

# Between the Furrows

SEPTEMBER 2011  
VOLUME 35, ISSUE 9

## INSIDE this issue

**3 Ask Laura**  
Light Brown Apple Moth  
Management in Nursery  
Stock

**4 Water Nanny**  
Real Estate 101

**5 Recipe**  
Buffalo Chips

**12 Calendar**



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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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A Santa Cruz County Farm Bureau Monthly Publication

## It's A Gold Medal for the State Fair Booth

And more news about the Santa Cruz County Fair

An elaborate exhibit from Santa Cruz County received a Gold Medal at the California State Fair in Sacramento. The exhibit was among 30 Counties exhibits on display during the eighteen day run of the fair in July.

This award winning exhibit was fabricated by Mikon Production. The overall theme of the booth highlights the upcoming county fair theme – “Dancing with the Steers for 200 Years.” It features information about cattle

ranching and artifacts along with a display about the Tannery Arts Center. The booth also shows the new “Santa Cruz County Agriculture” DVD.

County exhibits were first introduced at the State Fair in the 1870's and has evolved into one of the most favored at-

tractions because of its unique ways of highlighting California's agriculture, diverse landscape, economy and culture. It is the only competition of this kind in the country to showcase all of the counties within a single state.



“We are extremely pleased to have a presence at the State Fair and to receive this award,” said Melanie Mow Schumacher, who has coordinated the Santa Cruz County Exhibit for seven years.

An avid fair-goer, she noticed in 2004 that other Counties from all over California were showcasing their area- but Santa Cruz was missing. In fact, Santa Cruz had not participated in over three years due to lack of funding from the County. She decided to spearhead an effort to have a booth at the State Fair. The agricultural

Continued on Page 8



**Editor's Note:** The August issue of Between the Furrows contained some grammatical errors. Please see the “corrected” online issue at [sccfb.com](http://sccfb.com). The grammatical errors in the recipe will not affect the delicious outcome of the recipe, but get a clean “error free” copy on our website. Sorry!

VISIT OUR WEBSITE AT [WWW.SCCFB.COM](http://WWW.SCCFB.COM)



# President's Message

**CHRIS ENRIGHT, PRESIDENT**

## As Goes The Farmer, So Goes The World

Just the other day I visited with Pajaro Valley Unified School District (PVUSD) Superintendent, Dorma Baker and Murry Schekman, Assistant Superintendent for Secondary Schools, to discuss our concerns over teacher and student activism aimed at our local farmers who are not breaking any laws.

It was a cordial meeting centered around a recent Sierra Club article that quotes a PVUSD high school instructor saying, "If growers register to use methyl iodide in Santa Cruz or Monterey County, they will immediately become targets for sustained nonviolent and direct action against their companies, at their offices and in their fields."

This teacher who shall remain nameless, supposedly gave extra credit to students for attending a community forum on fumigant issues, put on by an activist group called the "Brown Berets." Any organization with the word "berets" in its title immediately arouses my suspicion. Emotions must have run high at the forum;

according to one student, who was later quoted as saying, "We got mad and decided this was a serious problem (fumigants, I suppose she meant), so we formed a school club."

On the one hand, the fumigant called methyl bromide is being phased out. On the other, the Department of Pesticide Regulations (DPR) approved alternative methyl iodide, although highly restricted in its use, is already causing an uproar among environmentalists. With over 6,200 acres of strawberry and bushberry crops in Santa Cruz County alone, for a total of some \$325 million in annual production value, a vast number of jobs are being created each year in this valley. When

Continued on Page 7

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# ASK LAURA...

Steve Tjosvold, Farm Advisor, UC Cooperative Extension

## Light Brown Apple Moth Management in Nursery Stock

**QUESTION:** What are the latest research findings on the management of Light Brown Apple Moth (LBAM) for nurseries?

We have just completed the first insecticide trial with the goal of determining the efficacy and residual action of many of the CDFA officially approved treatments and other new insecticides. We applied insecticides before or after LBAM eggs were deposited on plants and evaluated efficacy based on whether the eggs hatched and developed into adults. Ultimately these experiments will aid in the development of an insecticide treatment strategy, with rotating chemical classes, to manage LBAM and prevent insecticide resistance in crops. This trial is currently being repeated this summer to strengthen our findings.

