

The



Annual News

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Photo by: Curtis Byers, Sky Studios

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Greetings,

We hope this letter finds you and your family well this holiday season.

We here at Ioka highly value the relationships with our customers, landlords, and neighbors. Our vision for this annual newsletter is to keep you in tune with what's going on at Ioka, provide industry related news and, ultimately, to help you get to know us better. We appreciate your business and support throughout the years and look forward to continuing successful collaboration in the future.

Wishing you a Merry Christmas and a successful 2015,

From All of Us at Ioka



TURF & FORAGE SEED PRODUCTION, PROCESSING & DISTRIBUTION

Ever Wonder What the Word Ioka Means?

Some think of it as an acronym as it is all capital letters in our logo, this is not the case.

Ioka was a term used by the Native Americans of the Waldo Hills area meaning "a thing of loveliness, or a cherished piece of land noted for its beauty, health, and fertility".

The Doerfler family settled on 80 acres in this area in 1877. Since then the Doerfler and Duerst families have grown Ioka Farms to approximately 5,000 acres both owned and leased on which we raise fine fescue, perennial ryegrass, tall fescue, hard fescue, Meadowfoam, wheat, oats, Christmas trees, timber, hazelnuts and forage brassicas, including radish, turnips, and Ethiopian cabbage. We have a custom seed and grain cleaning facility that includes a blending line, where we process crops for ourselves and other growers throughout the Willamette Valley. Our Marketing team specializes in turf and forage sales, and offers contract production to growers throughout Oregon. Currently 13 members of the Doerfler and Duerst families work year round on the farm. Ioka has a total of 34 people who work full time and employs up to 50 people during summer harvest.



Doug Duerst



Solar Projects

You may have noticed over the past few years large solar panels being installed at some of our locations. In 2012 we were informed that PGE was running a pilot program for solar renewable energy. To be selected for this program we had to enter our power meters at all of our locations into a lottery. In April of 2013 many of our meters were selected for the program. After carefully reviewing all of the information we decided to go ahead with the project and contracted with BE Solar (Benton Electric) based out of Albany. We initially ended up with 4 separate systems at our Seed Processing facility. Two 10 KW systems on the roof power the office and main warehouse. The other two ground mounted units at the warehouse provide an additional 170 KW to power the seed cleaners. These systems feed into the PGE power grid. When they are producing, the power is used by us, anything extra feeds back into the grid which we get paid for. We also have solar systems at our shop, nursery, personal and rental residences. This has been a great opportunity for us to invest in something other than agriculture that is sustainable and helps out with our power bills. If you are interested in solar panels for yourself, contact Matthew at Benton Electric. 541-979-9122



Rob Duerst

Seed Market Report

Today's seed markets are challenging and ever changing but our focus remains on the turf grass and forage segments. Since we are vertically integrated with production, processing, and distribution under one roof it has provided opportunities in both export and domestic markets. In 2000 we began a relationship with PGG Seeds in New Zealand and we are currently the U.S. Distributor for their forage line of seeds. This relationship has given us the opportunity to raise new and unique cultivars that have provided our customers with excellent return on investment, and helped to grow our customer base. The turf grass markets have been slowly recovering after the decline in demand caused by the recession. We hope the trend will continue and are always looking at new products to serve our customers' needs. If you are ever in the vicinity of our Marketing Office and Seed Cleaning Warehouse at 14294 Riches Rd., we invite you to stop by for a tour of our facility. We take great pride in our business here and have invested into the future with updates that show.



Don Doerfler

Production Update

The 2014 production year had many of the same challenges we face throughout every year: too wet, too cold, too dry, too hot. But sometimes just right. The spring produced some timely rains and good weather for pollination. The crops looked very good going into harvest. There were some untimely rains in early July that affected some of the test weights and clean outs, which turned a great harvest into an overall average one. All the fall crops have been planted and most are doing well. We picked a handful of hazelnuts this year, with a hopeful harvest coming for next year. Christmas trees are in full swing, as we are into the largest harvest we have ever done before. We are looking forward to a great production year in 2015.

G3 Introductions

Ioka Farms has recently begun work with the Farm Credit Services business management program to professionalize our structure and transition ownership into the next generation of Doerfler and Duerst families. "G" refers to generation. Although the Doerfler family has been on this same land for more than 3 generations, Ioka Farms was incorporated in 1968, which is when we begin the Ioka Farms family generational count. G1 is Dave, Rita, John, and Shirley. G2 is their children, and G3 their grandchildren. Each year we will feature 2 people from G3 in order to let you know who will be future owners and leaders in the business. This year we will start with Alex and Trevor who are the first 2 family members of G3 to be actively involved in the business.



Alex Duerst, the publisher of this newsletter, is the son of Doug and Tracy. He began full-time work on the farm in June of 2004 after receiving his Associates degree in Diesel Mechanics from Linn Benton Community College. Alex started out as a combine operator in 1993 and continued to work during the summers at Ioka throughout his school years. Currently Alex's main duties on the farm are: assisting Dave with straw management, spraying, truck driving, operating equipment, chairman of the safety committee, and sits on the Ioka Farms board of directors. While not busy with farming Alex enjoys working on his classic vehicles, snowmobiling, and playing guitar. Alex married Rachel in 2006 and they have two children; Hailey, who will be 4 in January, and Brianna 16 months. Alex spent 8 years as a volunteer with the Silverton Fire District from 2001 to 2009. He has been involved with various other ag related groups as well. He served on the Oregon Tall Fescue Commission from 2007-2013, served as the representative to the Seed Council for the Tall Fescue Commission from 2010-2013, and is currently on the Oregon Seed League board. Alex currently lives in Silverton. You can contact Alex through email at alex@iokafarms.com



