



2020 Summary Report

Field Day at WSU Clark County, 2019

Revitalizing a local grain economy in the Cascadia Region



Keynote Speaker Mel Darbyshire of Grand Central Bakery addresses a sold out crowd at the Saturday Conference January 18th, 2020

The 8th annual Cascadia Grains Conference was held on January 17th and 18th, 2020 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 300 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 #cgc2020 #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:

2020 FRIDAY FIELD TRIPS



100% WA:
Local Grains
Brewing and
Distilling Tour



CHEW ON THIS:
Wholesome New
York Bagels



DECONSTRUCTING DINNER:
Food Pathways &
Nutrition (A Local
Grain Feast at the
London Plane)



FARM WALK:
South Sound
Grain Industry
Infrastructure
and Market
Development

2020 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).

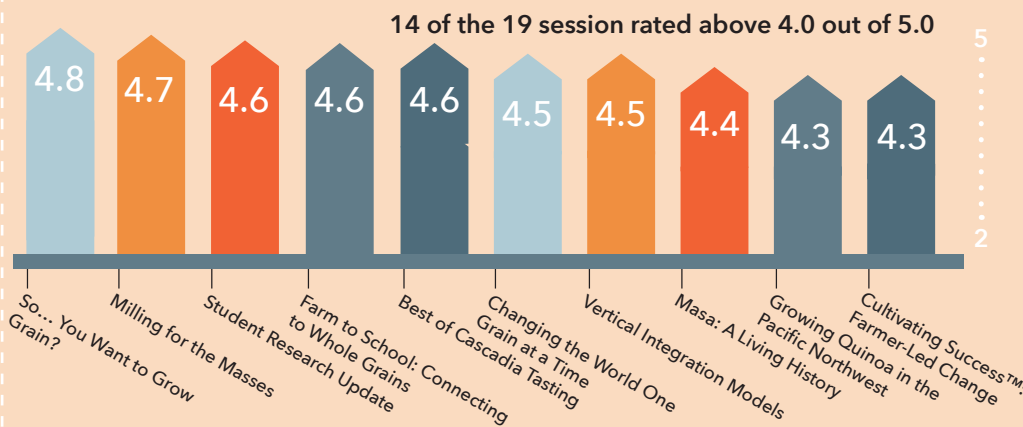
26 Sessions taught by 56 Speakers, including 3 hands-on baking classes.

2020 CONFERENCE

Over 320 people participated in the Cascadia Grains Conference weekend January 17th and 18th, 2020 at multiple locations in Seattle and Thurston County, WA. Four Friday Field Trips on January 17th featured local grains in the contexts 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 13 distinct beers and spirits made with WA grown, malted and brewed barleys. Part of the Conference included a Working Group Session entitled "Characterizing who we are: What does it mean to be a Cascadia Grains participant?". We asked questions to gather information about participants' values and organizational desires. This session was facilitated by Michelle Ajamian, Network Developer at the Appalachian Staple Foods Collaborative.



A sold out crowd at "Deconstructing Dinner: A Local Grain Feast at the London Plane" on Friday January 17th.



TOP RATED SESSIONS

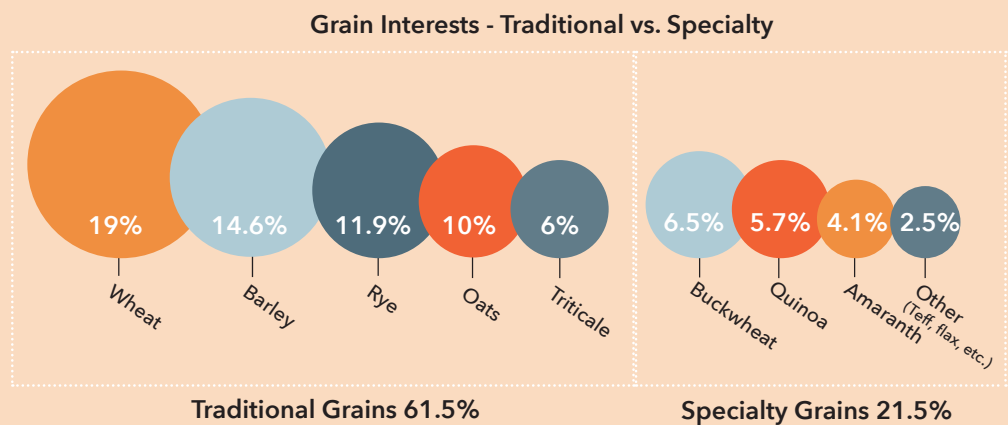
Based on participation, the most popular sessions were on topics related to malting for spec, developing regional economies, cultural food pathways and farm to school efforts.

