

Inside this issue:

Marketing Report 2
Production Report 2
Western Seed Association 2
Seed Council Publications 2
G3 Introductions 3
From Humble Beginnings-Dave & Rita Doerfler 4,5

Meet Our Newest Staff Members



Jared Brown has joined the production team as a full time equipment operator, truck driver, and mechanic. Jared started working summers at Ioka in 2013 after he graduated from Silverton High School. Jared went on to Linn Benton Community College where he received his Associates Degree in Diesel Mechanics. Jared was actively involved in FFA during high school and was proficient in ag mechanics and tractor driving events. Jared is a volunteer

fireman with the Drakes Crossing fire department, starting his fire volunteer career at age 14 in their cadet program. Jared brings a wealth of experience to Ioka as he previously worked for Drakes Crossing Nursery operating heavy equipment and helping with Christmas tree harvest. In his free time Jared enjoys riding quads and working around his family's property.

Sarah Matchniff has joined the office staff at the production location as our human resources administrator and bookkeeper. Sarah brings with her 25 years of experience in the accounting field. Her past work experiences have been with her own accounting and book keeping business, she owned a roofing company, and helped with her husband's HVAC operation. Originally from southern California, Sarah and her husband have called Silverton their home for the past 16 years. Sarah has five children, and one grandchild, with two more grandchildren on the way. Sarah's interests include volleyball, sewing and she and her husband raise lambs. Sarah's arrival marks a transition at Ioka Farms. Sarah is now the first face you will see in the office at the production location. Michele is taking over Rita's duties as Rita moves towards retirement.



Have a community related event to share? Lost your dog? Had some livestock escape? Theft in the area? Have Victor Point photos to share? If you have a Facebook account, check out the Victor Point Community Facebook Group.

Formed in August of 2015, the VP community group was started by Tracy Duerst. It is dedicated to the memory of Shirley Duerst who had a passion for preserving and sharing history of the community with her family and friends. The group is open to anyone who is a past or present resident of the Victor Point area. Members are welcome to share their memories and photos in the group.



Looking for past issues of the Ioka newsletter? Visit our website to view them online. Call 503-873-4464 or email Alex alex@iokafarms.com to request a paper copy (Limited supply on hand).

Marketing Report

As I reflect back on the last year, I feel our markets and the economy have been both growing and retracting. The cover crop business has recently seen a downturn, due mainly to the decline in commodity prices of corn, soybean and grains. We are conscious of this fact, and have made adjustments to our production forecasting in the short term. The turf business has been flat, with some areas of slow inventory movements. This is due to housing starts still not being at the point needed for strong growth in this market segment. I look for downward pressure to continue as competition for market share and our stagnate economy display minimal growth. In the forage business we see strong growth, mostly because of our strong partnership with PGG Wrightson Seeds, New Zealand. Their products have provided us with opportunities for the production team of Ioka to have new cultivars to produce. At the same time it has helped us achieve a niche in the marketplace with value added forage products for our customers. We look for this market to expand into the future and continue to make it a focal point of our business model. We have had the privilege this year to travel to New Zealand to witness their harvest and work with their agronomy personnel to have a better understanding of the product line. I put a lot of value in partnering with a company like PGG Wrightson Seeds and we will be sending Mindy and Lindsay over in December this year for additional education with our colleagues.

