



Value Added-Ag in Columbia County

WHAT IS BLUE MOUNTAIN STATION?

- Blue Mountain Station is a business development idea being implemented by the Port of Columbia
- The idea is to build a new, ecologically-friendly food processing park to house a cluster of small- to medium-sized artisan natural, organic, and/or sustainable food processing businesses.



PURPOSE

- Create a location for a cluster of like-minded businesses
- Create jobs and spark business start-ups
- Create regional tourism interest...another reason for people to visit the valley and stay an extra day
- Create a market for crop alternatives for regional growers



WHERE DID THIS IDEA COME FROM?

- A Community Resource Assessment was conducted for Columbia County in 2005
- One of the recommendations...a community-wide marketing strategy
- Port had no strategy
- Received a grant from the Washington State Rural Opportunity Fund for study
- Contracted with P'Chelle International and Artmil to conduct study

MARKETING STRATEGY

- A survey of business and civic leaders was conducted
- Neighboring communities were surveyed
- National trends in rural communities were analyzed
- A niche market that Dayton could dominate was identified
- The result of the study recommended the artisan natural and organic food processing market niche.

WHY THIS NICHE?

- Columbia County Residents Value Their Ag Heritage - this is an idea that should fly
- Dayton Known for Food – Patit Creek Restaurant, Green Giant
- Fastest Growing Segment of the Food Market
- Surveyed Food Processors – big dogs
- Proximity of Organically-Grown Products
- Proximity of Wine Region...Need for Food
- Growth of interest in value-added ag – Montillet Fromagerie
- Lack of This Type of Development - Gap

NEW INDUSTRY IN DAYTON

Examples of products that could be processed at BMS include

- Natural meats and cheeses
- Cereal breakfast foods
- Prepared flour mixes and dough
- Apple cider
- Pastas
- Tortillas
- Flat breads



NEED TO BE UNIQUE

- An umbrella marketing program will also be implemented, such as Blue Mountain Certified or Blue Mountain Fresh, and businesses can participate if desired.
- The program will help these smaller, artisan businesses market their products and create effective distribution channels.

ECO-FRIENDLY

- Buildings will be constructed to LEED (Leadership in Energy and Environmental Design) certification standards
- Eco-labels, such as Salmon Safe, Food Alliance, Organic, etc., will be used as a marketing tool for the park and for products
- Cutting edge storm and waste water systems are being explored.

CULINARY TOURISM

- Culinary tourism will also be featured at the park – including food processing tours.
- A Product Development Market Center will be constructed – retail market, commercial kitchen, gathering space
- Businesses can sell products at full retail, tours will be given, products can be tested, and food demonstrations featured.

EXECUTIVE COMMITTEE

The team working to put this together:

- Port of Columbia - Jennie
- City of Dayton – Trina Cole
- Columbia County – Richard Hendricksen
- Local Producer – Bill Warren, Warren Orchard
- Wash. St. Dept. of Commerce – Terry Lawhead
- Pacific Power – Bill Clemens
- P'Chelle International – Gary White
- Artmil – Dennis Miller

ADVISORY TEAM

In addition to the executive team, we have an amazing group of advisors:

- WSU School of Food Science – Barry Swanson
- WSU CSANR – David Granatstein
- Recipe Manager – Larry Barcott
- WSDA Organic Program Manager – Martin Beagle
- USDA Organic Program– Miles McEvoy
- WSU Food Science - Richard Dougherty
- Bellingham Tech. College – Terri Thayer
- DPI Specialty Foods – Vaughn Sharp
- Walla Walla Comm. Col. Ag Center – Jaime Clarke
- John Bole – CEO, Yokes Fresh Markets
- Excel Brokerage – Carl Bangle & Bob Newman

LECTURE SERIES

- Held a series of free lectures in the community called Cultivating Sustainability to explore the possibilities around value-added ag.
- I learned that sustainability is a goal, not a pre-determined set of actions that will guarantee reaching a certain status
- We already know our traditional ag commodities model isn't profitable. Throw in the million of dollars we spend on food grown more than 1,500 miles away, and it is a recipe for economic distress

FEASIBILITY STUDY

- Received a \$50,000 grant from Wash. St. Community Economic Revitalization Board (CERB)
- Received great match (\$30,000) from community partners
- Purpose is to flesh out the feasibility of the idea
- Study showed that the idea is feasible and recommended the purchase of a particular parcel of land

CERB

- After completion of feasibility study, applied for and received a \$1 million combination grant/loan from CERB
- Funding enabled the Port to purchase a 28-acre parcel of land adjacent to the City of Dayton
- Funding will also pay for the first phase of infrastructure and site planning

INTEREST

This project has received a great response.

