

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

JANUARY 2013
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BUREAU

SANTA CRUZ COUNTY

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

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CFBF 94th Annual Meeting Held

Santa Cruz County receives five "Activities of Excellence" Awards



Santa Cruz County Farm Bureau President Cynthia Mathiesen and David Van Lennep, 1st Vice-President, during the 94th CFBF Annual Meeting in Pasadena in early December

Seven-hundred eighty (780) farmers and family members attended a successful California Farm Bureau Federation 94th Annual Meeting held in Pasadena in December. Officials representing the Santa Cruz County Farm Bureau were Delegates Cynthia Mathiesen, President and David Van Lennep, 1st Vice-President; alternate-Delegates Tom Broz, 2nd Vice President and Chris Enright, Past-President. Also attending were: Lorraine Mathiesen, Farm Bureau member; Jess Brown, Executive Director; Nita Gizdich, board member; Bill Ringe, Agri-Culture President; and Chase Renois, County Young Farmers & Ranchers committee member and District #10 Representative on Young Farmers and Ranchers State Committee. The Santa Cruz County Farm Bureau received five "Activities of Excellence" awards for Membership, Policy Implementation, Leadership, Ag Education and Public Relations. The county also received a President's Award for Leadership. "This was a great opportunity for Santa Cruz County farmers to discuss important issues with other farmers from throughout the state," said Mathiesen. She further stated, "We encouraged the state leaders to be proactive and bring forward a GMO labeling proposal that would be acceptable to consumers and farmers. The consumers have the right to know information about the food they eat." See more pictures on Page 11.

Photo Credits: Bill Ringe

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President's Message

CYNTHIA MATHIESEN, PRESIDENT

A New Year, A Chance for Change, Same Old Issues

Yes, times have changed. And we need to change our understanding of how people actually live so we can provide what people want.

It appears the Sakata-Kett annexation in Watsonville is headed for the ballot in 2014. In 2002, Measure U, known as the Urban Limit Line, passed by 60% of voters and annexed 500 acres into the city of Watsonville. Part of this annexation included 95 acres of the Manabe Ow property for an industrial and retail business park. To date, not one business has committed to this project, nothing has been built, no businesses have opened, and not one person has been hired in this business park.

And now, Daniel Dodge believes annexing another 80 acres of prime farmland into the City of Watsonville to attract, as yet uncommitted, big box stores and more retail spaces is the future of the Pajaro Valley because "times have changed".

Yes, times **have** changed. And we need to change our understanding of how people actually live so we can provide what people want. Perhaps we need to take a cue from reinvented cities like San Luis Obispo, CA, and Boulder, CO, both of which incorporate agriculture, education, and tourism, comparable to our Pajaro Valley.

As a population, we spend an enormous amount of time in cyberspace. We communicate with family and friends, search for information, and shop. We shop for **everything** – books, clothes, tools, furniture, groceries – and it is all delivered directly to our doors, from places like Macy's and Safeway, from Best Buy and Pottery Barn and, yes, from Costco. We can even get local, fresh picked, organic food shares delivered.

What San Luis Obispo and Boulder have discovered

Continued on Page 6



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ASK LAURA

Steve Tjosvold, Environmental Horticulture Farm Advisor, UCCE

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Current Status Of Research On Light Brown Apple Moth

What is the current status of research on Light Brown Apple Moth ?

The Light Brown Apple Moth (LBAM) is an important invasive pest for California, and has become established throughout much of California's central coast. It is a regulated pest in ornamental and fruit crops important to the central coast economy. We have been conducting research in Santa Cruz and Monterey counties to aid in LBAM detection and management since 2007. To aid in our understanding of the population dynamics of LBAM, we are currently monitoring LBAM populations in natural vegetation and weeds surrounding local production nurseries and berry fields. We trap adult moths with LBAM-pheromone baited Delta traps and bucket traps baited with brown sugar solution.

Where can I find this local monitoring data?

We have always shared our data with

growers and farmers through meetings and informative handouts. Recently we launched a website that contains current trap data around production areas in Santa Cruz County and north Monterey County. Proper understanding and use of the data will allow growers to improve control measures by allowing for more accurate timing of treatments, ultimately leading to fewer treatments and fewer chemicals in the environment. The website can be accessed through our home page <http://cesantacruz.ucanr.edu/> or directly by going to <http://cesantacruz.ucanr.edu/files/155784.pdf>.

