

The



Annual News

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Ioka Farms 1978

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As another year quickly comes to an end, we would like to take a moment to thank you for your continued partnership. We strive to be a business that is transparent, and we hope that this newsletter provides useful information to you about what has been happening over the past year at Ioka. If you would like additional paper copies of this, or 2014's newsletter, please contact Alex through email at [alex@iokafarms.com](mailto:alex@iokafarms.com). Our annual newsletters are also available on our website. We always appreciate your questions, comments, and concerns. Feel free to drop by, give us a call, or check out our websites at your convenience.

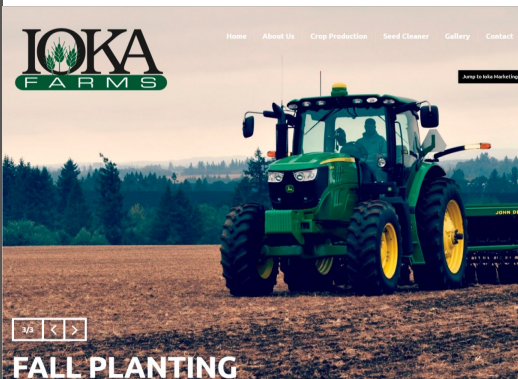


Pictured left to right: Bruce, Ryan, Rob, Don, Trevor, David, Rita, Alice, Shirley, Queen, and John—July 1985

Check out our new and improved websites. A big thanks to Mindy, Lindsay, and John Parenteau of Bigfoot Robot for getting this up and running. The new sites have lots of good information on our farming practices, history, our team, and you can even purchase your seed online!

[www.iokafarms.com](http://www.iokafarms.com)

[www.iokamarketing.com](http://www.iokamarketing.com)



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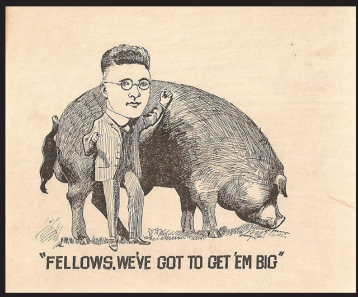






*Don Doerfler*

This caricature of Alexander Doerfler (circa 1920) was used as promotional material for marketing his championship line of Duroc hogs.



## *Production Report*

2015 began like any year. The first few months were filled with activities of shop work, oat planting, fertilizing and spraying. As late spring rolled around, we prepared ground and seeded approximately 350 acres of fine fescue. Soon the month of June was upon us and things seemed to be on track; just waiting for our normal rain fall to get the newly seeded fine fescue to grow and to help the established crops finish out. Well, that never happened. Temperatures stayed above normal with little to no rainfall. This resulted in some of the spring planted crops to struggle and caused most of the crops to dry down before they were fully matured. Overall yields were down and clean-out percentages were higher than normal. The positive was that harvest started early, went quickly, and pricing remained strong due to lower yields throughout the valley. All of the straw was baled and the seed was put away. We began fall with ample dry weather to prepare and finish down fields. Fall crops of ryegrass, wheat, and brassicas were planted with good success. This year we added about 500 acres of farmable land to our rotation which kept us extra busy. October handed us our first true hazelnut harvest. This was a new and exciting process that went very well. We added another 17 acres of hazelnuts this year, with plans for more in the future. November and December kept us busy with fall spraying, end of year projects, and our largest Christmas tree harvest to date. We certainly could not get all this done without our fantastic team of full time and part time (summer) employees. We are very blessed to have great employees that know what it takes to get the job done. We are looking forward to a successful 2016!



*Rob Duerst*

## *Seed Market Report*

The unusually dry conditions in 2015 have produced new challenges and rewards in our business. We continue to sell a diverse line of turf and forage seeds, and now have a new distributor in Canada, which has expanded demand for PGG Seeds. (For more information visit [www.pggseeds.us](http://www.pggseeds.us)) We have attended many industry related meetings and are excited about new opportunities developing for 2016. The strong U.S. Dollar and the West Coast Port Labor disputes have made export sales challenging, but we are still seeing steady growth. The seed products raised on your farms have found end destinations in Australia, Canada, China, Europe, Japan, and New Zealand as well as the U.S. We expect pricing to remain stable next year, and are always looking for new sales opportunities.