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.

Participants were asked which grain crops interest them the most. 61.5% of survey respondents are primarily interested in traditional small grain crops while 21.5% are interested in specialty grain crops including millet, spelt, sorghum, and emmer.

GRAIN INTERESTS





2020 ATTENDANCE & PARTICIPATION



Adriana Azcarate-Ferbel of Three Sisters Nixtamal teaching the hands-on class "Masa, A Living History" at the Saturday Conference January 18th at SPSCC.

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 32.9% 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 (77%), Oregon (14.8%), Idaho (3%) and CA (2%). We saw a jump in 2020 in regional participation, pointing to the growing momentum in the local grain movement regionally (84.5% from west of the cascades).

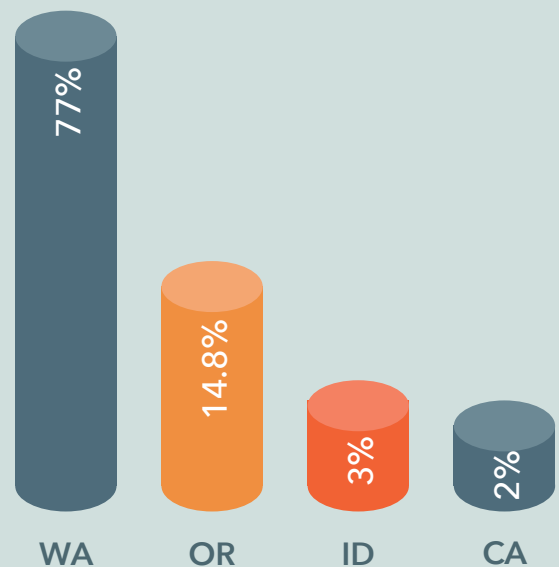
REGIONAL ATTENDANCE

Participants from Western Washington Counties:

- King 32.4%
- Thurston 24.6%
- Pierce 8.2%
- Jefferson 4.3%
- Skagit 2.4%
- Kitsap 2.4%
- Whatcom 1%
- Island 1%

Participants from Eastern Washington Counties:

- Whitman/Pullman 7.7%
- Spokane 3.4%
- Adams >1%
- Kittitas >1%



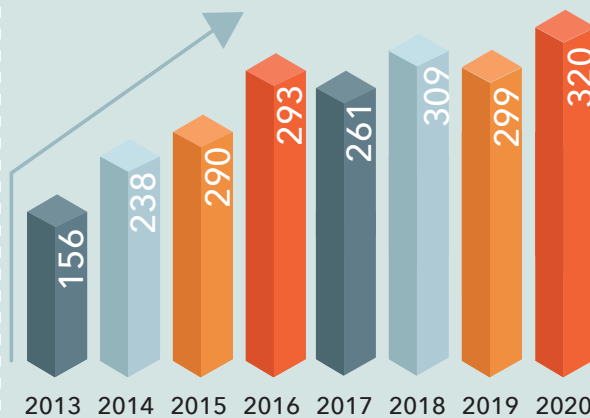
The success of the Conference may be judged by the enthusiasm of the participants during the event as well as their willingness to attend again with 90% of survey respondents stating that they would.

PROGRAM PLANNING

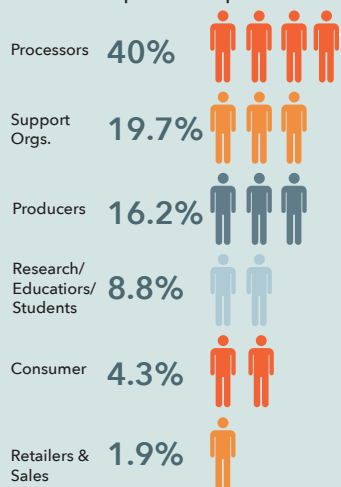
The Steering Committee intentionally created a schedule and program that integrated as many networking opportunities as possible, including un-programmed time during three locally-sourced meals, the Best of Cascadia Tasting presented by the WA Beer Commission featuring local craft beers and spirits,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

OVERALL ATTENDANCE

Over the last eight 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:

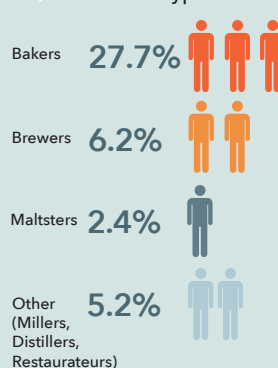


Processors made up the largest percentage of reporting participants this year (40%) which can be broken down into Bakers (home): 11%, Bakers (professional): 16.7%, Brewers (professional): 4.8%, Maltsters: 2.4%, Distillers: 1%, Millers: 1.4%, Chef/Restaurateur: 1.4%, and Brewers (home): 1.4%.

