



Annual News
Volume 9
Winter 2022

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**Hats, Calendars,
Stickers, Pens,
Brochures.....Stop in for
a visit to the Marketing
office to get some new Ioka
promo items!**



**Looking for past editions
of the Ioka newsletter?
Stop by one of our offices
for a hard copy or visit
www.iokafarms.com to
view them online.**



The Ioka Story

Ioka Farms is a 6th generation farm located in the Silverton Hills of Oregon.

In 1877, Martin Doerfler, with his son Joseph and two other brothers, arrived to Oregon and began farming the land with a focus on small grain crops. Joseph married Mary in Sublimity, Oregon and raised seven children. The four boys, Jake, Joe, Frank, and Alexander, stayed in the area also to farm.

Alexander chose the business name Ioka Farm from the Chinook Indians, 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 fertility." Alexander married Alice and had two children, Shirley and David. They settled down to raise hogs, turkeys, and Hereford cattle.

David urged his father Alexander to buy him his first combine at age 10 and they began farming bentgrass on a portion of the family farm. When David was 14, they were working the whole farm and began leasing additional land. For several years, father and son expanded including more land into their operation. David was married to Rita in 1961. He graduated from Oregon State University in 1963 and began farming full time with Rita and his father. In 1968 David's sister, Shirley, and her husband John Duerst, joined the farm and the name Ioka Farms, Inc. was formally adopted.

The processing and packaging of seed began in 1970, and at this time served only the farm. Our current processing plant was built in 1976 and custom cleaning had begun. In the late 1980s, Ioka Farms was contract producing oats for the California and South Korea markets. We also were moving bentgrass seed through brokers. At this time seed was sold through the Ioka Farms Marketing Division. Then in 2007, Ioka Marketing, LLC was formed to create a separate seed company and is still owned by Ioka Farms, Inc. Over time Ioka Marketing has grown to include contract production services, international seed sales, and the U.S. distribution of PGG Seeds cultivars from New Zealand.

Both the Doerfler and Duerst families had three children, and all have been an integral part of the farm's growth and diversification. The vision is for future generations to continue the family farm. Today three generations manage Ioka Farms as a comprehensive grass seed farm and processing plant. The farm has over 5,000 acres of contracted varieties of seeds including perennial ryegrass, fine and tall fescues, meadowfoam, small grains, clover, forage brassicas, and hazelnuts.

Ioka Farms is a symbol of pride for the families that have tended the land for over 100 years.

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. We always appreciate your questions, comments, and concerns. Feel free to drop by, give us a call, or check out our website at your convenience.

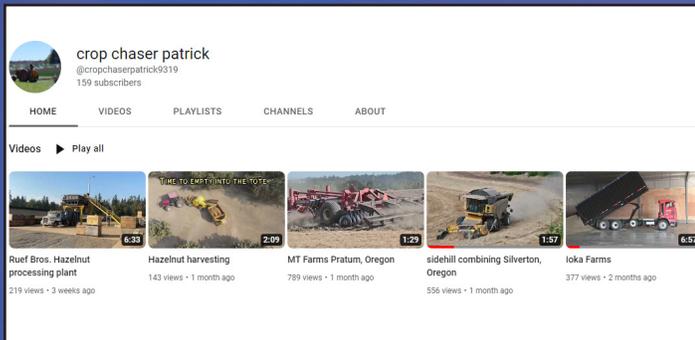
Mission Statement

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.

Ioka Notables

Crop Chaser Patrick



Learning about agriculture keeps getting easier. The internet makes finding information on certain topics a breeze. Over the past few years we've had the privilege of getting to know Patrick Russell (AKA Crop Chaser Patrick). Patrick is the owner of Salem Tool and a former owner of the All American Toy Company, producing limited production runs of die cast toy trucks. Patrick continues to have a keen interest for trucks, which led him to film and learn about agriculture practices in the Willamette Valley. During harvest months he'll pop in for several visits to get footage of equipment running in the field. Ioka was featured in several of his videos posted in 2022. Head over to You Tube and search for "Crop Chaser Patrick" to watch all of his interesting farming videos, featuring several local farms.

OSU Diamond Pioneer

The Diamond Pioneer Registry was established in March 1983 when the Oregon State University College of Agricultural Sciences observed its 75th anniversary. With this Registry, the College wishes to honor people whose lifetime contributions to agriculture, natural resources, and the people of Oregon and/or Oregon State University have been significant. This award provides the opportunity to publicly recognize these accomplishments of individuals who have contributed to the well-being of their community, industry, or state throughout a portion of their careers.

