

**MARKET ACCESS &
CERTIFICATION
PROGRAM UPDATE**

**State Board of Agriculture
November 29, 2018**

Casey Prentiss, Interim Director of Market Access & Certification
Elizabeth Savory, PhD, Plant Health Program Manager



Market Access and Certification

**Agricultural
Development and
Marketing**

Certification Programs

**Shipping Point
Inspection**

**Produce Safety
Program**

Plant Health Program

**Seed Regulatory
Program**

**Specialty Crop Block
Grant Program**



SEED REGULATORY PROGRAM UPDATE

State Board of Agriculture
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Elizabeth Savory, PhD, Plant Health Program Manager
Nate Miller, PhD, Seed Regulatory Specialist

OREGON SEED INDUSTRY

- 5th largest agricultural crop
- > \$1 billion in annual economic activity
- 220 Licensed wholesale seed dealers
- 838 Retail licenses
- ~ 300 Warehouses
- ~ 1,500 Growers



Year	Harvested Acres	Production (lbs)	Sales
2014	420,550	734,261,000	\$451,364,000
2015	410,130	590,799,000	\$383,972,000
2016	405,300	631,101,000	\$436,022,000

WHERE IS OREGON SEED GOING?

**~ 130-140 million lbs
to the export market**

**~500 million lbs to
the domestic market**

Export Location	2017	First Quarter 2018
China	68,609,655	24,135,801
Japan	4,869,387	779,473
Korea	14,621,837	1,134,673
Other Asia	1,294,312	140,183
Argentina	2,204,153	494,490
Colombia	2,497,209	718,012
Chile	1,627,494	555,100
Other S. America	3,777,407	1,228,733
Mexico	2,264,690	198,978
Australia	5,557,127	707,178
New Zealand	2,097,204	51,912
European Union	20,200,213	5,510,093
Totals:	140,656,056	37,242,402

KENTUCKY 31

- **Public Tall Fescue Variety**
- **Discovered in Kentucky in 1931**
- **Released in 1943**
- **Issues of misrepresentation:**
 - “Variety Not Stated” seed relabeled as K-31



KENTUCKY 31 INVESTIGATION

Goal: Get a clearer picture of the quantities of K-31 tall fescue bought and sold in Oregon.

Why?

- Industry concerns regarding the representation of K-31 seed.

What?

- ODA-led investigation.
- Records request to all Oregon-licensed wholesale seed dealers.
- All records pertaining to purchase or sale of K-31 from January 1, 2016 to December 31, 2017.

2018

January 3rd

Records requests sent to 214 dealers

February 15th

Records request deadline

March 6th

78% of dealers respond to request

March 28th

Final request to non-responders

May 31st

Final records request deadline

June 1st

93% of dealers respond to request

Fall/Winter 2018

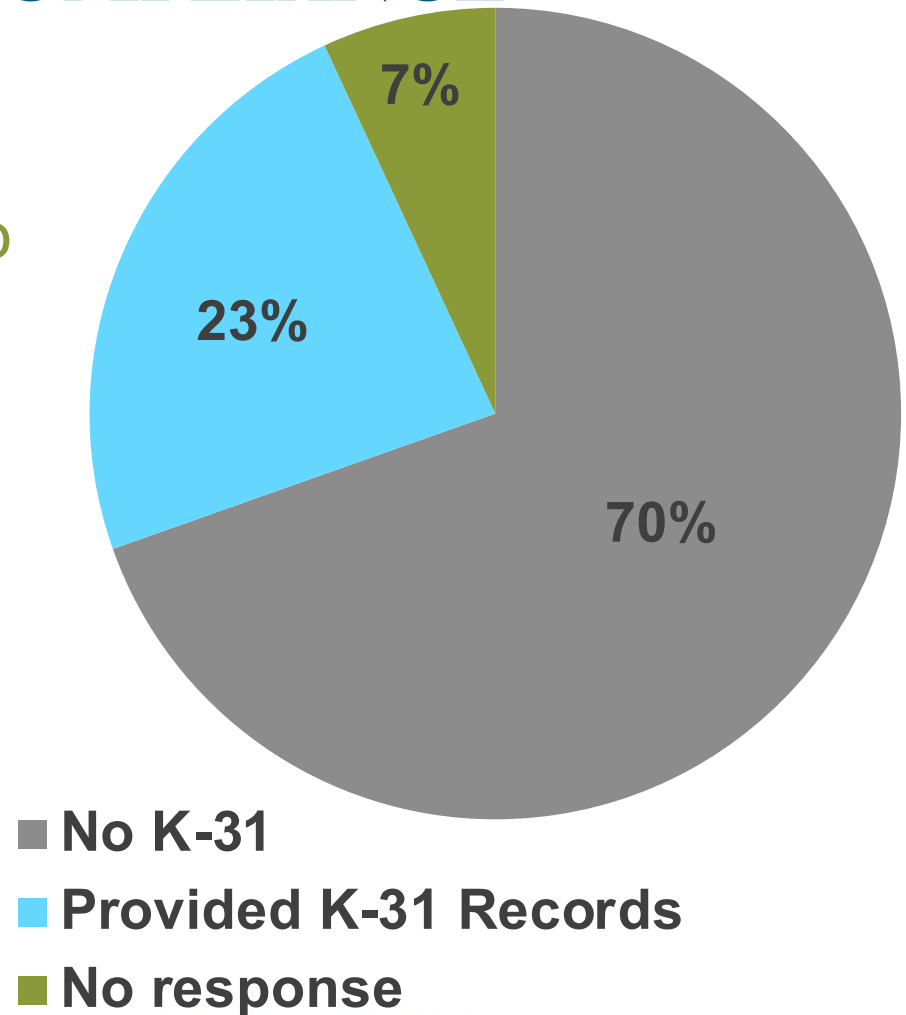
Investigation Report
Civil Penalties?
License Suspension,
Revocation?