-Rob Duerst

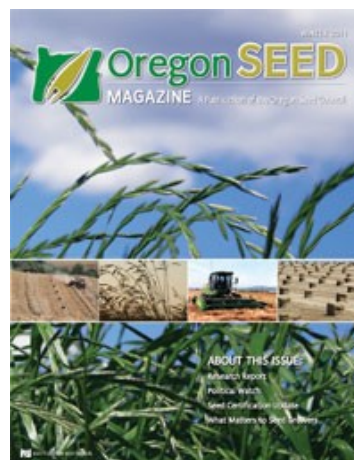


A portion of the Ioka team travels to Kansas City, MO to attend the Western Seed Association's (WSA) annual meeting, which is usually held the first weekend in November. Ioka has memberships in multiple associations that each provide a unique platform for our business. The focus of this event is for seed trading partners to discuss industry issues and facilitate business, and has been the same since 1899. During the 15 years Ioka Marketing has been attending, it has evolved into a global event where we meet customers and suppliers from New Zealand, China, Canada, Europe as well as around the U.S. for what feels like "speed dating". Business meetings are pre-scheduled in 30-minute time blocks to facilitate efficient conversations with as many people as possible. During the same weekend, the American Seed Trade Association (ASTA) holds meetings on industry topics such as Farm and Lawn Seed, Cover Crops, and multi-state legislative highlights. This annual meeting continues to provide new opportunities to build relationships and explore fresh markets with key decision makers. At Ioka it's important for us to provide quality customer service. Being vertically integrated gives us a unique business model where we have the seed production, processing and distribution under one roof helping us accomplish this goal.

Production Report

2016 has provided Ioka with some great challenges and success. Oat and fine fescue plantings were established with good results. Harvest arrived early caused by the mild winter and warm spring. Some untimely rains came at the beginning of harvest, which made it look like it was going to be a rough one. Fortunately, things dried down and harvest finished up smoothly with average yields overall. With the bankruptcy of Hanjin, along with continued issues at the Port of Portland, strong dollar, and oversupply issues, the straw market has not been positive this year. Perennial ryegrass straw is moving out of the sheds at a decent pace, but at close to net zero price. The fall season has presented its own challenges by going from dry to wet almost overnight, putting us into "mud mode" for a good share of the planting. Our second hazelnut harvest was completed with better than expected results. We just completed planting another 25 acres of hazelnuts and are finishing up one of our last big Christmas tree harvests. We are looking forward to a successful 2017.

-Don Doerfler



Interested in keeping up to date with what's going on in the Oregon Seed Industry? The Oregon Seed Council offers two different publications.

The Oregon Seed Magazine is published three times yearly by the Oregon Seed Council, in cooperation with Oregon's grass seed commissions. Articles and columns cover the most current information on topics important to growers, the seed trade and others who

value this industry. No other publication specifically targets Oregon grass seed growers.

The Oregon Seed eUpdate is an online publication that provides timely updates to Oregon seed producers and field reps. The focus is on agronomic and pest issues.



In contrast to the Oregon Seed Magazine, the e-newsletter has an emphasis on regional reports from field representatives, consultants, growers and OSU research and Extension staff. The newsletter includes label updates, links to pertinent research and publications, and a calendar of meetings and tours.

If you would like to receive either of these publications visit the Oregon Seed Council website at www.oregonseedcouncil.org or call 503-585-1157.

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.



Casey Duerst is the third son born to Bruce and Karen in 1990. Throughout youth and until graduating college, Casey enjoyed working on the farm in the summers and helping when he could. Swathing and working ground were his favorite jobs on the farm. Casey graduated in Dec. 2013 with a bachelor's degree from Oregon State University in Digital Communication Arts, and a minor in English. Having a tough time trying to decide what to do with his life, Casey took to attempting to find his passions throughout college, eventually deciding on a path towards technology and computers. A few months after graduation and a quick stint interning at the former 101.5 KFLY rock station on a daily program called the Donkey Show, he took a job at the OSU Beaver Store in Corvallis where he quickly became a Certified Macintosh Technician and began learning new skills as a computer repairman. Fast forward three years to present time and Casey is now working for IBM as a System Service Representative, where he drives to customer locations to fix computers, servers, POS systems, printers, networks, etc. In Casey's free time he enjoys snowboarding as much as possible during the winters with his friends on Mt. Hood. Other interests include technology, video games, golf, watching sports and spending time with friends and family.



