

## Corvallis Gazette Times Opinion

### Roses and Raspberries (January 21, 2011)

ROSE (roz) n. One of the most beautiful of all flowers, a symbol of fragrance and loveliness. Often given as a sign of appreciation.

RASPBERRY (raz'ber'e) n. A sharp, scornful comment, criticism or rebuke; a derisive, splatting noise, often called the Bronx cheer.

We hereby deliver:

- ROSES to a guy who, although he isn't an Oregon State University alumnus, knows something about wise investments. At the age of 50, when most people start thinking about setting aside enough money for retirement, the former automobile service center manager from Milwaukie decided it was time for something completely different.

So in 1978, he and wife Charlee started Bob's Red Mill Natural Foods. In February 2010, Moore announced plans to sell the Milwaukie company - now with products distributed in all 50 states and 61 countries - to his employees using an employee stock ownership plan.

Well, a person only needs so much money, and Moore decided that he wanted to donate a big chunk to OSU's College of Health and Human Sciences to set up the Moore Family Center for Whole Grain Foods, Nutrition and Preventative Health. The money will revamp the food lab at Milam Hall and create an endowment to fund director, professor and graduate research positions to study the goodness of whole foods. He wants to prevent childhood obesity and promote better health to a nation badly in need of a shape-up.

It would have been enough if Moore had donated his original \$1 million, but after a tour by Health and Human Sciences College Dean Tammy Bray, he said he was "\$5 million worth of impressed."

Hats off to a guy who should get season tickets to all Beavers games - and maybe a little something for Dean Bray as well, for inspiring such generosity.