For questions, please contact Steve Tjosvold at 831-763-801 or satjosvold@ucanr.edu. This research was funded by a Specialty Crop Block Grant (CDFA/USDA).



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THE WATER NANNY

The Invisible Hand

Farming may be one of the last areas where market forces daily impact how much we receive when selling our fruits and vegetables. Oversupply of strawberries in July, prices down, big demand for mistletoe in December, prices rise. Adam Smith in *Wealth of Nations* postulated that the self-interest of all participants in the market would cause them to trade in a mutually beneficial manner, thus the Invisible Hand.

While the manipulation of the energy markets, collapse of housing finance and a crash on Wall Street may cause us to reconsider the mutually beneficial aspects of unfettered and unregulated self-interest, it does still have its place in compelling action by individuals.

Businesses and individuals in a community respond to changes based on their self-interest. Short term changes are easy to track, and many times support the invisible hand; reduction in the price of a cup of coffee may cause you to change where you eat breakfast. The more difficult question is how we change our daily habits in response to anticipated future changes. If the cost of a cup of java will increase in March, this may cause little change today. But if the price of a pickup truck is scheduled to rise in March you may be encouraged to buy one today.

How can self-interest incentivize us to change how we use and waste water? Two factors have or will increase the cost of irrigation. The Regional Water Board has adopted regulations which will increase the cost of regulatory compliance (paperwork) significantly on growers with farms over 50 acres. While it may be difficult to discern through all of the questionable reporting requirements, the goal is to decrease or eliminate irrigation surface



water running off of your farm and to accomplish the same for excess irrigation water leaching past the root zone of your crop and into our groundwater. Unfortunately the Ag Order provides few incentives, as the paperwork is the same regardless of individual farm compliance with the objectives. A slight change in regulation, rewarding solutions with less

paperwork, would be the invisible hand pushing many to improve their irrigation practices.

The self-interest is much more obvious with the Pajaro Valley Water Management Agency (PVWMA). It charges you for all the water pumped. Use less, pay less. However, if the cost of water, the augmentation charge plus your PG&E bill, is only a few percent of the cost of growing a crop, it is easy to be distracted, or incentivized, to pay more attention to labor, rent or yield. The proposed PVWMA Basin Management Plan (BMP) sees a somewhat distant incentive as motivating farmers to conserve, avoidance of higher rates in the future to pay for water projects which will not be necessary if conservation goals are met. This is like the cup of coffee, the future savings will only become apparent through additional projects and higher rates after 2025.

How can we use self-interest to incentivize water conservation? Maybe the Regional Water Board already has. *When a fellow says it hain't the money but the principle o' the thing, it's th' money.* ~Frank McKinney





"Agriculture, the Original Green"

FAVORITE RECIPES

Hurricanes

1 cup cooked meat, diced. Any kind you want, such as bacon, sausage, ham etc.

1/2 onion chopped

1/2 green or colored pepper

You can use 1/2 cup of any vegetable you like such as tomatoes, mushrooms...Use your imagination

3/4 cup grated cheese, any kind you like

2 eggs, beaten. Or egg substitute

Dash of Worcestershire sauce

1/2 to 1 teaspoon Grey Poupon mustard

1 tube of Grands Jr. layered biscuits, any flavor you like

For vegetarians, just use the vegetables you like with the eggs and cheese

Muffin/cupcake pan

Preheat oven to 350°F. Spray muffin pans with non-stick spray. Separate the biscuits in half and put 1/2 in the bottom of each muffin cup.

Sauté vegetables in margarine (or use water or chicken broth for lower fat diets). Beat your eggs in a small mixing bowl and add the remaining ingredients. Spoon mixture evenly into each biscuit (muffin cup). Bake at 350°F for 20 minutes or until biscuit is golden. Cool for a few minutes, take out of muffin tin and serve.

Makes 20; however, since muffin pans are 6 and 12, divide the biscuits accordingly and make 18.

They freeze well and can be reheated in a microwave, but may also be reheated in the oven - wrapped in foil and vented.

