



Press Kit

Media Contact:

Amy Hunter

amy@hooplacreative.com

503-927-5872

OperationAppleseed.com

 facebook.com/operationappleseed

 instagram.com/operationappleseed

Background



Operation Appleseed was established in November 2019 with an ambitious yet achievable goal:

To help **restore Oregon's damaged forests and combat climate change by planting 1 million trees** in three years on public and private lands. The project is the brainchild of Roger Worthington, founder and owner of Worthy Brewing in Bend, Oregon.

Seeded with a three-year, **\$1 million commitment** from Worthy Garden Club, the philanthropic arm of Worthy Brewing, Operation Appleseed is planting the trees with a coalition of conservation organizations, including:

- U.S. Forest Service
- 7 Watershed Councils: Coast Fork Willamette, Long Tom, North Santiam, South Santiam, McKenzie, Siuslaw and MidCoast Watersheds
- 2 Soil and Water Conservation Districts: Lincoln and Siuslaw
- 2 Land Trusts: McKenzie River Trust and The Wetlands Conservancy
- Arbor Day Foundation
- Bonneville Environmental Foundation
- Discover Your Forest (Deschutes National Forest)
- High Cascades Forest Volunteers (Willamette National Forest)
- Oregon Natural Desert Association (ONDA)
- Portland Audubon
- Sunriver Nature Center & Observatory
- Trout Unlimited