Plans for 2019

Outreach & Education

RECORDS REQUEST COMPLIANCE

- 93% Dealer response
- 70% of responding dealers do not handle K-31
- 51 Dealers provided K-31 related records
 - ~2000 unique lots
 - 91 providers (ie., growers)
 - 7 Warehouses



WHAT WE HAVE LEARNED SO FAR

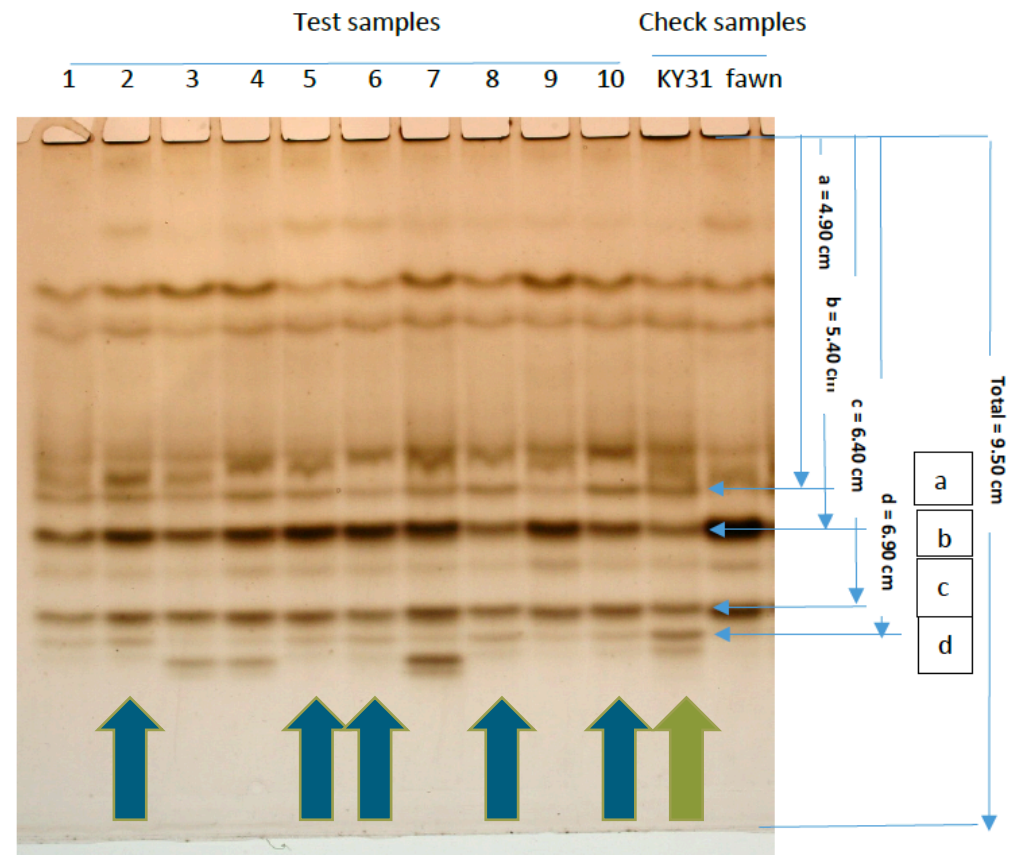
- Wide variety of record-keeping styles.
 - Misunderstandings about who needs to keep records and what types of records should be maintained.
 - Misunderstandings about who needs an Oregon seed dealer's license.
 - Misunderstandings about obligations to provide records to ODA.
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- ODA can do a better job clarifying our rules, providing education, and doing outreach for the industry.

COMMON RECORDS ISSUES

- Incomplete records – missing one or more of the requested items pertaining to the lot – ie., test data, sales invoice, purchase information, etc.
- Disorganized – ie., all records dumped in a box.
- Records of sales from one entity not corroborated by purchase from a second, or vice versa.
- Handwritten records difficult to read.
- ODA will update educational materials and provide assistance to industry members related to record-keeping

USDA AMS SEED REGULATORY & TESTING DIVISION

Developed a test to differentiate K-31 from other tall fescue varieties



NEXT STEPS


Anticipate finishing K-31 Investigation by early 2019

Wholesale and Retail Seed Audit Program

- Progressive compliance strategies
- Collaboration with OSU Seed Lab

Slow Pay/No Pay Rule for Other Seed Kinds

Increase Outreach and Education Activities

- Clarification of seed rules
 - Updated outreach materials
 - Focus on recordkeeping
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THANK YOU! ANY QUESTIONS?

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