



2019 Summary Report

Photo: OSU Barley Day by Shawn Linehan

Revitalizing a local grain economy in the Cascadia Region



Keynote Speaker Jason Parker of Copperworks Distilling addresses a sold out crowd at the Saturday Conference January 19th, 2019

The 7th annual Cascadia Grains Conference was held on January 18th and 19th, 2019 in various locations around Washington for the Friday Field Trips and at the South Puget Sound Community College for the Saturday conference. Bringing together over 400 participants to strengthen the regional grain economy in the Cascadia Region, the goal of this conference is to convene and connect growers, processors, brokers, investors, and policy-makers across the value chain.

This event provides a platform for the latest science, techniques, research, market opportunities and hands-on learning with the goal of cultivating an economically viable network of market opportunities for locally-sourced value-added products.

www.cascadiagrains.com

@cascadiagrains @wsufoodsystems #cgc2019 #cascadiagrains #wsufoodsystems

The Cascadia Grains Conference is a project of the WSU Food Systems Program with the generous support of contributing sponsors and agencies.



Food Systems

WASHINGTON STATE UNIVERSITY





The conference is structured as a two day event with the Friday program offering optional add-on experiences:

2019 FRIDAY FIELD TRIPS



**BASICS
MADE
BETTER:**
*With Wyld
Bread*



**BRINGING
IN THE
CROP:**
*All About
Grain
Combines*



**BREWING &
DISTILLING
TOUR:**
*Tumwater
Craft*



**HERITAGE
BEER
TASTING:**
*Palouse Heritage,
The Grain Shed,
Damsel and
Hopper*

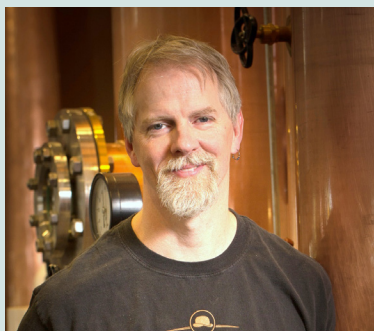


**A TASTE
OF LOCAL
GRAINS
TERROIR:**
*Hosted by the
London Plane*

2019 SATURDAY CONFERENCE



**RESOURCE
EXPO**



**KEYNOTE
SPEAKER**



**EDUCATIONAL
SESSIONS**



**TASTING
TOUR**

The main conference on Saturday featured 20 unique workshops and panels as well as 2 hands-on baking classes taught by specialists from around the region. Workshop topics included grain production methods, supply chain development, processing and end-use quality factors, marketing and branding, as well as developing the region's market through terroir sensory analysis.

On average, the sessions scored 4.1 on a scale from 0 (not informative) to 5 (very informative).

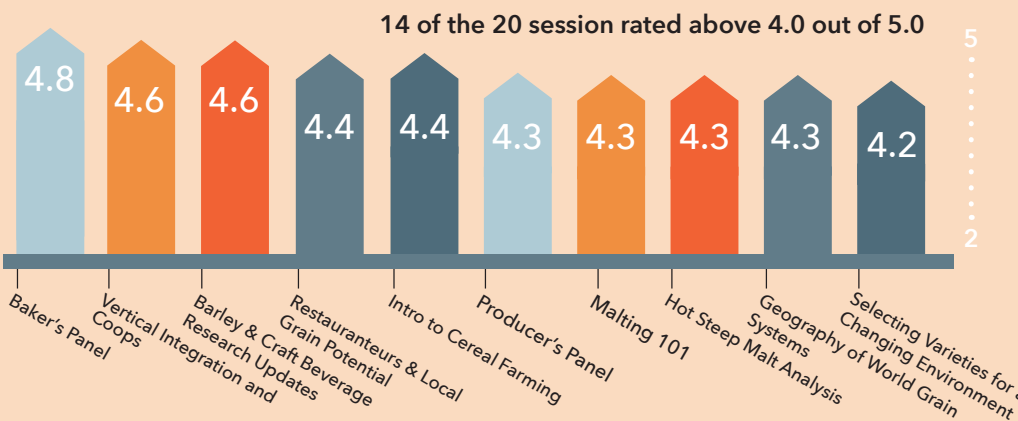
20 Sessions taught by 66 Speakers, including 2 hands-on baking classes.