Emily Duerst is the daughter of Doug and Tracy and currently lives in Keizer. She grew up driving combine on the farm, with this year being her 20th year of helping with harvest. She graduated from Silverton High School in 2004 and went on to attend Oregon State University, graduating with a major in Business Management and a minor in Agricultural Business Management in 2007. After college, Emily started working in community banking until getting a job at Northwest Farm Credit Services in Salem and is currently a Relationship Manager there. Emily still finds time to return to the farm each summer to help out with harvest, taking vacation from her job at Farm Credit. Emily has been a member of Oregon Women for Agriculture since 2011, and currently serves on the State Board and Marion/Clackamas Chapter as Secretary. She went to Washington DC this year as part of American Agri-Women to talk with lawmakers and industry officials about agricultural issues. In her spare time Emily enjoys traveling and spending time with friends and family. She traveled to New Zealand in January with Doug, Tracy, Rob, and Mindy, touring farms and meeting with the PGG Wrightson group and just returned from Australia. When Emily isn't traveling she can be found at the bowling alley on league nights trying to beat her 165 average.

This article was reprinted from the Oregon Seed Magazine, written by Mitch Lies

From Humble Beginnings For Ioka Farms, Seeds of Success Sown Long Ago

Dave Doerfler and his wife, Rita, president and chief operating officer of Ioka Farms, respectively, will take a vacation and even splurge on a new car now and then.

While that might be far from an extravagant lifestyle, the Doerflers point out that such luxuries once were out of the question.

Dave remembers a time when the smallest financial hurdle was a crisis.

"We didn't live extremely high," Doerfler said of the couple's early years. "It was a real crisis if Rita would say, 'You know, that washing machine isn't working.' We weren't sure if, gosh, are we going to have to buy a new washing machine?"

Doerfler at the time was making two-hundred-and-fifty dollars a month working his family's Silverton-area farm. Rita, who worked all through college, never took a job outside the farm after moving there in 1963.

Of course, rent was thirty-five dollars a month, Doerfler pointed out, and, as Rita said, the couple could buy a trunk full of groceries for twenty dollars.

"So that (salary) bought enough for us," Doerfler said.

And there was that farm life that the couple loved and still love to this day.

Dave's appreciation of farming started while growing up on the farm his grandfather, Joseph, and great grandfather, Martin Doerfler, started in 1877.

By the age of ten, Doerfler was toting bags of turkey feed that weighed 100 pounds. "I was a big kid," he said.

Doerfler used his size to excel in high school football, and he received a college scholarship to attend what is now Western Oregon University, then Oregon College of Education (OCE).

"They gave you two dollars an hour if you lined the football field," he said. "That was a scholarship."

Doerfler, who served in the National Guard while attending OCE, said he caught pneumonia just before the team's first game, causing him to miss the game, and ultimately ending his career as a college football player.

Four years later, in 1962, as a young married couple, Dave and Rita moved to Corvallis and began attending Oregon State University, where Dave obtained a bachelor's of science degree in general agriculture.

After graduating, Doerfler said he turned down a job offer to sell animal drugs in seven Western states for Monsanto Corp.



"I said, 'No, I'm going home to farm,'" Doerfler said, "and Bill Langdon, the (College of Agriculture) dean, said, 'Why would you do that? You can't make any money at that.'"

Doerfler's influence on the farm actually started well before he came back to work the farm after college. In 1950, when just ten years old, he convinced his father, Alexander, to buy a combine and expand into field crops. Prior to that, Alexander was raising strictly livestock and leasing out the bulk of the farm.

"He didn't like machinery," Doerfler said. "We had a great big old Percheron horse, and I used to ride on that, just hang on to the mane, pulled turkey feeders and Ruths (self-feeders) and that stuff."

After purchasing the combine, Alexander, with the help of Dave, began raising highland bentgrass on a portion of the farm. By the time Dave was fourteen, the father and son were utilizing all of their acreage and even leasing ground.

