

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

JUNE 2014
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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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Coming Soon !

You're Invited

97th Annual Meeting

Santa Cruz County Farm Bureau
Thursday, June 26, 2014

Driscoll's Cassin Ranch Conference Center
151 Silliman Road, Watsonville

Announcement of
2014 Farmer of the Year

Featured Speaker
Lou Calcagno
Monterey County Supervisor

"Public Service - It's Worth It!"

5:45 p.m. Wine Reception

6:45 p.m. Dinner

\$65 per person

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Look Inside !

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President's Message

CYNTHIA MATHIESEN, PRESIDENT

Agriculture Offers a Wide Range of Careers

Three years ago, I sat next to my middle niece, Danielle, during her older sister's graduation at UC Davis as she received her Master's degree in Education. Danielle was squirming and complaining she was hungry and "When is this thing going to be over?" I said, "Aren't you going to get your Master's degree so you can make your sister sit through your graduation?" Her answer was instantly, "Heck no! I'll be lucky if I can get through four years at Cal Poly San Luis!" Ah, the young and idealistic. Well, Danielle did graduate with her Bachelor's degree this year and moved back home to find a job.

in other words, people with degrees in various aspects of agriculture and ag-related businesses. Incredibly, the list of various job opportunities available to a graduate specializing in some area of agriculture is a mile long. An agriculture career does not always involve production farming. In fact, only ten percent of the more than 20 million people who work in the agriculture field are traditional farmers. The rest are employed in more than 200 other agriculture-related careers.

Feeding a world while efficiently and thoughtfully using natural resources invites a certain level of specialized

Another Tool..Continued on Page 8

June reminds me of the end of the school year, graduations, and, of course, summer vacation, that all too brief period away from classes before it all starts again; a journey to a fulfilling career.

I recently came across an article titled "College Majors that are Useless". According to this article, the number one useless major is Agriculture. It states that since farms have become more efficient, there is less of a need for farm managers and that the U. S. Department of Labor projects 64,000 fewer jobs in agriculture over the next few years.

I have a real problem with this statement. It's misleading.

While the number of small family farms has diminished greatly, there is an increasing need for people in agriculture-related technical positions;

"Nothing is simple anymore, especially farming, but, the fields are wide open and continuing education is essential. Sadly, too many of our youth are unprepared to pursue higher education or even join the workforce right out of high school. Recently, the Community Foundation of Santa Cruz County has made it a priority to invest at least \$150,000 into programs in this county that will make a difference in the education of our young adults enabling them to enter college and establish rewarding careers. I expect this is just the beginning of other changes in local education, especially in an agriculture community where farming and agriculture related businesses are predominant."

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ASK LAURA

Mark Bolda, County Director & Farm Advisor, UCCE

The Drought's Affect On Berry Crops

Q. How has this past winter's drought affected the berry crops of Santa Cruz County?

A. This past winter's drought has affected the berry crops of Santa Cruz County in several ways:

1- Salinity: The lack of water from rain, which contains no salt and serves berry growers in leaching away potentially harmful salts in the soil such as chlorides and nitrates during the winter months, instead allowed these to accumulate and cause harm to the newly planted strawberries and raspberries in November through January. The symptoms of an excess of salt in the soil was the burning of leaf margins and a stunting of plant growth. Since they were not obtaining any leaching from rain, growers rather leached salts by regularly sprinkling fields with overhead irrigation or heavy watering through the drip system. However, what it really took was the heavy rain which occurred in late February to completely leach these salts away from the plant and roots, and since then this office has not heard of any more cases of salt toxicity.

2- Acceleration of plant growth: In many areas berry fields have begun to produce fruit earlier than usual not only because the weather was warmer this past winter, but also the absence of cloudy and rainy weather though the winter months allowed planting beds to stay warmer than normal and therefore promote faster plant growth and earlier maturation. It is estimated fruit production in some areas

of our county has been accelerated by two weeks.

3- Effects on Insect Development: The warmer, drier weather has apparently had an effect on local populations of light brown apple moth (LBAM), with anecdotally more being found in the berry fields as well as a couple of field closures due to USDA-CFDA regulatory actions underway several weeks earlier than they have in the past few years. This anecdotal evidence is corroborated with the logs (link provided below) of light brown apple moth activity in the Monterey Bay area by UCCE Staff Research Associate Neal Murray, which reports activity of this pest being above average this spring.