**QUESTION:** What briefly are the results of those findings?

The data shows that several insecticides can target egg laying adults and subsequent development into adults. These include several of the commonly used insecticides *Bacillus thuringiensis* and spinosad. The efficacy and longevity of methoxyfenozide was even better. Contrary to the recommendations of the officially approved list, adding horticultural oil did not improve control or longevity of *Bacillus thuringiensis*, spinosad, or methoxyfenozide. Lambda-cyhalothrin was highly effective and long lasting, probably by affecting egg deposition of adults by some mechanism, either by killing adults or inhibiting egg laying. This phenomenon will be

investigated in the next experiment. There were also other effective and relatively long lasting treatments, including newly registered insecticides, chlorantraniliprole and indoxcarb, emamectin benzoate (however not yet registered for ornamental nursery stock). Our data or specific experimental conditions cannot explain the apparent ineffectiveness of difluobenzuron.

For nursery stock producers, *Bacillus thuringiensis* and methoxyfenozide would provide the most selective control of the current registered insecticides in this study since they are active specifically on Lepidoptera larvae. This may be important in some production systems, because field monitoring studies using sentinel LBAM eggs have revealed that at least two naturally occurring species of the *Trichogramma* wasp (*T. platneri* and *T. fasciatum*) in California have an active role in parasitizing LBAM eggs within infested coastal areas. In addition, *T. platneri* is being reared on a large scale and is being tested for efficacy as augmentative releases in the landscape and commercial nurseries, and might be used in the future as part of an integrated management program.

### Let Laura hear from you!

If you have a question for Laura Tourte or her staff regarding home gardens, yards, crops, pest control or other related subjects, please send it to us or contact

**U.C. Cooperative Extension  
at (831) 763-8040.**

# THE WATER NANNY

## Real Estate 101

**"P**ut your money in land, because they aren't making any more of it." (Will Rogers) Sometimes what we think we see is wrong. We all know that real estate is in the tank. We all know nothing has increased in price. We all know that large properties are not selling. We are all wrong. Part of our misperception is that we fail to perceive the change of a cycle from down to bottom to slowly back up. There really will be a sunny day soon.

Not too long ago, about 2004, a couple I know excitedly told me they were buying a brand new house in Hollister. It was a steal at \$600,000. Financing was so easy. Life would be great. Unfortunately the husband was a fieldworker and his wife a motel maid. Easy finance, where you only had to pass the mirror test; you know, if there is a breath fogging the mirror you are alive and qualify for the loan. This caused a huge increase in demand by adding to the pool of "qualified buyers" and caused prices to jump and subdivisions to spring up overnight. It was a virtuous circle, everyone wins.

Unfortunately this cycle always ends when there are either no buyers left or the banks pull the carpet out from under the whole thing. This time there was a variant, the rug was pulled out from under the banks. Credit dried up, demand collapsed and housing prices went into a nosedive. Foreclosures flooded the market; more supply depressing the value of surrounding homes. Lesson learned; the law of supply and demand is still in force.

Some time ago I pointed out that there were for sale signs on prime farm land in the Pajaro Valley and Salinas, something that just hadn't occurred in the past. Well those signs have all come down, the farms have been sold. Many sold for record prices.



Yes, farm prices are up because unlike foreclosed homes there is a limited supply. This includes farmland in the Pajaro Valley Water Management Agency (PVWMA) area and CSIP where water prices are higher. Indeed some of the highest prices, up to \$50,000 per acre are in these areas. There is no way around it, we have some of the best farm land in the world here, and investors value quality. Even home prices in Watsonville seem to have bottomed out and may soon start a gradual climb back. So while your home is worth slightly more than the furniture in it, your farm value may have shot up. Trouble is you can't realize this bonanza until you stop farming and either sell or rent the land.