2019 CONFERENCE

Over 460 people participated in the Cascadia Grains Conference weekend January 18th and 19th 2019 at multiple locations in Seattle and Thurston County, WA. Five Friday Field Trips on January 18th featured local grains in the context of hands-on baking, brewing and distilling, equipment combines, and two dinners featuring heritage grain brews and pairing regional grains in a delicious terroir analysis. A highlight of the weekend was the release of five distinct beers made with WSU developed, WA grown and malted barleys. The featured release was the "Grains of Cascadia", a collaboration brew between LINC Malt and Fremont Brewing, made with Lyon barley developed by the Sustainable Seed System Lab and a fundraiser for the Conference. A formal WSU sensory analysis study with over 100 participants was conducted on Saturday January 19th to prove flavor and smell distinction among different varieties and regions.



Barley and Craft Beverage Research Updates with June Russell (GrowNYC), Brigid Meints (OSU), Scott Fisk (OSU), Layton Ashmore (WSU) and Stephen Bramwell (WSU).



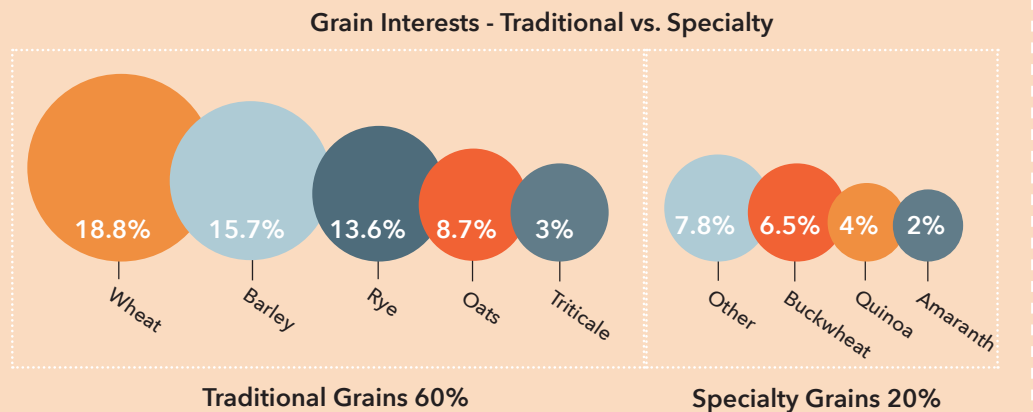
TOP RATED SESSIONS

Based on participation, the most popular sessions were on topics related to Baking, Vertical Integration and Coops, Production Recommendations, Regional Networks, and other end use markets including Barley and Restaurateurs. Participants were asked to rank the sessions they attended on a scale from 1 (Not Informative) to 5 (Very Informative), and the average over all 20 Saturday sessions was 4.1

Based on participant feedback ideas for future sessions include marketing specialty grains, legislation that can support niche markets, systemic food system reform, soil health, distribution and education networks. Requests were also made for a formal inter-disciplinary networking session as well as an Advanced and Foundations Track to create a variety of entry points into the regional grains movement. Moving forward the conference hopes to serve the interest in this movement throughout the year by hosting several mini events throughout the region.

GRAIN INTERESTS

Participants were asked which grain crops interest them the most. 60% of survey respondents are primarily interested in traditional small grain crops while 20% are interested in specialty grain crops including millet, spelt, sorghum, and emmer.