The Vision

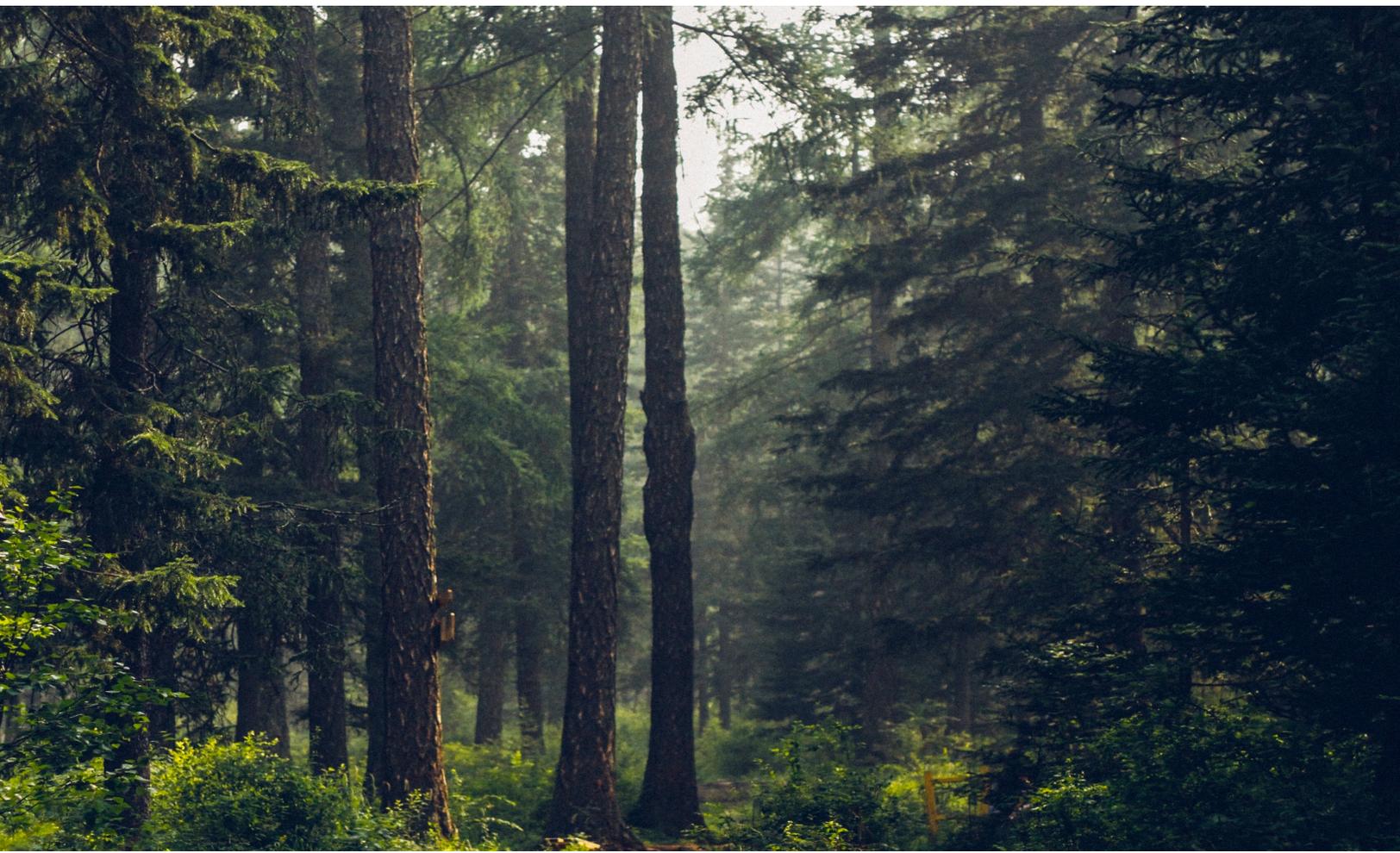


From the Cascade Range to the Willamette Valley to the Coast Range, the 1 million trees will reforest almost 3,000 acres.

Additionally, Operation Appleseed's partners hope to attract additional donors to their projects with the goal of doubling tree planting and funding wildfire prevention.

"We'll call this campaign 'Operation Appleseed.' Instead of apple trees, we'll plant evergreens and hardwoods. Instead of apples, they'll bear something far sweeter than fruit—fresh, clean air and carbon storage, along with vital habitat for flora and fauna. We'll be reforesting with a diverse array of native trees."

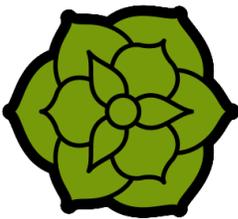
- Roger Worthington, Worthy Brewing, November 2019



Founders



WORTHY GARDEN CLUB is a nonprofit based in Bend, Oregon, with the mission to showcase the wonders of the planet while highlighting sustainable life practices that help conserve natural resources.



WORTHY
GARDEN CLUB

Founded in 2015, it is a collective of business owners, entrepreneurs, energy specialists, agriculturalists, scientists and astronomers.

Through ties with multiple educational institutions including Oregon State University, and local conservation groups, Worthy Garden Club participates in natural science research and delivers those results through public events. Additionally, Worthy Garden Club sponsors major projects such as Operation Appleseed, holds workshops and hosts public events related to environmental causes.

Worthy Garden Club owns a 63-acre parcel along Tenmile Creek within the Siuslaw National Forest on the Oregon Coast. This property will also be an Operation Appleseed project site.



WORTHY BREWING is committed to sustainability, both in its business practices—which include local sourcing, alternative energy and waste repurposing—and in supporting conservation organizations. Worthy Garden Club was created so Worthy Brewing could increase its environmental work and impact through its own programs and public events, and through its partnerships.

In April 2020, Worthy Brewing will launch the Tenmile Lager, proceeds of which will support Operation Appleseed.

Project Goals + Impact



Why plant trees?

Trees are natural superheroes. They improve air and water quality, expand natural habitats for wildlife, and mitigate climate change through carbon sequestration, the long-term trapping of carbon dioxide. Plus, planting trees is relatively easy to do, with a lot of bang for the buck.

Why Central Oregon to the coast?

Climate change is wreaking havoc on communities and natural areas, and we each can do something about it.

The need for reforestation and the creation of healthy ecosystems in Oregon has never been greater.

We are facing a spike in greenhouse gas pollution, a rise in the average global temperature, an increase in marine dead zones, and a calamitous drop in total forest habitat, freshwater and vertebrate species. In Oregon—as across the West—there has been an increase in devastating wildfires.