Over the years we have given tours to people from all over the world to educate them in Ioka's unique role in Oregon Agriculture. We are planning a tour of the South Island of New Zealand in January to witness their harvest and learn additional techniques and business strategies. Our business philosophy is to adapt to change quickly so that we can remain competitive and profitable in a constantly changing market place. This means staying in touch with customers, growers, and suppliers as well as attending American Seed Trade Association, Oregon Seed Grower's League, Oregon Seed Association, Pacific Seed Association, and Western Seed Association meetings.



*Ioka Farms Seed Cleaner 1975*



## What's That Stuff?

In last year's newsletter we explained about our trial plot area and testing of quinoa production. We have opted to wait to try quinoa again since new varieties are being developed that should be better adapted to our area.

This year we trialed Chia in our test plot. Chia is a flowering plant that produces a small oval seed that is approximately 1mm in diameter. The seeds are hydrophilic, absorbing up to 12 times their weight in liquid when soaked. While soaking, the seeds develop a mucilaginous gel-like coating that gives chia-based beverages a distinctive texture. Chia seeds are another one of those so called superfoods that have developed a following in recent years. Grower pricing for harvested seed is high, but like quinoa, chia is a late maturing crop that also requires irrigation. With late September and early October rains, harvesting a quality crop may be difficult. Since we had an unusually dry and early fall, this trial of Chia did mature to the point where harvest could have occurred. We did not harvest the seed though because this trial was to see if the crop would mature properly. Chia may be a viable crop for our rotations in the future.



*Chia in early bloom stage.*

## American Agri-Women

American Agri-Women is the nation's largest coalition of farm, ranch, and agribusiness women; with more than 50 state, commodity, and agribusiness affiliate organizations throughout the country. The group's Drive Across America campaign was a trip made across the U.S. in this sponsor-clad Chevrolet Silverado pictured below. The campaign began on June 1st and ended November 8th, with stops in Washington DC and many other high-visibility locations, one being Salem. The purpose was to: (1) celebrate the 40th anniversary of AAW, (2) recognize and honor the important role that women play in American agriculture, (3) develop a stronger network between American agriculturists and consumers, (4) highlight the exceptional ag, food, and fiber system in the U.S., (5) to help plant the future of ag by bringing people together to support and promote agriculture. While the pickup was in Salem this summer, Tracy and Emily Duerst were in charge of overseeing the event coordination for the vehicle and even drove it in Silverton's Homer Davenport Days parade.



*Pictured left to right: Debbie, Teresa, Mindy, Rita, Ainsley, Sophia, Brianna, Rachel, Madison, Tracy, Hailey, Emily, Claire, Karen, and Michele*



## G3 Introductions

Part of the intention of this annual publication is to help you get to know the Ioka family better. This segment will feature two members of generation three each year. Last year we introduced Alex and Trevor, this year we are featuring Cody and Ryan.



Cody is the son of Bruce and Karen Duerst. He started working summers at Ioka driving combine while in grade school and continued working on the farm through high school and college. Cody attended Oregon State University where he received a Bachelor's of Science in Crop and Soil Science with an emphasis in Crop Management. Cody interned with Crop Production Services while in college and continued working there for a few years. After CPS he worked with Coleman farms as an agronomist and is currently an agronomist for Wilco Co-Op. He enjoys hunting, riding motorcycles, snowmobiling, and caring for his grandfather's cattle. Cody and his wife Sophia have two girls, Claire 3 and Ainsley 1.



Ryan is the son of Teresa Doerfler-Stackpole. Ryan spent his summers throughout grade school and high school working on the farm. Ryan is currently a fellow and lecturer at the University of Chicago Law School. Before coming to Chicago, he was a law clerk to a federal judge in Boston and earned a J.D. and Ph.D. in Philosophy at Harvard University. Ryan met his wife Kerstin, who is also a Philosopher, in Berkeley, CA where Ryan spent a year as a visiting student during graduate school. During his spare time, Ryan loves to watch movies and television, in particular sitcoms; at one point he wanted to write for TV. He also stays up late many an evening to watch the Portland Trailblazers on NBA League Pass.



