

V(A). Planned Program (Summary)

Program # 2

1. Name of the Planned Program

Food Safety

Reporting on this Program

V(B). Program Knowledge Area(s)

1. Program Knowledge Areas and Percentage

KA Code	Knowledge Area	%1862 Extension	%1890 Extension	%1862 Research	%1890 Research
501	New and Improved Food Processing Technologies	7%			
502	New and Improved Food Products	9%			
701	Nutrient Composition of Food	9%			
703	Nutrition Education and Behavior	15%			
711	Ensure Food Products Free of Harmful Chemicals, Including Residues from Agricultural and Other Sources	2%			
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins	8%			
722	Zoonotic Diseases and Parasites Affecting Humans	7%			
723	Hazards to Human Health and Safety	16%			
901	Program and Project Design, and Statistics	12%			
902	Administration of Projects and Programs	7%			
903	Communication, Education, and Information Delivery	8%			
	Total	100%			

V(C). Planned Program (Inputs)

1. Actual amount of FTE/SYs expended this Program

Year: 2013	Extension		Research	
	1862	1890	1862	1890
Plan	6.2	0.0	0.0	0.0
Actual Paid Professional	6.6	0.0	0.0	0.0
Actual Volunteer	447.0	0.0	0.0	0.0

2. Actual dollars expended in this Program (includes Carryover Funds from previous years)

Extension		Research	
Smith-Lever 3b & 3c	1890 Extension	Hatch	Evans-Allen
193219	0	0	0
1862 Matching	1890 Matching	1862 Matching	1890 Matching
193219	0	0	0
1862 All Other	1890 All Other	1862 All Other	1890 All Other
629840	0	0	0

V(D). Planned Program (Activity)

1. Brief description of the Activity

- Developing and applying new technology of food processing systems
- Developing products, curriculum, resources
- Developing services
- Presenting seminars and professional talks
- Conducting workshops and training sessions
- Publishing scientific findings
- Partnering
- Providing community education classes
- Maintaining a statewide food safety hotline
- Working with and supervising volunteers to deliver high quality information and programming about food safety topics

2. Brief description of the target audience

There are diverse audiences for information this program generates. They can be classified into five general groups: (1) the general public and food consumers; (2) state and federal food regulatory agencies; (3) the research community including scientists working in government, industry, and academic sectors; (4) the commercial food processing industry and commodity groups; and (5) professional food handlers in organizations such as schools and other institutions, as well as restaurants.

3. How was eXtension used?

In 2013, Oregon's use of Ask an Expert continued to grow across the 36 counties, with 3032 questions answered in the system. Oregon remains among the top five participant in the nation for Ask an Expert activity. Question response time remains the best of any state at 38 hours, well below the 48 hour target suggested nationally. Over 200 Extension faculty and staff and some thirty Master Gardener volunteers are actively answering questions from Oregon and beyond.

V(E). Planned Program (Outputs)

1. Standard output measures

2013	Direct Contacts Adults	Indirect Contacts Adults	Direct Contacts Youth	Indirect Contacts Youth
Actual	6218	25270	1445	4760

2. Number of Patent Applications Submitted (Standard Research Output)

Patent Applications Submitted

Year: 2013
 Actual: 0

Patents listed

3. Publications (Standard General Output Measure)

Number of Peer Reviewed Publications

2013	Extension	Research	Total
Actual	7	0	0

V(F). State Defined Outputs

Output Target

Output #1

Output Measure

- Number of educational classes

Year	Actual
2013	86

Output #2

Output Measure

- Number of workshops

Year	Actual
2013	56

Output #3

Output Measure

- Number of demonstrations

Year	Actual
2013	114

Output #4

Output Measure

- Number of recurring newsletter published

Year	Actual
2013	25

Output #5

Output Measure

- Number of web sites maintained

Year	Actual
2013	20

V(G). State Defined Outcomes

V. State Defined Outcomes Table of Content

O. No.	OUTCOME NAME
1	Number of specialty food and mainstream food processors accessing and applying science based information to produce and distribute safe, nutritious, high-quality foods.
2	Number of individuals improving their practices of safe food handling, food preparation, and food preservation.

Outcome #1

1. Outcome Measures

Number of specialty food and mainstream food processors accessing and applying science based information to produce and distribute safe, nutritious, high-quality foods.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	71

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

Oregon Seafoods is a new processor (<5 years) with considerable startup and capitalization costs. An increase in sales volume and profit was needed to continue its economic viability and employment opportunities. Without a product development component, the company needed assistance identifying and developing a new product line to support their existing canning and flexible pouch processing business.

What has been done

With assistance from OSU Extension a line of six new soups and sauce products was identified for production in 9 oz. microwaveable flexible retort pouches. OSU conducted all the product and process development for the new Smoked Salmon Chowder, Seafood Bisque, Ciopino, Red, Green, and Yellow Albacore Curries at its Coastal Oregon Seafood Lab. Oregon Seafoods was also provided technical support for the value added processing equipment selection needed to produce the products. All of the product was in commercial production by March of 2013.