Operation Appleseed is committed to revitalizing forests across the state to help create a healthier Oregon and planet:



Diverse plantings

By planting a diverse array of native trees, OA will create a vibrant fabric of vegetation that supports local places and creates viable impacts.



Biggest impact

Pacific Northwest forests can capture and store more carbon per acre than any other major forest type on the planet.



A long-term solution

An average acre of Oregon forest sequesters 4.74 tons of Co2 per year. When mature, OA's 2020 plantings will offset the annual emissions of about 1,400 Oregonians.

Project Sites



1 million native trees and shrubs

Diverse plantings will help replant almost 3,000 acres across Oregon.



27 project sites will benefit from funding

We are focusing on high-need public and private lands recovering from fire, deforestation and other threats.



From Bend to the coast

Regions extend from the high desert east of Bend to the Oregon Coast.



Where it's needed most

60% of projects will help improve conditions along water quality-limited streams (those designated as polluted) for the benefit of people, fish and wildlife.



Seven miles of streams and rivers

Plantings along waterways will benefit four fire-affected sites.



21 lead partners

- U.S. Forest Service
- **7** Watershed Councils: Coast Fork Willamette, Long Tom, N. Santiam, S. Santiam, McKenzie, Siuslaw, MidCoast Watersheds
- **2** Soil and Water Conservation Districts: Lincoln and Siuslaw
- **2** Land Trusts: McKenzie River Trust and The Wetlands Conservancy
- **9** other nonprofits: Arbor Day Foundation, Bonneville Environmental Foundation, Discover Your Forest, High Cascades Forest Volunteers, ONDA, Portland Audubon, Sunriver Nature Center & Observatory, Trout Unlimited

Planting Target Zones: Central Oregon



Central Oregon / High Desert

Project partners: ONDA, Sunriver Nature Center & Observatory

Project areas: Cottonwood Canyon State Park, Pine Creek Conservation Area, S. Fork Crooked River

Total acreage: 102.5

Number + types of trees: 14,500 ponderosa pine, willow, cottonwood

Expected planting: 2020

Ecosystem impact:

- Create shade for streams where endangered native fish are threatened by rising water temperatures
- Reestablish beaver habitat

Deschutes National Forest

Project partners: Discover Your Forest, community groups and schools

Project areas: Milli Fire Scar, Cascade Lakes Scenic Byway, McKay Fire Scar, Newberry National Volcanic Monument, Road Decommissioning, Whychus Watershed

Total acreage: 1,465

Number + types of trees: 204,390 ponderosa pine, Douglas fir, Western larch, Western white pine

Expected planting timeline: Spring and fall 2020

Ecosystem impact:

- Speed post-fire recovery and plant trees in the burned areas
- Protect watershed condition
- Create wildlife habitat

Planting Target Zones: Willamette Valley



Willamette Valley

Project partners: McKenzie River Trust, McKenzie Watershed Council, Coast Fork Willamette Watershed Council, North Santiam Watershed Council, South Santiam Watershed Council

Project areas: Upper Willamette, Coast Fork, McKenzie Watersheds

Total acreage: 173.24

Number + types of trees: 148,800 western red cedar, ponderosa pine, Oregon white oak, willow, Pacific ninebark, thimbleberry, common snowberry, serviceberry, Oregon grape, white alder

Expected planting timeline: Winter 2020

Ecosystem impact: Improve water quality and habitat for fish and wildlife

Willamette National Forest

Project partners: U.S. Forest Service, High Cascades Forest Volunteers

Project areas: Jones, Whitewater Creek and Terwilliger fire-affected areas

Total acreage: 1,090

Number + types of trees: 110,294 Douglas fir, sugar pine, Western white pine, incense cedar, Western red cedar and noble fir

Expected planting timeline: Late spring to fall 2020

Ecosystem impact:

- Kickstart post-fire forest reestablishment
- Improve water filtration
- Increase carbon sequestration and storage

Planting Target Zones: Central Coast Range



Central Coast Range

Project partners: Portland Audubon, Lincoln Soil and Water Conservation District, MidCoast Watersheds Council, Siuslaw Soil and Water Conservation District, Siuslaw Watershed Council