Great for breakfast, lunch, dinner or snack

Editor's Notes: This recipe came to me from my friend, Carolyn Tucker, who prepared it for breakfast on a recent RV club trip to the Gold Country. They were an instant hit and the recipe was passed around quickly. I used the recipe during the holidays to feed the many hungry tummies that showed up in my kitchen every morning. Even my two-year old granddaughter kept saying "more Grandma please".

I was told that the recipe came from a gentleman who was in New Orleans during Hurricane Katrina. He began making these little breakfast muffins and would take them out and feed as many people as he could. He ended up calling his little bites "Hurricanes". Is the story true? I don't really know, but it makes the recipe interesting.

Hope you enjoy!

We know Mother Nature doesn't wait.

The weather starts to change and it brings a whole new list of chores. We understand you've got a schedule to stick to—that's why we're dedicated to getting those in California ag back to work as soon as possible through our careful processing of claims. Plus, we offer eligible Farm Bureau members a 20 percent discount on premiums. It's all part of our commitment to California agriculture. Because Mother Nature doesn't stop, and neither do we.

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Reducing Water Use by Knowing Your Soil's AWHC

Available water holding capacity (AWHC) refers to the capacity of the soil to hold water and make available for use by crops. It is commonly defined as the difference between the amount of soil water at field capacity and the amount at the crop's wilting point. AWHC is expressed as inches of water per inch of soil.

AWHC is unique to each different soil type. For example: Elder Loam, a common prime soil in the Pajaro Valley, has the capacity to hold as much as 0.15 inches of water per inch of soil, or a total of 3.6 inches of water in the upper 2 feet of the soil. Some farmland soils may have more or less capacity depending on the soil's structure, texture, depth, and amount of organic matter. In addition, on-farm management practices can both negatively and positively affect the soil's AWHC.

Practices that will help improve the soil's ability to hold water, include such things as adding more organic matter to the field. This can be done by returning crop residues, incorporating cover crops, mulching, and/or adding compost. Other practices such as seasonal fallow can also help protect soil structure and improve organic content which in turn can improve or protect the soil's AWHC.

It is extremely important to know your soils and to eliminate or adjust practices that may limit the soil's AWHC. Practices such as land leveling/smoothing, and/or certain tillage methods, can negatively affect the soil ability to hold water requiring the need for additional irrigation water use.

For more information please contact the **Natural Resources Conservation Service at 475-1967.**

President's Message - Continued from Page 2

is people will go to places that provide a pleasant atmosphere and an enjoyable experience and they will buy what they can't get online. The new downtown is built around classical functions, such as the arts, entertainment, and face-to-face, cross-cultural trading that provide highly specialized goods and services. They created "the place to be".

With the twenty plus empty various-sized, retail spaces in downtown Watsonville alone, we have plenty of opportunity to generate excitement and diversity. We have a great start with the Mello Center for the Performing Arts, Cabrillo College Annex, restaurants, banks, a theater, parking structures, and all the local produce you could possibly want. We need to leverage what we have and put our resources and efforts toward improving the downtown streetscape, encouraging new and distinctively different entrepreneurs to fill those empty retail spaces, and support downtown businesses. More businesses mean more jobs, less unemployment, and more revenue for the city. The

business owners of Boulder, CO firmly believe, "supported, happy downtown communities will never go out of style. A smart investor will look to cities that care about and invest in the vitality of their downtown's thriving future."

Let's rejuvenate what we already have, spruce up our downtown, make it inviting, and welcome culturally diverse businesses, not just more of the same. We can create our own unique downtown experience and an enjoyable gathering place for families and friends. Why work to become just another metropolitan city, building urban sprawl, and increasing our footprint? Agriculture is a major part of what makes our Pajaro Valley unique. Let's keep it that way. Remember, once it's paved, we will never go back.



Reminder: CalAg Permit Program Renewals

Happy New Year! As we start our journey into this new year, I want to remind you that it is time again to renew your agricultural Restricted Materials Permits or Operator Identification Number (Operator ID). If your permit or Operator ID expired last year or expires early this year please remember to call the Agricultural Commissioner's Office to make an appointment for renewal.

