

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

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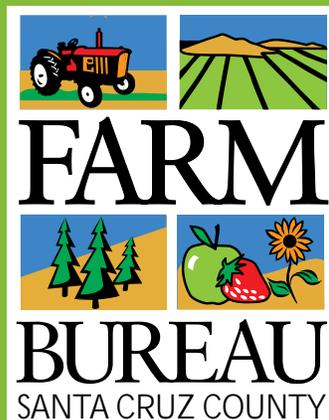
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Between The Furrows is a monthly publication of the SCCFB. Members receive a subscription as part of their membership investment.

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Upcoming Summer Events

99th Annual Meeting

Thursday, June 23, 2016

5:45 - 9:00 p.m.

\$65 per person

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2016
Farmer of the Year
Who Will It Be?



23rd Annual Golf Tournament

Friday, July 15, 2016

Spring Hills Golf Course

10:45 Registration
12:00 noon Shotgun Start

\$185 per player by 6/24/16
\$225 per player after 6/24/16

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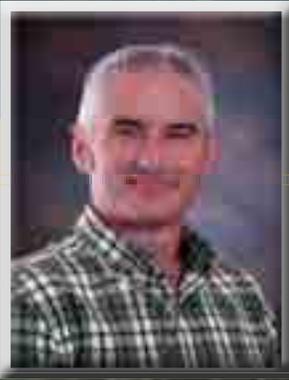
Friday, May 27, 2016 - 6:00 p.m. to 9:00 p.m.

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\$150 per person/\$250 per couple

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President's Message

DAVID VAN LENNEP, PRESIDENT

“City leaders are desperate for revenue generating projects, projects that will help form a reliable foundation for improving local services. Though this desperation is real, it does not beget good policy making or decisions. Quite the opposite. Deciding from a place of desperation rarely allows clear thinking, reason and foresight because you are singularly focused on the objective at hand.”

Balance

It seems more and more difficult to achieve a balance in the world, more so than in the past. Maybe it is just a function of looking back in history and not having all of the details or possibly now life is more complex. A look at politics might lead one to believe there are only two perspectives at polar opposites. This is far from true. Most of the important work is done from the middle, where the extremes are not as influential on the direction.

As Farm Bureau continues discussions with the City of Watsonville about the proposed development of the former Indalex plant site, there seems to be a disappointing lack of options to balance out the needs of the city, developers and local farmers.

To date, the options presented have been: encroach substantially into the 200' agricultural buffer set forth in 2004 by the Watsonville City Council; revise said policy language to exempt the development from the buffer allowing the footprint even closer; or abandon the project all together. Two of those options conflict with the intent of the 2004 resolution and the third offers no benefit to the city or surrounding community. Disappointing to say the least.

Our opinion of the buffer policy is that it was enacted to provide some balance to the needs of both the community and to farmers. Looking back, opposing interests had differing ideas on an appropriate distance

to set back developments for agricultural land, but compromises were made to allow both sides to subsist.

The City's policy is not perfect or comprehensive. County agricultural buffer policy, for instance, provides more detailed guidance on setbacks from human uses, such as dining areas, patios and parking areas. All intended to help separate these end-users and the adjacent farming activity.

City leaders are desperate for revenue generating projects, projects that will help form a reliable foundation for improving local services. Though this desperation is real, it does not beget good policy making

President's Message - Continued on Page 5

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ASK LAURA

Steve Tjosvold, Environmental Horticulture Farm Advisor, UCCE

Evidence of Pyrethroid Pesticides and Sediment in Surface Water in Lower Salinas River Watershed

There is strong evidence that several water drainages in the lower Salinas River Watershed have levels of pyrethroid pesticides and sediment exceeding environmental standards. As a result, the Central Coast Regional Water Quality Control Board (CCRWQCB) is proposing new Total Maximum Daily Loads (TMDLs) in the Basin Plan and therefore this new management plan, if accepted, would be implemented in the Ag Order under which agricultural producers operate in the area. These findings and the resulting new TMDLs may be a harbinger of what might occur in other similar agricultural areas such as the Pajaro Valley.