<http://cesantacruz.ucanr.edu/files/157533.pdf>

The populations of another common pest of strawberries lygus bug has also been affected by the warmer and dry weather patterns this year. Lygus bugs migrate out of areas bordering berry fields in the spring when these areas dry down, but this past winter the areas bordering the fields were quite dry though the winter until the rains of February and March. Now that these areas are finally green and growing lygus bugs would tend not to leave yet for strawberries until these border areas stop growing and dry down.

The above is an article about the effects of the warmer and dry winter of 2013-2014. For questions about this article or any others concerning strawberries or caneberries, please contact Mark Bolda at 763-8025 or mpbolda@ucanr.edu.

THE WATER NANNY

Expert Panel

The call went forth and the Experts assembled in San Luis Obispo last month. The State Water Board declared, if not a truce, a ceasefire in the regional water wars in 2012. The State Board realized, neither they nor the Regional Boards' staff, understood the importance of nitrates in fertilizer, its role in farming or how to reduce its negative impact on groundwater, all the while supporting one of California's greatest assets, agriculture. So they punted, and turned the whole Gordian knot over to an "Expert Panel".

They are well chosen; 6 professors, agronomists, field researchers and 2 farmers. Their charge: *"to assess existing ag nitrate control programs and develop recommendations, ... including indicators and methodologies for determining risk to surface and groundwater quality, targets for measuring reduction in risk, and the use of monitoring to evaluate practice effectiveness."* Let's all remember this quest for knowledge is within a regulatory environment.



The panel may have a greater impact on farming practices in the future than any college or extension program. Their task was parsed into 3 regulatory objectives: 1) vulnerability and risk assessment; 2) application of management practices; and 3) verification and reporting.

First of all Ag in California is diverse. There is little similarity between rice, almonds and romaine. There isn't even that much among Central Coast crops, from wine grapes, strawberries and spring mix to avocados. Soldier-on the experts must in quest of the unifying science-based regulatory formula. The first two days of the expert conclave were illuminating. All the experts have been around long enough to know good exams from a snow job. They grilled scheduled presenters, listened attentively to skilled farmers and chastened opinionated speculation.

The Central Valley has many more permanent crops, trees and grapes, than the Pajaro, and they have a coalition based Ag regulatory program. Their representatives were quite happy to require input reporting, which is aggregated by the coalition before it is delivered to Region 5 Water Board. Along

the coast the records go straight to the Regional Board. It is more feasible, although still difficult, to calculate and record each fertilizer applications and irrigation on a 200 acre almond orchard than a 200 acre diversified vegetable operation with 20 different crop blocks each averaging 2½ crops per season.

The Experts understood why farmers should, for solid business and agronomic reasons, track their inputs. They could not see what benefit all this data would be to improve water quality or create regulatory efficiency. Indeed, they collectively opined that this data was meaningless in determining whether a grower was reducing their impact on ground and surface water. There are just too many variables of crop type, seed genetics, soil, climate and water to implement a standardized maximum fertilizer quota.

The expert process is not over. The Experts held four regional meetings in May. They have received written comments and will hold more hearings in June, with a final recommendation to the State Water Board scheduled for June 30th. After the first few days it was clear that there was a great preference toward mandatory sophisticated fertilizer and irrigation education for growers over infinitely detailed records. Then again, this is what farmers proposed for the revised Ag Order in 2011.





"Agriculture, the Original Green"

FAVORITE RECIPES

Cucumber Honeydew Salad with Feta

Editor's Note: A few months back a friend prepared this salad recipe after seeing it in Better Homes & Gardens while waiting for her doctor. She didn't have the actual recipe, so I went searching on the internet because the salad was delicious and very refreshing. Well, I found it at www.twopeasandtheirpod.com. I've prepared the recipe several times and it is always a hit, especially on a warm spring/summer day. Give it a try and hopefully you will enjoy it as much as my family and friends.

Yield: Serves 8-10 **Prep Time:** 10 minutes **Total Time:** 10 minutes

Ingredients:

- 2 tablespoons lemon juice
- 1/4 cup extra-virgin olive oil
- 1 teaspoon honey
- 1/4 teaspoon salt
- 1/8 teaspoon ground black pepper
- 1 medium honeydew melon, seeded and cut in bite-size cubes (about 5 cups)
- 1 cucumber, chopped
- 1/3 cup finely chopped red onion
- 3 tablespoons chopped fresh dill weed
- 1 cup crumbled feta cheese



Directions:

1. In a medium bowl or jar, add lemon juice, olive oil, honey, salt, and pepper. Whisk or shake until dressing is combined.
2. In a large bowl, add honeydew melon, cucumber, onion, and dill weed. Toss to combine. Drizzle dressing over the salad and stir. Top with feta and serve.