Dave Doerfler was a 2021 recipient of the OSU Diamond Pioneer award. The 2021 and 2022 award ceremonies were combined due to lingering Covid restrictions in 2021. Thank you, and congratulations Dave on your lifetime dedication to the betterment of the Oregon agriculture industry!



ODOT Farm Road Safety Video

Last June we partnered with the Oregon Department of Transportation for a quick video on farm equipment road safety. Narrated by our own Brandon Bishop and produced by Rod Stevens from ODOT, this informational video was shared on social media and released for potential use by media outlets throughout the valley. Check out the video by Google searching "ODOT farm equipment road safety video".



John Snider 1952-2022

In February of 2022 we lost our dear friend and colleague, John Snider. John was a longtime farmer and agronomist, specializing in regenerative agriculture. He was a soil health and forage seed specialist for PGG Seeds, in partnership with Ioka Marketing, and travelled throughout North America advising farmers and conducting research projects. John always willingly took our sales staff under his wing to teach them about unique cultivars, advancements in farming, and the science of planting and feeding livestock. An avid writer, John documented many research projects and farm stories that will continue to be passed on to future generations of farmers and ranchers. As John was a lifetime-learner, Ioka Marketing worked with Chico State University to set up the "John Snider Memorial Scholarship for Regenerative Agriculture" so his legacy can live on through future ag students.



Flamingo Estate Meadowfoam Blog

How much would you pay for a small bottle of hand soap? Would you pay forty-six dollars if you knew it contained Meadowfoam seed oil produced from the fields in your neighborhood? For producers of high end cosmetic products, telling the story of sustainability is becoming quite important. Last summer we were visited by representatives with Flamingo Estate, a California company specializing in bath and body products, fresh goods, and candles. Their business is structured around the concept of getting as close to the raw, natural material as possible, and to be able to trace each ingredient back to the farmer who planted it. Meadowfoam seed oil for their products is sourced through Natural Plant Products, the marketing arm of the Oregon Meadowfoam Growers Cooperative (OMG), of which Ioka Farms is a member and seed producer. To find out more about Flamingo Estates and to see their Ioka Farms Meadowfoam blog post and video, go to www.flamingoestate.com, scroll to the bottom of the page and click on "blog".



A forty-six dollar bottle of hand soap containing meadowfoam seed oil.



Pictured L to R - Charles Ortiz VP of OMG, Trevor, Rob, & Mindy Duerst, Mike Martinez CEO of OMG & Natural Plant Products

Marketing Update



IOKA MARKETING
TURF & FORAGE SEED
Production, Processing & Distribution

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FORAGE RYEGRASS
Gulf Annual, Sirospod Annual, Winter Star II Annual

FORAGE BALE FESCUE
Fawn

OTHER FORAGE GRASS
Festulolium Millet, Timothy, Kentucky Bluegrass, Tall, Wheatgrass, Orchardgrass, Smooth Brome, Sudangrass, Sorghum Sudangrass, Wetlage, Winter Forage Mix

CLOVER
Balsam, Berseem, Crimson, Persian, Red, Rose, Strawberry, Subterranean, White, Yellow Blossom

OTHER LEGUMES
Alfalfa, Cow Pea, Vetch, Fava Beans, Austrian Winter Peas, Dundale Spring Peas, Common Vetch, Hairy Vetch

COVER CROP
Dakota Radish, Buckwheat, Purple Top Turnip, Mustard, Olive Root, Broomrape, Vriemete, Winter Cover Crop Mix

PGG seeds

FORAGE BRASSICA
Windfall Rape, Grava Radish, Thurston Leaf Turnip, New York Turnip, PGCSA Ethiopian Cabbage

BROME
Atom Prairie Grass, GSA Braising Brome

WDSAL
Alturas, Bobcat, Skywalk, LCS Blanco, Rosalya, Tern, Yumbel, 2808

BERSEEM
Bellford, Camus, Hays, Haybat, Hoody, Matzelle, Pooc, Shuster, Suptoe

GRASS
Cayuse, Everleaf, Kamaia, Maui-Gray, Mondik, Montecarlo, Monterey, Ocala, Ocala, Ocala, Walkan, California Red, Texas Red