You are likely aware that we are using the internet based CalAg Permits program to issue permits and Operator ID's. This program provides you with the ability to see your permit and site maps, and allows you to enter pesticide use records, via the internet. To access CalAg Permits, you must provide us with a valid e-mail address, and we will issue you a log-in name and password. If you have not yet done this, we can sign you up during your permit renewal appointment. We want to encourage all growers to submit electronic pesticide use records either by using Cal Ag Permits or any of the many different companies that provide this service. It is fast and efficient and it can save you a trip to our office. We no longer have staff resources to enter the data from your hard copies, so you will be doing us a big favor if you submit your use reports electronically. Napa County has some excellent user-friendly videos that show you step by step how to enter your data. You can find them at www.countyofnapa.org/AgCommissioner/CAP/

If your Private Applicator Certificate (PAC) has expired, you can renew it with continuing education classes or by taking the PAC re-certification exam. If you will be using continuing education, please remember to bring the certificates of the continuing education classes to our office. If your PAC card was previously issued for three years, you will need a minimum of six hours of continuing education, which include at least two hours in laws and regulations. The continuing education must have been completed before the PAC card expired. The PAC card must be renewed at the Agricultural Commissioner's Office within 90 days after expiration or you will have to take the PAC re-certification exam in order to renew.

If you will renew your PAC card by taking the exam you may wish to prepare by reviewing the book "Pesticide Safety", available at your local University of California Extension office. Please allow at least an hour of your time when you come in to renew your permit or Operator ID and at least another hour if you will be renewing your PAC card by taking the exam. And please remember to turn off or silence your cellular phone during your appointment with an inspector.

You can obtain updates on agricultural issues by attending the many educational workshops that are typically offered early in the year. Check with your local Agricultural Commissioner's Office and the University of California Extension website at <http://cesantacruz.ucdavis.edu/> for information on upcoming workshops.

I look forward to working with you during 2013! I know there will be challenges, and the staff at the Agricultural Commissioner's office will do our best to assist you.

Did You Know?

In 1990, a Japanese fishing boat was sunk off the coast of Siberia. The crew claimed it was hit by a cow.

Not amused, authorities put them in jail, thinking it was an insurance fraud. However, two weeks later, it was revealed that a Russian Air Force crew had stolen a cow, thinking it would provide them a nice larder of beef. The cow, however, began to thrash around at 30,000 feet and to save themselves, the frantic crew pushed it overboard.

No mention on whether it jumped over the moon on the way down.

SAFETY TIPS

Mike Klimenko, Farm Bureau Group Manager

Don't Overlook Osha 300 Log Requirement

Today more than ever, farmers and ranchers in California are finding it harder and harder to actually get into the field to do their work because of the myriad of recordkeeping requirements that they face.

One of the most crucial is the OSHA 300 Log and documents about safety hazard analysis, inspections, and accident investigations. Prepared by the California Division of Occupational Health (Cal/OSHA), the OSHA 300 Log is probably one of the most familiar documents for both workers and employers.

The 300 Log records all work-related deaths along with injuries and illnesses that require more than first aid treatment. An annual summary of injuries and illnesses is required to be posted in the workplace. Some small businesses (less than 10 employees) and certain industries may have limited exemptions from this recordkeeping requirement, so for employers who are not sure whether they are required to report, it is imperative that they check with Cal/OSHA.

According to Cal/OSHA, 300 Log is written in plain language and uses a "question and answer" format. It has several advantages over the old California standard, including increased employee involvement and privacy protection, simpler forms, more uniform general criteria for recording injuries and illnesses; clearer regulatory requirements; and greater flexibility to use alternative technologies such as computers in meeting requirements.

Keeping track of all of the recordkeeping requirements can be a daunting task and State Fund has taken up the task of making it easier for all of our policyholders. We have developed a bulletin that provides instructions on keeping the 300 Log. The State Fund Loss Control Bulletin *Required Recordkeeping Procedures* is available online at www.scif.com/safety/losscontrol/Article.asp?ArticleID=311.

OSHA's Form 301, the "Injury and illness Incident Report," is one of the first forms employers must fill out when a recordable work-related injury or illness occurs. This form, or its equivalent, must be filled in within seven calendar days after receiving information that a recordable work-related injury or illness has occurred. The form must be kept on file

for five years following the year to which it pertains.