Before you turn the page grumbling about home values consider some advice from Will Rogers: *"Live your life in such a way that you wouldn't be ashamed to sell the family parrot to the town gossip."*

### CHRIS NIELSEN TRACTOR SALES

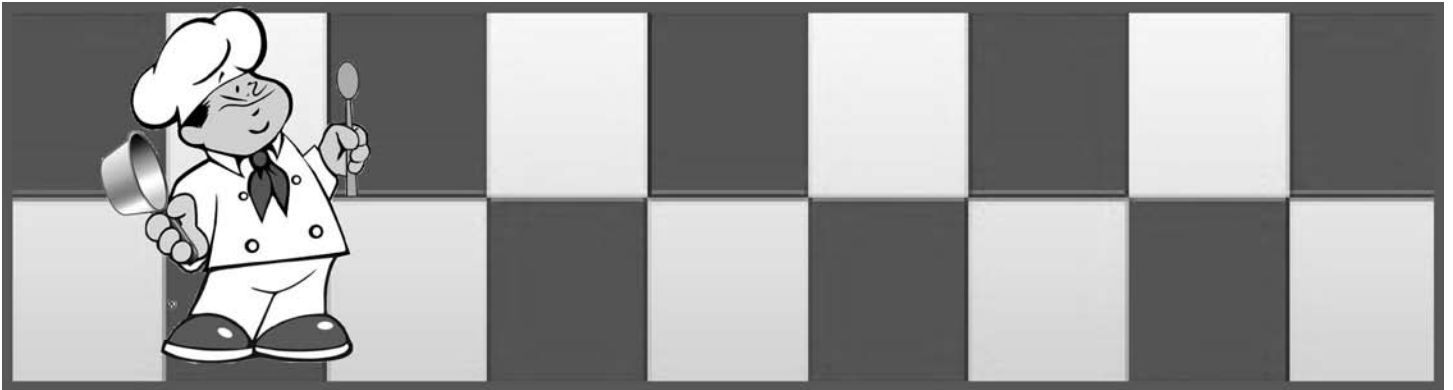
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# FAVORITE RECIPES



## Buffalo Chips

### Fay's Famous Cookies

1 cup margarine or butter (I use butter)  
1 cup solid shortening  
2 cups packed brown sugar  
2 cups granulated sugar  
4 eggs  
2 teaspoons vanilla  
2 cups quick oats (uncooked)

4 cups all-purpose flour  
2 teaspoons baking soda  
2 teaspoons baking powder  
1 cup coconut  
1 cup chopped pecans  
2 cups Rice Krispies  
6 ounces chocolate chips

Preheat oven to 350 degrees. In a large mixing bowl, cream butter and shortening. Add sugar, eggs and vanilla. Mix well. Stir in oats, flour, baking soda and baking powder. When well blended, stir in coconut, pecans, Rice Krispies and chocolate chips. When batter is thoroughly mixed, measure  $\frac{1}{4}$  cup batter for each cookie on a large ungreased baking sheet.

**NOTE:** I use a cookie scoop smaller than a  $\frac{1}{4}$  cup measure. Bake 10 to 12 minutes, or until edges are golden. For a crispier cookie, bake 12 to 15 minutes. Allow cookies to cool slightly on baking sheet before removing. I bake for 16 minutes.  $\frac{1}{4}$  cup scoop makes about 4 dozen large cookies. A smaller cookie scoop makes about 5 dozen cookies.

*Editor's Note: This recipe come from a member of the RV Club that my husband and I belong to, Fay Murphy. She lives in a small town in Calaveras County. A few months ago she baked these cookies for one of our week-long trips. Her first problem was keeping her husband out of the "cookie jar". Secondly, she made the mistake of bringing the cookies in prior to one of the evening gatherings...she then had a problem keeping the 20-some other people in the room out of the "cookie jar". Long story short - these are wonderful cookies and I'm happy to share the recipe with you. Enjoy!*



## Planning Ahead for Business Disputes



into effect on January 1, 2011.

The Expedited Jury Trial Act contains procedures to resolve disputes by a one day jury trial instead of the usual unlimited process. Each party gets three hours to present their case, including opening statements and closing arguments, including the time spent in cross examination. The short time available to present evidence prevents or discourages use of many live witnesses. The jury has eight instead of 12 people. The parties can agree to more relaxed rules of evidence. And the right to appeal is limited. All of this saves time and money.

Unfortunately, the law also says that any agreement to

participate in an expedited trial can only be made after a dispute has arisen and an action has been filed. So can anything be changed in the typical business contract to prepare and encourage use of the Expedited Jury Trial Act should the inevitable dispute arise. Fortunately, the answer is "Yes."

