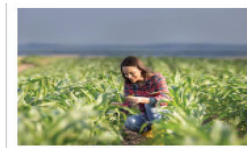




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EMPOWERING PRODUCERS OF FOOD & FIBER



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In a pickle

A cucumber's journey through the grocery supply chain



The Pumpkin Patch at Sauvie Island both produces its own pickle line and sells cucumbers for pickling to Betsy Walton, who created a popular Pacific Northwest brand called Duker's Dills.

EDITOR'S NOTE

In this two-part series, the Capital Press follows food from farm to retail store. Last week's story followed fresh fruits and vegetables. This week's story follows the separate supply chain for groceries and other value-added products.

By SIERRA DAWN MCCLAIN
Capital Press

PORTLAND — Betsy Walton had an idea.

It was 2008, and Walton, then 57, decided to leave her decades-long career in the apparel industry to create her own Oregon-based food company.

It all started with pickles.

Every Labor Day weekend, Walton canned a batch of pickles using her grandma's recipe. Friends told her she should take the recipe to market — and finally, she decided to try.

She signed up for a local class called "Getting Your Recipe to Market," created a company called Our Favorite Foods LLC and named her pickle line Duker's Dills.

Walton quickly learned the grocery supply chain is a complex clockwork. The sheer size of the 2021 U.S. super-

market and grocery industry, measured by revenue, is \$658.1 billion, according to market research firm IBISWorld. That's about \$1.3 million generated per minute.

It's easy, Walton learned, for farmers and new food companies to make mistakes and get hurt. But getting a product to market, if done right, can also be exciting.

Betsy Walton's big idea

A product is born. When Walton started, she had no experience in commercial foods.

"It was a riot," Walton said. "I really didn't know what I was getting myself into."

To begin, she would need ingredients, processors, distributors and retail buyers. Game on.

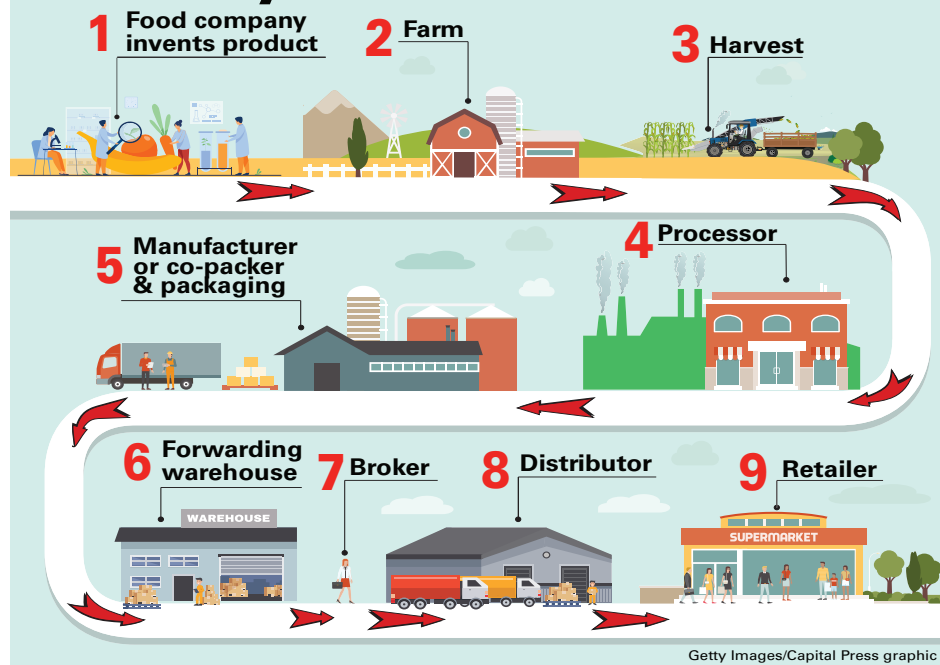
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PCC Small Business Development Center

Betsy Walton at a sample booth for her Duker's Dills.

Grocery distribution chain



Getty Images/Capital Press graphic

PRICING ADVICE

Supply chain experts recommend that manufacturers/producers work backwards to determine how much to charge for their products, considering each markup. For example:
COGS (Cost of Goods Sold): \$0.49

Manufacturer's/Food Company's 30% markup: \$0.15
Broker's 5% commission: \$0.03 (paid by manufacturer, not added to final price)
Distributor's 15% markup: \$0.10
Retailer's 35% markup: \$0.25
Retail price: \$0.99

Critics: Bill stretches definition of 'wild rivers'

By GEORGE PLAVERN
Capital Press

PORTLAND — A Senate bill that would designate nearly 4,700 miles of wild and scenic rivers in Oregon is being criticized for including hundreds of small creeks, streams and gulches that, in some cases, were found to be completely dry upon inspection.

The American Forest Resources Council, a trade

group representing the timber industry, recently conducted an analysis of the proposal, arguing that certain non-river segments under consideration "do not meet the intent or definition of the Wild and Scenic Rivers Act."

Oregon Sens. Ron Wyden and Jeff Merkley, both Democrats, introduced the River Democracy Act on Feb. 3. The legislation was developed based on more than 15,000 nominations submitted by the public for Wild and Scenic River Act protections.

But according to the AFRC, just 15% of the waterways are actually labeled as "rivers."

Andy Geissler, federal timber program director for the AFRC, said he used forest maps to cross-reference and locate the proposed sites listed for inclusion in the bill.



Courtesy of Nick Smith

Andy Geissler, federal timber program director for the American Forest Resource Council, straddles a dry creek in Southern Oregon that has been nominated as a Wild and Scenic River under the federal River Democracy Act.

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Oregon to keep COVID housing and workplace rules in place

By GEORGE PLAVERN
Capital Press

SALEM — While Oregon Gov. Kate Brown has lifted statewide COVID-19 mandates on masking, social distancing and gatherings, rules implemented to protect employees from the coronavirus in workplaces and labor housing will remain in effect for the time being, according to the Oregon Occupational Safety and Health Administration.

That means farms gearing up for harvest must continue to follow increased sanitation requirements, as well as density restrictions in labor camps for agricultural workers.

"Our rules, with the exception of masking and distancing, will remain in place and continue to be subject to discussion about when they'll be repealed and how they'll be phased out," said Michael Wood, Oregon OSHA administrator.

Increased protections for farmworkers date back to the beginning of the pandemic, when the agency began enforcing emergency COVID-19 regulations.

Among other measures, farms were required to roughly double the number of portable toilets and hand-washing stations for fieldworkers; clean and sanitize facilities



George Plaven/Capital Press

Oregon Gov. Kate Brown lifted most mask and social distancing requirements June 30, but most other workplace and worker housing rules remain in place. Part of the COVID-19 temporary rule issued by Oregon OSHA requires farms to double the number of portable toilets and hand-washing stations.

three times a day; keep beds 6 feet apart in housing units; and prohibit unrelated workers from sharing bunk beds.

Workers also had to wear masks and stay 3 feet apart traveling to and from the field in

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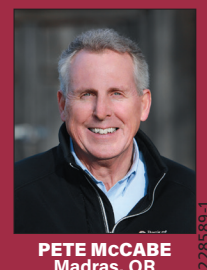


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