

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

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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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National Agriculture Day Spring Luncheon

Richard & Mary Travis named 2022 Al Smith Friend of Agriculture



Richard & Mary Travis (L) received the 2022 Al Smith Friend of Agriculture award, shown above with Santa Cruz County Farm Bureau President, Arnett Young (R)

Over 200 tickets were sold for the National Agriculture Day Spring Luncheon held Wednesday, March 16, 2022 in the Heritage Hall at the Santa Cruz County Fairgrounds in Watsonville. The annual event is coordinated by the Santa Cruz County Farm Bureau and the educational organization, Agri-Culture.

At the luncheon, the 2022 Al Smith Friend of Agriculture award was presented to Richard & Mary Travis for their strong support of local agriculture and their tireless volunteerism. The award was announced and presented by Dr. Nan Mickiewicz, President/CEO, Dignity Health Dominican Hospital, who received the award in 2021. This award is named after Al Smith who was the founder of Orchard Supply Hardware and donated 3,000 acres (Swanton Pacific Ranch) on our north coast to Cal Poly. The ranch has row crops, timber and even a one-third-scale railroad, which was Al's hobby. The award is on a piece of redwood with a

train depicted on it. It is presented annually to an individual, business or organization not involved in production agriculture but has done much for the industry.

Also presented at the luncheon were the winner of the 2022 National Ag Day Poster and Poetry Contests. Finola McMenamy, 4th Grade, St. Abraham's Classical Christian Academy, won the poster contest. And Kyla Kalenda, 10th Grade, Aptos High School, won the Poetry Contest.

Master of Ceremonies for the event was Farm Bureau President Arnett Young. The featured speaker for the luncheon was Susan True, CEO, Community Foundation of Santa Cruz County, who spoke on the topic "Influencing Agriculture's Future – The Power of Agri-Culture's Agency Funds".

See Page 5, 6 and 11 for additional coverage of National Agriculture Day.

Community Foundation funds have been established for Susan Kim Am Rhein and Frank Prevedell. Visit agri-culture.us for more details.

President's Message



Arnett Young

Perspective

People often ask me about where I grew up, since I am not a Santa Cruz County native. The simple answer is right over the hill in Cupertino. The longer answer is that I did not grow up in the town of Cupertino; I grew up in a park on the edge of the city limits. This gave me a unique experience compared to most kids I knew.

My family moved into Stevens Creek Park in the early 1970's, where my dad accepted a position as the resident ranger. This park is on the western edge of Cupertino, but as a child it seemed miles away. We had no neighbors, a year-round creek, and miles of woodlands to explore. My summers were filled with fishing, swimming, hiking, and biking through the park. Most often my younger sister joined in these explorations and together we learned everything there was to know about our park. We also learned to be independently

dependent on one another as we climbed trees and "cliffs". Inside our little microcosm, little changed other than the seasons.

Outside our park, things were much different. When we went into Cupertino, there was a hodgepodge of new housing developments, old houses with small orchards, remnants of orchards no longer maintained, orchards still in production sometimes with a small fruit stand in operation, and new office complexes. I would sometimes go to a friend's house who lived across from an active orchard. We would sneak over, build forts and eat the fruit when they were ripe. Occasionally we were chased off by the farmer, but not very often. One day a bulldozer went through and knocked all the

Perspective - Continued on Page 3



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ASK MARK

Mark Bolda, Farm Advisor, Strawberries & Caneberries UCCE

Cost of Production Study

Q. Could you elaborate on your recently released Cost of Production study for conventional strawberries?

A. Yes, of course I am happy to write a little bit more about the most recent update of the cost of production study for conventional strawberries grown on the Central Coast. In light of dramatic rises in the cost of labor, this update was sorely needed to give growers a more realistic assessment of the economics of strawberries in our area.

Cost of Production studies, also known as "cost and return studies", are written by UC Cooperative Extension in collaboration with experienced growers, agricultural professionals and the UC Davis Agricultural Issues Center for many of the different crops grown in California in addition to often covering the different production systems for these crops, for example organic strawberries or primocane raspberries under tunnels. Outside of growers, these studies are frequently used by banks when considering the security of loans, insurers when writing policies against crop loss, and most interestingly as of late by technologists developing robots for various steps of the growing process.

The recently released cost of production study for strawberries grown on the Central Coast uses the standard outdoor raised bed culture common here. The study estimates the costs of rent, ground preparation, fumigation, planting, irrigation, pest management, harvest, maintenance and removal when the season comes to an end.