The parties may be able to limit the amount of extrinsic evidence that can be introduced to change or interpret the "plain meaning" of a contract. CCP §§ 630.03 (c) (5)-(7). The business contract could provide that evidence would be admissible as to only certain types of documents, invoices, receipts, warranties, etc. Sometimes when certain evidence is inadmissible, the case ends earlier and with less cost. The parties could also agree in the business contract to limit the number of witnesses, change the way expert witnesses are used and agree about the use of video and written depositions.

The parties could also agree in a mediation agreement that they would exchange all evidence of damages and the identity of witnesses before mediation. This would increase the chances that the parties could agree to an expedited jury trial if the mediation was unsuccessful because the parties would have thought out who the witnesses would be and what they would say.

The parties can also agree that attorney's fees would be available only in certain circumstances or in certain types of disputes.

The Expedited Jury Trial Act expires automatically at the end of 2015 so be wary of using it in



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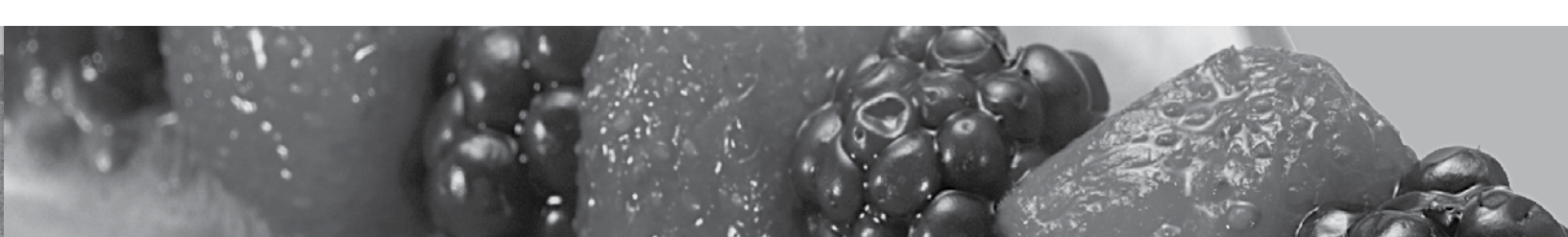
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Continued on Page 7



## Continued from Page 6 - Legally Speaking

contracts that extend beyond January 1, 2016. However, the Act may be renewed by the legislature and it may be changed.

As always, consult with your own legal advisor about whether the Expedited Jury Trial Act might be useful in the contracts you regularly use in your business. It does appear to be a useful tool.

### Save These Dates

**Santa Cruz County Farm Bureau  
Santa Cruz County Fair  
September 13-18, 2011**

**Santa Cruz County Farm Bureau  
Apple Pie Baking Contest  
&  
Opening Day Barbecue  
Tuesday, September 13, 2011**

**Agri-Culture  
15th Annual Progressive Dinner  
Saturday, October 29, 2011**

**For more information on any of these events,**

**You may reach the Santa Cruz County  
Farm Bureau at (831) 724-1356 or visit  
their website at [www.sccfb.com](http://www.sccfb.com) for  
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**You may reach Agri-Culture  
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## Continued from Page 2 - President's Message

one tool of production is taken away by no fault of the farmer, it needs to be replaced with another capable of producing the same results necessary to keep our industry competitive in the global marketplace and promote healthy employment.

Our unmatched agricultural resources are too often taken for granted. We in the United States are blessed with a tremendous food supply- a fact that young minds can hardly grasp, albeit time will later teach them to appreciate.

There is no doubt that our public schools should be promoting a healthy agriculture environment whenever possible, getting behind the local farmer that produces our food. Wouldn't it have been more productive for the above mentioned teacher to have encouraged the students to excel in science to help growers find successful ways to produce healthy food.

As goes the farmer, so goes the world. I left Superintendent Baker's office with a promise she'd get back to me...so far she hasn't.