SMILE!

A sign posted in a Dentist's office said:

"Please be nice to our dentists. They have fillings too."



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DPR Restricts Purchase and Use of Certain Rodenticides



Effective July 1, 2014, the Department of Pesticide Regulation (DPR) will be implementing regulations designating all second generation anticoagulant rodenticide (SGAR) products containing the active ingredients brodifacoum,

bromadiolone, difenacoum, and difethialone as California **restricted materials**. This means that these products can only be purchased from a DPR-licensed pest control dealer by a certified private applicator or certified commercial applicator. All certified applicators, except those licensed by the Structural Pest Control Board, must obtain a restricted materials permit from the county agricultural commissioner before purchasing or using a SGAR product. Private certified applicators are those who use pesticides for the purpose of producing an agricultural commodity.

SGARs are more acutely toxic than the FGAR (first generation anticoagulant rodenticide) because they are designed to be lethal after a single feeding instead of after multiple doses. But because it takes several days for rodents to die after feeding on a SGAR, they may feed on the SGAR bait multiple times, ingesting much more than the lethal dose. If a non-target predator feeds on a rodent containing the SGAR, it may be impacted by the rodenticide. DPR was made aware of incidents of non-target wildlife exposure. In response to a request from the Department of Fish and Wildlife, DPR analyzed wildlife mortality data between 1995 and 2011. Of the 492 non-target mammals and birds (e.g., barn owl, hawk, red fox, kit fox, bobcat) necropsies included in the analysis, 368 had residues of one or more anticoagulant rodenticides; and 97% of those with residues were found to have at least one SGAR. After reviewing all the data from both rural and urban areas, DPR found that SGAR toxicity to non-target wildlife is a statewide problem, regardless of the setting. DPR believes that restricting the use of all SGARs to only certified applicators will significantly reduce unintended exposures to non-target wildlife. Certified applicators will ensure that SGARs are properly used, placed, and monitored, and that poisoned target rodents, the primary source of secondary

poisonings in non-target wildlife, are properly disposed of. When issuing a restricted materials permit to an applicator, the agricultural commissioner will be able to evaluate SGAR use in the specific local conditions of each application site and investigate reports or concerns about non-target wildlife being adversely impacted.

On March 28, Reckitt Benckiser, a UK based producer of health and home products (including d-CON), filed a suit against DPR, alleging that the agency overstepped its authority. It is of interest that in 2008 the United States Environmental Protection Agency (EPA) issued a Risk Mitigation Decision for ten rodenticides, including the four SGARs in the DPR regulation. The EPA implemented distribution and package size restrictions to minimize the availability of SGAR products to general consumers, while still maintaining access to professional users. Reckitt Benckiser refused to comply with the EPA's mitigation measures and is still producing consumer-size SGAR products. In January 2013, the EPA issued a formal Notice of Intent to cancel the noncompliant Reckitt Benckiser products under FIFRA. The company requested a hearing; until the outcome of the EPA hearing is determined, the company may continue to market its 12 noncompliant products. It appears that the lawsuit against DPR is an effort by Reckitt Benckiser to delay California's action to eliminate consumer use of its products.



The 21st Annual Golf Tournament

is coming up...Get your reservations made soon !

Friday, July 11, 2014

Pajaro Valley Golf Club

12:30 p.m.

Shotgun Start

For more information or to make your reservations, please call the Santa Cruz County Farm Bureau at (831) 724-1356 or visit www.sccfb.com

“DOWN TO EARTH WOMEN” LUNCHEON

Luncheon had record attendance - over 250 women!



Helen Dillard, Dean of Agricultural & Environmental Sciences, UC Davis

The 7th Annual Down to Earth Women (DEW)

Luncheon was held on Thursday, May 15, 2014 at Driscoll's Rancho Corralitos in Watsonville. This event is supported by women involved in, or supporting agriculture in Santa Cruz County and the Pajaro Valley. The purpose of the luncheon is to raise funds for Agri-Culture's Focus Agriculture program,

the Jimmie Cox Memorial Scholarship fund and the Santa Cruz County Farm Bureau's school programs.