The study describes the assumptions used to identify current costs for the strawberry crop, material inputs, cash and non-cash overhead. The three ranging analyses at the end of the study show the net return in terms of operating, cash costs, and finally total costs for a range of yields expected in our area.

Free copies of this very useful study and other cost of production studies are available online at <http://coststudies.ucdavis.edu>.

The above has been a brief description of the recently released Cost of Production study for Conventional Strawberries on the Central Coast. For more information about this subject and others referring to strawberries and caneberries, please contact mpbolda@ucdavis.edu. ■

Perspective - Continued from Page 2

trees down. Shortly after that, houses were being built.

By the time I entered high school in the early 80's, things had changed significantly. I still explored the park, but it was with my friends instead of my younger sister. Cupertino no longer felt miles away because I was older, and more houses were being built closer to the park. The hodgepodge landscape had given way to just houses, small shopping malls, and business parks. The small orchards were gone.

Looking back, I know I had a great childhood. Living inside a park was a wonderful experience that I wish all children could have. I was also a witness, from a child's perspective, to the development of farmland on a massive scale. As a child, I never thought much about it, but as I continue to grow older, I have come to understand what a loss it was. As a current Farm Bureau member, I hope we are doing better at protecting farmland than was done then. ■

THE WATER NANNY

"Agriculture, the Original Green"

Send in the Nerds

It seems that now nothing can be done unless the data is analyzed first. There are several problems here; 1) where does this data come from, who mined it, did they have ulterior motives, etc., and 2) who has a major in statistics? While I don't have the data to back this up, I am certain that there are very few college graduates with agriculture and statistics double majors. Too bad because they are needed today.

A brief look at the recently adopted Ag Order, which would be too long for this article, shows that record keeping is the primary objective of farming on the Central Coast. Water use, fertilizer records, uptake ratios, the list is long and exhaustive. However, records are one thing; accomplishing the unstated goal of farming, a good crop in a hot market, with fewer inputs like water, fertilizer and labor is something every farmer needs to know now.

Fortunately, there are a few farmer nerds already among us. They know the nitrogen application rates per acre for each crop on their ranch, water usage by soil type and, importantly, how superior their yields are compared to average. These fellows are not necessarily penny pinchers, just judicious in approach. The rest of us will have our skills tested this year by the twin scourges of inflation and the war in Ukraine. What you say, Nanny is of on another global rant, but wait.

Inflation is caused, in part, by demand exceeding supply. After the Covid pandemic, everything seems to be in short supply from tractors to PVC pipe. One of our major inputs is fertilizer. Natural gas is the key ingredient in making non-organic ammonia for nitrogen fertilizers, representing 75 to 90% of the cost of production. Natural gas futures, a bet of the future price of the commodity, are reported to be up by 340% so far this year. As gas prices go up, N fertilizer is sure to follow.

But wait, if you don't act now, you can get two shortages for the headache of one. Yara International, the giant fertilizer company with the blue Viking ship as a logo, buys lots of raw product and natural gas from Russia, or it did until recently. Russia and Ukraine not only grow lots of wheat, Russia also produces enormous quantities of potash and

phosphate, the other legs of the NPK ratio on every fertilizer bag. Looks like the supply side takes another hit, with higher prices to follow.

Fortunately, our friends at the UC Ag Extension have been working to help prepare us non-arithmeticians in scientific, data based, penny pinching fertilizer use without impacting our yield. One of the few advantages of our pandemic is that Extension courses were presented on zoom, recorded and now online if you missed the class or if it was held out of the area. The Santa Cruz Extension features a recorded YouTube webinar on *2022 Strawberry Production Research*. Or you can Google the Monterey UC Extension *2022 Irrigation and Nutrient Management Meeting* presentations. For the nerd at your farm there is a presentation called: "Factors affecting the R Side of the A-R Metric in Ag Order 4.0." Also of interest is weather based irrigation, the date of which is handled by *Crop Manage*, so you can just see the recommendation without considering any standard deviations.

While shortages are everywhere and costs are escalating, it always seems easier to start a diet when the pantry is empty. ■



Small Office for Rent in Watsonville

Small office for rent in Watsonville. Ideal for sole proprietor. The office is part of a larger shared office building, complete with two bathrooms and a shared conference room and copy room. The private office is approximately 80 sq. ft, with a window and private locking door. The building has its own parking lot with ample parking. An independent insurance agent and his assistant have used the office for over 25 years, but have retired.

\$695 per month, includes NNN. For more information, please call (831) 724-1356.