## Smile!

Dear Dad,

School i\$ really great. I am making lot\$ of friend\$ and \$tudying very hard. With all my \$tuff, I \$imply can't think of anything I need. \$o if you would like, you can ju\$t \$end me a card, a\$ I would love to hear from you. Love, Your \$on

### THE REPLY:

Dear Son,

I kNOW that astroNomy, ecoNomics, and oceaNOgraphy are eNOugh to keep even an hoNOr student busy. Do NOT forget that the pursuit of kNOWLEDge is a NOble task, and you can never study eNOugh. Love, Dad

Continued from Page 1 - State Fair Booth

education organization, Agri-Culture serves as the lead organization in the fundraising drive within Santa Cruz County and comes up with the design.

The Counties Exhibits are a cherished favorite at the State Fair and were viewed by over an estimated one million people. "This is a huge marketing and outreach tool," said Bill Ringe, President of Agri-Culture. "Fairgoers will want to come to Santa Cruz County for their next vacation to pick some apples at Gizdich Ranch or experience the mysteries of nature at the Mystery Spot or visit the Tannery Arts Center."

The Santa Cruz County Farm Bureau Young Farmers & Ranchers Committee took on the responsibility of raising funds for the exhibit. Jarred Sturla led the committee's effort. "I feel pretty good about what we did," Sturla said. "We had a lot of sponsors and a lot of people came through for us...It's a nice thing for the entire county."

This year's sponsors for the State Fair Booth were:

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For those local citizens who couldn't make it to the State Fair this year, the Santa Cruz County exhibit will

be on display as part of the Santa Cruz County Farm Bureau booth at the **Santa Cruz County Fair** in Watsonville, **September 13-18**, in the Harvest Building.

The Farm Bureau will also sponsor the **Opening Day Barbecue** featuring a Tri-Tip lunch served with beans, salad, french bread and iced tea or lemonade. This is an annual event and will be held beginning at 12 noon on Tuesday, September 13th. **\$13 for Adults, \$12 for Seniors and \$7 for Children (5 -11).**

Another popular annual event sponsored by the Farm Bureau is the **Annual Apple Pie Baking Contest**, which is also held on opening day, Tuesday, September 13th. Our local pie baking experts come out in droves to participate in this event which crowns the "Best Apple Pie Baker in Santa Cruz County". It's an event you won't want to miss.

Remember, there is something for everyone at the Santa Cruz County Fair. Come out and see for yourself... Support your local fair! We'll see you there.

.....

***Food For Thought***



This would be a great world to dance in if we didn't have to pay the fiddler.

As quoted in Will Rogers (1974) by E. Paul Alworth



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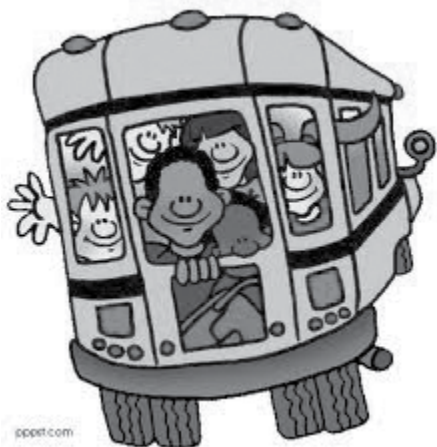




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Saturday, October 29, 2011



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# FARM



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A Santa Cruz County Farm Bureau Monthly Publication

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Agricultural Policy Advisory  
Commission

**WEDNESDAY - SEPTEMBER 28**  
Central Coast Agriculture Task  
Force meeting

**THURSDAY----SEPTEMBER 29**  
Board of Directors meeting

**WEDNESDAY --- OCTOBER 5**

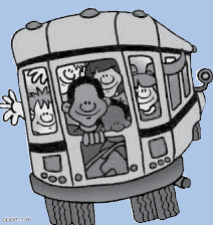
- Executive Committee meeting
- Membership Committee meeting
- Legislative Committee meeting

**FRIDAY ----- OCTOBER 7**  
Focus Agriculture, Session 8

**MONDAY ----- OCTOBER 10**  
Public Relations & Information  
Committee

**WEDNESDAY ----OCTOBER 12**  
Young Farmers & Ranchers  
meeting


Don't forget...  
get your  
reservations  
for the  
15th Annual  
Progressive  
Dinner



**Saturday, October 29, 2011**

See Page 11 for more information


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