In a recent meeting held in Salinas, Peter Meertens, an environmental scientist with the CCRWQCB, and Kean Goh, the Environmental Program Manager with the California Department of Pesticide Regulation, showed data on a surface water monitoring program in lower Salinas River watershed. In the years 2011 to 2015, 111 of the 159 samples in 13 water drainages were found with sediment levels exceeding toxicity standards. Four of the 13 water drainages had pyrethroid levels exceeding toxicity standards. Three out of the five pyrethroids detected in these drainages had levels exceeding toxicity standards (bifenthrin, permethrin, and lambda-cyhalothrin). The pyrethroid class of insecticides adhere readily to soil particles and generally move in surface water on suspended sediment and this insecticide class is relatively inexpensive and broad spectrum and its use has increased significantly. Five herbicides and two fungicides were detected but these detection concentrations did not exceed toxicity standards. As we have known

for many years, organophosphate (OP) insecticides have been found in surface water drainages associated with agriculture. For this project, all four of the organophosphate insecticides that were detected exceeded toxicity standards. The long history of OP insecticide use and detection in the Region was the driver for the current TMDLs to mitigate organophosphate toxicity. In a somewhat startling development, the newer insecticides, methoxyfenozide and chlorantraniliprole, were found in more than 40% of the samples. These are insect growth regulators targeted at worm pests and fortunately did not exceed toxicity standards. However, another newer insecticide, imidacloprid, was found in over 80% of the samples and exceeded toxicity standards in over 15% of those samples. Although there are no specific regulatory actions proposed to mitigate the potential impact of imidacloprid, these findings are indicative of the risk of movement of this and other neonicotinoid insecticides in surface water. The neonicotinoid class of insecticides, as with OP insecticides, do not readily adhere to soil particles and are dissolved in any water that might flow from production areas.

Findings of these studies are available at the CCRWQCB website (see link to "TMDLs", then link to "Salinas watershed sediment toxicity TMDL". http://www.waterboards.ca.gov/centralcoast/water_issues/programs/tmdl/docs/salinas/sed_tox/index.shtml)

There will be a public hearing to consider adoption of the proposed TMDLs on May 12-13, 2016 in the Watsonville City Council Chambers. See the above link for more information.

THE WATER NANNY

Ag Hackathon

White hats, black hats, I thought I was at the rodeo. Visions of the CIA hacking Iran's nuclear plants, or virtual reality porn. Who knows? Silicon Valley has run out of cars to automate and back rooms to rent out, it now has turned its attention to vegetable farmers. Just think, soon you will be able to order up a harvest crew from an Uber like app, assuming there are sufficient workers at the ready to fill the bus.

Cabrillo College Apps for Ag, "an agricultural hackathon to develop technology solutions for the Pajaro and Salinas Valleys," was held at the Watsonville Campus early in March, in partnership with our Farm Bureau. So this is a regular type of nerd event, two days, which is 36 continuous hours, working on solutions for challenges presented at the commencement of the hackathon. The Ag Panel, who individually presented business challenges confronted by farmers, included Lakeside Organics, Driscoll's, Western Growers, CPS and USDA Office of Technology.



The event is designed so spontaneous teams work on a solution to a selected challenge. At the end they pitch the resultant app to judges who grade "on 1) impact of the concept, 2) compelling story of collaboration and 3) technical merit." Best team wins \$5000, 2nd and 3rd are \$3000 and \$1000. There were about 18 contestants.

Participating teams came up with great, spontaneous, technical solutions to agriculture's problems ranging from labor reporting to resource tracking databases, all remotely available to farmers and employees in the field. A mobile phone/iPad program to track daily activity by farm block won. Just imagine, the ranch manager will no longer receive phone calls as each employee will simply consult their own iPhones for GPS specific instructions.

Western Growers Center for Innovation and Technology in Salinas is a new tech incubator, addressing water supply, water quality, inadequate labor, and crop protection. Like its Silicon Valley counterparts, all share a large undivided room with lots of plugs and access to the internet. Some of the

ideas sound great, it is really a question of scaling up, and actually working in the fields.