FAVORITE RECIPES

Honey Roasted Carrots

Easter is going to be here before we know it and that usually means family gatherings with lots of great food. Roasted carrots are a great companion to many traditional Easter meals. Here is a sweet and savory recipe you might like to try. Happy Easter to you all!

2 pounds thin/baby carrots peeled, tops cut off or to 2 inches*

1/4 cup apricot preserves

2 tablespoons honey

2 tablespoons olive oil

1 tablespoon butter, melted

1 tablespoon balsamic vinegar

1 teaspoon EACH garlic powder, thyme leaves

1/4 teaspoon EACH ground mustard, cumin, pepper

3/4 teaspoon salt

*Thin carrots are often called baby carrots- not to be confused with baby-cut carrots. They are young, thinner carrots. They can often be found in the organic section of your grocery store. If you want to use different carrots then cut extra thick carrots in half lengthwise and adjust cooking time – carrots are done when they are fork tender or roast longer for more caramelization.



Preheat oven to 400 degrees F. Either line a baking sheet with foil and lightly spray with nonstick cooking spray OR spray your baking sheet with cooking spray. Add carrots to the center. Set aside.

In a medium bowl, whisk together all remaining ingredients and pour over carrots. Toss until evenly coated. Line carrots in a single layer. Bake for 35-45 minutes depending on carrot thickness, until fork tender, stirring after 20 minutes. Roast longer for more caramelization. Garnish with fresh parsley if desired.

Poster Contest Winners:

1st Place: **Finola Cali McMenamy**
4th Grade, St. Abraham's Christian Academy, Aptos

2nd Place: **Sophie Rose Liu,**
5th Grade, Holy Cross School, Santa Cruz

3rd Place: **Giuliana Espinosa**
5th Grade, Holy Cross School, Santa Cruz

Honorable Mention:

Daisy Coonerty, 5th Grade, Holy Cross School
Veronica Fine, 6th Grade, Mountain Elementary School
Dakota Grover, 2nd Grade, Mountain Elementary School
Elle Huerta, 5th Grade, Holy Cross School
Jack Izzo, 1st Grade,
Moreland Notre Dame Catholic School
Scarlett Pagano, 2nd Grade,
Mountain Elementary School
Sara Stark Weather Larolette, 3rd Grade,
Mountain Elementary School
Claire Weaver, 5th Grade, Mar Vista Elementary School

Poetry Contest Winners:

1st Place: **Kyla Kalenda**
10th Grade, Aptos High School, Aptos

2nd Place: **Ian Elliot Burchell**
8th Grade, Creekside School, Santa Cruz

3rd Place: **Eric Magallon-Cacho**
12th Grade, Pajaro Valley High School, Watsonville

Honorable Mention:

Grace Annabella Paul, 11th Grade,
St. Abraham's Christian School, Aptos
Victoria Ayala, 12th Grade,
Pajaro Valley High School, Watsonville
Cooper Brownlee, 11th Grade,
St. Abraham's Christian School, Aptos
Destiny Castrejoon, 12th Grade,
Pajaro Valley High School, Watsonville
Fatima Diaz Campos, 12th Grade,
Pajaro Valley High School, Watsonville
Rachel Gonzalez, 12th Grade,
Pajaro Valley High School, Watsonville

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**Richard and Mary
Travis**

2022 Poster and Poetry Contest Winners



**Poster Contest Winner
Finola Cali McMenemy,
4th Grade, St. Abraham's
Classical Christian Academy
in Aptos. She is pictured at
left with Santa Cruz County
Farm Bureau Director,
Amanda Peixoto-Castro.**



**Poetry Contest Winner
Kyla Kalenda,
10th Grade,
Aptos High School
Aptos**

"Grown"

Grown

Strawberries so juicy they melt on your tongue
Fresh flower so gorgeous they glow in the sun
Blackberries, raspberries, blueberries, too
All grown by people like me and you
Cauliflower white and broccoli green
Apples so bright and lettuce so clean
Brussels sprouts tough and artichokes tender
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WHO IS ELIGIBLE?

CCCE customers who own commercial agriculture businesses or businesses directly supporting the Ag industry located within the counties of Monterey, San Benito, San Luis Obispo, Santa Barbara and Santa Cruz.

WHY ELECTRIFY?