Results

Oregon Seafoods had sold around 40,000 pouches by the end of 2013 with total sales volume from the new products in excess of \$140,000. The Seafood Bisque was a Sofi Award finalist at the New York Fancy Food show spurring additional sales. Employment at the company has continued in the 6-10 employee range throughout the entire season with economic benefits to the Coos Bay area. The company has acquired several new distributors with the value added product launch which should boost further sales and stimulate new introductions.

4. Associated Knowledge Areas

KA Code	Knowledge Area
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and

	Naturally Occurring Toxins
723	Hazards to Human Health and Safety
901	Program and Project Design, and Statistics
902	Administration of Projects and Programs
903	Communication, Education, and Information Delivery

Outcome #2

1. Outcome Measures

Number of individuals improving their practices of safe food handling, food preparation, and food preservation.

2. Associated Institution Types

- 1862 Extension

3a. Outcome Type:

Change in Action Outcome Measure

3b. Quantitative Outcome

Year	Actual
2013	447

3c. Qualitative Outcome or Impact Statement

Issue (Who cares and Why)

OSU Extension Service maintains its reputation of disseminating current, reliable research-based food preservation information by maintaining a knowledgeable and experienced faculty and by skillfully selecting, training and supervising volunteers to assist with reaching community audiences. There has been a remarkable increase of interest in home food preservation recently. To address this growing trend, it is necessary to effectively recruit and train appropriate volunteers for involvement. Retaining volunteers increases the effectiveness of the programming and provides assistance in the training and mentoring of more recent recruits.

What has been done

A survey was developed to assist OSU Extension Service in determining the reasons people preserve their own food, the motivations they have for volunteering as a Master Food Preserver, and the factors that enhance their experience and encourage their continued involvement in the program. Having an understanding of this information will improve the ability of Extension faculty to apply best practices for recruiting and retaining volunteer Master Food Preservers and to incorporate these features into future programming and training.

Surveys were conducted during the 2012 Food Preservation season. Data analysis and reporting was completed in 2013. The sample included multiple ethnic groups and both genders. The survey was repeated in 6 counties in 2013. Results were available in early 2014.

Results

The results indicate what people want to learn in the Master Food Preservers training (fermenting, drying, pressure canning, quick pickling, freezing, and how to teach), what they feel they have gained from participating (knowledge, skills and confidence) and what areas may need more focus during the training to make volunteers competent and confident to fulfill their role of disseminating information to Oregonians. Curriculum for training Master Food Preservers in 2014 is currently being revised to reflect the survey results.

4. Associated Knowledge Areas

KA Code	Knowledge Area
703	Nutrition Education and Behavior
712	Protect Food from Contamination by Pathogenic Microorganisms, Parasites, and Naturally Occurring Toxins
722	Zoonotic Diseases and Parasites Affecting Humans
723	Hazards to Human Health and Safety
901	Program and Project Design, and Statistics
902	Administration of Projects and Programs
903	Communication, Education, and Information Delivery

V(H). Planned Program (External Factors)

External factors which affected outcomes

- Natural Disasters (drought, weather extremes, etc.)
- Economy
- Appropriations changes
- Public Policy changes
- Government Regulations
- Competing Public priorities
- Competing Programmatic Challenges
- Populations changes (immigration, new cultural groupings, etc.)

Brief Explanation

The 2012 illness and death of OSU Extension's food safety specialist had an impact on the overall program; however, many stepped forward to fill the leadership gap and the program maintained momentum, focusing on disseminating knowledge of food product development and increasing understanding about transfer, fate and effects of environmental contaminants. In 2013 focus was given to learn about the program's success and growth opportunities from the volunteer perspective and revise curriculum based on findings.

Food start-ups . . . from farmer's market stands to food carts to specialty products . . . have never been more popular in the Pacific Northwest, but starting a food product business from scratch takes planning and a thorough understanding of the small food start-up challenges in the industry. Food product start-up has been a growth area for OSU Extension's educational programs with documented successes. In order to reach more

potential entrepreneurs, we're taking the program online in Spring 2014.

V(I). Planned Program (Evaluation Studies)

Evaluation Results

Oregon Seafoods, a food business start-up wanting to expand its market, sold around 40,000 soup pouches by the end of 2013 with total sales volume from the new products in excess of \$140,000, kept employees working full time through the entire season, and earned a Sofi Award at the New York Fancy Food show spurring additional sales.

Data gathered through surveying Master Food Preservers will help formulate updates and revisions for Oregon's successful volunteer training, helping volunteers be competent and confident as they fulfill their role of disseminating food safety information to Oregonians.

Key Items of Evaluation