

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

DECEMBER 2014  
VOLUME 38, ISSUE 12

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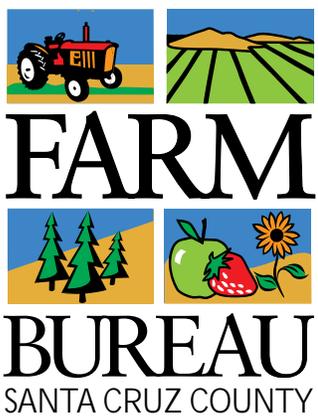
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Between The Furrows is a monthly publication of the SCCFB. Members receive a subscription as part of their membership investment.

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## Focus Agriculture Accepting 2015 Applications Class of 2014



### Class XXV Members

(L-R)Top Row: James Mekis, Stephen Rider, Steve Bennett, Bud Colligan, Alan Burt, Scott Walecka, Juan Castagnino, Robert Kitayama, Rick Longinotti  
Middle Row: Elizabeth Russell, Keisha Frost, Philip Martinelli, Beverly Grova, Leigh Hays Selby, Julie Walker  
Bottom Row: David Doolin, Jackie Strong, Trina Coffman-Gomez, Stacy Philpott, Sarah Wood  
Tractor: Alec Webster, Jess Brown

Applications are currently being accepted for Class XXVI (26) of Focus Agriculture, a "first-in-the-nation" program, designed for selected community leaders to learn about agriculture in Santa Cruz County and the Pajaro Valley. The program consists of once-a-month, daylong seminars, held over a period of nine months. Speakers, ranging from elected officials to representatives from environmental groups, address the class.

[Focus Agriculture Applications - Continued on Page 9](#)



Santa Cruz Area Chamber of Commerce

### "Organization of the Year" Award

given to the Santa Cruz County Farm Bureau

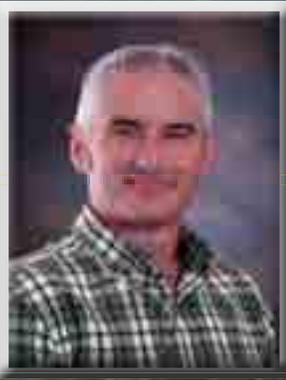
Watch the amazing video produced by Lucid Sound & Video:



Santa Cruz County Farm Bureau Organization of the Year

Pictured left are Cynthia Mathiesen, Past President and David Van Lennep, Current Farm Bureau President accepting the award

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# President's Message

DAVID VAN LENNEP, PRESIDENT

## FB Receives "Organization of the Year" Award

On November 14<sup>th</sup> the Santa Cruz Area Chamber of Commerce honored the Santa Cruz County Farm Bureau as "Organization of the Year", the first agricultural organization to be honored by the Chamber in its 125 year history. It was such a privilege to accept the award with Cynthia Mathiesen, our past President. While I sat in the Cocoanut Grove Ballroom waiting to accept the award, as President for a whole 14 days, I was humbled by the proud farming history and achievements that were chronicled during the ceremony. It was just a small snippet of the remarkable accomplishments of agriculture in Santa Cruz County.

The Chamber cited several reasons for selecting us as "Organization of the Year" including assisting local agriculture in adapting to changes in regulations, markets, labor and technology, while maintaining core values of protection of farmland and community involvement and relationships.

"Perhaps the Farm Bureau's greatest success has been sustaining and developing the relationship between farmers and agribusiness and those with whom they share the county – residents, local governments and other industry groups within the business community".

This speaks volumes about the Farm Bureau as an organization; our directors, dedicated staff, and, of course, our members.

While the Farm Bureau as an organization was the chosen honoree for this award, this is the time to remember that

we are an organization comprised of a broad spectrum of people and groups. Our members make us what we are, they help shape our policies, are the voices that speak in the community, the hands that work the ground, and the generous out pouring of time and goods to those in need.

As we approach the 100th anniversary of the Santa Cruz County Farm Bureau, the role of local agriculture in shaping and maintaining relationships which will impact policy decisions locally and statewide, is ever increasing. As in the past, we will undoubtedly draw from our dedicated and diverse membership to help navigate the course ahead.