- The Central Coast Ag community communicated an interest to invest in cleaner technology to improve air quality for surrounding communities and farmworkers
- Replacing fossil fuel powered equipment with new electric equipment will reduce regional greenhouse gas emissions
- Providing extra incentives for small and medium farming operations will tighten up gaps in equitable access to cleaner technologies
- **Switching to new electric equipment provides cost savings opportunities**

WHEN ARE PROGRAM INCENTIVES AVAILABLE?

- The Ag Electrification program runs through October 2021 - September 2022
- **Incentives support up to 70-100% of total project cost, not to exceed \$30,000 (depending on project type)**
- Incentives are available on a first come, first served basis until funds are fully reserved



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THE AG COMMISSIONER

Juan Hidalgo, Agricultural Commissioner, Santa Cruz County

Pesticide Handler Decontamination Facility Requirements



After an unusually dry winter, we have observed an increase in agricultural activities including pesticide applications. One of the roles of the Agricultural Commissioner is to ensure compliance with our state's pesticide use laws and regulations to ensure the safe and effective use

of pesticides. We do this by conducting various inspections, including field inspections of pesticide handlers. In the past few weeks, we have observed a trend of non-compliances related to pesticide handler decontamination facilities. Specifically, decontamination facilities at the application site have been found to be incomplete and missing one or more of the important components required to protect pesticide handlers in case of an emergency.

Given the recent trend, I think it is important to briefly review what constitutes a compliant decontamination facility and where it needs to be situated in proximity to pesticide handlers. Title 3, California Code of Regulations Section 6734, requires employers to make certain that there is a clean change of coveralls, sufficient water, soap and single use towels for routine washing of hands and face, and for emergency eye flushing and washing of the entire body at the decontamination site.

The water must be of a quality and temperature that will not cause injury or illness to the employee when it contacts the skin or eyes and must be kept separate from that used for mixing pesticides. At least three gallons of water per handler must be available at the start of each handler's workday. The soap, single use towels and clean change of coveralls must be kept in an enclosed container to avoid contamination.

The decontamination site must be at the pesticide mixing/loading location but not more than ¼ mile from other pesticide handlers. In situations where pesticide handlers are more than ¼ mile away from the designated decontamination site, the employer must make sure that another decontamination site is available within ¼ mile of the handlers.

When a pesticide label (*including adjuvants*) specifically requires the use of protective eyewear for handlers or when a closed mixing system is used, then handlers at the mixing/loading site must have immediate access to a system capable of delivering gently running water at a rate of at least 0.4 gallons per minute for at least 15 minutes for emergency eye flushing. Another option is to provide at least six gallons of water in suitable containers to allow for gentle emergency eye flushing for 15 minutes. Other pesticide handlers not mixing/loading pesticides must have one pint of water immediately available, carried with them or in the vehicle used for the application, for emergency eye flushing.

I hope this brief review is a helpful reminder to ensure the safety of pesticide handlers as agricultural activities begin to ramp up in our area. Please share this information with your pesticide supervisors and pesticide handlers.

If you have any questions, please do not hesitate in contacting the Santa Cruz County Agricultural Commissioner's Office at (831) 763-8080. ■

Down To Earth Women Luncheon

Thursday, May 12, 2022

11:30 - 1:30

Get your reservations early!

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or

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NEWS FROM RCD

Written by **Dan Hermstad, Agriculture Program Specialist**
Resource Conservation District, Santa Cruz County

Financial Assistance Up To \$5000 Per Ranch

available through the PV Water rebate program
to improve irrigation system efficiency

The Pajaro Valley Water Management Agency is funding technical assistance through the RCD of Santa Cruz County, UC Cooperative Extension, and partners to provide resources that support agriculture to conserve water and improve water use efficiency.

Technical and financial assistance is available to support growers in their efforts to increase irrigation efficiency by improving the operation of their irrigation system and optimizing their irrigation scheduling.

Assistance available to growers includes:

Rebates and technical assistance for making expert-recommended improvements to the irrigation system. Growers may receive up to \$5,000 in rebates.

Irrigation monitoring with flowmeters, with recommendations on irrigation scheduling based on CropManage reported to the grower in comparison with the water applied.

Irrigator trainings in the field on how to measure and adjust pressure for correct irrigation system performance.

Tensiometer loaner program and trainings on how to use them.

Please contact Dan Hermstad at RCD Santa Cruz County to participate – dhermstad@rcdsantacruz.org



Save the Date

Santa Cruz County Farm Bureau

105th Annual Meeting

Rodgers House Patio, SCC Fairgrounds
June 23, 2022

California State Fair

Cal Expo, Sacramento, CA
July 15 through July 31, 2022

28th Annual Golf Tournament

Pajaro Valley Golf Club
July, 2022

Santa Cruz County Fair

September 14 through September 18, 2022

Annual Directors' Dinner

November 3, 2022
5:45 p.m.

