

Agri-Culture accepting applications for scholarship

RP 2/9/16

WATSONVILLE — Agri-Culture is currently accepting applications for the 2016 Jimmie Cox Memorial Scholarship.

The \$4,000 award is for a student entering or currently attending college and majoring in agriculture. This award will be allocated for the remaining years in college (maximum of four years) with verification of registration for each session of full-time classes. This award is made possible through the Jimmie Cox Memorial Scholarship Fund and a \$2,000 contribution from American AgCredit.

To be eligible for the scholarships, students must live in Santa Cruz County or within the Pajaro Valley Unified

School District boundaries, or be a member of the Santa Cruz County Farm Bureau. Criteria for the scholarship are based on student leadership skills, a demonstrated commitment to the industry, grades and financial need.

The deadline for submitting applications for the Agri-Culture Scholarship Program is Wednesday, Feb. 24.

To request an application, contact the Financial Aid office at your school or the Agri-Culture office, 141 Monte Vista Ave., Watsonville. Applications are also available at www.agriculture.us.

For information, call 722-6622, 818-1193 or email agriculture@sbcglobal.net.



Erik Chalhouh/Register-Pajaronian file

Digital NEST will celebrate the opening of its new home on Union Street today.

Developing solutions for ag

RP
2/11/16

'Hackathon' coming to Cabrillo;
Digital NEST gears up for grand opening

By ERIK CHALHOUB
OF THE REGISTER-PAJARONIAN

WATSONVILLE — Looking to solve the needs of agriculture through technology, coders will create apps during a 48-hour hackathon at Cabrillo College.

"Apps for Ag" will task 50 participants to come up with solutions to problems the agricultural industry faces. During the morning of March 12, representatives from the industry will participate in a panel where they will talk to the coders about what issues they face in the field, said Rachel Mayo, dean of the Cabrillo College Watsonville Center.

Afterwards, the participants will form teams, and begin developing apps throughout the day and night. Coding will continue until the afternoon of March 13, when the teams will present their apps during a reception and awards ceremony.

Mayo said the 50 participants will include software designers and developers, representatives from the agricultural industry, and students. A "hackathon" is an event where programmers and others get together to create software in a short amount of time.

DIGITAL

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The event is being organized by Cabrillo College, Digital NEST, California Small Business Development Center and the Santa Cruz County Farm Bureau.

"It's a pretty strong collective of organizers coming together to bring both techies and ag together to create solutions for the future ag industry here," said

Jacob Martinez, founder and executive director of Digital NEST. "We're really hoping this sparks new businesses and new initiatives here in this community."

Apps for Ag takes place at the Cabrillo College Solari Green Technology Center, 318 Union St. in Watsonville. For information, visit digitalnest.org/appsforag or call 479-6229.

Digital NEST is also gearing up for the grand opening of its new location today at the Cabrillo College Watsonville Center.

The 4,500-square-foot two-story center consists of a co-working space for high school students, a co-working space for 18-24 year olds, a recording studio, fabrication room, three conference rooms and a classroom.

"This is like nothing that's ever been created anywhere in this country, and it's here in Watsonville," Martinez said.

The grand opening ceremony will be held today from 4-7 p.m. at 318 Union St., Building B in Watsonville. For information, visit www.digitalnest.org.

National Ag-Day Poster and Poetry Contests

Entries Being Accepted Now: Subject is "In Honor of Spring"

Agri-Culture and the Santa Cruz County Farm Bureau are accepting entries:

- Annual National Agriculture Day Poster Contest – Open to Grades K – 6
- Annual National Agriculture Day Poetry Contest – Open to Grades 7 – 12

The theme for both contests is: "Grown in Santa Cruz County and the Pajaro Valley"

The poster contest is open to grades K – 6 with the top entries in each grade level advancing to the final judging. The overall winner will receive a \$200 award and will be a guest at the National Agriculture

Day Spring Luncheon. The winning entry to be published on 15,000 placemats and distributed to restaurants countywide!

The poetry contest is open to grades 7 – 12. The top entries in grades 7 – 9 and grades 10 – 12 will advance to the final judging. The overall winner will receive a \$200 award and will be a guest at the National Agriculture Day Spring Luncheon.



"Communicating Agriculture"

Entries must be post-marked or delivered to 141 Monte Vista Ave., Watsonville by Wednesday,

Fairgrounds Wednesday, March 16 - 11:30 a.m. – 1:30 p.m. ■

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To obtain flyers containing contest rules, please contact the Santa Cruz County Farm Bureau at (831) 724-1356, Agri-Culture at (831) 722-6622 or email sccfb@sbcglobal.net or available on website: <http://www.sccfb.com/content/poster-poetry-contest-deadline>. They can be picked up at 141 Monte Vista Ave. in Watsonville.