Wishing you and your loved ones a wonderful holiday season.

**"Perhaps the Farm Bureau's greatest success has been sustaining and developing the relationship between farmers and agribusiness and those with whom they share the county – residents, local governments and other industry groups within the business community".**

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# ASK LAURA

Mark Bolda, County Director, Farm Advisor, UCCE

## How To Plant Strawberries

**Q. I hear a lot of opinions about how to properly plant strawberries. Can you fill me in a bit?**

**A.** Not a problem in the least. As many growers know, I am a major advocate of proper planting technique in strawberries, quite plainly because this leads to good plant establishment and consequently fewer problems later on in the season.

It is extremely important that the roots of the strawberry transplant be pointed down in the soil and planting hole, since if they are not (called "J-rooting") with some or all of the roots pointing upward or even having the root tips exposed above the surface of the soil, the plant, while perhaps not showing obvious signs of detriment, very likely will underperform.

Work done in the late 1990's in Santa Maria by the late Farm Advisor Warren Bendixen compared fields predominantly planted in a "J-rooted" fashion to those which were not. This work was done in response to a shift going at that time from 40" inch beds with 5- 6" deep planting slots with very little J rooting to the 64" beds so common in Santa Maria today, but with planting slots which would result in a lot of J-rooted plants. The result was as expected: the fields with plants predominantly planted with the roots pointing up, or J-rooted, ended up yielding close to 20% less than those which were not.

Another very important aspect of planting is to make sure the transplant is not planted too deep or too shallow. Ideally, the soil line should be right level with the middle of the crown of the transplant. If

the transplant is too deep, the plant will struggle to push leaves up to the surface, delaying development and possibly risking problems with disease. If the transplant is too shallow with the crown fully exposed above the surface of the soil, it runs a great risk of drying out before it has a chance to establish roots deeper down.

Finally, strawberry growers should be sure to water very soon after transplanting. Putting on abundant water after transplant not only supplies sufficient water to a soil and plant which may have been on the dry side, but this water also helps in closing the pore spaces of the soil. This watering has traditionally been done with overhead irrigation, but some work by my colleague Oleg Daugovich in Oxnard has shown that this can also be done with the drip irrigation system.

The above has been a discussion of how to properly transplant a strawberry. For more on this subject, and others concerning strawberries and caneberries, please contact Mark Bolda at UC Cooperative Extension Santa Cruz County at 831-763-8025 or [mpbolda@ucanr.edu](mailto:mpbolda@ucanr.edu).

Merry Christmas



# THE WATER NANNY

## Signs of the Season

Lights twinkle and Santa smiles from every storefront. Christmas is a season of cheer and hope, followed by exuberant optimism as we await the New Year. We have many things to be optimistic about, mainly winter, great and vigorous rainstorms, followed by a verdant spring.

Fuel prices are down, and going lower, fertilizer and plastic pipe will soon follow. As a species, farmers are unmitigated optimists; we have to be in order to plant a crop with certain belief that prices will be excellent when it's harvested, months or years later. Who could be more in keeping with the spirit of the season.

Quick, someone needs to bring us back to reality:

"Our Annual Meeting theme this year—*California Agriculture: Caught in the Crosshairs*—is not meant to be a defeatist message, but rather a rallying cry for all of us in production agriculture and allied businesses, to continue to build upon and expand our political influence. Otherwise, someone else will determine our fate." ( Paul Wenger, CFBF President)



Talk about Grandma was run over by a reindeer. So much for seasonal cheer. Well the Farm Bureau, with its annual meeting in Anaheim, picked a great place to roll out the new message. For far too long, especially during our prolonged drought, we have heard from our neighbors in Newport Beach, and Marin, about water greedy farmers while they sit on their manicured lawns and munch smoked almonds. It will be hard using the Farm Bureau's traditional political allies to expand influence without becoming more familiar in offices of urban democratic legislators. While optimism is a positive trait, it should not replace the hard realities that we, whether it be Santa Cruz County or all of California, live and farm in a state with the legislature firmly dominated by urban democrats. So who will call on Mark Stone to explain our successes in water conservation and improvements in water quality while delivering great locally grown produce to New Leaf.