This year's featured speaker for the event was **Helene Dillard, Dean of Agricultural & Environmental Sciences, UC Davis,** who spoke on the topic **"Females, Farms and Food - Plates of Plenty"**.

Also speaking at the event was **Mary Anne Carson, Santa Cruz County Bank,** who spoke about her experience as a participant in Agri-Culture's Focus Agriculture program. **Julie Oliver, C & N Tractor,** spoke about the Jimmie Cox Memorial Scholarship at its 2014 recipient, John (JP) Thompson.

Go to Agri-Culture's Facebook page to see photos from the Down to Earth Women Luncheon, May 15, 2014, Driscoll's Rancho Corralitos, Watsonville.



(L-R) Kathy Moeller & Brooke Sampson enjoying the DEW Luncheon



FOOD FOR THOUGHT

**A leader is one who knows the way, goes the way,
and shows the way.**

John C. Maxwell



Santa Cruz County Farm Bureau Events

97th Annual Meeting
Thursday, June 26, 2014

20th Annual Golf Tournament
Friday, July 11, 2014

Santa Cruz County Fair
September 9-14, 2014

Annual Directors' Dinner
Thursday, November 6, 2014

CFBF Annual Meeting
December 6-10, 2014

Agri-Culture Events

California State Fair
July 11-27, 2014

YF&R Testicle Festival
Saturday, August 16, 2014

18th Annual Progressive Dinner
October 25, 2014

NEWS FROM THE NRCS

By Rich Casale & Jennifer Arena, USDA Natural Resources Conservation Service

Drought Conference Attracts Pajaro Valley Growers



Over 100 growers, landowners and community members from the Pajaro Valley came together for a Drought and Irrigation Conservation Conference to discuss tools, technology and resources to improve water use efficiency during this time of drought.

The conference was sponsored by the Community Water Dialogue, PVWMA, the Farm Bureau and the RCD of Santa Cruz County and held at the Santa Cruz County Fair Grounds. Brian Lockwood, PVWMA, spoke on "Understanding the drought" and Tamara Muruetagoiena, Driscoll's, presented "Market pressures for water conservation". During a 90 minute "round robin", growers could choose from five concurrent 20-minute presentations ranging from irrigation scheduling to soil moisture monitoring and water harvesting. A water conservation resource fair also took place whereby attendees

could talk with service providers and gather resource materials from a number of different agencies, organizations and private businesses.

Of those surveyed, 63% of attendees live or work in the Pajaro Valley and 55% are growers, irrigators or landowners. There were large, small, conventional and organic farms represented. Spanish translation was provided in order to reach a wider audience.

One grower said, "The meeting was one of the best I have attended for a real long time". The sponsors of the event feel that the high attendance of growers indicates that local farmers are interested and willing to conserve even more before water supply issues become more severe.

Conference presentations will soon be available online. For more information contact Lisa Lurie or Stacie Ruffoni at the RCD at 464-2950 or visiting them on line at: www.rcdsantacruz.org.

Agriculture Careers...Continued from Page 2

agricultural knowledge. Today, agriculture is science-based, high tech, and offers a wide range of careers in areas like engineering, biology, integrated pest management, genetics, entomology, soil science, sustainability, conservation, nutrition, botany, ecology, animal science, communication, crop production management, computer science, engineering, law, biodiversity, economics, finance, risk management, food science, commodity brokering, market analysis, banking, sales, packaging, intellectual properties, quality assurance, research, human resources, accounting, food chemistry, water management, and insurance as well as government policy making, quarantine inspection, and labor and immigration specialists, just to name a few.

Nothing is simple anymore, especially farming, but, the fields are wide open and continuing education is essential. Sadly, too many of our youth are unprepared to pursue higher education or even join the workforce right out of

high school. Recently, the Community Foundation of Santa Cruz County has made it a priority to invest at least \$150,000 into programs in this county that will make a difference in the education of our young adults enabling them to enter college and establish rewarding careers. I expect this is just the beginning of other changes in local education, especially in an agriculture community where farming and agriculture related businesses are predominant.

Oh, and Danielle. She now has a job with flexible hours that allows her to...yes, you got it. She's going back to school and get her Master's degree so she can work with at-risk youth. It's amazing how a couple of years of education can be life-changing!