TURF GRASS
Bantgrass, Tall Fescue, Chewings Fescue, Hard Fescue, Creeping Red Fescue, Perennial Ryegrass, Soft & Slender Mix, Perennial Ryegrass Mix

SEED MIXES
Premium Pasture Mix, Horse Pasture Mix, Wildlife Recovery Mix, PGG Intersaved Mix, Custom Horse and Brome Available

FORAGE GRASSES
Crestador Italian Ryegrass, Chaco Digidol Perennial, Kinggate Digidol Perennial, Tonic Tall Fescue

FORAGE HERBS
Tonic Plantain, Choice Chicory

“We’ve never had a year like this before!”, has been the mantra we’ve heard since we were young and 2022 didn’t change that. Frenzied seed buying by industry peers in 2021, followed by the use of seed coating, set sales off to what felt like a slow start.

The export market saw declines across all industries, including seed, due partially to rising production costs, port congestion, increased blank sailings, and the strength of the US dollar. Even with these challenges, Ioka’s seed sales remained strong and competitive. Most of our seed sales on the marketing side is in the forage sector. This market has stayed strong since animals have to stay fed and healthy.

We are beginning to see signs of a market correction on the turf side with companies sticking to their contract specifications and not accepting seed that doesn’t meet their minimum quality requirements. Our warehouses are currently filling up with cleaned seed. Supply chains in the turf sector are full and seed companies are not moving product out as quickly as we would like. Movement has been flat, but we hope things will slowly start to move again this spring.

Seeing historical market shifts in nearly every commodity we offered in 2022, we continue to be optimistic as we finish off the year and look to our experience to guide us in the future.

W S A
WESTERN SEED ASSOCIATION

The first weekend in November you will find part of the Ioka team traveling to Kansas City, MO to attend the Western Seed Association (WSA) annual meeting. The focus of this event is for seed trading partners to discuss industry issues and facilitate business, and has been since 1899. During the 20 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 & Lawn Seed, Cover Crops, and multi-state legislative highlights. This annual meeting continues to provide new opportunities to build relationships and explore new market opportunities with key decision makers. At Ioka it’s important for us to provide quality customer service. Our unique business model where we have the seed production, processing and distribution under one roof helps us accomplish this goal.

Welcome Jennifer Wall



Forming a great team to get the job done is an essential part of our business model. Transition is not always an easy process. Getting the right people in the right seats can be a bit like musical chairs at times. Finding peoples strengths and weaknesses can remodel your employee organizational chart. This past April we welcomed Jennifer Wall as the new office manager at the marketing office. Hiring Jennifer completes the replacement of Mindy Duerst’s Marketing office management role, with Brandon Bishop being hired to take over Mindy’s international sales and marketing lead duties in 2021. Mindy will be retiring at the end of January 2023. Jennifer will also be taking on HR duties from Michele Fennimore for the entire company and assuming the marketing accounts receivable and billing duties from Karen Duerst who also recently retired from the marketing office.

Jennifer came to us most recently from Western Helicopter Services with experience in office management and HR. Prior to that she worked mainly in the timber industry, from office management to boots on the ground marking trees for logging. Jennifer lives in Tangent, Oregon with her husband, Ryan, and three year old daughter, Lilli. Outside of the office you’ll find her chasing her daughter and two labs, or shopping. Jennifer says, “I am happy to have found my home with everyone here at Ioka!”

Production Update



Custom hedger working in hazelnuts.



Yellow, Green, Red... we'll try them all!



Christmas tree shuttle trucking keeps some of our employees busy during November.

Orchard productivity was increased by the purchase of a Trimax rotary mower. This mower can cut at speeds up to eight miles per hour. Seen here, we can spray suckers and mow the grass simultaneously.



In an attempt to lower our fertilizer usage, we purchased an Amazone fertilizer spreader. It utilizes great technology like border spread control, wind control, and section control. It will even automatically adjust the application settings based off of changes in fertilizer density throughout the day.

2022 began with making plans and decisions, ones that were made in an attempt to mitigate the skyrocketing costs of crop inputs. Facing uncertainty if crop protection products would be available later in the year, our team worked closely with our agronomists to ensure we had what we needed. Due to rising input costs, we made a few investments in labor and material savings equipment. Notably an Amazone fertilizer spreader box.

Spring applications were made swiftly with cooperating weather patterns. Spring seeding of fine fescue also went smoothly and timely June rains helped them emerge successfully. The precipitation held on a bit too long during key times of pollination for this year's seed crop to be a great yielding one, however, straw tonnage was greatly increased. With the late moisture and cooler days, harvest started about two weeks later than normal. Once harvest began, dry weather was with us for the duration of the season.