Maybe we need a more global approach by enlarging the scope of the FB's state public relations from farmers and rural counties to cities and produce consumers. For years the Produce Marketing Association, United Fresh and 5-a-Day have promoted the merits of eating our fresh produce. Grow beyond the fruit and promote the farmer. Ah, just the thought of a video of farmers running through green fields of brussels sprouts, or a risqué calendar of growers frolicking in their fresh harvest, it brings tears to my old eyes.



So while you are imbibing your holiday cheer, smile and image tractor shaped blimps floating over football games, or ticker tape parades of harvesters on Market Street celebrating inexpensive fresh fruit as a cure for winter blues. After all "You've got to go out on a limb sometimes because that's where the fruit is." (Will Rogers)



### FOOD FOR THOUGHT

"In matters of style, swim with the current; in matters of principle, stand like a rock."

*Thomas Jefferson*



*"Agriculture, the Original Green"*

# FAVORITE RECIPES

## Gayle's Bodacious Broccoli Salad

This recipe is coming to you from **Fresh • Starts • Here**, a booklet now available at the **Santa Cruz County Farm Bureau**, 141 Monte Vista Avenue, Watsonville, CA. This unique resource guide was developed in collaboration with **UC Cooperative Extension**, the **Santa Cruz County Farm Bureau**, **local farmers** and the **Palo Alto Medical Foundation Santa Cruz**. It highlights Santa Cruz County agriculture and has portraits of some locally grown crops; for example, apples, berries, broccoli, leafy greens, onions and leeks, and tomatoes, among others. Each crop portrait includes information on how to choose and store the product, as well as some preparation ideas. It also contains nutrition information and highlights some of the health benefits associated with eating fruits and vegetables. The Farm Bureau Executive Director, **Jess Brown**, said "we were honored to work with Laura Tourte, Farm Management Advisor with UCCE, who deserves the credit for making this publication possible". **For your very own copy, please stop by the Farm Bureau office.**

### Salad:

Mix together:

- 4 cups (about 1 pound) chopped broccoli florets with grated broccoli stems (cut off woody ends)
- 1 1/4 cup grated sharp cheddar cheese
- 3/4 cup golden raisens
- 1/2 cup toasted sunflower seeds
- 2 tablespoons grated red onions

### Dressing:

Whisk together:

- 1/2 cup (or less) mayonnaise
- 2 tablespoons cider vinegar
- 2 tablespoons sugar
- 1/4 teaspoon each salt and pepper to taste



Pour dressing over salad and toss well. Each immediately or refrigerate for up to 8 hours.

## Facts About Broccoli

Choose bunches with tight, dark florets. Look for firm stocks and avoid yellow florets.

To store, keep in the refrigerator and use within one week.

To prepare, rinse well under running water. You may:

- Steam in the microwave or vegetable cooker on stovetop for 1 to 3 minutes or until tender
- Add chopped or blended broccoli to soups, stews and casseroles
- Stir-fry broccoli with other vegetables and meat and serve with rice or noodles
- Serve raw with other vegetables and your favorite dressing or dip

California grows about 90 percent of the nation's broccoli

## Asian Citrus Psyllid and Huanglongbing



The Asian citrus psyllid (ACP) was detected for the first time in California in 2008, and has spread rapidly throughout southern California. Small numbers have also been found in the citrus producing counties of Kern, Tulare, Fresno, and San Joaquin. The ACP vectors a fatal disease of citrus known as citrus greening, or huanglongbing (HLB).

HLB has been detected only once in California, in 2012 on a residential property in Los Angeles County. The tree was immediately removed. HLB has been found 600 miles to the south in Mexico, and is now found in Florida, Texas, and Georgia. University of Florida citrus expert Pete Timmer estimates that HLB infects virtually all of Florida's commercial citrus groves, predicting 80 percent decline and tree death by 2017. Clearly, it is important to keep the disease from affecting California's \$2 billion dollar citrus industry.