Last month the **Salinas Valley Ag Tech Summit** was held again at the Hartnell Farm. If you have time, take a look at the new class room complex. No longer should shop class be thought of as the refuse of juvenile hall. This is a high tech tractor facility and computer science center. The event was free to attendees, and included two sessions for tinkerers to pitch their ideas. The Apprentice is kind compared to a grower's critical eye.



For the high end you can attend **the Forbes AgTech Summit** in June, by application only and only \$600 to attend a two day event. It too will be in Salinas, to the chagrin of the Monterey tourist office.

Several, soon many, companies will be pitching tech solutions to growers. AgTech Insight is seeking farmer/customers and investors simultaneously. Agrialgo claims it is an Ag company that does software...who knew? Over a dozen more come to mind with only a shallow presence in the farm field. There will be a race to develop a platform which is broad enough to solve many problems. HeavyConnect seems to have taken the old school approach; ask the largest growers to commit and then craft something which will generate revenue. At least farmers understand the Valley mantra: "If you don't fail at least 90% of the time, you're not aiming high enough" (Alan Kay)



"For every failure, there's an alternative course of action. You just have to find it. When you come to a roadblock, take a detour."
Mary Kay Ash



FAVORITE RECIPES

Mixed Berry Buttermilk Muffins

Mother's Day will soon be here and this might be a great treat for "Mom" to wake up to. This comes from the Driscoll's website and uses three different types of berries grown right here in our valley. I'm sure one of these muffins would make any Mom smile!

- 1 cup granulated sugar, divided
 - 1 teaspoon ground cardamom, divided
 - 2 1/2 cups all-purpose flour, divided
 - 2 teaspoons baking powder
 - 1 1/2 teaspoons salt
 - 1/2 cups (1 stick) unsalted butter, chilled and cut into small pieces
 - 1 cup buttermilk
1. Preheat oven to 400°F. Butter a muffin pan. Combine 1/4 cup sugar with 1/4 teaspoon cardamom; liberally sprinkle muffin tins with sugar mixture. Save remaining mixture for topping muffins.
 2. Sift 2 1/4 cups all-purpose flour, remaining 3/4 cup sugar, baking powder, remaining 3/4 teaspoon cardamom and salt together.
 3. Add chilled, cut butter to dry ingredients and cut in with pastry blender or two knives. (You can also use an electric stand mixer fitted with the paddle attachment on low speed.) Stop mixing when the butter pieces are pea-sized and smaller.
 4. Whisk buttermilk with eggs and vanilla. Add to dry ingredients stirring just until combined. The batter will be lumpy.
- 2 large eggs
 - 1 teaspoon vanilla extract
 - 1 package (6 ounces or 1 1/3 cups) Driscoll's blackberries, slightly frozen
 - 1 package (6 ounces or 1 1/3 cups) Driscoll's blueberries, slightly frozen
 - 1 package (6 ounces or 1 1/3 cups) Driscoll's raspberries, slightly frozen
5. Measure out 1/2 cup of each of blackberries, blueberries and raspberries and save any leftover berries for another use, such as a smoothie or yogurt topping.
 6. Toss 1/2 cup each of the berries with remaining 1/4 cup all-purpose flour and gently fold into batter. Fill muffin tins to the top and sprinkle with a generous amount of remaining sugar mixture.
 7. Bake 15 minutes and rotate pan. Bake 10 to 15 minutes longer or until muffins spring back when lightly pressed in the center and/or a cake tester inserted in the center comes out clean. Jumbo muffins will take approximately 5 minutes longer.

President's Message - Continued from Page 2

or decisions. Quite the opposite. Deciding from a place of desperation rarely allows clear thinking, reason and foresight, because you are singularly focused on the objective at hand.

Farm Bureau recognizes the need for development and projects such as this, but there must be a balance. Projects such as this need to address and mitigate impacts to numerous social and environmental factors to proceed, from traffic to water quality, but protections for farming seem to be viewed as voluntary and an obstruction to maximum financial benefit. To relinquish protections for farming or development end-users would not be a service to the community or to farmers.