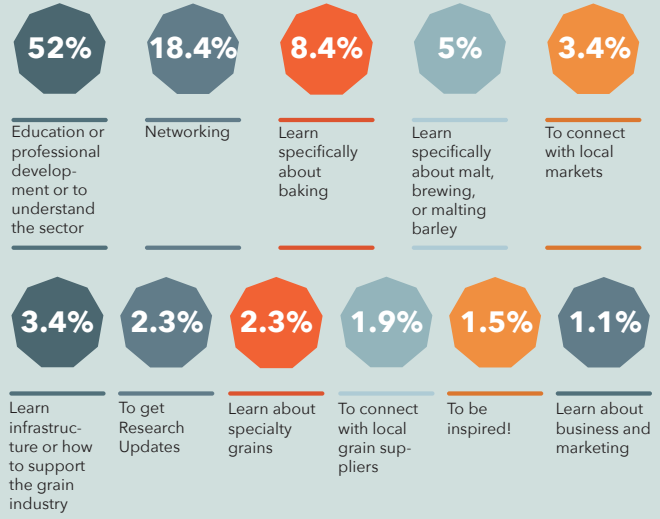
2019 ATTENDANCE & PARTICIPATION



Halle Choi of the WSU Sustainable Seed Systems Lab teaching Baking with Local Grains Advanced - Substituting with Whole-seed Novel Flours: Quinoa

REASON FOR COMING

In addition to sharing the latest science, techniques, and developments, the conference aims to create a space in which new business, policy and research relationships can form and existing ones can be strengthened. In fact 52.1% of participants responded that education or professional development or to understand the sector is their primary reason for attending the Conference.



Conference participants came from all corners of the Pacific Northwest including Washington (75%), Oregon (14%), British Columbia (3%), Idaho (3%) and CA (2%). We saw a jump in 2019 in regional participation, pointing to the growing momentum in the local grain movement regionally (69% from West of the Cascades).

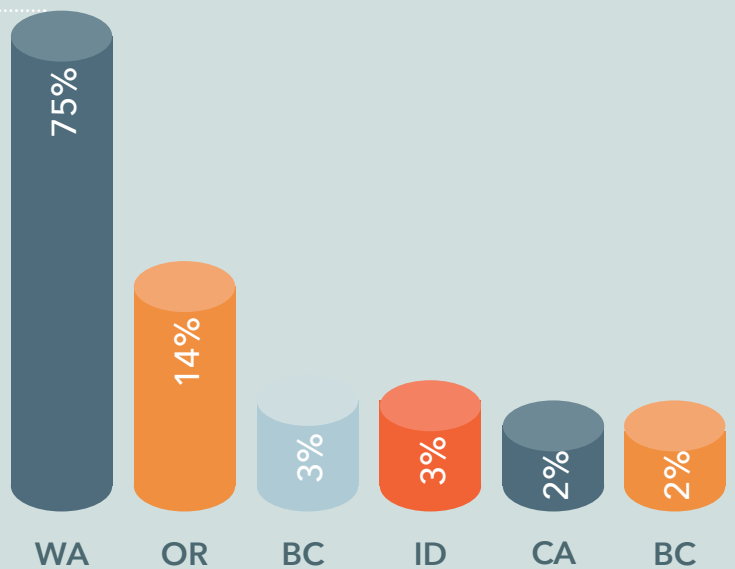
REGIONAL ATTENDANCE

Participants from Western Washington Counties:

- Thurston 28%
- King 26%
- Skagit 4%
- Pierce 3%
- Jefferson 3%
- Snohomish 2%
- Whatcom >1%
- Island >1%

Participants from Eastern Washington Counties:

- Whitman/Pullman 10%
- Benton (3%)
- Lincoln (2%)
- Adams (1%)
- Spokane (1%)
- Chelan (>1%)



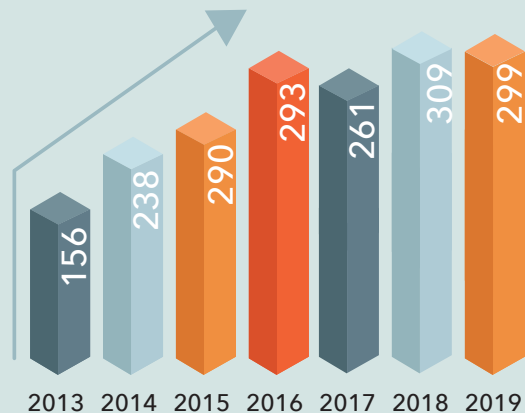
The success of the conference may be judged by the enthusiasm of the participants during the conference as well as their willingness to attend the conference again with 90% of survey respondents stating that they would.

