

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

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# FARM



# BUREAU

SANTA CRUZ COUNTY

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## State Fair Booth Wins Silver Medal

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An elaborate exhibit featuring Santa Cruz County received a **Silver Medal** at the California State Fair in Sacramento. The exhibit was among many county displays that were shown at the State Fair, July 10-26.

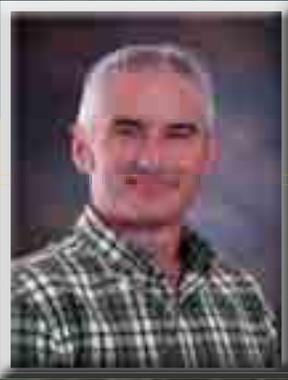
This unique program was first introduced at the State Fair in the 1870's and has evolved into one of the most favored attractions because of its unique ways of highlighting California's agriculture, diverse landscape, economy and culture. It is the only competition of this kind in the country to showcase all of the counties within a single state.

The **Santa Cruz County Farm Bureau Young Farmers and Ranchers Committee** and the organization **Agri-Culture** coordinated the exhibit along with the professional booth designers at **Mikon Productions**.

For those local residents who didn't make it to the State Fair this year, the Santa Cruz County exhibit will be on display as part of the **Santa Cruz County Farm Bureau** booth at the **Santa Cruz County Fair** in Watsonville from **September 16 - 20**.

**See you at the Fair!**

VISIT OUR WEBSITE AT [WWW.SCCFB.COM](http://WWW.SCCFB.COM)



# President's Message

DAVID VAN LENEP, PRESIDENT

## Plastic Barrier Fences – Fences Make For Good Neighbors....Sometimes

Farming is difficult work, both from the business aspect and the physical necessity of working the land. With changing regulations, practices, consumer demands, crops and safety considerations, farmers often need to employ tools or methods to adapt and keep current. Usually this needs to happen on a short timeline. Those employed practices are not always understood and can be a point of conflict with some in the community.

Numerous growers of strawberries, caneberries and vegetable crops utilize temporary fencing to address food safety, worker safety, and pest management issues for their crops. These barriers are relatively inexpensive, easy to install and serve a purpose. A barrier of this kind may be one of the few choices available to a tenant farmer. These barriers, and issues surrounding their use and upkeep, have been a recent topic of discussion with county decision makers. Issues such as poor upkeep and maintenance, graffiti, and trash build-up compounded the fact that these barriers are not the most aesthetically pleasing.

The county listened to the reasons for using these barriers, problems with other forms of barrier, and made some revisions to the existing ordinances. Though nothing is perfect, the Farm Bureau and growers are working with the county to update these ordinances to be more practical for grower's use of these barriers.

The issue is not resolved, at least for some county residents who detest any use of these and are seeking an outright countywide ban. This ban would be based on the "environmental damage" caused by these fences. This ban effort, emanating from a small but vocal group, seems more driven by visual appearance than anything else. Ironically one of the complaints is that the fences block the scenic view of the agricultural fields. Maintenance and upkeep of the barriers is important and will certainly be part of the revised county ordinance. The Farm Bureau has reached out to this group offering to meet, but they have yet to respond.

President's Message - Continued on Page 9

**"So many farming activities are easily seen by the public and we are frequently subject to regulation by public opinion. It is ten-fold harder to explain the rationale for something than to be against it, a task farmers are familiar with by now."**

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# ASK LAURA

Laura Tourte, Farm Management Advisor, UCCE

## Starting A Specialty Food Business

**Q:** I am a farmer and am thinking about adding prepared specialty foods to my business. How do I get started?

**A:** This is a large question with all sorts of considerations, especially if you are already a very busy farmer. First and foremost, I would recommend that you visit the UC Small Farm Program's Specialty Foods webpage: [http://sfp.ucdavis.edu/marketing/Specialty\\_Foods/](http://sfp.ucdavis.edu/marketing/Specialty_Foods/)

There you will find links to a number of presentations that were given at recent "Starting a Successful Specialty Food Business" workshops including:

- [Getting Your Product on the Shelf](#)  
*Sage Food Group*
  - [Process & Packaging Options](#)  
*Sage Food Group*
  - [Money Matters; Pricing for Profit](#)  
*Sage Food Group*
- These materials will assist you in understanding some of the basics and extremely helpful with thinking through the various aspects of starting a specialty foods business. The webpage also has links to the UC Food Safety website, Value-Added Products, and Cottage Foods.
- You might also consider visiting the Specialty Foods Association website: <https://www.specialtyfood.com/>. This organization also sponsors a "Fancy Food Show" each January in San Francisco.
- Finally, here are two books that might be of interest: *Sell Your Specialty Food*, by Stephen F. Hall, and *Cooking up a Business* by Rachel Hofstetter.
- Please let me know if you have additional questions: [ljtourte@ucanr.edu](mailto:ljtourte@ucanr.edu) or (831) 763-8005.
- [Staying Safe and Legal: Food Safety and Regulations](#)  
*Linda J. Harris, Department of Food Science & Technology, UC Davis*
  - [Specialty Foods Marketing...What's It All About?](#)  
*Shermain Hardesty, UCD Agricultural and Resource Economics & UC Small Farm Program*
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**"Optimism: A cheerful frame of mind that enables a tea kettle to sing though in hot water up to its nose." Author Unknown**

# THE WATER NANNY

## Back to the Future

I was sitting around the other day, darning socks, when I realized how much things have changed. No, not that new Walkman iPhone craze; we seem to have lost the future. We are the descendants of pioneers, who walked across the country towing their milk cow and scruffy kids because of the bright future in the Golden State. They had nothing for reassurance, only innate optimism. We, by comparison, live in the land of milk and honey, yet optimism appears absent.

Woe is me is a really poor business model. Drought, social change and regulation has weighed down too many farmers. Every farmer needs to believe the next harvest will be plentiful and profitable. With such knowledge of success we take risks to ensure we reach our objective. However, coffee shop talk is running to the dark side. We are doomed. B.S. Whether it is the *bagrada* bug, Chinese imports or regulation some farmers will see a way for continued profits and family success. Part of this gloom is the foreseeability of future regulatory hurdles.

**-19%** The *Book of Mormon*, a popular musical written by the creators of *South Park*, is a profane and very funny look at young Mormon missionaries in Uganda. To say the play pokes fun at the Mormon religion is an understatement. However, the Mormon Church turned initial ridicule into a great marketing opportunity, 75% of the ads in the playbill are for the real *Book of Mormon*, complete with QR codes linking readers to information about the Mormon Church, turning sacrilege into a recruiting tool.

We too can anticipate future obstacles and use them to benefit our farms while others fret.

The writing's on the wall for a key new regulatory burden in any future Ag Order. While no discussions are taking place, and the existing order likely will be extended a year or two, we need only look to the Central Valley to see that nitrate fertilizer tracking based on N removal at harvest will be required. The regulators will look at a ratio of N applied to removed. This is two obstacles, tracking fertilizer application and non-existent research on N removed with the harvested crop. Whatever is disked back into the soil will count as available N for the next crop. N in well water will be counted at full value.

If you take time now to learn more about using less fertilizer, this can be turned to your advantage later. Most corporate buyers demand sustainability information, this will put your farm ahead of others and improve marketing opportunities. By starting now it will be easier to fine tune application amounts and timing over two or more seasons, instead of instant implementation. First, consider the N content of your well water, some farmers find high well nitrate meets their seasonal needs.



The Drought. OK we are truly tired of this topic, but as water rates go up conserving water will make economic sense. Again conservation rings all the sustainability bells. Here you can use our success in the Pajaro Valley where Ag water use so far this year is **19%** less than last year. This is great especially because many growers planted earlier, so the irrigation season started sooner than usual. Not many areas can boast such frugality. Just keep it up every year.

*"The pessimist complains about the wind; the optimist expects it to change; the realist adjusts the sails."* William Arthur Ward



"Goal setting is similar to travelling from point A to point B within a city. If you clearly understand what the goal is, you will definitely reach the destination because you know its address."

Thomas Abreu, Science of Success



# FAVORITE RECIPES

## Ultimate Chocolate Chip Cookies

During this past spring, Stephen Bowling worked as an intern in the Farm Bureau office. After completing his internship, Stephen moved on to a job at the Santa Cruz County Agricultural Commissioner's office working in the Vector Control program. The Farm Bureau staff received a wonderful surprise on his last day of work when a large batch of Ultimate Chocolate Chip Cookies arrived at the office as a gesture of appreciation. They were baked by Michele Bowling, Stephen's mother, who is a Development

Assistant at St. Francis High School in Watsonville. The cookies were so delicious, the staff emailed the recipe to me so I could share it with you. The recipe is based on Crisco's Ultimate Cookie Recipe with a few tweaks. Thank you Michele and Stephen for your thoughtfulness and for sharing the recipe. P.S. I made these cookies this week for my family and they were a BIG hit!!! "Best cookies ever Mom...that recipe is a keeper!" Thanks again Michele!