All citrus and closely related species are susceptible to both insect and disease. This means that trees in home gardens are as vulnerable to infection as commercial groves. Early in October, multiple life stages of ACP were found in northwestern Santa Clara County, not far from the border with Santa Cruz County.

Quarantines have been imposed by the California Department of Food and Agriculture (CDFA) around the areas where ACP has been found. The quarantine prohibits the movement of citrus nursery stock out of the quarantined areas and requires that all citrus fruit be cleaned of leaves and stems prior to moving out of the quarantined areas. Residents with backyard citrus trees in the quarantined areas are asked not to transport citrus fruit or leaves or potted citrus trees from the quarantined areas. (So, if you visit Aunt Helen in southern California this year, please do not bring backyard citrus home with you!)

Since the discovery of ACP in California, USDA, CDFA, and County Agricultural Commissioners have made great efforts to mitigate the spread of ACP in citrus production counties through quarantine enforcement and spot treatment of infestations. Other proactive measures include trapping in high-risk locations, surveying for HLB, and implementation of improved diagnostic tools. Research projects and development of biological control organisms and disease resistant varieties of citrus are ongoing. California citrus producers will contribute \$12.4 million in 2014 to fund activities which are targeted to slow the spread of ACP and diagnose HLB.

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### FARM TEAM ACTION ALERT!

#### Restore Critical Expired Tax Provisions

Over fifty tax provisions expired at the end of last year, many of which are important to farmers and ranchers. Of all the expired provisions, Section 179 equipment expensing and bonus depreciation must be restored to 2013 levels.

Section 179 allows small businesses to expense the cost of qualified property in the year purchased in lieu of depreciation. For 2013 the maximum deduction was \$500,000 of purchased business property. Unless Section 179 is extended, the deduction for 2014 will be \$25,000.

Failure to extend these tax provisions will result in a tax increase for our nation's farming and ranching businesses.

Act today to urge Congress to work together to extend, enhance or make permanent these important tax provisions this year!

For a full list of tax provisions that have expired in 2013 or are set to expire in 2014 and future years, visit [www.jct.gov/](http://www.jct.gov/) publications and download JCX-1-14 (List of Expiring Federal Tax Provisions 2013-2014).

## What Plants Can Do For You and Your Farm

**M**ost growers know that vegetation has many benefits on the farm. Plants can help reduce and slow runoff, stop erosion, increase infiltration and reduce evaporation rates of irrigation water. With the benefits of vegetation being so plentiful and the cost being low, one can see that vegetative practices are one more way to put less demand on limited irrigation water supplies.

There are many cost effective vegetative practices (sometimes overlooked by growers) that can have a profound impact on water use, especially when combined with other practices. Practices such as: cover crops, filter strips, furrow bottom seeding and windbreaks. Vegetative practices can help improve and protect soil health, provide resilience towards erosion and fertility, and offer other benefits that can lead to overall higher quality crops and yields. Vegetative practices can also help growers save thousands of dollars

each year on reduced fertilizer and operational costs (energy, labor, fuel, equipment, maintenance, etc.). Finally, the benefits most overlooked are those that aren't as tangible such as: improved aesthetics of the farm; reduced exposure to regulatory issues; reduced liability; and even improved worker safety.

Greater water savings can be realized when vegetative practices are combined with management and/or structural practices. For example, by choosing to leave a field fallow for a season has its range of benefits. Yet, if seasonal fallowing is combined with a seasonal cover crop, then the benefits are even greater including: improved soil structure, fertility, and reduced hazard of erosion. To find out more on how vegetative practices can help you save water on the farm, contact the NRCS at 475-1967.

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## A New Generation Called to Feed the World

Written by Margie Piercy, SPHR, Director, Sponsor Business Development, Nationwide

**W**ith 9 billion people to feed by 2050, filling professional agriculture jobs will be critical to achieving food and nutrition security in the 21<sup>st</sup> century.