Trevor Duerst is the son of Bruce and Karen. He started driving combine in 1992 and continued to work summers throughout school. Trevor returned to the farm full-time in 2007 after spending several years in the logging industry. Trevor's main duties on the farm are: assisting Don with management of Christmas tree harvest and logistics, lead sprayer operator, field scouting, truck driver, equipment operator training, and sits on the Ioka Farms board of directors. Trevor enjoys riding motorcycle, snowmobiling, hunting, and cares for his Grandfather's cattle. Trevor is currently on the Oregon Ryegrass Commission and attends many industry related seminars and events. You can contact Trevor through email at trevor@iokafarms.com

Mission Statement

As stewards of this farm, our mission is to produce, process, and distribute high quality products and services to our customers in a manner that will assure:

- *A fair rate of return on invested resources to our owners, landlords, and employees.
- *A safe fulfilling environment to work and live in.
- *A farm capable of producing sustainable income for future generations.

Adopt A Farmer

Created by the Agri-Business Council, the Adopt a Farmer program launched during the 2011-2012 school year in 3 Beaverton School District middle schools. The program enables 6th, 7th and 8th graders to connect with an Oregon farmer for an entire school year and experience life on the farm firsthand. In the program's first year, it reached 400 students. The success of the program has allowed for expansion into 35 classrooms in Albany, Beaverton, Eugene, Salem, and Silverton. It's estimated that 3,500 middle school students will participate in the program this year. Victor Point Farms (the Rue family) has adopted a class from Mark Twain in Silverton. Ioka Farms has been hosting the group for tours of the seed cleaning facility to teach students about the processing portion of seed production. To find out more about Adopt A Farmer visit the Agri-Business Council's website. www.aglink.org



Rob talking to Mark Twain 8th grade students about our blending line.

Ioka Women in Ag

Oregon Women for Agriculture (OWA) was organized in 1969 by Willamette Valley farm women who were concerned with the shutdown of field burning. Since that time, this statewide all-volunteer organization has broadened its scope to include nearly all facets of agriculture. Members work to educate the public about the importance of agriculture to the economy and the environment. Rita Doerfler was a founding member of the organization back in 1969 and many of the women of the Ioka Farms family are members today. Earlier this fall a joint campaign between the Oregon Department of Agriculture, OWA, and TV station KATU was started called "Celebrate Oregon Agriculture". KATU's morning show, AM Northwest, had featured segments on meadowfoam, grass seed, specialty seed, tree fruits, and wheat. The women of Ioka were featured on a commercial that aired during this campaign. The commercial is no longer being aired, but can be viewed on the OWA website at www.owaonline.org. Check it out!



Pictured left to right: Emily, Rachel, Brianna, Mindy, Claire, Karen, Rita, Madison, Teresa, Tracy, Hailey, Michele, Sophia, and Ainsley. Photo by KATU

What's That Stuff?

You may have noticed some funny looking plants growing at our nursery location on Cascade Highway. What is it?? Quinoa, by definition, a species of goosefoot, is a grain crop grown primarily for its edible seeds. It is a pseudo cereal rather than a true cereal, as it is not a member of the true grass family.

We are always trying new things here at Ioka and we were approached to grow Quinoa. With new crops we like to test the waters before diving in. This small plot of land at our nursery is where we try these new things to decide if it is viable for full scale production.

Unfortunately, this trial of Quinoa did not fully mature before the fall rains came. The supplier did not ship the seed to us in time for a proper planting date. We may try again next year to see how it does when it is planted earlier.



New Staff Introduction

We are pleased to announce that Ioka Marketing has hired Lindsay Fowler as its new sales & marketing lead. Lindsay will serve as the primary point of contact for PGG seed materials as well as provide service for grass seed and small grains. She will also be reaching out to new customers as a part of Ioka Marketing's continued growth plan.

Before joining Ioka Marketing, Lindsay graduated from Oregon State University with a Bachelor of Science in Agriculture while gaining experience in the veterinary industry. Prior to this, Lindsay obtained a Bachelor of Science in Animal Science from the University of Florida. Her comprehensive experience and knowledge in agriculture, as well as her proficiency in customer service, made her an ideal choice for the position.

Ioka Marketing is excited to have Lindsay join its well-rounded and diverse team. She will be a valued asset to the sales and marketing staff as they continue to meet the company's goals of providing the marketplace with high-quality, grower direct seed products and unbeatable customer service. Her experience within the animal industry will assist in providing enhanced service to those focused on animal production. Ioka Marketing looks forward to her service as its new sales & marketing lead.



Come say hello to Lindsay at the Marketing office or email her your questions!

Lindsay@iokafarms.com

PGG seeds

Ioka Marketing is the main US marketer of PGG seeds products. PGG Seeds is a New Zealand-based seed company that develops and produces specialized and hybrid forage, pasture, and wildlife seeds. We work in close conjunction with PGG's Oregon-based Agronomist, John Snider, who is an expert with forage and pasture systems.

To learn more about our business partner PGG Wrightson Seeds go to www.youtube.com and search "PGG Wrightson Seeds business overview". This video shows a comprehensive look at their business model and an example of the quality support we get thru this partnership. In the U.S. we market the forage seed line under the name PGG seeds since that is the brand used before they went thru a merger.



13512 Doerfler Road SE

Silverton, Oregon 97381



Phone: 503-873-4464

Fax: 503-873-2736

*A Family Company
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Phone: 503-873-6498

Fax: 503-873-8948

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www.iokafarms.com



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