1 1/2 sticks Crisco, butter flavor, shortening  
1 lb. box light brown sugar  
4 Tablespoons milk  
2 teaspoons vanilla  
2 large eggs

3 3/4 cup all purpose flour  
2 teaspoons salt  
1 1/2 teaspoons baking soda



2 - 16 ounce packages semi-sweet chocolate chips or more  
(I buy the large bag of chocolate chips at Costco and use about three cups)

Preheat oven to 375°F. In an electric stand mixer beat the shortening and brown sugar until light and fluffy. Beat together the milk, vanilla and eggs. Add to shortening and brown sugar mixture. In a separate bowl mix together the flour, salt and baking soda. Add to the shortening mixture

1/3 at a time blending until smooth after each addition. Add chocolate chips and fold in. Drop on an ungreased baking sheet using a medium ice cream scoop. Bake 10 to 12 minutes. Cool on the cookie sheet for 2 minutes then transfer to a cooling rack. Makes about 3 1/2 dozen.

### UCSC Applications Available for Apprenticeship in Ecological Horticulture

The UC Santa Cruz Center for Agroecology and Sustainable Food Systems welcomes applications to the Apprenticeship in Ecological Horticulture, a full-time, 6-month residential program that trains adults in the concepts and practices of organic gardening and small-scale sustainable farming. The apprenticeship blends experiential learning with traditional classroom studies on topics that include soil management, composting, pest and weed control, crop planning, irrigation, farm equipment, and direct marketing techniques. Graduates have established their own commercial farms and market gardens, developed farm and garden based educational programs, run urban garden programs, and more. The 39 apprentices each year come from all regions of the US and abroad, and represent a wide spectrum of ages, backgrounds, and interests. We have a range of tuition scholarships available, and CASFS offers a Simply Organic Scholarship for an apprentice with financial

need interested in pursuing a career in organic farming. AmeriCorps funding can be applied toward tuition, books, and tools. For further information contact:

Apprenticeship Information  
CASFS, UCSC  
1156 High Street  
Santa Cruz, CA 95064 (831) 459-3240  
Web site: <http://casfs.ucsc.edu>  
E-mail: [casfs@ucsc.edu](mailto:casfs@ucsc.edu)

Application deadlines for the 2016 program are coming up quickly. The deadlines are August 15 for international applicants and September 30 for domestic applicants.

# TESTICLE FESTIVAL



## 7th Annual Testicle Festival

Saturday, September 26, 2015

3:00 p.m. to 7:00 p.m.

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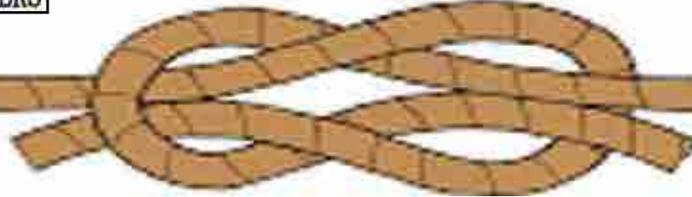
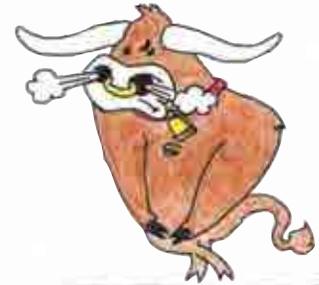
Adults - \$50

Children 5 - 12 - \$20

Children under 5 - Free

Live Music, Games,

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For reservations or more information, contact **Agri-Culture** at (831) 722-6622 or visit their website: [www.agri-culture.us](http://www.agri-culture.us)

### Sponsorships are also available:

- **Grand Champion** - \$2,000 (4 event tickets and your logo on the event T-Shirt)
- **Bull Level** - \$1,000 (2 event tickets and your logo on the event T-Shirt)
- **Steer Level** - \$500 (1 event ticket and name on the event T-Shirt)
- **Yearling** - \$250 (1 event ticket)

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# SAFETY FIRST!

