

THE 'UGLY' ALTERNATIVE



Farmers, grocers create market for damaged produce

By JOHN O'CONNELL
Capital Press

WENATCHEE, Wash. — Sometimes, farming can get ugly. When hail damages tree fruit and field crops, or when produce just doesn't meet the high visual standards of grocers, it often goes into secondary channels or is rejected.

For example, weather-damaged apples are normally made into juice, and the unlucky growers receive only a fraction of their usual value.

But as this season's harvest continues, Columbia Marketing International has come up with a more lucrative option for the hail-nicked fruit from two of its orchards. CMI aims to capitalize on a growing food trend, marketing discounted, superficially blemished fruit through fresh channels as "ugly" produce, providing environmentally conscious consumers a means of taking action against food waste.

"It's a nice way for us to potentially help growers who for whatever reason — hailstorm, windstorm or whatever — are facing a catastrophic loss," Steve Lutz, CMI vice president of marketing, said. "It's a fabulous alternative."

CMI — the marketing arm of four packing sheds in Wenatchee, Quincy and Yakima — launched its I'm Perfect brand of apples — a play on the word "imperfect" — earlier this year, featuring fruit that isn't aesthetically pleasing but still has acceptable quality to eat.

Gaining momentum

The ugly produce movement has gained momentum nationwide for several commodities, aligning the interests of farmers, who would like fresh market options for more of their production, and food activists, who want to reduce food waste in an effort to feed more people.

Facing mounting consumer pressure, the world's largest grocer, Bentonville, Arkansas-based Walmart, recently agreed to offer I'm Perfect fruit at 300 of its Florida stores as part of a corporate ugly produce pilot program.



Steve Lutz, vice president of marketing at Columbia Marketing International, Wenatchee, Wash., helped Walmart develop a way to sell weather-damaged apples.

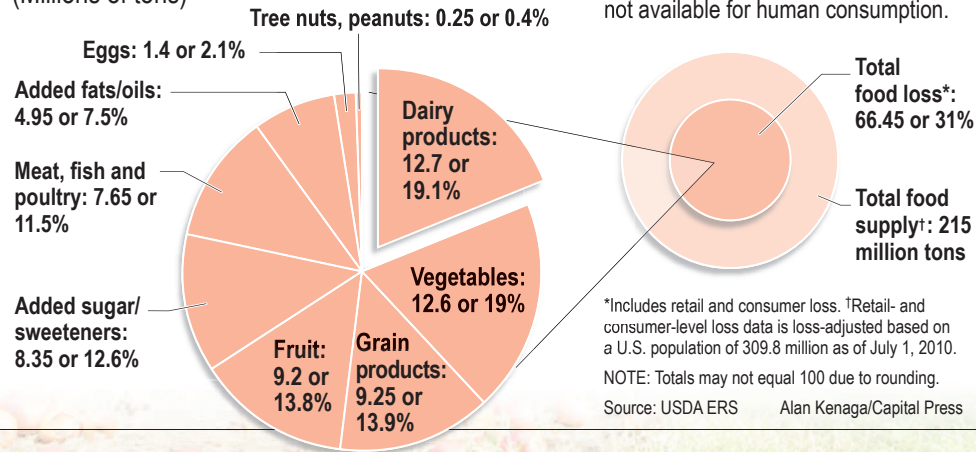
Dan Wheat
Capital Press



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U.S. estimated food loss, 2010

(Millions of tons)



More than 30 percent of the U.S. food supply in 2010, worth \$161.6 billion, was not available for human consumption.

Miss Oregon ready for big stage

Astoria's Mather in Atlantic City for Miss America

By ELI STILLMAN
The Daily Astorian

Answering calls, emails and text messages are a normal part of the day for most 21-year-olds, but for Miss Oregon Alexis Mather, it is an around the clock job.



Alexis Mather

Between fans congratulating her and Nike shoe designers setting appointments, it's not unusual for Mather to have to respond to 30 texts. A majority of those conversations are also from her team of five managers, which includes a media manager and a booking agent. On top of the calls and texts, she's expected to post to her five different social media platforms daily.

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Ministry puts the focus on children

R3 Fashion Show gives new life by recycling

By KATHERINE LACAZE
For The Daily Astorian

SEASIDE — Bathed in bright runway lights, volunteer models young and old sported used coats, blouses, aprons and other attire that were no worse for the wear after being lovingly refurbished by members of Our Lady of Victory and St. Peter the Fisherman's women's ministry.

The group held its third R3 Fashion Show, Auction and Sweet Treats at the Seaside Civic and Convention Center in August. The fundraising event, which started in 2013 and is becoming an annual tradition for the women's ministry, showcases the value and appeal of recycling old products and giving them new life.

"We're such a throw-away society," event organizer Jan Lambert said. "If we could recycle and reuse things, maybe someone could re-love them."

That concept is behind the event's name — R3 — which represents the central

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Vandals destroy popular 'Duckbill' rock formation

Cape Kiwanda feature toppled

By MARTHA BELLISLE
Associated Press

Cellphone video captured a group of people knocking over a popular sandstone rock formation known as the "Duckbill" on an Oregon beach.

Oregon State Parks officials originally said they didn't think the break at the site frequented by tourists was caused by humans.

But the video shot by David Kalas of Portland shows a group of visitors pushing the structure until it crumbled to

the ground on Aug. 29 at Cape Kiwanda State Natural Area.

The sandstone pedestal was roughly 7 feet to 10 feet across and located in a fenced off section of the park.

Kalas told The Associated Press on Monday that he was with some friends making a drone video of their summer adventures on the Oregon coast when they went to the rock formation.

When they got the drone in



Oregon Parks and Recreation Department

This natural rock formation was found in pieces last week at Cape Kiwanda State Natural Area in Pacific City.

the air, a group of eight people "came out of nowhere" and started pushing on the rock. Kalas says he started recording with his cellphone when it began wobbling.

"I didn't think anything would happen," Kalas said. "It's a big rock."

Five of the people stepped away, but when three others saw there was a crack, they

pushed it over, Kalas said.

"We confronted them and they said it was a safety hazard," Kalas said. "They said one of their friends had broken a leg on it. It's like their weird revenge thing."

The Oregon State Parks and Recreation Department said Monday it will review the incident and takes vandalism seriously.

A similar episode in Utah caused an online uproar. Two Boy Scout leaders were sentenced to probation after recording themselves toppling an ancient rock formation at Goblin Valley State Park and posting it on YouTube.