February 24.
National Agriculture Day Spring Luncheon
Heritage Hall, Santa Cruz County

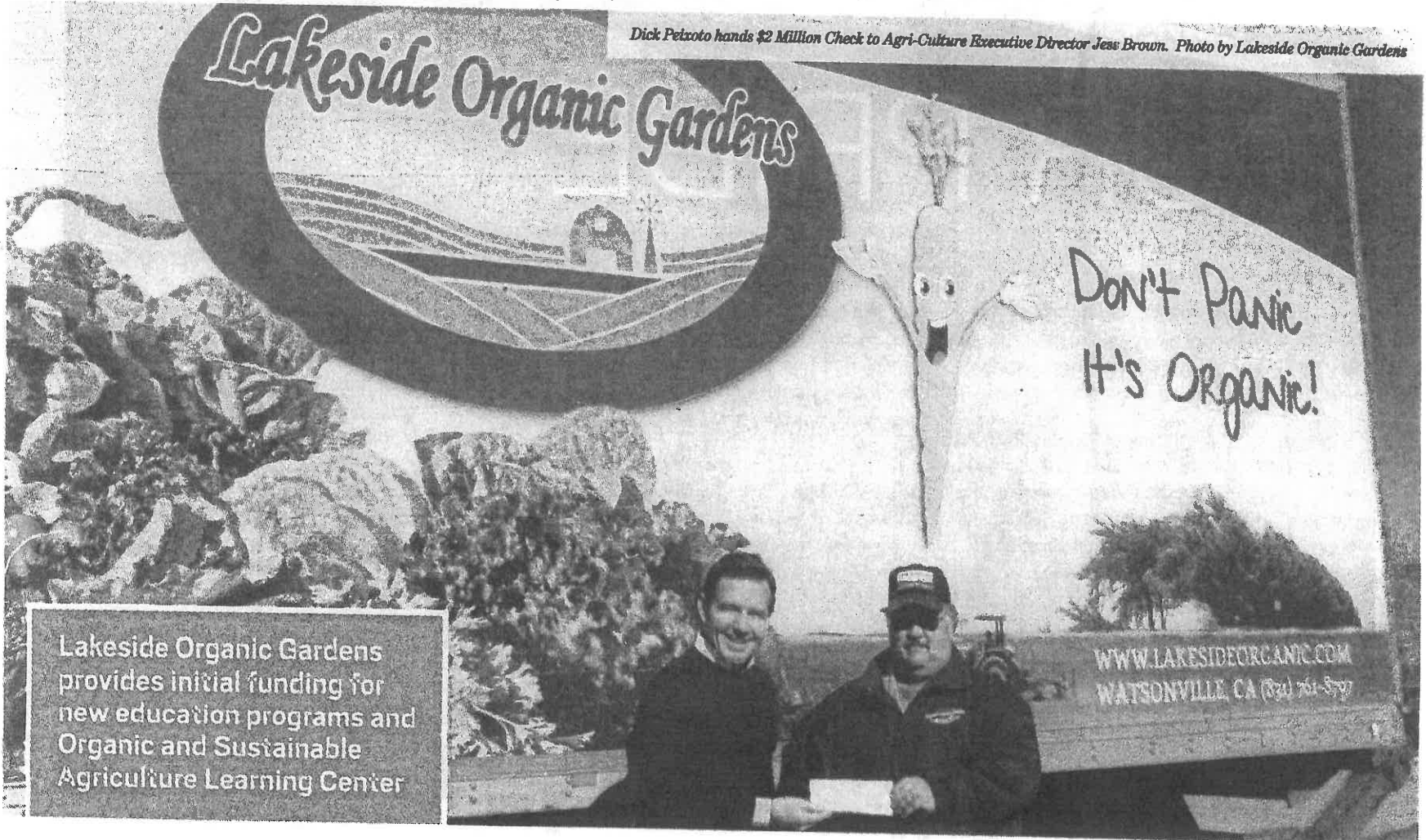
The organization Agri-Culture Inc.

Receives gift of \$2 million to establish the Peixoto Organic and Sustainable Farming Education Fund

By Lakeside Organic Gardens

SENTINEL 2/26/16

Dick Peixoto hands \$2 Million Check to Agri-Culture Executive Director Jess Brown. Photo by Lakeside Organic Gardens



Lakeside Organic Gardens

Don't Panic
It's Organic!

WWW.LAKESIDEORGANIC.COM
WATSONVILLE, CA (831) 764-8777

Lakeside Organic Gardens provides initial funding for new education programs and Organic and Sustainable Agriculture Learning Center

It was announced that the organization, Agri-Culture, Inc., received a \$2 million gift from Lakeside Organic Gardens to establish the Peixoto Organic and Sustainable Farming Education Fund. The purpose of the gift is to develop an Organic and Sustainable Agriculture Learning Center in the Pajaro Valley to educate, train, teach and otherwise advance public knowledge of all aspects of organic and sustainable farming practices, including jobs and careers.