For copies of OSHA's Form 300, 300A, and 301 or further information clarifying mandatory recordkeeping, including which employers are exempt or no longer exempt, visit Cal/OSHA's Web site, or the federal OSHA Web site. For employers without Internet access or for questions not addressed on these Web sites, call your local Cal/OSHA consultation office.

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.

For more information, call toll-free at (800) 773-7667, or check the State Fund Web site at www.statefundca.com.



Social Media



Is there a social media account associated with your ranch, farm, vineyard, crop, variety, business or trade name? Some now use social media such as Facebook, Twitter, YouTube, Instagram and Linked In to advertise, attract and communicate with customers. Often

an employee creates and maintains the social media accounts. But what happens if that person leaves your employment? Who owns the account name and the contacts or followers? There may be questions whether the account is personal or work related. The same goes for the contacts associated with the account. What if the employee changes the name on the account upon ceasing employment but wants to keep the contacts or followers? Whose "friends" are they anyway? And may the employee take the contacts/followers/friends and the media relationship with them to a new employer and use them there? What are these friends/followers/contacts worth? These issues are just now beginning to reach the courts.

Phonedog, LLC v. Noah Kravitz 3:11-cv-03474-MEJ is just such a case in the US District Court for the Northern District of California. Kravitz was editor in chief, product reviewer and video blogger for mobile phone site Phonedog located in South Carolina. He used the name @Phonedog_Noah on a Twitter account. Although he maintained the account personally, his position at Phonedog gave him exposure to accumulate followers. He had about 17,000 followers by the time he changed the name on the Twitter account to @noahkravitz and left Phonedog in October, 2010 to work for a competitor in Oakland, California. The account now has 23,300 followers.

Phonedog sued Kravitz to give up control of the account and pay \$340,000 in damages contending it owned the Twitter account and Kravitz misappropriated trade secrets. Kravitz requested the Court dismiss Phonedog's complaint arguing that since the followers on the Twitter account were available for the public to view, they could not be a trade secret. The US District Court in California refused to

dismiss the case. It held that Phonedog sufficiently pleaded a claim for misappropriation of trade secrets by describing with sufficient particularity the alleged trade secret, i.e. the Twitter followers, and Kravitz' refusal to give up control. The court however reserved the right to decide whether Twitter followers can be a trade secret until after the evidence in the case was presented.

The public was denied a legal decision when Kravitz and Phonedog settled for undisclosed terms in an agreement that allowed Kravitz to maintain ownership of the Twitter account. However, there is a lesson. Companies and employees who work on social media should have clear guidelines at the beginning of the relationship what will happen with social-media accounts upon separation from employment. Phonedog could have avoided a lawsuit by establishing a policy that the Twitter account was owned by Phonedog.

This case was settled within the last few months. You may wish to review whether you use social media and if so, who controls it. This may trigger a need to revise policies and procedures about social media. Certain names can attract social media attention and things can be hard to unwind.

Food For Thought



I love the man that can smile in trouble, that can gather strength from distress, and grow brave by reflection. 'Tis the business of little minds to shrink, but he whose heart is firm, and whose conscience approves his conduct, will pursue his principles unto death. -- Thomas Paine

"Agriculture, the Original Green"



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Agricultural News

94th CFBF Annual Meeting, December, 2012



(L-R) Past President Nita Gizdich and 2nd Vice-President Tom Broz toast the five "Activities of Excellence" awards received at the CFBF Annual Meeting



(L-R) President Cynthia Mathiesen and Past-President Chris Enright on the delegate floor at the CFBF Annual Meeting

CALENDAR

THURSDAY ---- JANUARY 17
Agricultural Policy Advisory Commission meeting

MONDAY ---- JANUARY 21
Martin Luther King Day Observed-Office Closed

THURSDAY ---- JANUARY 31
Board Retreat

WEDNESDAY -- FEBRUARY 6

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

MONDAY ---- FEBRUARY 11
Public Relations & Information Committee meeting

WEDNESDAY -- FEBRUARY 13
Young Farmers & Ranchers meeting

THURSDAY ---- FEBRUARY 14
Happy Valentine's Day

MONDAY ---- FEBRUARY 18
President's Day Observed Office Closed



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