## New Zealand Connection



Over the past 15 years we have continued to build our relationship with PGG Wrightson Seeds based out of New Zealand. Our marketing division is the main U.S. distributor for PGG Seeds products and our production division raises their forage brassica and grass seed varieties. This year we were fortunate to have Murray Kelly, PGG's research agronomist visit us while on sabbatical. We also hosted a tour of young farmers from New Zealand.



*Murray inspecting a field of annual ryegrass with Rob Duerst.*

Murray Kelly has been with PGG for his entire career. He has proven to be a wealth of knowledge and a huge help for us to better understand our crops. We have been working with Murray over the years to develop farming techniques that reflect the New Zealand progressive farming practices. New Zealand growers, researchers, and agronomists have collaborated together to significantly boost yields up to levels that would never be expected here in the Willamette valley. This is done through intensive management of nitrogen timing, foliage control, irrigation control, and growth regulator timing.

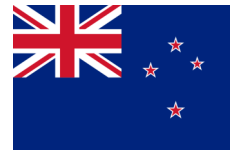
In June we were visited by New Zealand's Arable Y's young farmer group. This was a group of 17 young farmers who are involved with New Zealand's Foundation for Arable Research (FAR). Their trip to the U.S. included stops throughout Oregon, Iowa, Illinois, Kentucky, North, and South Carolina. Richard Chynoweth, research manager for FAR organized the visit to expose young New Zealand farmers to farming practices of Oregon growers.



*Bruce Duerst explains the inner workings of our seed processing plant to the tour group.*



## New Zealand Connection



### Oregon, New Zealand Forge "Mutually Beneficial" Relationship

*This Article was reprinted from the Oregon Seed Councils E-Update Newsletter June 2015 edition, written by Mitch Lies*

What started as a student studying abroad has blossomed into an enviable international relationship among scientists, students and grass seed growers in Oregon and New Zealand.

The relationship reinforced over the years by regular visits between the two countries' researchers started in the late 1970s when Phil Rolston of AgResearch Ltd. in New Zealand was studying for his doctorate in weed science at Oregon State University.

After Rolston obtained his Ph.D., he stayed connected with OSU seed researchers and began arranging for OSU scientists to visit New Zealand.

The relationship expanded over the years until today visits between the two countries' researchers are commonplace.

Tom Chastain, OSU seed crop physiologist, described the relationship between the two countries as "mutually beneficial."

"We rely on their research and they rely on ours," he said.

John Hart, a retired soil scientist, agreed: "Where else can you find someone working on nutrients in perennial ryegrass?" Hart said.

"They are willing to share," he added. "It's not a secret. If you ask a question, they'll share that information."

"You've got someone who understands that crop and a similar production system that you can go back and forth with," Hart said. "Maybe they have tried something and it doesn't work, so you don't have to try it."

"Usually you do things in your own environment to check them out," said Murray Kelly, a private industry researcher from the Canterbury Plains of New Zealand, who recently spent several weeks in Oregon on sabbatical from his position at PGG Wrightson Seed.

But, he said, he often uses Oregon research results to screen out research ideas. "We are too small to reinvent the wheel," he said.

The fact that researchers in different environments arrive at similar results also emboldens researchers, Kelly said.

"We're dealing in New Zealand with forage grasses, but there



*Murray Kelly of PGG Wrightson Seed in New Zealand, talks with retired Oregon State University soil scientist John Hart at Hyslop Farms Field Day May 27. Grass seed researchers in New Zealand and Oregon have forged a "mutually beneficial" relationship, according to scientists.*

are these commonalities," he said. "And because of these interactions, we can get ideas from each other and test things in different environments and feel confident in our recommendations to farmers."

As part of the research connection between Oregon and New Zealand, the Foundation for Arable Research, an applied research and information transfer organization from New Zealand, sent a student group to Oregon in June. From there, the group will be going on to a biennial meeting of the International Herbage Group meeting in Lanzhou, China.

Also participating in the International Herbage Group meeting will be Kelly, Chastain and Oregon State University field crop extension agents Nicole Anderson and Clare Sullivan.

Chastain is the president-elect of the international organization. Rolston is the current president.