- Newspapers and trade publications
- People from throughout the state
- Businesses at Trade Shows – Getting Hot Leads from Shows
- Advisory Team Members willing to serve and assist us
- Willingness of colleges and universities to assist

COMMUNITY COUNCIL

- The Walla Walla Community Council recently completed a 26-week study of value-added ag.
- The study found that many opportunities exist for entrepreneurs with a passion for their value-added products.
- A copy of the study will be posted on the Blue Mountain Station website:

www.bluemountainstation.com



Value-added
agriculture

CONCLUSIONS

- The Deeper into Value-Added Ag and Blue Mountain Station I get, the more convinced I am that it is the right idea at the right time
- I am continually amazed at the number of people in the region interested in supporting local foods and finding new ways to grow and market farm goods
- Truly supporting value-added ag locally could transform our economies

CURRENT ACTIVITY

- Finalizing bid documents for installation of phase one infrastructure this spring – should go out for bid in early February
- Implementing the 2011 marketing plan
- Looking for funding to construct first processing building and the Product Development Market Center

2011 Marketing Plan

- Completion of Prospectus
- Attendance at Specialty Foods Trade Shows
- Structured Lead Follow-up Plan
- Day-in-Dayton Site Visits
- On-going Public Relations Campaign
- Groundbreaking Ceremony

Other 2011 Work

- Planned Unit Development and Binding Site Plan documents for county development approval
- Traffic Impact Analysis
- Planning for Wagon Rd. and Highway 12 intersection improvements

