FFA Foundation.

gon Department of Education, though budget cuts at the state level prompted FFA to become independently funded, or risk becoming the first state to lose its program.

"When we lost that money, the foundation had to step up and figure out how we're going to support Oregon FFA," White said.

The foundation hired White as its first executive director. White is an FFA alum from Anderson, Calif., who served as national FFA secretary in 1992-93. It was then

that he decided to put the \$1 million target on his bucket list.

"I had been able to get a lot out of FFA in terms of my own personal growth," White said. "FFA teaches a lot about service. It's something where you feel compelled to give back."

White moved to Oregon in 1995 to attend Western Baptist College — now Corban University — in Salem. He then moved to Terrebonne, just north of Bend, where he lives on a small ranch.

During White's tenure, the Oregon FFA Foundation went from raising around \$6,000 per year to \$600,000 per year.

"It changed dramatically," White said. "Obviously, I think we were able to exceed a lot of expectations."

The FFA Foundation funds a large portion of basically anything that isn't covered by student dues or registration fees, including staff, programs and the annual state convention. The strategy, White said, is instead of asking for charity, the foundation asks for business sponsors to partner with FFA. As a career-oriented organization, he said the alliance makes sense on both ends.

"Don't underestimate the potential that the agriculture industry is willing to support FFA," White said.

Hoffman, who serves as president of the foundation's board of directors, said he appreciates White's work and looks forward to continuing the group's mission as interim executive director.

"We have a great team in place, and we're well-positioned to continue the important work of funding the programs and activities that benefit thousands of students each year," Hoffman said.

Kirk Maag, president-elect of the foundation, said they are fortunate to have Hoffman step into the role on a temporary basis. Hoffman was CEO of the Wilco Co-op for more than 20 years before retiring in December 2017.

"Doug has decades of leadership and management experience," Maag said. "It's important to have someone with Doug's experience at the helm."

The foundation intends to start reviewing applications Sept. 21, and Maag said they hope to hire someone before the end of the year.

"We're looking for somebody who is a self-starter, and who has a vision of how to best support the Oregon FFA Organization," he said.

For more information, or to suggest candidates, contact Maag at 541-881-9613 or Elin Miller at 415-613-5251.

To submit an event go to the Community Events calendar on the home page of our website at [www.capitalpress.com](http://www.capitalpress.com) and click on "Submit an Event." Calendar items can also be mailed to Capital Press, 1400 Broadway St. NE, Salem, OR 97301 or emailed to [newsroom@capitalpress.com](mailto:newsroom@capitalpress.com). Include "Calendar" in the subject line.

### Through Sunday Sept. 23

Washington State Fair. 110 Ninth Ave. SW, Puyallup, Wash. Website: [www.thefair.com/](http://www.thefair.com/)

### Saturday, Sept. 22

Goat Education Day — Get Yer Goat. 8:30 a.m.-4 p.m. OSU Southern Oregon Research & Extension Center Auditorium, 569 Hanley Road, Central Point, Ore. A day of education attended by beginner and experienced goat owners. This year, in addition to dairy goats, a beginning class on meat goats will be offered. A taco salad lunch is included with the event fee (both vegetarian and meat options). Read more about Goat Day, the scheduled classes and the link to online registration: <https://extension.oregonstate.edu/smallfarms/events>. Choose two classes in the morning and two in the afternoon. Optional: choose two classes in the morning and goat cheesemaking in the afternoon. Cost: Adults, \$35; Youth, \$20; Cheesemaking \$50 Website: <https://extension.oregonstate.edu/smallfarms>

Yamhill-Carlton FFA Alumni Benefit Dinner and Auction. 5-9 p.m. Carlton American Legion Hall, 158 East Main St., Carlton,

Ore. Social hour and silent auction are at 5 p.m., followed by the dinner and live auction at 7 p.m. All proceeds from this event directly benefit the Yamhill-Carlton FFA Chapter through the funding of scholarships, student leadership training, travel to events, and more. For more info, contact David Van De Walle, alumni association president, at 503-434-1810. Email: [yccfa.alumni@gmail.com](mailto:yccfa.alumni@gmail.com)

Hood River Hops Fest. Noon-8 p.m. Columbia Lot, Fifth and Columbia, Hood River, Ore. The Hood River Hops Fest is an annual celebration of beer's bitter friend, freshly harvested hops. Hood River County is surrounded by world-renowned hop-growing regions, and since 2003 brewers have gathered each September in downtown Hood River to share their fresh-hop beer creations. The family-friendly event features more than 50 breweries with more than 60 fresh-hop beers, plus a variety of food vendors, live music, and an awesome collectible mug. Website: <http://hoodriver.org/hops-fest/>