A report released Oct. 16 at the World Food Prize Borlaug Dialogue by the STEM (Science, Technology, Engineering, Mathematics) Food & Ag Council, found that demand for new talent in the food and agriculture industries is outpacing the available candidates entering the workforce from academic programs. Terrance Williams, Nationwide Agribusiness president & COO, is a member of the council.

"The food and agriculture industries are projected to have a substantial need for new business and science professionals in the coming years," said Kim Reynolds, Lt. Governor of Iowa and chair of the STEM Food & Ag Council. "It is critical our students be prepared for the jobs of the twenty-first century."

According to the figures in the report, the agriculture industry is expected to grow by almost five percent over

the next five years. The need to transfer knowledge from the retiring generation to their successors will also create additional demand for the next generation of industry professionals.

"Meeting the increasing global demand for food will require the next generation of scientists, innovators and entrepreneurs," said Paul Schickler, DuPont Pioneer president and vice-chair of the STEM Food & Ag Council. "Our industry faces the stigma that we exist only in fields and processing factories, but we are also accountants, economists, scientists, investors, communicators, and everything else needed to run an international industry."

The research in the report identifies growing opportunities for college graduates in six advanced agriculture fields. Despite an increase of 30 percent over the past eight years in enrollment in academic programs that feed into these professions, there still aren't enough graduates to keep up with the demand for qualified candidates.

[A New Generation - Continued on Page 11](#)

## Take Care When Working In Your Shop This Winter

**T**he harvests are in and for many farmers in California, this is the "off season." But that being said, it doesn't mean it's a time to kick back and relax. The "off season" translates to maintenance time for most farmers and ranchers.

No matter which type of agricultural operation you have, equipment maintenance is an important task—and much of that maintenance is done in the farm shop. Many accidents on the farm occur in the shop, and most are preventable.

It's easy to become complacent when breaking down a piece of equipment. Maybe your mind wanders a little or you become careless and suddenly make a mistake. It is just as important to stay focused on the task at hand when you are in the shop as it is when you are in the field.

To avoid accidents in your shop, it helps to know what the potential hazards are and what needs to be done to eliminate them. Before you start your winter maintenance program, this is an excellent time to do an inspection. Look around—is the shop well lit and clean? Are the walkways clear? Many accidents happen when the victim trips on debris or slips on an oil spill. Debris should be swept up and oil spills should be covered with absorbent material and cleaned up. It is a good idea to clean the area completely after a job is completed and before starting on the next task. Be sure to empty trash containers regularly.

Are all tools and supplies in their designated place and in good operating order (no frayed electrical cords, missing shields and guards)? Make sure tools are stored so that they cannot fall and cause damage or injury. Are flammable materials in appropriate containers and stored safely.

And most importantly, is the shop properly ventilated? Remember exhaust fumes can be deadly and there is a tendency to close doors and windows when outside temperatures drop. Do not use anything for heating your shop that isn't approved for indoor use.

Be sure that you have fire extinguishers that are easily accessible and in good operating order. Inspect and restock all first-aid kits and be sure to check expiration dates on poison antidotes and other liquids.

Accidents can be prevented if you practice good housekeeping and keep an eye out for warning signs of danger. Be careful and be safe.

Today, State Fund is the largest workers' compensation carrier in California. State Fund has regional offices throughout the state, which provide a full range of services to policyholders and injured workers. We provide coverage to employers of all sizes, from "mom and pop" operations to major organizations.

Since 1943, the California Farm Bureau and State Fund partnership has provided farmers with affordable worker compensation insurance coverage and accident prevention training for agricultural employers and their employees. In addition to providing farm and ranch employers with workers' compensation insurance protection, we also have taken on the mission of assisting employers in providing safe places to work.