The move into Highland bentgrass was lucrative as at the time the seed was bringing 50 to 60 cents a pound. By the time Doerfler graduated OSU and returned full-time to the farm, however, bentgrass had dropped to around twenty-five cents, which, Doerfler said, prompted his dean to question his decision to return home to the farm after graduation.

"But it improved a little bit," Doerfler said, "and then we started raising fine fescue, and we proceeded from there."

Ioka Farms no longer raises bentgrass, but raises several other grass seed species, including fine fescue, a forage tall fescue, perennial ryegrass and "a little bit of annual." Ioka also operates a seed cleaning plant, a marketing division and bales and stores grass straw.



"We used to have hazelnuts, but we grubbed them out," Doerfler said. "Back then you had no mechanical harvesting. You did not have migrant labor. The kids were in school (during the fall harvest). A lot of neighbor women would pick for us, but then state jobs opened up. They could get jobs like that, and they made more money, and their knees stayed clean, and their hands stayed clean."

Dave and Rita had their first child, Teresa, now a senior escrow officer for Fidelity Title in Salem, in 1963. Next came Michele, who now works in the office of Ioka Farms. Then came Don, senior vice president of Ioka Farms, who at forty-seven is the youngest of the Doerfler children.

Dave's sister, Shirley, and her husband, John Duerst, joined the farm in 1968, which is when the name Ioka Farms was formally adopted. John has now retired, but the couple's three sons and grandsons help run the farm.

The name Ioka, incidentally, stems from a Chinook Indian, who had camped on the farm many years ago. Ioka means "a thing of loveliness, or a cherished piece of land noted for its beauty, health and natural fertility," according to the farm's website.

Doerfler, 76, said he's cut down on his hours a little, but he continues to preside over the farm's operations.

"I still go to work every morning," he said. "I come home a little earlier and I don't do as much as I used to. I don't do the lifting anymore, but I do other things."

Back when he and Rita started, Doerfler said they did everything. "That's what you did," he said. "If it's going to get done, you look in the mirror and see who is there."

Rita talks about driving combine during harvest, often towing one of their children along.

"I did some things like that, but that is just because we didn't have

anybody else," she said.

Rita also took courses in farm business management from Chemeketa Community College, and with some help from accountants learned how to run the company's finances.

"David is the workaholic, and he doesn't like to do bookwork, so that is just something that needed to be taken care of," Rita said.

"Luckily our accountants were very nice to me and helped me along the way," she said. "I learned from the seat of my pants how to make things work."

Rita describes herself as a homebody, or somebody who likes to stay in the background. Nevertheless, she has been a tireless volunteer for civic organizations over the years, including being a founding member of Oregon Women for Agriculture.

She also volunteers for Oregon Ag Fest, including having served several years on the festival's board. And she belongs to the Silverton Zenith Club, an organization active in the Silverton community.

Dave, meanwhile, over the years has served on the Oregon Highland Bentgrass Commission, the Fine Fescue Commission and was involved in the formation of the Oregon Seed Council. He also served on the Oregon State Board of Agriculture for eight years and volunteered for the local fire department for 20 years.

"These are things you just do when you are a member of the community," Rita said.

Looking back, Doerfler said he doesn't know if there are things he would change.

"If there are things I would change, I don't know what those would be," he said. "Have I made all the right decisions? No. I can remember whole big farms down here that they wanted \$40,000 for a couple of hundred acres and I thought they must be crazy. Pretty soon, they sell for a million dollars.

"But we did what we could do," he said.

"We have always been frugal," Rita said.

"You worried about the washing machine," Doerfler said.



13512 Doerfler Road SE
Silverton, Oregon 97381



Phone: 503-873-4464

Fax: 503-873-2736

*A Family Company To
Serve Your Needs*

Turf & Forage Seed Production, Processing & Distribution



Phone: 503-873-6498

Fax: 503-873-8948