We were fortunate to have an extra combine in the fleet, not that it was needed, but New Holland Corporate provided a demo machine to get harvest automation working for grass seed. Combine automation uses a series of cameras, load and pressure sensors to detect the crop load and determine how much seed is being lost. It will automatically adjust the speed of the machine based off of certain parameters. This system has been proven in wheat, canola, and other large seed crops. Grass seed, being so small and fine has been a challenge to make automation work properly. We'll try again next harvest and hopefully it will work well. This would be the next big step in combine efficiency for us.

In a normal year, we would expect some fall rains to arrive sometime in September and certainly in October. Those much needed rains didn't arrive until late October, leaving us with very poor perennial crop recovery and slow emergence of fall seeded crops.

The dry weather pattern made hazelnut harvest go well. Hazelnut yields were lower than we had hoped and with 2022 pricing around ½ of the 2021 price, we will be lucky to recover our input costs for the growing season. With the terrible low grower price, many hazelnut growers opted to leave a percentage of their crop to rot on the ground. Ioka did the same on a few acres, realizing that what was left on the ground wouldn't cover the costs associated with a second trip through the field.

Christmas tree shuttle trucking just wrapped up at the beginning of December and now we settle in for shop work, industry meetings, and some well-deserved time off for all employees around Christmas.

Generation 1-David & Rita Doerfler

If you've been reading this newsletter over the past years, you may have noticed more than one article published about David and Rita Doerfler. A staple couple of the industry for over 60 years, Dave and Rita have truly left their mark on agriculture in the Willamette Valley. This repeating segment in our newsletter is here not to tell a life story, but to give an introduction and insight into their history.

This article was written by Mitch Lies and originally published in the Oregon Seed Magazine. It was also published in the 2016 edition of the Ioka newsletter. (Ages have been adjusted for passage of time since original print)

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.'"

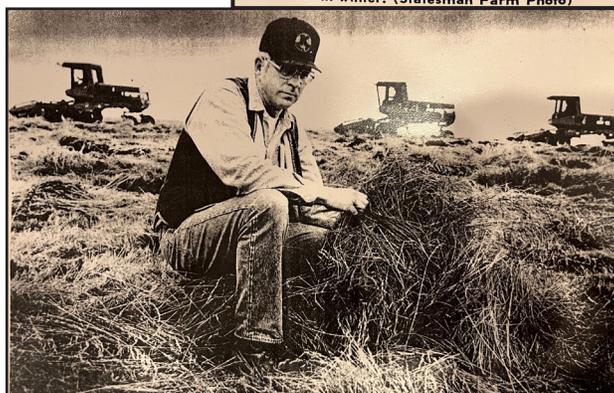
Doerfler's influence on the farm actually started well before he came back to work the farm after college. In 1950, when just ten years old, he convinced his father, Alexander, to buy a combine and expand into field crops. Prior to that, Alexander was raising strictly livestock and leasing out the bulk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



6 year old David with sister Shirley



Partners Father and son, Alex and David Doerfler, run their 243-acre farms in Waldo Hills jointly. While there are two farms, they are run as one with equipment owned jointly. Grass seed is the principal summer occupation. Turkeys furnish "chores" in winter. (Statesman Farm Photo)



1983 Dave Doerfler, Waldo Hills grass seed farmer, looks over swathed fields that can't be harvested until sunshine dries the stalks. The rain has started sprouting of some seeds and losses continue each damp day. Regardless of the weather the crop has to be cut before full maturity, otherwise winds scatter seeds to the ground. In the background are three of his sons operating machines that are cutting more fields of grass. Cloudy skies and drizzles Wednesday disheartened growers who need a week of sun.

Generation 1-David & Rita Doerfler

Thursday, August 18, 1988

Two get appointments to agriculture board

Gov. Neil Goldschmidt has filled two vacancies on the State Board of Agriculture.

David Doerfler, 48, a farmer in Silverton, is one of the appointees. He is the owner and president of Ioka Farms. Doerfler also is on the New Crops and Development Board and is chairman of the Oregon Seed Council's seed lab committee.



Rita and Dave Doerfler, owners and operators of Doerfler family farm, were honored by the Oregon Department of Agriculture for their contributions to agriculture.



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 fifty-three 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, 82, 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.





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