Bell Farm - 28 acres at the west end of Dayton



SITE LOCATION





MASTER PLAN

Site at Full Build-Out – 4 phases



Phase One



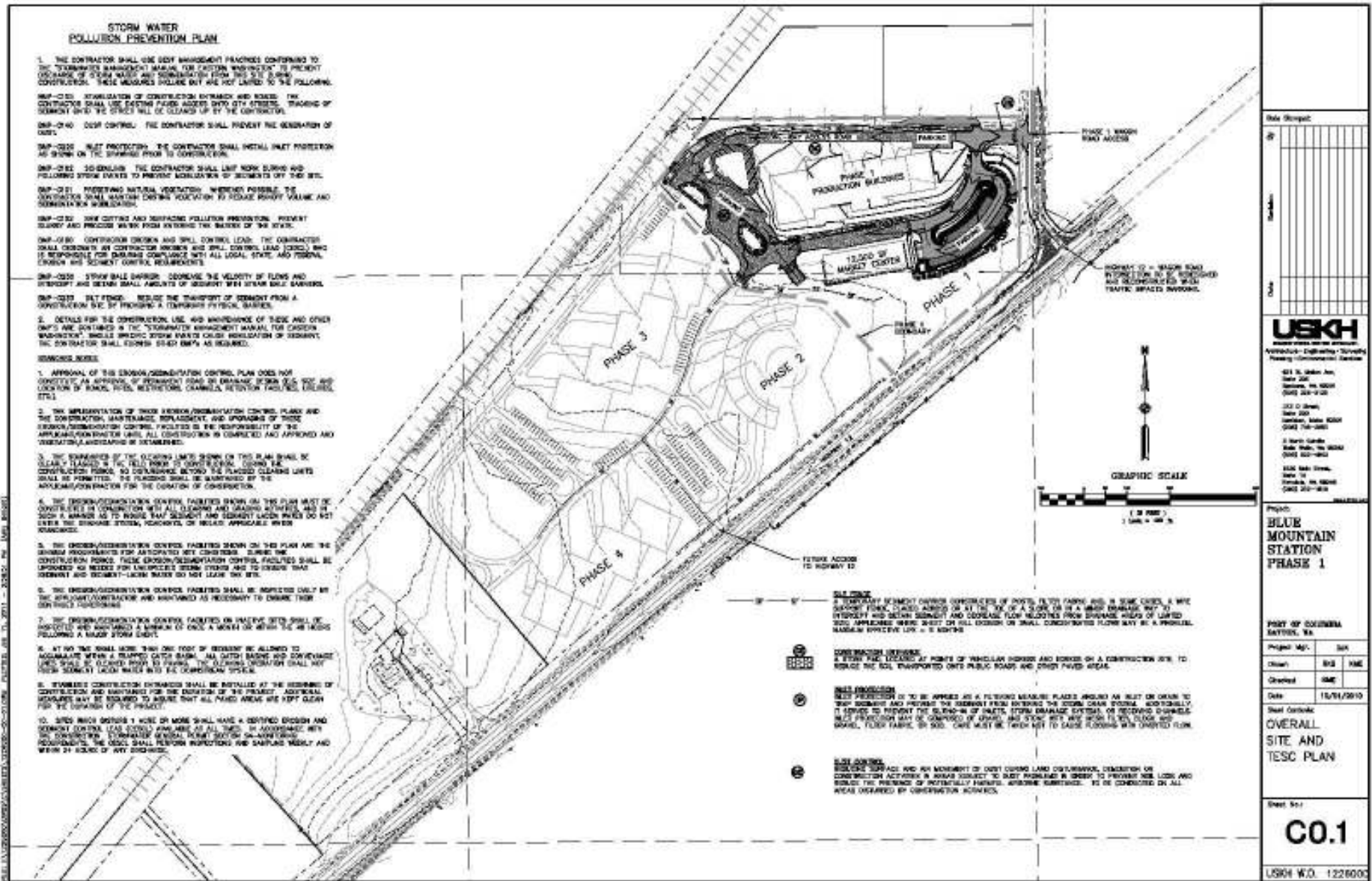
Phase One with Conceptual Facades



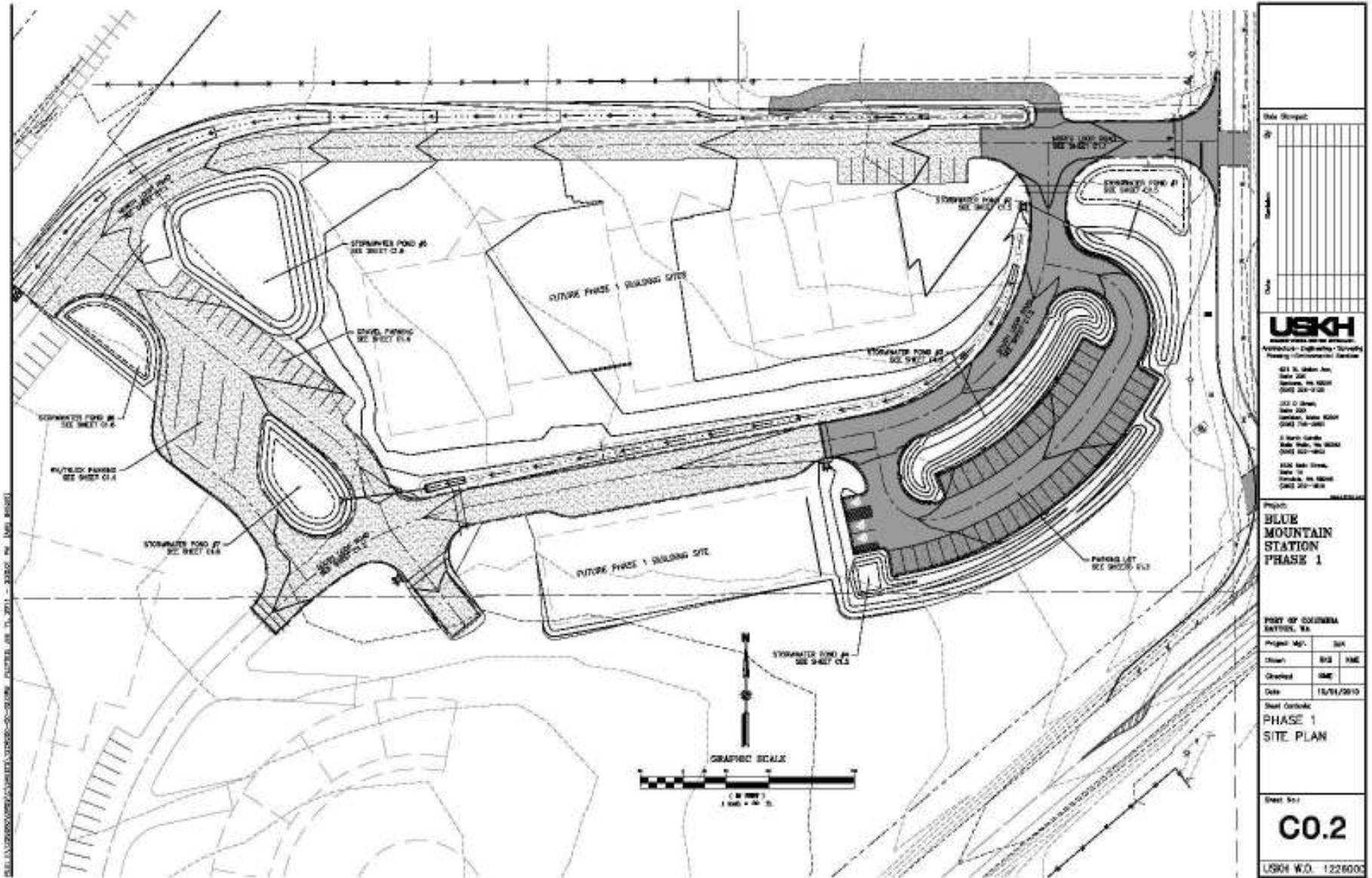
Product Development
Market Center



SITE PLAN SHOWING PHASES



PHASE 1 INFRASTRUCTURE



Date Stamp:	
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Project: BLUE MOUNTAIN STATION PHASE 1	
Project No.: 1226003	
Project:	PHASE 1
Client:	PHASE 1
Checked:	PHASE 1
Date:	12/01/2010
Sheet Title:	PHASE 1 SITE PLAN
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THANK YOU!

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