By Margie Piercy, Director, Sponsor Business Development, Nationwide

## Help Young Riders Avoid Injury

### Simple Steps To Reduce Risk Of ATV Injury Or Death

All Terrain Vehicles (ATVs) are frequently used on the farm or ranch to haul supplies or get to the field, but ATVs often serve another purpose: recreation. Unfortunately, children are frequently victims of accidents on ATVs. According to the U.S. Consumer Product Safety Commission, four out of every 10 people treated each year in emergency rooms for ATV injuries are under age 16.

It's important to know that liability for off-premises recreational use of an ATV is not covered by most farm policies. So if you or your family ride your ATV(s) off your property, you may not have coverage. Make sure your agent is aware of how you use these vehicles, so he or she can ensure the proper coverage is in place. The AgriChoice® policy from Nationwide Agribusiness can be endorsed to provide liability coverage for off-premises recreational use of an ATV. Without that endorsement, most policies limit coverage to on-premises use.

### Must-Know Rules For Riding

Parents should determine each family member's readiness to operate an ATV based on physical size, coordination, balance, ability to judge distances, willingness to follow rules, and peripheral vision.

It's important all family members know and follow necessary precautions every time ATVs are used – for work or for play. Here are the ATV Safety Institute's Golden Rules:

- Always wear a helmet and other protective gear.
- Never ride on public roads.
- Never ride under the influence of alcohol or other drugs.
- Never carry a passenger on a single-rider vehicle.

### Ride An ATV That's Right For Your Age - General Guidelines Are:

- Age 6 and older – Under 70cc
- Age 12 and older – 70cc to 90cc
- Age 16 and older – Over 90cc

- Supervise riders younger than 16 – ATVs are not toys.
- Ride only on designated trails and at a safe speed.
- Take a hands-on safety training course.

Nationwide offers several all-terrain vehicle (ATV) insurance coverage options to protect you, your ride and others. Farm Bureau members are eligible for up to a 5% discount on ATV insurance. Other discounts may be available such as multi-vehicle, multi-policy and safety course completion. For information about protecting your ATV, contact a local Nationwide agent or visit [www.nationwide.com/cfbf](http://www.nationwide.com/cfbf).



*Smile!*

This past fall semester, at Duke University, there were two sophomores who were taking Organic Chemistry and who did pretty well on all of the quizzes, midterms, labs, etc. Going into the final exam, they had solid "A's."

These two friends were so confident going into the final that the weekend before finals week (even though the Chem. final was on Monday), they decided to go up to University of Virginia to a party with some friends.

So they did this and had a great time. However, they ended up staying longer than they planned, and they didn't make it back to Duke until early Monday morning. Rather than taking the final then, they found Professor Aldric after the final and explained to him why they missed it. They told him that they went up to Virginia for the weekend, and had planned to come back in time to study, but that they had a flat tire on the way back and didn't have a spare and couldn't get help for a long time. So they were late getting back to campus.

Aldric thought this over and agreed that they could make up the final on the following day. The two guys were elated and relieved. So, they studied that night and went in the next day at the time that Aldric had told them.

He placed them in separate rooms, handed each of them a test booklet and told them to begin. They looked at the first problem, which was something simple about free radical formation and was worth 5 points. "Cool" they thought, "this is going to be easy." They did that problem and then turned the page. They were unprepared, however, for what they saw on the next page. It said: (95 points) "Which tire?"

# FROM THE AG COMMISSIONER

By Mary Lou Nicoletti, Santa Cruz County Agricultural Commissioner

## Fruits and Veggies and Flowers, Oh My!



**D**irect marketing promotes a connection between the grower and consumer, and there are many forms of direct marketing available in our county. Direct marketing benefits both grower and consumer, by providing alternative methods for

growers to sell their products, and by supplying consumers with quality products at reasonable prices. It is the intent of the state legislature to promote access to and consumption of California-grown produce.

Some growers obtain a Certified Producer's Certificate from the county agricultural commissioner that allows them to sell at Certified Farmers' Markets. There are over a hundred Certified Producers growing crops in the county for sale at farmers' markets. These markets are found throughout California. Visit our website to find a link to a list of the Farmers' Markets in Santa Cruz County. Go to [www.agdept.com](http://www.agdept.com)

Community Supported Agriculture (CSA) is another popular way for consumers to buy local, seasonal food directly from a farmer, and there are many CSAs in the county. Members purchase a share in advance and in return receive a weekly box at a pickup location. Some CSAs offer flowers, eggs and other products in addition to produce. Many CSAs offer members the flexibility to make choices online from what is available during a given week, so they can receive more of the items they want and less of those that they don't want. Many members say that the element of "shared risk"

helps foster a feeling of connection with the farmer, and that knowing where their food is being grown provides a deeper appreciation for the food.