Energy Efficiency Savings for Greenhouse Owners

Are you a small to medium local agricultural business owner looking to save on energy bills? Do you want to upgrade your energy-draining facilities but can't afford the costs? See how local small to medium agricultural businesses received rebates and installed energy efficiency projects without breaking the bank through services provided by AMBAG Energy Watch.

The AMBAG Energy Watch program was created between AMBAG (Association of Monterey Bay Area Governments) and PG&E to promote energy efficiency in the tri-county area. The program reduces energy use by providing various services that assess efficiency and ultimately lead to the implementation of energy saving projects.

AMBAG Energy Watch's program funding is able to subsidize the cost of energy efficiency measures. This subsidy is on top of the core rebates provided by PG&E. Therefore, qualifying small to medium agricultural businesses stand to benefit from participating in the AMBAG Energy Watch program.

"We saved a tremendous amount of money, so I would do it 10x over again." – Aimee Warren of Kleen Globe

Projects involving greenhouse growers typically involve the installation of advanced lighting using florescent and LED technologies. When asked if she would go through the process again, Aimee Warren of Kleen Globe commented, "Absolutely. We saved a tremendous amount of money, so I would do it 10x over again. If we hadn't received the rebates and 'smoking' deal we got through AMBAG Energy Watch, we never would have been able to have upgraded all of our lights due to high costs." Kirk Di Cicco, owner of Ameri-Cal Floral, mentioned, "I wish I knew about it earlier. [It's] nice to start seeing our savings already."

The drought in California has cost the state and local businesses money and precious resources. If you are experiencing higher than usual energy bills, you could be a good candidate for the PG&E Advanced Pumping Efficiency Program (APEP). With the support provided by AMBAG Energy Watch, many local farmers' pumps have been tested

and examined to ensure the highest efficiency. AMBAG Energy Watch also works to provide economic solutions for costly refrigerated warehouse fan upgrades.

"I wish I knew about it earlier. [It's] nice to start seeing our savings already." –

Kirk Di Cicco of Ameri-Cal Floral

The AMBAG Energy Watch staff is committed to supporting and developing energy saving projects based on your needs. Business owners Warren and Di Cicco have pointed out the "extremely knowledgeable, very professional [and] very kind" nature of the AMBAG Energy Watch employees. "They were very helpful in explaining everything, performed on-site visits... [it was an] all around success."

The rebates are for qualified small to medium agricultural businesses. Services are on a first come first serve basis. Saving energy is good business; contact AMBAG Energy Watch today for assistance with project rebates and incentives.

For more information contact:

Joseph Button
831.264.5089
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Charlene Iwata
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Membership News

Agri-Culture Holds Annual Meeting Steve Bontadelli takes over reigns as President



Steve Bontadelli
Agri-Culture President

Agri-Culture held its Annual Meeting on Thursday, April 10, 2014. Jess Brown, Executive Director, highlighted the activities of 2013, which included numerous tours for various foreign and domestic delegations, made several presentations to groups in Santa Cruz County and established four new endowment funds which are housed at the Community Foundation of Santa Cruz County. They also held another successful Progressive Dinner, presented the Jimmie Cox Memorial Scholarship to John Paul (JP) Thompson, Graduated Class XXIV of Focus Agriculture, coordinated the county booth at the California State Fair winning a gold medal and co-sponsored National Ag Day activities and the golf tournament with the Santa Cruz County Farm Bureau.

The following directors were elected for a three-year term: Jane Nelsen, Michael Watkins, Julie Thiebaut and Stephany Aguilar. Also elected were Steve Bontadelli, President; John Pisturino, Vice-President; Bill Ringe, Vice President; Elia Vasquez, Secretary/Chief Financial Office; Thomas Am Rhein, Past President.

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CALENDAR

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

THURSDAY - JUNE 19
Agricultural Policy Advisory
Commission

THURSDAY - JUNE 26
97TH ANNUAL MEETING
For Reservations, please call
(831) 724-1356 or
visit www.sccfb.com

WEDNESDAY - JULY 2

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

FRIDAY - JULY 4
4th of July Observed
Office Closed

FRIDAY - JULY 9
Focus Agriculture, Session 4
Class XXV

WEDNESDAY - JULY 9
Young Farmers & Ranchers
meeting

FRIDAY - JULY 11
21st Annual Golf Tournament
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MONDAY - JULY 14
Public Relations &
Information Committee mtg.

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