PROGRAM PLANNING

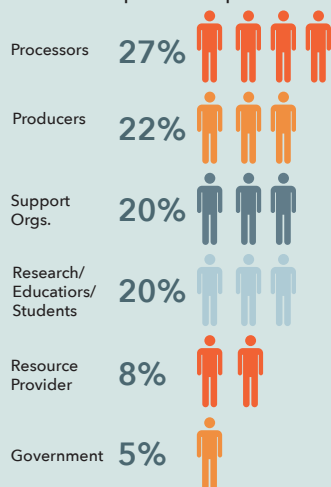
The Steering Committee intentionally created a schedule and program that integrated as many networking opportunities as possible, including un-programmed time during three locally-sourced meals, the Best of Cascadia Tasting Tour featuring local craft beers and spirits, and an all-day Resource Expo featuring regional organizations and agencies that support the local grain-shed.

OVERALL ATTENDANCE

Over the last seven years the conference attendance has more than doubled. One clear success of the conference is the high demand for the event and the continued interest among new participants (55% of attendees were new to the conference and 45% were returning).



Participant Occupations:

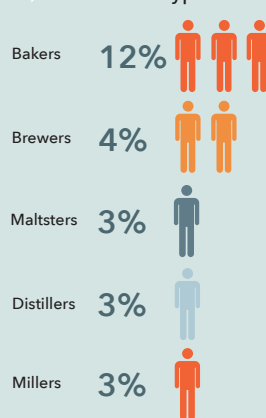


Processors made up the largest percentage of reporting participants this year (27%) which can be broken down into Bakers (home): 8%, Bakers (professional): 4%, Brewers (professional): 4%, Maltsters: 3%, Distillers: ~3%, Millers: 3%, Chef/Restaurateur: 2%, and Brewers (home): >1%.

Followed by Producers at 22%, and Support Organizations at 20% (Broker/Distributor: >1%, Consultants: ~2%, Media: >1%, Government: ~5%, Resource Provider: ~8%, Advocate: ~4%). People in higher education also came in as high participants this year at ~20% (Academics: ~9%, Instructors: ~1%, Research: ~3%, Students: ~6%).

AREA OF EXPERTISE

Processor Types:



Lane Selman of the Culinary Breeding Network speaking during the Geography of World Grain Systems

“The London Plane was honored to host a Friday Field Trip for the CGC in 2019. Our whole team relished the opportunity to cook with local grains, meet the breeders, seeders & farmers who grow it & feed our guests well. We look forward to future events with the CGC & chances to support our state’s sustainable food systems.”

- Yasuaki Saito, Managing Owner of the London Plane



2019 IMPACTS & OUTCOMES



Attendees received surveys in their welcome packets as well as via email post conference. 90% of reporting participants on Saturday said they plan on attending next year.