Project areas: Portland Audubon's Ten Mile Creek Sanctuary; Siletz, Alsea and Siltcoos Watersheds

Total acreage: 105

Number + types of trees: 34,000 cottonwood, bigleaf maple, red alder, Douglas fir, grand fir, western red cedar, spiraea, willow, ninebark, snowberry

Expected planting timeline: Spring-fall 2020

Ecosystem impact:

- Improve water quality (decrease stream temperatures via shade relief, decrease sedimentation via improved nutrient filtration and cycling)
- Increase riparian function (via increased plant diversity and improved structure)
- Increase carbon sequestration and storage

Operation Appleseed Partners



Arbor Day Foundation

Founded in 1972, the [Arbor Day Foundation](#) is the largest 501(c)3 nonprofit membership organization dedicated to planting trees. More than 1 million members, supporters, and valued partners have helped the organization plant more than 350 million trees in neighborhoods, communities, cities, and forests throughout the world to ensure a greener and healthier future for everyone.



Bonneville Environmental Foundation

[Bonneville Environmental Foundation](#) (BEF) is a nonprofit that pioneers entrepreneurial solutions to address critical water and climate challenges in North America by developing, testing, and promoting initiatives and programs that restore healthy rivers and streams and support a stable climate.



Coast Fork Willamette Watershed Council

The mission of the [Coast Fork Willamette Watershed Council](#) is to enhance the Coast Fork Willamette Watershed through restoration, education, monitoring and stewardship. The Council works with a diverse group of people with a variety of political, cultural, socioeconomic, and racial backgrounds focusing on working together to protect the local environment and restoring the local habitat.



Discover Your Forest

[Discover Your Forest](#) is the proud nonprofit partner of the Forest Service in Central Oregon. It supports, allocates resources, and provides programming to the Deschutes and Ochoco National Forests, as well as the Crooked River National Grassland. The organization is supported by a parent nonprofit based out of Seattle called Discover Your Northwest.



High Cascades Forest Volunteers

[High Cascades Forest Volunteers](#) (HCFV) was formed in 2005 with a mission to help maintain, restore, and preserve the public lands and resources administered by the Willamette National Forest for present and future generations.



Lincoln Soil and Water Conservation District

Since 1955, the [Lincoln Soil and Water Conservation District](#) (LSWCD) has worked to enhance and protect the quality of soil, water, and other natural resources related to agricultural, forested, urban and rural lands across Lincoln County, Oregon.

Operation Appleseed Partners



Long Tom Watershed Council

The [Long Tom Watershed Council](#)

serves to improve water quality and watershed conditions in the Long Tom River Basin and surrounding drainages—from the Coast Range to the Willamette River and everything in between—through education and collaboration among all interests, using the collective wisdom and voluntary action of its community members.



McKenzie River Trust

Founded in 1989, the [McKenzie River Trust](#) is a regional land trust that conserves and protects more than 3,400 acres of land in Western Oregon.

“Dozens of organizations work day in day out on habitat restoration in the Upper Willamette Basin and the Central Oregon Coast. Commitments like this from the Worthy Garden Club give us the confidence to take on larger projects that achieve greater impact.” – Joe Moll, Executive Director, McKenzie River Trust



McKenzie Watershed Council

Formed in 1993, the [McKenzie Watershed Council](#) strives to foster better stewardship of watershed resources, deal with issues in advance of resource degradation, and ensure sustainable watershed health, function and use. This mission is carried out through voluntary restoration and enhancement of the McKenzie River and its tributaries on both public and privately owned land, and outreach and education to engage community members.



MidCoast Watersheds Council

The [MidCoast Watersheds Council](#) (MCWC) is dedicated to improving the health of streams and watersheds of Oregon’s Central Coast so they produce clean water, rebuild healthy salmon populations, and in turn support a healthy coastal ecosystem, economy and culture.

Operation Appleseed Partners



North Santiam Watershed Council

[North Santiam Watershed Council](#) (NSWC) has a mission to provide opportunities for stakeholders to cooperate in promoting and sustaining the health of the North Santiam Watershed and its communities.



