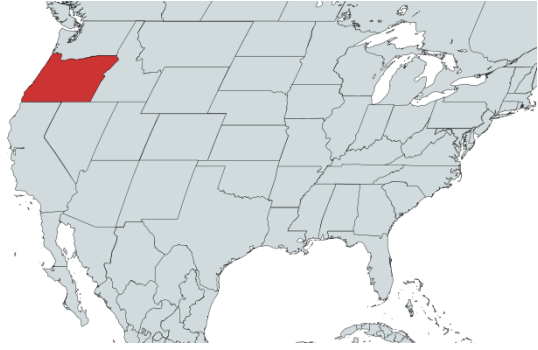


Willamette Valley (Lane County) - USA



Willamette Valley is a biogeographical region in the state of Oregon, located in the Pacific Northwest of the United States. The bioregion is defined by the Willamette River, which flows the entire length of the valley, and its mountainous borders on three sides: the Cascade Range to the east, the Oregon Coast Range to the west, and the Calapooya Mountains to the south.

The valley is home to the the cultural and political heart of Oregon, and contains approximately 70 percent of its population.

The Willamette Valley is a diversified farming region with a strong contemporary local food culture and economy. It has a complex history of territorialisation marked by history of settler colonialism and systemic racism. The Willamette Valley is known for its emerging agroecological dynamics. The bioregion is home to a vibrant local agriculture context, characterized by numerous small farms. However, these agroecological initiatives exist within as islands within a broader agroindustrial context of large farms dedicated to grass seed and ornamental production.

The case will include a focus on the Lane County and Eugene area (University of Oregon Food Studies Program and Urban Farm, and Willamette Farm and Food Coalition)



Case study referee

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Other participants

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TERRITORIAL FOOD SYSTEM



Type of region Rural urban mix

	Quantitative/objective data	Qualitative assessment and trends
Approximate size and population	Lane County has 381000 inh. In 2023 and 12.230kmZ	Increasing urban and suburban
Main social issues	rural poverty; unemployment around 5%	income inequalities, racialized territorial history, political division = rural/conservative and urban/progressive
Type of agriculture	Average farm size: 77 acres 98% are family farms, small-medium size; field crops/horticulture/livestock	Over 170 different crop and livestock items are produced, including grass and legume seeds, tree fruits and nuts, wine grapes, berries, vegetables, nursery, Christmas trees, and field crops such as wheat, oats, mint and hops, hay, livestock and poultry and miscellaneous field crops
Presence of agroecological systems	Only about 2-5% organic	Some low till or no till, some green inputs
Short circuits (and anteriority)	Farmers' market in Eugene (1971), Direct sales and CSAs	
<u>Specific</u> agri-food system dynamics and initiatives (and anteriority)		Some local commercial promotion of "local food"; Regional food banks and PR on insecurity; Local/regional PR and food access agents

AGRIFOOD TRANSITION



Main stakes for the transition Health drivers, environment/climate drivers / Historic inequity; changing demographics / Organic seems stable

Key obstacles to AE transition Strong and deep rooted industrial ag and grass seed production

Leading actors in the transition Small Farms unit at Oregon State Univ; Organic wholesalers; University of Oregon; Oregon State University; Farmer groups; food coalitions

Institutionalisation of the agrifood transition Some local, regional and national policy

Actors excluded from projects

3 innovative initiatives

University of Oregon Urban Farm (<https://urbanfarm.uoregon.edu/about/>)

In operation since 1976, the University of Oregon Urban Farm is a model for alternative urban land use where people grow food, work together, take care of the land, and build community. Throughout its history as part of the [Department of Landscape Architecture](#), the Urban Farm has been a place and a process integrating biological, ecological, economic, and social concerns.

Willamette Food and Farm Coalition: (<https://www.willamettefarmandfood.org/>)

WFFC has been connecting farmers and consumers in Lane County since 2000.

WFFC's mission is to facilitate and support the development of a secure, sustainable, and inclusive food system in Lane County, Oregon

Black Food Sovereignty Coalition (<https://blackfoodnw.org>)

BFFC serves as a collaboration hub for Black and Brown communities to confront the systemic barriers that make food, place and economic opportunities inaccessible to us. BFSC is focused on meeting these barriers with creative, innovative, and sustainable solutions. Built on a decade of work of founding members of the Black Food Sovereignty Council and other Black-identified leaders and stakeholders in the Pacific Northwest, the BFSC mission is to ignite Black and brown communities to participate as owners and movement leaders within food systems, placemaking, and economic development.