Growers can also sell directly to consumers at a field retail stand or farm stand near the point of production.

A new online tool, called the "California Farmer Marketplace", is under development. The California Office of Farm to Fork, located within the California Department of Food and Agriculture, connects individual consumers, school districts, and community organizations directly with California's farmers and ranchers. Schools especially represent a growing direct sales opportunity, with increasing demand for local and seasonal food products due to federal school lunch regulations and afterschool meal programs. The Marketplace should be available for registration around July 20, 2015. Growers will be able to list their available commodities, and consumers can customize their searches. Check out the Farmer Marketplace at [www.cafarmtofork.com](http://www.cafarmtofork.com).

And let's not forget the chance to visit local farms, and all the opportunities to purchase freshly harvested products, as well as enjoy picking your own. It's great family fun! The Farm Trails Map called "Country Crossroads" is produced by the Santa Cruz and Santa Clara County Farm Bureaus. Get a copy, and keep it in your car! You can also access the interactive map at [www.countrycrossroadsmap.com](http://www.countrycrossroadsmap.com)

We who are lucky enough to live here have no excuse not to eat our fruits and vegetables. Mangia! Buon appetito!

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## **President's Message** - Continued from Page 2

So many farming activities are easily seen by the public and we are frequently subject to regulation by public opinion. It is ten-fold harder to explain the rationale for something than to be against it, a task farmers are familiar with by now.

With the complex issues facing farming, it is continually challenging to satisfy all the rules, regulations, buyers and consumers while keeping the farm viable; but that job is done day after day by those working the land.

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# NRCS NEWS

By Morgan Eguia & Rich Casale  
USDA Natural Resources Conservation Service

## It's Time to REALLY Talk WATER

As the drought continues, we face tougher decisions regarding our water supply including the water we use to grow crops and the water we all use in and around our homes. While farmers and ranchers are making serious and conscious strides to use less water on the working landscape, the public still seems largely unaware of these efforts. As growers and as an agricultural community we all need to tell our story. More importantly, our WATER CONSERVATION story, that is, what we are and have been doing to lessen demand on water supplies during this unprecedented drought and groundwater crisis. In our day to day conversations and social interactions we need to share all that we are doing that results in using less water on the farm. Dave Cavanaugh, a Pajaro Valley Farmer agrees, "Most people don't know the [drought] impact on farmers statewide and in our valley and they don't know of the creative solutions farmers are implementing."

There is no better way to affect or change public perception regarding agriculture's use of limited water supplies than to elevate the dialogue to everyday conversation by those in agriculture. If we are not telling our story and sharing our water conservation successes then we essentially allow the public to formulate their own opinion of what growers and the greater agricultural community are doing or not doing when it comes to water use. It's time to share our collective water conservation successes with everyone and by involving the general public in the Community Water Dialogue (CWD). To learn more about CWD efforts in the Pajaro Valley and ways to save even more water on the farm contact the NRCS at 475-1967.

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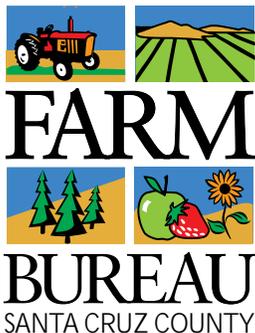
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# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

## CALENDAR

**WEDNESDAY - AUGUST 7**  
Focus Agriculture, Session 6

**WEDNESDAY - AUGUST 12**  
YF&R meeting

**THURSDAY - AUGUST 27**  
Agricultural Policy Advisory  
Commission

**THURSDAY - AUGUST 27**  
Board of Directors' meeting

**WEDNESDAY - SEPTEMBER 2**  
• Legislative Committee  
meeting  
• Executive Committee  
meeting  
• Membership Committee  
meeting

**WEDNESDAY - SEPTEMBER 2**  
Focus Agriculture, Session 7

**MONDAY - SEPTEMBER 7**  
Labor Day Observed  
Office Closed

**WEDNESDAY - SEPTEMBER 9**  
Young Farmers & Ranchers  
meeting

**MONDAY - SEPTEMBER 14**  
Public Relations & Information  
Committee meeting

**SATURDAY - SEPTEMBER 26**  
6th Annual Testicle Festival  
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