### Tuesday, Sept. 25

CalCPA Education Foundation's annual Farmers Tax and Accounting Conference. 8:30 a.m.-5:15 p.m. 2257 W. Shaw Ave., Fresno, Calif. Water rights, the new 20 percent deduction for pass-through businesses and an update on the status of the new federal farm bill will be among the topics discussed. The day-long conference is also available via webcast. Cost: \$325 for members of the California Society of CPAs; \$425 for non-members. Website: [www.CalCPA.org/ag](http://www.CalCPA.org/ag)

## Calendar

### Saturday, Sept. 29

Oregon Ag in the Classroom Fall Harvest Dinner and Auction. 5-9 p.m. CH2M Hill Alumni Center, Oregon State University. The silent auction starts at 5 p.m., followed by dinner featuring food produced by Oregon farms and ranches. The oral auction is at 7:45 p.m. All proceeds from the dinner and auction will support the Oregon Ag in the Classroom mission: to help students grow in their knowledge of agriculture, the environment, and natural resources. Registration due by Sept. 14. Website: <https://oregonaitc.org/events/fall-harvest-dinner-2/>

Free Washington Hemp Info Class. 1-3 p.m. Elk Plain Grange, 21817 Mountain Highway E, Spanaway, Wash. Join the Industrial Hemp Association of Washington and the Washington State Department of Agriculture as we present the in's and out's of the Washington IHRP program, Farm Act of 2018, basics of growing hemp and current industry statutes. There will be a question-and-answer session and assistance available with applications after the class. Space is limited to 75 people. RSVP for classes at [www.ihempawa.com](http://www.ihempawa.com). Cost: Free.

### Wednesday, Oct. 3

Third Annual Open Farm. 8:30 a.m.-1:30 p.m. UC Kearney Agricultural Research and Extension Center, 9240 S. Riverbend Ave., Parlier, Calif. Open Farm is a gathering hosted each year by the farming community to connect technology vendors, academics and growers to accelerate the digital transformation of the food and agriculture

sector. Registration is free for growers and government employees, \$20 for representatives of power and water utilities and \$40 for vendors. Website: <https://bit.ly/2N4zRBI>

### Wednesday-Thursday Oct. 3-4

Oregon Water Resources Congress Golf Tournament and Technical Seminar. Eagle Crest Resort, 1522 Cline Falls Road, Redmond, Ore. The technical seminar will be Oct. 4 and provide district staff, board members and consultants will innovative strategies, tools and solutions to meet water management challenges. The golf tournament is Oct. 3. Website: [www.owrc.org](http://www.owrc.org)

### Saturday, Oct. 6

Oregon's Bounty. 10 a.m.-2 p.m. Oregon State Capitol, 900 Court St. NE, Salem, Ore. This event focuses on the importance of agriculture in the state and brings a little bit of the farm to the front steps of the Capitol. Website: <https://bit.ly/2QmtO9m>

### Friday-Sunday Oct. 12-14

Hood River Valley Harvest Fest. 1-6 p.m. Friday, 10 a.m.-6 p.m. Saturday, 10 a.m.-5 p.m. Sunday. Hood River Event Site, North of Exit 63 off Interstate 84, Hood River, Ore. Celebrate Hood River's harvest season. This old-fashioned fall festival brings together more than 120 vendors offering local produce and food products, plus arts and crafts, wine, cider and beer tastings. Held along the scenic Hood River waterfront,

this is the Columbia River Gorge's biggest celebration of the region's incredible fall bounty. Website: <http://hoodriver.org/harvest-fest/>

### Thursday, Oct. 18

Balancing Profitability and Access in Local Food Systems. 8:30 a.m.-4 p.m. The Riverside Hotel, 2900 W. Chinden Blvd., Boise, Idaho. In a state that comprises big ag, small ag and highly motivated food system stakeholders, how can we bring more locally produced foods into mainstream markets and strengthen the economics of small-to mid-sized farms? This one-day conference will explore, through an economic lens, ways to cultivate a local food economy to create jobs, invigorate small farms and businesses and keep precious dollars in our Idaho communities. Hosted by the University of Idaho Extension, the conference is made possible with a Western Sustainable Agriculture Research & Education (WSARE) grant. Cost: \$45 Website: <https://idahofood2018.eventbrite.com>