The Planning Commission approved both the two-hotel footprint and the change in the City's Policy. Following the Planning Commission approval, the City requested another meeting and offered additional mitigation measures committed to strengthening the 2004 Resolution by making it an ordinance and forming an Ag Policy Committee to act similarly to the County Ag Policy Committee.

Farm Bureau still does not support the development, but we removed our firm opposition to a "not opposed" position to the project based on equitable protection for ag. The City Council promptly approved the development plan in its entirety.



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Notice of Loss or Claim in Insurance Policies: Reach Out and Touch Someone



Most insurance policies set deadlines on insureds to file a claim. Some requirements are vague, such as the requirement that an insured give the insurance company notice of a loss or claim "as soon as reasonably practicable". This leads to the question of whether "practicable" means something different than "practical." Some dictionaries suggest that the words have different meanings; others say the words mean the same thing. Many dictionaries define both words to mean "feasible." This can be quite confusing.

But not every policy is unclear. Some policy deadlines are triggered by events. But the events themselves may be unclear. And some deadlines are imposed by statutes or regulations. Laws and administrative decisions may trump insurance policy deadlines, especially when interpreted by courts, or when time is extended by legal doctrines such as waiver and estoppel.

But every policyholder must remember that deadlines are critical. When a deadline applies, not meeting it may cause coverage to evaporate. There is some hope. The following may help explain.

What is "as soon as practicable" depends on the facts.

Failure to give notice "as soon as practicable" does not *always* mean that you lose coverage. California courts say that a delay in notice may be a defense to coverage by an insurer only if the insurance company proves it was actually and substantially hurt by the delay. (See *Shell Oil Co. v. Winterthur Swiss Co.*, 12 Cal. App. 4th 715, 760 (1993) ("California law is settled that a defense based on an insured's failure to give timely notice requires the insurer to prove that it suffered substantial prejudice.") The prejudice must be real; potential prejudice is not enough. (*Shell Oil*, 12 Cal. App. 4th at 761.)

However, the "notice-prejudice" rule will not necessarily protect insureds under all policies. Some policies, such as errors and omissions and directors and officers liability policies, may be "claims-made-and-reported" policies,

which typically require not only that notice be given "as soon as practicable" but also that a claim be reported before the expiration of the policy or some other specified deadline. On these types of policies, courts typically enforce the reporting requirement irrespective of whether the insurer has been prejudiced by a delay in reporting. (See *Indus. Indem. v. Superior Court*, 224 Cal. App. 3d 828, 831 (1990).)

The safety net is to be vigilant and have a close relationship with your insurance agent and your lawyer. If you think you have a loss, pick up the phone and as AT&T used to say "reach out and touch someone".



Calendar of 2016 Events



Agri-Culture's Down to Earth Women Luncheon
Thursday, May 12, 2016
11:30 a.m. - 1:30 p.m.
\$100 per person

Santa Cruz County Farm Bureau
99th Annual Meeting
Thursday, June 23, 2016
5:30 p.m.
\$65 per person

23rd Annual Golf Tournament
Friday, July 15, 2016

California State Fair
July 8, 2016 through July 24, 2016

Santa Cruz County Fair
September 14, 2016 through September 18, 2016

Santa Clara County Farm Bureau/Agri-Culture's Farm to Table Dinner
Saturday, September 17, 2016
\$125 per person

8th Annual Testicle Festival
September Date Not Confirmed
\$45 per person

Agri-Culture's 20th Annual Progressive Dinner
Saturday, October 29, 2016
\$125 per person

More information is available on our websites:
www.sccfb.com or www.agri-culture.us

Take Control Of Your Legacy With A Succession Plan

When it comes to succession planning, there's a good chance a major voice is being left out -- your farm or land. It's important to consider how a succession plan will affect the well-being of your farm and land, says Nationwide's Don Schreiber.

"Let the farm 'speak.' Ask what it wants, how bad debt will affect it, what will happen if it's split up. Is the in-law really an outlaw who just wants the money and doesn't care about the land or farm? Ask the farm what should be done to keep it alive," said Schreiber, Technical Director of the Land As Your Legacy Advanced Consulting Group at Nationwide.