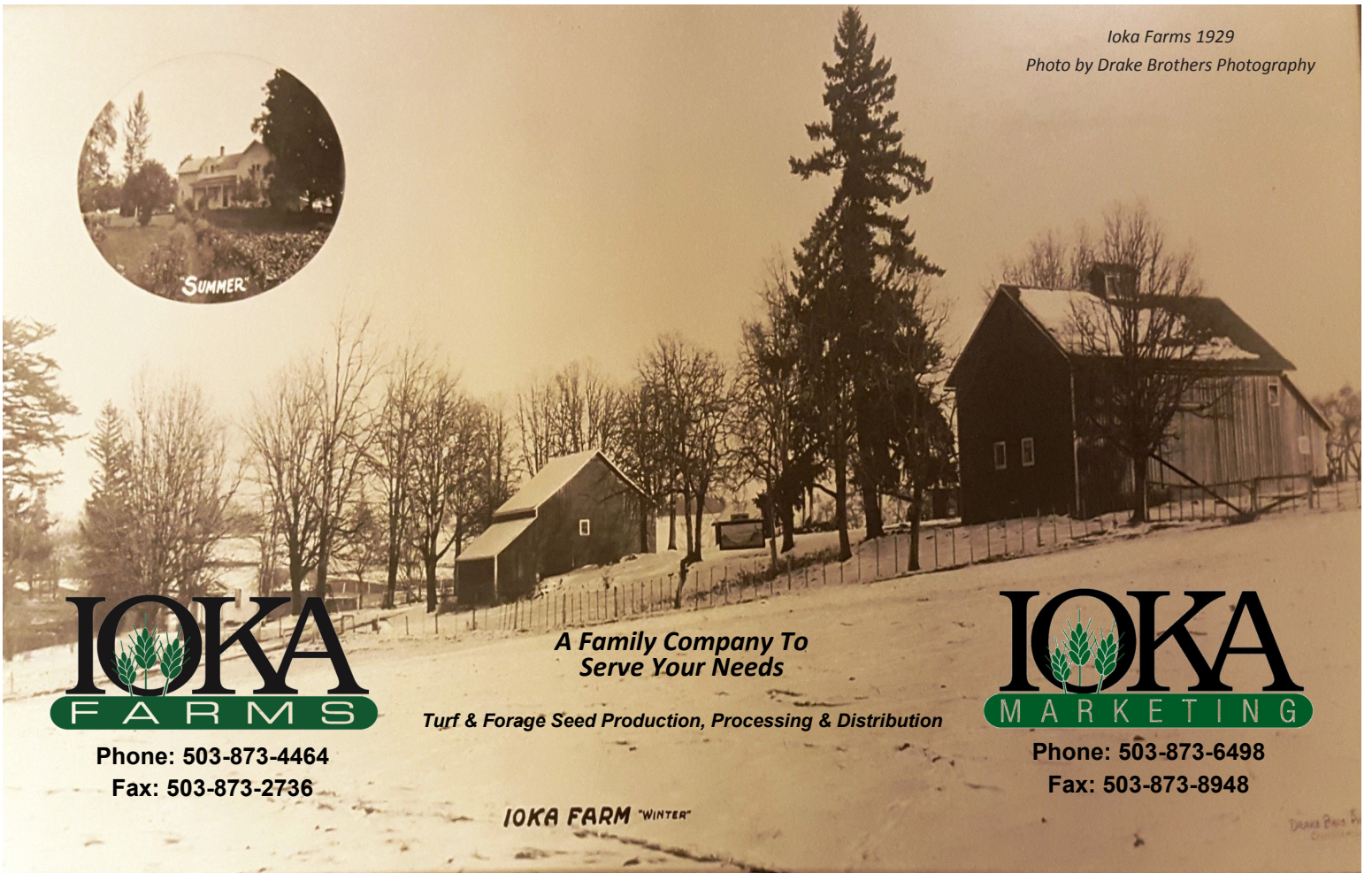
Chastain said they are proposing the group hold its 2019 meeting in Corvallis.

"Of course that will be up to a vote of the membership," he said.





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*Ioka Farms 1929  
Photo by Drake Brothers Photography*



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