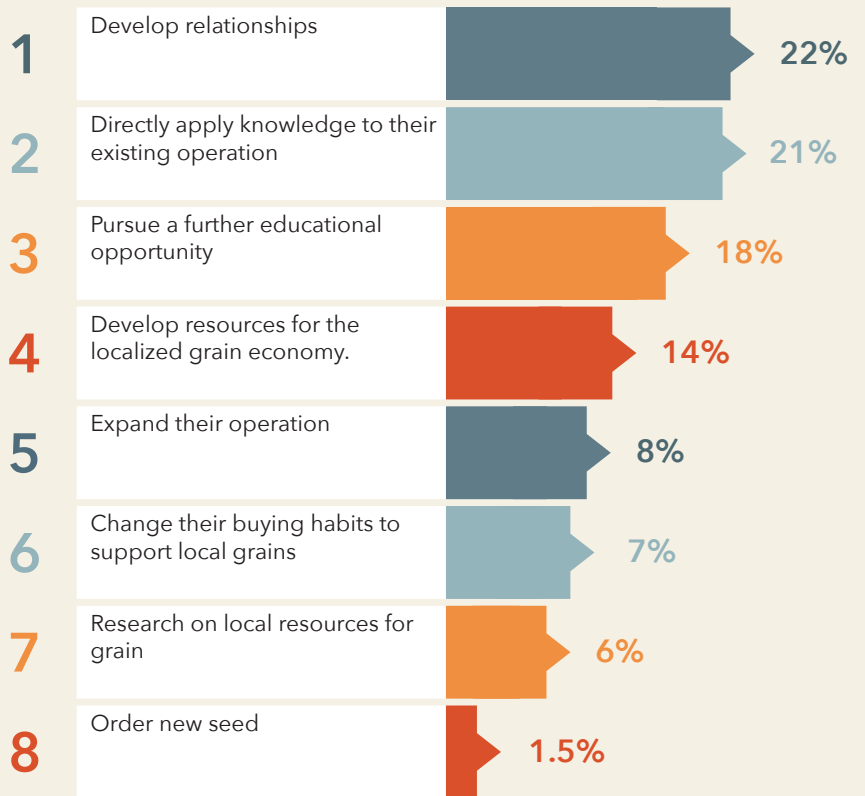


Top: Equity in the Grain System with Joshua Merced, Adriana Azcarate-Ferbel, Pedro Ferbel-Azcarate and Annie Moss

Middle: Celia Nightingale during Financing Your Grains Related Business

Bottom: Lola Milholland of Umi Organic provided whole wheat soba noodles for lunch on Saturday at SPSCC.

3 Things You Will Do In the Next 6 Months



“Partnering with and attending the Cascadia Grains Conference has been a great platform for Skagit Valley Malting to not only share our story, but to learn from other industry professionals and meet new potential customers. From bakers and brewers, to scientists and professors, to our local farmers, we are all part of this greater Northwest grain economy, and finding those common bonds has had a nice impact on the health and sustainability of Skagit Valley Malting.”

- Adam Foy (Skagit Valley Malting)

The Cascadia Grains Conference is presented by WSU Food Systems Program (FSP).



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Laura Lewis, Director of WSU FSP and Cascadia Grains Conference Chair



Aba Kiser, WSU FSP Project Manager and Cascadia Grains Event Organizer



Nicole Witham, WSU Statewide Coordinator of WSU Food Systems and Cascadia Grains Outreach and Graphics



Brooke Saari, WSU CSANR and Cascadia Grains Administrative Support



Lane Selman
Culinary Breeding Network and CGC Food Coordinator

2019 PLANNING

2019 CASCADIA GRAINS STEERING COMMITTEE:

Frank Addeo, South Puget Sound Community College
David Bauermeister, Northwest Agriculture Business Center
Stephen Bramwell, WSU Thurston County Director
Kathrine Braseth, City of Tumwater
Brook Brouwer, WSU San Juan County Director
Jeremy Bunch, Shepherd's Grain
Rose Burke, Former Cascadia Grains Conference Coordinator
Ann Cook, City of Tumwater
George DePasquale, Essential Baking Company
Brian Estes, LINC Malt
Scott Fisk, Oregon State University
Adam Foy, Skagit Valley Malting
Kelsey Green, CGC Assistant Coordinator
Laura Helgerson, Oregon State University
James Henderson, Hummingbird Wholesale
Aba Kiser, WSU Food Systems Project Manager, CGC Coordinator
Laura Lewis, WSU Food Systems Director
Steve Lyon, WSU Bread Lab
Kevin Murphy, WSU Sustainable Seed Systems Lab
Sara Nelson, Fremont Brewing Company
Celia Nightingale, Center for Business & Innovation
Justin O'Dea, WSU Clark, Cowlitz, and Skamania County
Jason Parker, Copperworks Distilling
Andrew Ross, Oregon State University
June Russell, GrowNYC
Brooke Saari, WSU CSANR
Rob Salvino, Damsel and Hopper
Lane Selman, Culinary Breeding Network
Seth Small, Small's Family Farm
James Wahl, MJW Grain
Nicole Witham, WSU Food Systems Coordinator