This tip on what it takes to get the farm from one generation to the next is just one of many that Schreiber has for farmers and landowners who are considering making farm or land succession plans. Schreiber and Nationwide agents hold informational meetings around the state as part of Nationwide's "Land As Your Legacy" succession planning initiative.

The initiative outlines four major steps for successful succession planning:

- **Farm or land income.** Is there enough income to support both the current generation and the next generation? A wide variety of benchmarks and formulas are available to help families see where the financial liability of their operation stands and if there

are ways to minimize taxes, Schreiber said.

- **Risk management.** While risk in the form of weather, prices and yields has always been a part of agricultural operations, potential medical costs have become a major financial risk. A succession plan needs to take into account the costs for medical treatments, prescription drugs, hospitalizations and long-term care. Dealing with these issues can be very taxing in both time and money, Schreiber said.
- **Mentorship and financial independence.** The older generation has a wealth of information about its land and family business that should be passed on so the next generation can thrive. When the time is right, start sharing that information and insight and start giving more control of the family operation to the younger generation. "Nurture the next generation the same as you would with your crops or animals. Don't let that information go to the grave," Schreiber said.
- **Estate planning.** A good estate plan needs to be both tax and cost efficient and address the needs of key stakeholders, including family members who aren't actively involved with the farm or land. It should include items that are not covered in a living trust or family trust such as health care power of attorney.

NRCS NEWS

By Rich Casale & Eric Cissna, USDA Natural Resources Conservation Service

The vast quantities of water consumed across the country each year by farmers in agricultural production underscore the tremendous potential that these stewards have in leading water conservation efforts through the use of water management and water conservation practices. Many farmers understand the greater water use-efficiency that well maintained drip irrigation lines can provide compared to sprinkler irrigation systems. However, there is less understanding surrounding the many factors that influence the rate of water application and length

of time that drip lines should be active in order to reach adequate soil moisture levels and depths.

Factors to consider when irrigating with drip irrigation include the following: water holding capacity of the soil (for example, clay soils versus sandy soils), crop rooting depth, evapotranspiration (water lost through evaporation and from plant transpiration), drip tape size (for example, 0.5 gal/min for 100 ft. of drip tape), soil dryness, and conservation or soil health practices that help conserve moisture. All of these

[NRCS NEWS - Continued on Page 11](#)

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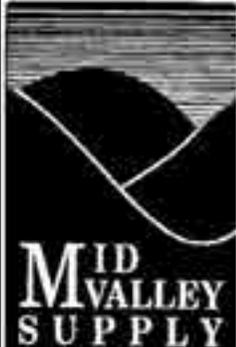
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Agriculture In The News

NRCS NEWS - Continued from Page 8

factors will influence the amount of water required to reach adequate soil moisture levels and adequate moisture depths.

Additionally, irrigation water management is vitally important, sometimes even more important than the irrigation system itself. For example, a micro-drip irrigation system that is not efficiently managed or maintained may consume larger quantities of water than a comparable sprinkler system that is managed and maintained properly. Furthermore, many farmers may leave their drip irrigation systems on longer than required because they have a false sense that their system is not applying the required amount of water, when in reality it is simply applying it more efficiently. For more information contact NRCS at 475-1967 ext. 101 or the RCD at 464-2950.

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CALENDAR

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

FRIDAY- MAY 6

Focus Agriculture, Session #3

WEDNESDAY - MAY 11

Young Farmers & Ranchers
meeting

THURSDAY - MAY 12

Down to Earth Women
Luncheon, Rancho Corralitos,
11:30 a.m. to 1:30 a.m.
Reservations -
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THURSDAY - MAY 26

Agricultural Policy Advisory
Commission

THURSDAY - MAY 26

Board Meeting

WEDNESDAY-JUNE 1

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

FRIDAY-JUNE 3

Focus Agriculture, Session #4

WEDNESDAY - JUNE 8

Young Farmers & Ranchers
meeting

MONDAY- JUNE 13

Public Relations & Information
Committee meeting

THURSDAY - JUNE 23

99th Annual Dinner/Meeting
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