Followed by Support Organizations at 19.7% (Government: 7.6%, Broker/Distributor: >1%, Consultants: 2.9%, Media: >1%, Resource Provider: 4.8%, Advocate: ~3.4%). People in higher education also came in as high participants this year at 8.8% (Academics: 5.7%, Instructors: >.5%, Research: 3.3%). And Producers at 16.2%,

AREA OF EXPERTISE

Processor Types:



Fremont Brewing serving up "Waves of Grain", their Cascadia Grains Fundraising Beer at the Best of Cascadia.

“Fremont Brewing is a Founding Partner of the Cascadia Grains Conference and I serve on the advisory committee to plan each year’s conference. I have only the highest praise for the professionalism of the Food Systems staff to produce this event year after year. I credit them with keeping the conference relevant to participants by finding new speakers, acting on previous attendee input, and just keeping abreast of what’s going on regionally and nationally with all things grain.”

- Sara Nelson (Co-Owner, Fremont Brewing Company)



2020 IMPACTS & OUTCOMES



Attendees received surveys in their welcome packets as well as via email post conference. 96.9% of reporting participants said they plan on attending next year.

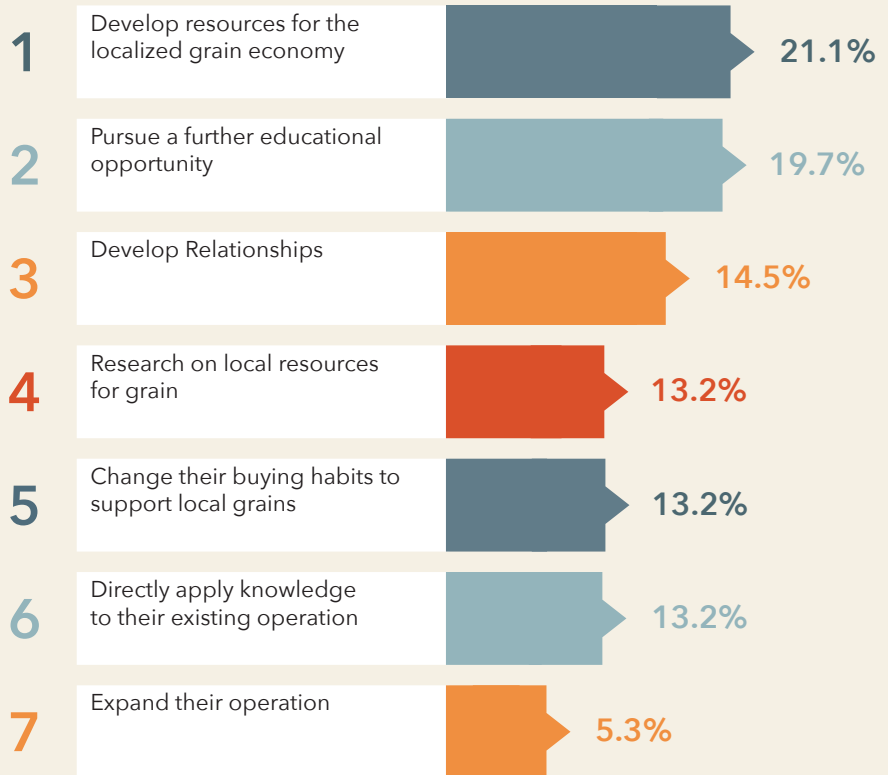


Top: The Cascadia Grains Organizing Team. Left to Right: Kelsey Green, Nicole Witham, Laurajeane Lewis, Aba Kiser, Erin Murphy

Middle: Melony Edwards of Black Food Sovereignty Coalition presenting at Cultivating Success (TM): Farmer-led Change