The Steering Committee was composed of individuals who work in the public and private sectors or for economic development organizations. Through monthly planning meetings, the Steering Committee provides input on the program topics and speakers, brings in resources to support the Conference through financial and in-kind sponsorships, promotes the Conference regionally, and participates in the Conference as support staff, speakers or facilitators.





2019 FUNDING & DONORS

The 2019 Cascadia Grains Conference was proudly presented by WSU Food Systems with support from Fremont Brewing, Linc Malt and many other organizations listed below.

The total budget for the conference was nearly \$65,000, with nearly 50% from registration fees, tasting tour and resource table admission, 40% of the dollars coming from ticket revenue, and 10% from grants.

The registration for Friday classes ranged from \$45 (Equipment Track) to \$90 (Historical Tasting), which helped pay for the bus transportation for the Brewing and Distilling Tour, baking instructors, and equipment for the hands on baking class, as well as catering costs.

Registration fees for the Saturday conference were tiered into three categories based on the timing of payment: early-bird (\$95), regular (\$110), and day-of (\$135).

Several tiers of scholarship were awarded to 55 individuals who submitted an online application. The conference was delighted to have such a strong team of volunteers to set up and break down, staff registration, help with baking class clean up and more.

The conference cost nearly \$65,000 to put together. Staff salaries, speaker travel reimbursement, catering, and venue rental were the top expenses. Excellent in-kind sponsor partnerships such as gifted coffee service by Batdorf and Bronson and venue services by the South Puget Sound Community College helped to keep expenses down. The profit from the 2019 conference will go toward venue rental and staff salaries to start the planning for the 2020 event.





2019 FIELD TRIPS & SATURDAY SESSIONS

The conference agenda is outlined below and the full conference program with links to presentations can be accessed at www.cascadiagrains.com

Baking with Local Grains: Advanced

Halle Choi & Jessica Murray - WSU

Baking with Local Grains 101: Buckwheat and Oat Brownies

Gillian Miller & Emily Squadra - Wildflower Baking

Baker's Panel

Mel Darbyshire - Grand Central Baking
Cortney Morentin - Wyld Breads
Annie Moss - Seastar Bakery
Rob Salvino - Damsel and Hopper

Barley and Craft Beverage Research Updates

Layton Ashmore - WSU
Stephen Bramwell - WSU
Scott Fisk - OSU Barley Project Brigid Meints - OSU Barley Project
Kevin Murphy - WSU / SSS Lab
June Russell - GrowNYC

Basics Made Better: Emmer Sourdough English Muffins and Salted Chocolate Chunk Spelt Cookies (Friday)

Cortney Morentin - Wyld Breads

Brewing & Distilling Tour: Tumwater Craft (Friday)

City of Tumwater, Olympia-Tumwater Foundation, Singing Hops Brewing Company, Sandstone Distillery, Tumwater Warehouse District

Bringing in the Crop: All About Grain Combines (Friday)

WSU Thurston County Extension, Kirsop Farm, South of the Sound Community Farm Landtrust

Direct Marketing and Social Media 101

Laura Raymond - WSDA Regional Markets
Nicole Witham - WSU Food Systems

Equity in the Grain System

Adriana Azcarate-Ferbel - Three Sisters Nixtamal Tortillas
Pedro Ferbel-Azcarate - Three Sisters Nixtamal Tortillas
Joshua Merced - University of North Carolina-Greensboro
Annie Moss - Seastar Bakery