***Smile!***

**A**n old man went to the Doctor complaining that his wife could barely hear. The Doctor suggested a test to find out the extent of the problem. "Stand far behind her and ask her a question, and then slowly move up and see how far away you are when she first responds." The old man excited to finally be working on a solution for the problem, runs home and sees his wife preparing supper. "Honey" the man asks standing around 20 feet away "what's for supper?" After receiving no response he tried it again 15 feet away, and again no response. Then again at 10 feet away and again no response. Finally he was 5 feet away "honey what's for supper?" She replies "For the fourth time it's lasagna!"

# FOCUS AGRICULTURE

## **FOCUS AGRICULTURE, CLASS XXVI Applications**

Continued from Page 1

The sessions cover such topics as:

- Environment and technology
- Ethnic groups in agriculture
- Regional diversity of commodities produced
- Many farm tours and hands-on experiences.

Twenty people will be selected for Class XXVI.

In announcing the application process for Class XXVI, Agri-Culture President, Steve Bontadelli, stated, "Many people who are involved in the community are interested in agriculture. Focus Agriculture was created to allow community leaders an opportunity to learn, through discussions and hands-on experiences, about local agriculture." Bontadelli continued, "We are proud that the program received a National Award in 2011."

Alumni of the program include: John Laird, California Secretary of Resources Agency; Zach Friend, Supervisor; 4th District Supervisor Greg Caput; Willy Elliott-McCrea, CEO, Second Harvest Food Bank; Bud Colligan, Founder/CEO, South Swell Ventures; Ted Burke, Owner, Shadowbrook Restaurant; Michael Watkins, Superintendent of County Office of Education; and Ceil Cirillo, Tannery Arts Center.

Seminars will be held one full day per month commencing March 13, 2015 and ending October 30, 2015.

Applications are available online at [www.agri-culture.us](http://www.agri-culture.us) or at the Agri-Culture office, 141 Monte Vista Avenue, Watsonville and by calling (831) 722-6622.

**Applications are due Friday, January 16, 2015**

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# Agriculture News

## A New Generation Called to Feed the World - Continued from Page 7

To illustrate the success of recent graduates in the agriculture industry, the report also highlights five young professionals who are advancing in their careers at major agribusinesses — including DuPont Pioneer, Land O'Lakes, and Monsanto – after completing university STEM programs.

“Agriculture is increasingly global and information-based, which is as exciting at the farm gate as it is in international agribusiness,” said Andrew Lauver, the 24-year-old Frank Ross International Emerging Leader at DuPont Pioneer. “There are so many opportunities for people my age to make a real impact and travel the world as a part of the solution to global hunger and poverty.”

In the report, the STEM Food & Ag Council recommends that the public and private sectors partner to guide, educate and recruit the next generation of college graduates toward the business and science career opportunities that are growing within the food and agriculture industries.

View full ag employment data in the 2014 STEM Food & Ag Council Report: <http://www.stemconnector.org/stem-food-ag-council-0>

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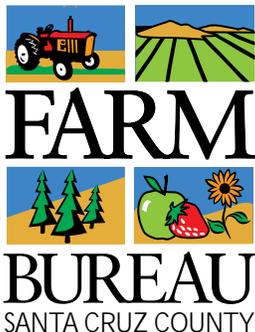
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**DECEMBER, 2014**  
**VOLUME 38, ISSUE 12**



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# CALENDAR

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

**THURSDAY - DECEMBER 17**  
Agricultural Policy Advisory  
Commission

**THURSDAY - DECEMBER 17**  
Agricultural Policy Advisory  
Commission

**THURSDAY - DECEMBER 25**  
Christmas Day Observed  
Office Closed

**FRIDAY - DECEMBER 26**  
Christmas Day Holiday  
Observed - Office Closed

**THURSDAY - JANUARY 1** New  
Year's Day Observed  
Office Closed

**FRIDAY - JANUARY 2**  
New Year's Day Holiday  
Observed - Office Closed

**WEDNESDAY - JANUARY 7**

- Legislative Committee meeting
- Executive Committee meeting
- Membership Committee meeting

**WEDNESDAY - JANUARY 7**  
Young Farmers & Ranchers  
meeting

**MONDAY - JANUARY 12**  
Public Relations &  
Information Committee  
meeting

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