Bottom: Jason Parker of Copperworks Distilling serving at the Best of Cascadia Tasting presented by the WA Beer Commission

3 Things You Will Do In the Next 6 Months



“ Partnership with WSU Food Systems allows the Organic Seed Alliance to expand our reach by leveraging our seed expertise while connecting across the value chain to convene diverse stakeholders in building a robust regional seed and food network. Our collaboration has led to many critical conversations addressing issues of seed sovereignty, participatory plant breeding, and capturing the economic potential of seed growing to support the success of Washington’s farmers. ”
 - Micaela Colley (Director, Organic Seed Alliance)

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



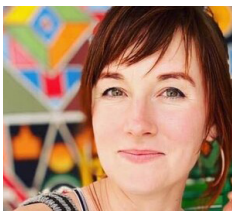
Food Systems

WASHINGTON STATE UNIVERSITY



Laurajeon Lewis, Ph.D.

Director, Food Systems Program, Associate Professor, Community and Economic Development WSU



Aba Kiser

Project Manager for WSU Food Systems and Cascadia Grains Coordinator



Nicole Witham

Statewide Coordinator for WSU Food Systems, Farm Walk Management



Kelsey Green

Cascadia Grains Assistant Coordinator



Erin Murphy

Statewide Coordinator for Tilth Alliance, Cascadia Grains Work Trade Manager

2020 PLANNING

2020 CASCADIA GRAINS STEERING COMMITTEE:

Frank Addeo, SPSCC

Stephen Bramwell, WSU Extension

Kathrine Braseth, City of Tumwater

Robert Brueggeman, WSU

Ann Cook, City of Tumwater

Mel Darbyshire, Grand Central Bakery

Colette DePhelps, University of Idaho

Scott Fisk, OSU

Kelsey Green, WSU

Adrian Hale, Thousand Bites of Bread / PDX Whole Grain Bakers Guild

Tawni Huffman, WSU

Katherine Kehrli, Northwest Bread Bakers

Colleen Kerr, WSU

Aba Kiser, WSU Food Systems Program

Brian Kraft, WSU

Laurajeon Lewis PH.D, Director, Food Systems Program / Associate Professor, Community and Economic Development WSU

Aaron MacLeod, Hartwick College Center for Craft Food & Beverage

Michelle McCarver, WSU

Vicki McCracken, WSU

Joshua Merced, UNC at Greensboro

Erin Murphy, Tilth Alliance

Sara Nelson, Fremont Brewing

Justin O'Dea, WSU Extension

Jason Parker, Copperworks Distilling Co.

Mike Peroni, Northwest Agriculture Business Center

Eric Radovich, WA Beer Commission

Laura Raymond, WSDA

June Russell, GrowNYC

Seth Small, Small's Family Farm

Nicole Witham, WSU Food Systems Program

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.





2020 FUNDING & DONORS

The 2020 Cascadia Grains Conference was proudly presented by WSU Food Systems with support from Port of Vancouver and Washington Beer Commission and many other organizations listed below.

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

The registration for Friday classes ranged from \$75 (Farm Walk and Baking) to \$95 (Brewing and Distilling and Dinner), 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 (\$120), and day-of (\$150).

Several tiers of scholarship were awarded to 57 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 2020 conference will go toward venue rental and staff salaries to start the planning for the 2021 event.





2020 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

Farm to School: Connecting to Whole Grains

Steve Crider - Viva Farms
Chris Iberle - WSDA Regional Markets
Lola Milholland - Umi Organic
Polly Wilson - Camas Country Mill

100% WA: Local Grains Brewing and Distilling Tour (Friday)

Sponsored by: Fremont Brewing
Westland Distillery, Copperworks Distilling

Building a Regional Grain Economy: From Home Baker Communities to New Bakery Business Models

Ben Campbell - Sea Creatures - Ben's Bread
Adrian Hale - PDX Whole Grain Bakers Guild
Katherine Kehrl - Northwest Bread Bakers
Rob Salvino - Damsel & Hopper

Changing the World One Grain At A Time: Spelt Puff Pastry

Gillian Miller and Emily Squadra - Wildflower Baking

Chew on this: Wholesome New York Bagels (Friday)

Sponsored by: The Evergreen State College with BBGA Member Juli Hammond

Cultivating Success™: Farmer-Led Change

Emily Black - Lone Mountain Farms
Melony Edwards - Black Food Sovereignty Coalition
Michelle McGowan - Pleasant Farm
Nicole Witham - WSU Food Systems Programs