Financing Your Grains-Related Business

Tony Enzler - Bank of the Pacific
Erika Lindholm - Craft3
Aslan Meade - EDC Thurston County
Celia Nightingale - Center for Business & Innovation
Jess Sarsfield - Northwest Farm Credit Services

Geography of World Grain Systems

Adriana Azcarate-Ferbel - Three Sisters Nixtamal Tortillas
Pedro Ferbel-Azcarate - Three Sisters Nixtamal Tortillas
Laura Lewis - WSU
Lane Selman - Culinary Breeding Network

Heritage Beer Tasting: Olympia! (Friday)

Damsel and Hopper
Olympia Tumwater Foundation
The Grain Shed
Three Magnets Brewing
Palouse Heritage
Propolis Brewing

Integrated Grain Systems for Animal Feed

Colin Barricklow - Kirsop Farm
Caroline Kinsman - Scratch and Peck Feeds
June Russell - GrowNYC

Intro to Cereal Farming

Brook Brouwer - WSU Extension
Keith Kisler - Finnriver Farms
Justin O'Dea - WSU Clark County Extension

London Plane Hosts: A Taste of Local Grain Terroir (Friday)

Culinary Breeding Network
London Plane
Nash's Produce
Oregon State University
Sustainable Seed Systems Lab

Malting 101

Adam Foy - Skagit Valley Malting
Jason Parker - Copperworks Distilling
David Richter - Briess Malt

Producer's Panel

Colin Barricklow - Kirsop Farm
Kelsey Green - CGC Assistant Coordinator
Keith Kisler - Finnriver
Sam McCullough - Nash's Organic
James Wahl - MJW Grain

Public/Private Partnerships

David Bauermeister - NABC
John Doan - City of Tumwater
Scot Hulbert - WSU
Chris Keane - WSU Brian Kraft - WSU
Colleen Kerr - WSU
June Russell - GrowNYC
Derek Sandison - WSDA

Restaurateurs and Local Grain Potential

Niels Brisbane - WSU
Alessandro Eldridge - Canlis
Margaryta Karagodina - Lucinda Grain Bar
Colleen Kerr - WSU
Seth Smalls - Smalls Family Farm

Selecting Varieties for a Changing Environment

Brook Brouwer - WSU Extension
Chad Kruger - WSU CSANR
Sam McCullough - Nash's Organic
Kevin Murphy - Sustainable Seed Systems Lab
James Wahl - MJW Grain

Sustainable Grain Production Systems

Doug Collins - WSU
Luke Black - Lone Mountain Farms
Phil Neumann - Mainstem Malt

The Gluten Free Market Comes Into Its Own

Julie Call - GF Blends
Glen Call - GF Blends
Joni Kindwall-Moore - Snacktivist
June Russell - GrowNYC Greenmarkets

Vertical Integration and Coops

Brian Estes - LINC Foods
Cortney Morentin - Wyld Bread
Bill Myers - Joseph's Grainery
Don Scheuerman - Palouse Heritage / The Grain Shed
Joel Williamson - The Grain Shed





All photos courtesy of Shawn Linehan Photography

This conference wouldn't be possible without support from donors like you.

BECOME A DONOR!

Why Give to Cascadia Grains

The 8th Cascadia Grains Conference will bring together over 400 farmers, bakers, brewers, distillers, brokers, investors, policy-makers and others to strengthen the role of grains in the agricultural and food economy of the Pacific Northwest. The two-day long event features field trips, workshops and hands-on classes that focus on various enterprises across the regional grain-shed, such as livestock feed, malting, brewing and baking. Over the last seven years the conference has developed into the key educational event for producers and end-users and a wonderful annual opportunity to network and collaborate along the value chain.