Oregon Natural Desert Association

With more than 10,000 supporters, [Oregon Natural Desert Association](#) (ONDA) is the only conservation organization dedicated exclusively to preserving Oregon's high desert. It defends public lands from threats, partners with public and private land managers to preserve natural values, encourages the exploration of wild places, and restores lands and waters to give desert creatures places in which to thrive.



Portland Audubon

At the core of Portland Audubon's mission is to protect Oregon's wildlife and the habitats on which they depend. The nonprofit organization's [Ten Mile Creek Sanctuary](#)—located on the coast near Yachats—is a 216-acre reserve of extraordinary ecological importance. It includes the largest intact stand of coastal temperate rainforest of Sitka spruce and western hemlock in the lower 48 states, and provides a critical link between the Cummins Creek Wilderness and the Rock Creek Wilderness.



South Santiam Watershed Council

[South Santiam Watershed Council](#) is a nonprofit organization with the mission to involve local people in the enhancement and protection of the South Santiam Watershed for the social and economic benefits of its landowners, managers and users. The South Santiam Watershed is situated in the Central Cascades and flows into the Willamette Valley.



Siuslaw Soil and Water Conservation District

The [Siuslaw Soil and Water Conservation District](#) (Siuslaw SWCD) serves residents within the Siuslaw River Watershed and the surrounding Coastal Lakes Basins. Its mission is to encourage and promote stewardship of natural resources through the coordination and delivery of local, state and federal conservation programs, as well as through natural resources education activities.

Operation Appleseed Partners



Siuslaw Watershed Council

The [Siuslaw Watershed Council](#) supports sound economic, social, and environmental uses of natural and human resources in the Siuslaw River Basin.



Sunriver Nature Center & Observatory

Since 1968, [Sunriver Nature Center & Observatory](#) (SNCO) has served as Central Oregon's gateway to the natural world and distant galaxies. Its mission is to inspire people to cherish and understand the natural world. SNCO supports Project Ponderosa, which promotes student environmental engagement and ponderosa pine restoration in south Deschutes County and the Upper Deschutes River ecosystem.



Trout Unlimited

Founded in Michigan in 1959, Trout Unlimited today is a national nonprofit organization with 300,000 members and supporters dedicated to conserving, protecting, and restoring North America's coldwater fisheries and their watersheds.



U.S. Forest Service

The mission of the [U.S. Forest Service](#) is to sustain the health, diversity, and productivity of the nation's forests and grasslands to meet the needs of present and future generations. The agency manages 193 million acres of public land; provides assistance to state and private landowners; and maintains the largest forestry research organization in the world.



The Wetlands Conservancy

[The Wetlands Conservancy](#)'s mission is to partner with communities across the state in conserving, enhancing, and restoring the physical and ecological values of Oregon's greatest wetlands for current and future generations. Founded in 1981, its nationally recognized work includes ownership, enhancement, and stewardship of 32 preserves and over 1,500 acres of Oregon wetlands, valued at \$11 million.

Operation Appleseed Team



**Roger Worthington, Founder/Owner,
Worthy Brewing**

Roger is an asbestos trial lawyer, owner of Worthy Brewing and Indie Hops, and the president and founder of Worthy Garden Club. An avid cyclist and lover of old-growth forests, he believes we should leave the world better than we found it.



**David Blair, Executive Director, Worthy
Garden Club**

David's 30-year commitment to the environment includes work on natural resource and environmental policy for members of Congress in Montana, Colorado and Oregon. He is passionate about responsible forest management, cycling and cross-country skiing.



**Kody Osborne, Director of Environmental
Affairs, Worthy Garden Club**

Kody has nearly a decade of experience in environmental education, wildlife rehabilitation and nonprofit management. After eight years as lead naturalist with the Sunriver Nature Center, Kody currently serves as vice president of the Board of Directors at the Oregon Wildlife Rehabilitation Association and on the board of Think Wild Central Oregon.