CFBF 104th Annual Meeting

Monterey, CA
December 4-7, 2022

Agri-Culture

14th Annual Down To Earth Women Luncheon

Driscoll's Rancho Corralitos
May 12, 2022
11:30 a.m. to 1:30 p.m.

14th Annual Testicle Festival

Estrada Deer Camp
August 27, 2022
3:00 p.m. to 7:00 p.m.

26th Annual Farm Dinner

Location to be determined
October 22, 2022
4:30 p.m. to 8:00 p.m.

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along and trying to put things in it."**

Terry Pratchett, Diggers

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Agri-Culture's Scholarship Winners Announced

This year, the organization, Agri-Culture, streamlined its scholarship program so that all students could apply for multiple scholarships if they met the qualifications specified in each one. The winners of these scholarships were announced at the National Ag Day Luncheon:

2022 Jimmie Cox Memorial Scholarship – Crystal Salazar



Crystal Salazar is a 12th grader at Watsonville High School. She will be graduating in June with a GPA of 3.930. Crystal plans to attend CSU Monterey Bay where she will major in Agriculture, Plant & Soil Science in hopes of pursuing a career as a Soil Scientist. In March of 2020, Crystal was awarded the Cesar Chavez Community Award for her volunteer work with Empower Watsonville, a youth-led organization aimed at reducing teen substance abuse in the Pajaro Valley. The Jimmie Cox Memorial Scholarship fund is awarded to a student entering or currently attending college and majoring in agriculture. American AgCredit has partnered with Agri-Culture for this scholarship, and provides \$2,000 of the award to the recipients.

2022 Jeannie Witmer Memorial Scholarship – McKenna Wood



McKenna Wood graduated from San Benito High School in 2019, attended West Hills Community College from 2019-2021, and transferred to Fresno State University in August of 2021. She currently holds a college GPA of 3.47. McKenna is expecting to graduate in 2023 with a degree in Liberal Studies. She participated in High School Rodeo District 4 from 6th grade through her senior year in high school.

2022 JJ Crosetti, Jr. Memorial Scholarship – Miguel Sanchez-Ramirez



Miguel Sanchez-Ramirez is a 12th grader at Watsonville High School. He will be graduating in June with a GPA of 3.727. Miguel plans to attend CSU Monterey Bay where he will major in Agriculture Business Management in hopes of pursuing a career as a Supply Chain Manager. In 2021, Miguel received a Hero in Prevention Award from the Pajaro Valley Prevention & Student Assistance organization. He also plays on the Watsonville High School Golf Team. The JJ Crosetti, Jr. Memorial Scholarship fund is awarded to a student entering or currently attending college and majoring in agriculture.

Laura Brown Memorial Scholarship – Colby Galassi



Colby Galassi is a 12th grader at Watsonville High School. She will be graduating in June with a GPA of 4.067. Colby plans to attend Cal Poly San Luis Obispo where she will major in Agricultural Education in hopes of pursuing a career as a Ag Teacher. Colby is currently the Class President at Watsonville High School, and has served in student government every year since she was a Freshman. Colby is also the current Vice President of Watsonville FFA. The Laura Brown Memorial Scholarship Fund is awarded to a student entering or currently attending college and majoring in agriculture or a related field, or majoring in culinary arts.

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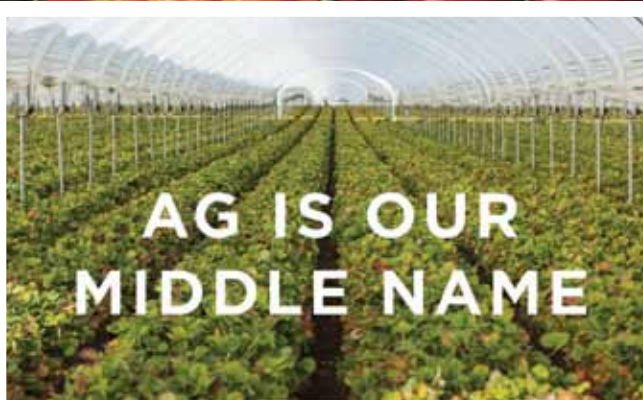
Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

CALENDAR

THURSDAY - APRIL 28
Board Retreat

THURSDAY - MAY 12
Down to Earth Women Luncheon
11:30 - 1:30



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