In presenting the gift, Dick Peixoto, founder of Lakeside Organic Gardens, stated, "The public has shown us a strong interest in organic and sustainable agriculture. I feel strongly that the proposed Learn-

ing Center will create opportunities that will allow the public to advance its knowledge while encouraging careers in organic agriculture through education and focused training programs."

In receiving the gift, Agri-Culture, Inc. President, Steve Bontadelli stated, "Agri-Culture is honored to be chosen to help Dick Peixoto and his family fulfill their dream of providing educational programs focused on organic and sustainable agriculture." Bontadelli further commented, "Our area has been the leader in organic and sustainable agriculture. It's wonderful that the program Dick Peixoto envisions will benefit the public, the industry and our local area."

Jess Brown, Executive Director of Agri-Culture, Inc. noted, "Other individuals, corporations and foundations that see the importance of this vision are encouraged to donate to the fund so that more programs can be provided."

Agri-Culture, Inc. will house the fund at the Community Foundation Santa Cruz County where it already has ten other funds for various purposes that relate to local agriculture. ■



"Communicating Agriculture"

through Friday.

APRIL TIMES... 2/15/16

Jimmie Cox Memorial Scholarship

An Agri-Culture Scholarship Program

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"Communicating Agriculture"

college and majoring in agriculture. This award will be allocated for the remaining years in college (max. 4-years) with verification of registration for each session of full time classes. This award is made possible through the Jimmie Cox Memorial Scholarship Fund and a \$2,000 contribution from American AgCredit.

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(831) 722-6622 or (831) 818-1193, Email: agri-culture@sbcglobal.net.

Applications are available on our Website: www.agri-culture.us

RP
1/28/16

Great things in store

S. Martinelli & Company opens retail location

By TODD GUILD
OF THE REGISTER-PAJARONIAN

WATSONVILLE — Without fanfare, S. Martinelli & Company opened its first retail store more than two months ago, offering its iconic sparkling cider, juice and merchandise such as T-shirts and bottle openers.

The Martinelli Company Store will host a grand opening later this year. In the meantime, visitors can come in to taste and purchase beverages, or pick up a T-shirt or a bottle opener.

They can also sample "flights" of sparkling cider, in the style of breweries and wineries.

Visitors can also browse among historical artifacts such as apple presses, and look at photographs dating back to the mid-1800s, when founder Stephen G. Martinelli led what would become an internationally renowned company.

At a "soft opening" Tuesday, the company welcomed community members and showed off the store, an open, well-lit place with natural wood highlights and shelves chock full of products.

Company officials hope the store will serve as a visitor center, drawing locals and tourists who



A lengthy tasting bar will give visitors to Martinelli's Company Store on Harvest Drive a comfortable setting to sample the long-standing business's wealth of beverages that are produced and bottled right in the same building.

Tarmo Hannula/Register-Pajaronian

might normally pass through the county. In that endeavor, the store joins breweries and wineries throughout Watsonville that have

popped up in the last few years. "We want people to include this when they come to Santa Cruz," said store manager Lyza

Gianelli. Also in attendance at the soft

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Tarmo Hannula/Register-Pajaronian

Visitors to the new Martinelli's Company Store enjoy viewing the wealth of early-day photos and apple-bottle machinery in the tasting room.

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STORE

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opening was Court Appointed Special Advocates of Santa Cruz County, an organization that has long received support from S. Martinelli & Company.

CASA Executive Director Cynthia Druley said the event was a way for the organization to get its message out to the public, and hopefully fill its ranks of volunteer advocates.

CASA advocates serve as mentors and advocates for young people in the foster care system.

According to Druley, approximately 20 children are on waiting lists for CASA's services, which is a decline from 50 just four years ago.

Still, recruiting more volunteers with an understanding of Latino culture and Spanish language ability would be a benefit for Latino youth, which make up 50 percent of CASA's caseload, Druley said.

"We were looking for a way to further engage the Watson-

ville community about what CASA does," she said. "To really tell them what we do and who we serve."

The inclusion of CASA on Tuesday was a test-run for plans to possibly use the store as a community space, said S. Martinelli & Company President John Martinelli.

The company purchased the property, which was once the Birds-eye plant, in June 2011.

"It was an absolute mess," he said.

Martinelli originally wanted the space to be modeled after club-style warehouse stores, but said the vision evolved as it was remodeled.

The final vision for the store includes shelves built from old apple tanks, and several more pieces of local history, Martinelli said.

"We want to tell a story of

the history of the Pajaro Valley, and where we fit into it," he said.

That includes the company's foray into being a Coca Cola bottler, and how that kept it in business through World War II.

When the company's hard cider line was rendered obsolete by Prohibition, it was the technological evolution of juice pas-

teurization and other production techniques that propelled it into sparkling juice infamy.

"There are many things people don't know," he said.

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Martinelli Company Store is located at 345 Harvest Drive. It is open Monday through Friday from 8 a.m. until 4 p.m. For information, call 768-3938 or email companystore@martinellis.com.