What You Get In Return

Premier exposure on all media associated with the conference including year-round mailings, print media, and social media/web exposure. Connection with over 50 regional and national organizations. Opportunities to showcase your good work! Network during our Resource Fair and Best of the Cascadia Tasting.

All Sponsors get 1 comped pass to the Saturday Conference and as many 1/2 off tickets as they want for all Friday Field Trips.

DONOR LEVELS		\$7,000	\$5,000	\$3,000	\$1,000	\$500
Social Media, Conference Program, 1 Saturday pass + unlimited 50% off Friday tickets	Included as a donor at any level is a special shout out and link on our Cascadia Grains Social Media Networks (Facebook, Instagram, Twitter, 1200+ mailing list), as well as company logo in our Conference Take-home Packets and click-through links on our website www.cascadiagrains.com . Plus 1 comped pass to the Saturday main Conference and unlimited 50% off tickets for any of the Friday Field Trips.					
Advertisement in the Conference Program	All benefits mentioned above plus advertising in the Conference Program which contains an agenda, list of participants and useful background information. Many participants keep Cascadia Grains programs for long-term reference.	Full Page Color	Half Page	1/4 page	1/4 page	
Company Merch In Take Home Packets	Every conference registrant receives a Gift Bag filled with product samples, coupons and information. Your donorship at this level allows you to add your contribution to the bag and be one of the premier businesses that attendees remember.					
Local Grain Meal Sponsor	Choose between 1. Breakfast 2. Dinner 3. Lunch or 4. Best of Cascadia Tasting. Logo recognition as main meal sponsor on all Conference materials including print, PDFs and broadcast emails. Verbal acknowledgment as a prominent Sponsor, two logo banners displayed in prominent locations, and logo displayed on an individual sponsor's slide during your meal.					
Presenting Sponsor Recognition + 1 additional Saturday Pass (2 total)	All benefits mentioned above plus prominent presenting donor logo recognition on all conference material: website, social media, print material and Conference Program. A special shout out during the Saturday conference, plus an extra comp ticket (2 total) to the full Saturday Conference.					



Interested in a table at our Resource Expo? Get more information and register at cascadiagrains.com

Purchase Resource Tables and Best of Cascadia Tasting Table tickets separately on www.cascadiagrains.com

**CASCADIA GRAINS
CONFERENCE IS
PRESENTED BY
WSU FOOD SYSTEMS**

Bringing together farmers, bakers, brewers, distillers, brokers, investors, researchers and others in an effort to enhance the local food economy by sharing the latest science, techniques, and developments for niche-grains in the Cascadia region. Holding a space for new business, policy, and research relationships to form and existing ones to be strengthened.

Revitalizing a local grain economy in the Cascadia Region



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WASHINGTON STATE UNIVERSITY



Cascadia
grains
conference

SAVE THE DATE
JAN. 17-18, 2020

This conference wouldn't be possible without support from donors like you.

BECOME A DONOR!

Contact: Aba Kiser,
Conference Coordinator
cascadia.grains@wsu.edu
360-379-5610 ext 211

www.cascadiagrains.com

FOOD SYSTEMS FOCUS AREAS

Supporting thriving Washington farms, ecosystems, and food economies to provide communities with equitable access to healthy, sustainable, and regionally produced foods.



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-  **EQUITABLE ACCESS**
-  **ENERGY & WASTE REDUCTION**
-  **PROCESSING & DISTRIBUTION**
-  **POLICY & REGULATION**
-  **ECONOMIC BENEFITS**
-  **FARMLAND & RESOURCE CONSERVATION**

THE FOOD SYSTEMS TEAM

Is a committed group of WSU faculty, staff, and partners. Together we promote research, implement change, and provide unparalleled educational opportunities for farmers, communities, and consumers.






@WSUFoodSystems

www.foodsystems.wsu.edu

WSU FOOD SYSTEMS is a program of the  Center for Sustaining Agriculture & Natural Resources