### Tuesday-Wednesday Oct. 23-24

Nutrient Management Conference. 8 a.m.-5 p.m. Embassy Suites, 1441 Canyon Del Rey, Seaside, Calif. The agenda will focus on the latest FREP-funded research results and practical applications of fertilizing materials for agricultural production in the state of California. Grower, CCA, and PCA credits will be requested. Website: <http://www.cdifa.ca.gov/1s/ffidirs/frep/FREPConference.html>

## Capital Press

Established 1928

Board of Directors

Mike Forrester

Steve Forrester

Kathryn Brown

Susan Rana

Harrison Forrester

Mike Omeg

Cory Bollinger

Jeff Rogers

Corporate Officers

Heidi Wright

Chief Operating Officer

Rick Hansen

Chief Financial Officer

Capital Press Managers

Joe Beach ..... Editor & Publisher

Elizabeth Yutzie Sell ..... Advertising Director

Carl Sampson ..... Managing Editor

Jessica Boone ..... Production Manager

Samantha McLaren ..... Circulation Manager

Entire contents copyright © 2018

EO Media Group

dba Capital Press

An independent newspaper  
published every Friday.

Capital Press (ISSN 0740-3704) is published weekly by EO Media Group, 1400 Broadway St. NE, Salem OR 97301.

Periodicals postage paid at Portland, OR, and at additional mailing offices.

POSTMASTER: send address changes to Capital Press, P.O. Box 2048 Salem, OR 97308-2048.

### To Reach Us

Circulation ..... 800-882-6789

Email ..... [Circulation@capitalpress.com](mailto:Circulation@capitalpress.com)

Main line ..... 503-364-4431

Fax ..... 503-370-4383

Advertising Fax ..... 503-364-2692

### News Staff

Idaho

Carol Ryan Dumas ..... 208-860-3898

Boise

Brad Carlson ..... 208-914-8264

Cent. Washington

Dan Wheat ..... 509-699-9099

W. Washington

Don Jenkins ..... 360-722-6975

E. Washington

Matthew Weaver ..... 509-688-9923

Oregon

George Plaven ..... 406-560-1655

Mateusz Perkowski ..... 800-882-6789

Graphic artist

Alan Kenaga ..... 800-882-6789

### To Place Classified Ads

Ad fax ..... 503-364-2692

or ..... 503-370-4383

Telephone (toll free) ..... 800-882-6789

Online ..... [www.capitalpress.com/classifieds](http://www.capitalpress.com/classifieds)

### Subscriptions

Mail rates paid in advance

Easy Pay U.S. \$3.75/month (direct withdrawal from bank or credit card account)

1 year U.S. .... \$49.99

2 years U.S. .... \$89.99

1 year Canada ..... \$275

1 year other countries ..... call for quote

1 year Internet only ..... \$49.99

1 year 4-H, FFA students and teachers ..... \$30

9 months 4-H, FFA students & teachers ..... \$25

Visa and Mastercard accepted

Visa and Mastercard accepted

### To get information published

Mailing address:

Capital Press

P.O. Box 2048

Salem, OR 97308-2048

News: Contact the main office or news staff member closest to you, send the information to [newsroom@capitalpress.com](mailto:newsroom@capitalpress.com) or mail it to "Newsroom," c/o Capital Press. Include a contact telephone number.

Letters to the Editor: Send your comments on agriculture-related public issues to [opinions@capitalpress.com](mailto:opinions@capitalpress.com), or mail your letter to "Opinion," c/o Capital Press. Letters should be limited to 300 words. Deadline: Noon Monday.

### Capital Press ag media

[www.capitalpress.com](http://www.capitalpress.com)

[www.FarmSeller.com](http://www.FarmSeller.com)

[marketplace.capitalpress.com](http://marketplace.capitalpress.com)

[www.facebook.com/capitalpress](http://www.facebook.com/capitalpress)

[www.facebook.com/farmseller](http://www.facebook.com/farmseller)

[twitter.com/capitalpress](https://twitter.com/capitalpress)

[www.youtube.com/capitalpressvideo](http://www.youtube.com/capitalpressvideo)

### Index

Dairy ..... 8

Markets ..... 11

Opinion ..... 6

### Correction policy

Accuracy is important to Capital Press staff and to our readers.

If you see a misstatement, omission or factual error in a headline, story or photo caption, please call the Capital Press news department at 503-364-4431, or send email to [newsroom@capitalpress.com](mailto:newsroom@capitalpress.com).

We want to publish corrections to set the record straight.