Cultural Food Pathways and Nutritional Density

Adriana Azcarate-Ferbel - Three Sisters Nixtamal
Micaela Colley - Organic Seed Alliance
Pedro Ferbel-Azcarate - Three Sisters Nixtamal
Laurajean Lewis - WSU Food Systems Program
Daniel Packer - WSU

Deconstructing Dinner: Food Pathways & Nutrition (A Local Grain Feast at the London Plane) (Friday)

Sponsored by: The London Plan, WSU Food Systems, Organic Seed Alliance and the Native American Agriculture Fund

Economics of What to Grow

Robert Brueggeman - WSU
Aaron MacLeod - Hartwick College
James Henderson - Hummingbird Wholesale

Equitable Funding Sources for Your Start Up or Operation

Kathrine Braseth - City of Tumwater
Brad Hunter - Craft3
Jess Sarsfield - Northwest Farm Credit Services

Farm Walk: South Sound Grain Industry Infrastructure and Market Development (Friday)

Sponsored by: WSU Food Systems, Tilth Alliance, NABC, Port of Olympia, and Port of Chehalis

Food Justice: Crafting the Local Grain Movement

Adriana Azcarate-Ferbel - Three Sisters Nixtamal
Michelle Ajamian - Appalachian Staple Foods Collaborative
Pedro Ferbel-Azcarate - Three Sisters Nixtamal
Joshua Merced - UNC at Greensboro

Growing Malt for Spec Single Farm Brewing and Distilling, Traceability and Messaging

Adam Foy - Skagit Valley Malting
Patrick Jansen - Matchless Brewing
Aaron MacLeod - Hartwick College
Jason Parker - Copperworks Distilling
Tyler Pederson - Westland Distillery

Growing Quinoa in the Pacific Northwest

Kristine Buckland - OSU Extension
Kristofor Ludvigson - WSU
Daniel Packer - WSU

Masa: A Living History

with Adriana Azcarate-Ferbel & Pedro Ferbel-Azcarate of Three Sisters Nixtamal

Milling for the Masses

Steve Jones - Camas Country Mill
Andrew Miller - Fairhaven Mill
Kevin Morse - Cairnspring Mills

Public Private Partnerships in SW WA

Max Ault - WSU
Mike Bomar - Port of Vancouver USA
David Fenn - Southwest Washington Growers Coop.
Jay Gordon - Washington State Dairy Federation
Laurajean Lewis - Food Systems Program
Randy Mueller - CEO Port of Chehalis
Justin O'Dea - WSU Extension
Mike Peroni - Northwest Agriculture Business Center

So... You Want To Grow Grain?

Jay Gordon - WA State Dairy Federation
Dave Hedlin - Hedlin Farm
Nathan Hodges - Barn Owl Bakery
Justin O'Dea - WSU Extension
Seth Small - Small's Family Farm

Student Research Update

Layton Ashmore - WSU
Bob Brueggeman - WSU
Jordyn Bunting - OSU
Joshua Merced - UNC at Greensboro
Sarah Windes - OSU

Tell Your Story Sell Your Story

Olabisi Adesanya - WSU
Chris Knudson - Well 80 Brewhouse
Laurajean Lewis - Food Systems Program
Vicki McCracken - WSU
Lola Milholland - Umi Organic
Seth Small - Small's Family Farm
Jihyeong Son - WSU

Vertical Integration Models

Luke Black - Lone Mountain Farms
Brian Estes - LINC Malt
Nathan Hodges - Barn Owl Bakery
June Russell - GrowNYC
Joel Williamson - The Grain Shed

WSU Westside Cropping Systems

Stephen Bramwell - WSU Extension
Brook Brower - WSU Extension
Justin O'Dea - WSU Extension





All photos courtesy of Giselle Kennedy 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 | | | | | | |
|--|---|--|---|---|--|--|
| DONOR LEVELS | | \$7,000 | \$5,000 | \$3,000 | \$1,000 | \$500 |
| Social Media, Conference Program, 1 Saturday pass | 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. |  |  |  |  |  |
| 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, ability to provide 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.

WWW.CASCADIAGRAINS.COM

Questions? Contact Aba Kiser: cascadia.grains@wsu.edu 360-379-5610 ex211

**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



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

WASHINGTON STATE UNIVERSITY



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.



SUSTAINABLE FARMING PRACTICES



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