

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.
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part of their membership investment.

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(L-R) Frank Estrada and grandson, Zach Estrada are inviting you to come on down to the 6th Annual Testicle Festival. You won't be disappointed!

5th Annual Testicle Festival "It's All in the Sauce" Competition to Highlight Event

The Young Farmers & Ranchers and Agri-Culture will again team up to host the **5th Annual Testicle Festival** on **Saturday, August 24, 2013**. The event will be held at **Estrada's Deer Camp**, between **3:00 and 7:00 p.m.** **Adult tickets are \$40; children between 5 & 12 are \$20; children under 5 are free.** There will be music, raffles, silent and live auctions, a horseshoe contest and games for the kids. Hor d'oeuvres (Rocky Mountain Oysters) and beverages will be served at 3:00 p.m. with a barbecue chicken dinner being served about 4:45 p.m.

The **2nd Annual "It's All in the Sauce"** competition will begin at 3:30 p.m. To enter, please bring one (1) quart of your favorite sauce, whether it be spicy, hot, mild, ethnic, traditional or wild, to the event before 3:30 p.m. An entry form will be provided at that time. Remember to name your sauce...something clever or catchy! Everyone will be the judge as they sample the sauces while enjoying the "Rocky Mountain Oysters". Winners will be announced in both the Commercial and Amateur categories.

For **reservations**, please call **Agri-Culture** at **(831) 722-6622** or visit **agri-culture.us**. Tickets may be purchased online through PayPal. See more on page 11...



**Santa Cruz County Takes Gold Medal
California State Fair Booth a Winner**

**See story and pictures
on page 6**

VISIT OUR WEBSITE AT WWW.SCCFB.COM



President's Message

CYNTHIA MATHIESEN, PRESIDENT

This is vital to the long-term success of our multi-million dollar agricultural industry and thousands of jobs in the Pajaro Valley.

The Color Purple

For the past year, those of us who work at the Cassin Ranch have been subjected to all of the painful aspects of a major construction expansion project from jackhammers, nail guns, and heavy equipment engine noises to inconvenienced parking, dust clouds, and new fire alarm testing. At times, we marvel at the innovative features that seemingly appear overnight and shake our heads at the outwardly crazy "what were you thinking" concepts of the new green technology. Of course, we comment on it all.

opportunity as I realized most people did not know the meaning of these intentionally purple pipes.

Just as many other colored objects represent something in particular in our lives – Yellow caution tape, Red stop signs, Orange construction cones, and Black electrical tape – the color Purple represents water pipes carrying recycled water.

In today's world with the distressing water shortage, recycled water has become quite popular. In California alone there are over 250 water recycling systems in operation. Most of the United States' recycled water facilities are located in California, Florida, Arizona, Nevada,

---Continued on Page 7



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ASK LAURA

Laura Tourte, Farm Advisor, UCCE

Persuading Organic Certification for a Small Farm

Q: How do I go about getting my small farm certified organic? I am new to farming and don't know where to start.

A: As a farmer in California you will want to know about two regulatory statutes: the federal Organic Foods Production Act of 1990 and the state California Organic Products Act of 2003. Both statutes regulate practices and procedures of those farming organically and are designed to protect consumers from fraudulent claims of the term 'organic' in the marketplace. The federal law, administered by the United States Department of Agriculture's National Organic Program (USDA-NOP), requires all growers and handlers of fresh or raw agricultural products marketed and labeled as organic to be certified by a USDA accredited certifying agent on an annual basis. There is one exemption: if gross farm sales are \$5,000 or less, certification is not required (though adherence to organic practices and processes are still required). The state law, administered by the California Department of Food and Agriculture's Organic Program (CDFA-SOP) requires annual registration for all growers and handlers of fresh products marketed and labeled as organic regardless of sales amount. It is important to note that registration and certification are two different processes.

As mentioned above, organic registration and certification both require adherence to certain practices and processes, which include substantial record keeping and documentation of farm operations and inputs, and sales activities. Both programs also have fees

associated with them, which depend on, among other aspects, the amount—or in the case of a new farm the projected amount—of gross farm sales, the size of the operation, number of parcels, and whether or not the operation has mixed organic and conventional production. Certification procedures and fee structures for accredited certifying agents differ. You might want to consider studying two or more agent's processes and fees to determine the 'best fit' for your farm. A list of USDA accredited certifying agents and a fee chart for annual registration in California can be found at the CDFA website listed below.

CDFA's State Organic Program:

http://www.cdfa.ca.gov/is/i_&c/organic.html

More specific information about the federal program can be found at USDA's National Organic Program: <http://www.ams.usda.gov/AMSv1.0/NOP>

Two additional websites that may be of interest, and that can provide more specific information related to organic farm practices, input, and record keeping requirements are:

National Sustainable Agriculture Information Service's Organic Farming:

<https://attra.ncat.org/organic.html#overview>

Organic Materials Review Institute:

<http://www.omri.org>

Please contact us at (831) 763-8040 if we can assist with other questions.

THE WATER NANNY

Manhattan Project

Confronted by a technologically advanced evil empire in 1939 the US embarked on a top secret project to build an atomic bomb. Vast resources were committed to a solution. The war was eventually won.

Large industrial corporations didn't like the Federal Clean Water Act. They lobbied against it, with minimal success. It was implemented and they opposed the EPA. Rules were promulgated and appealed by industry. They mostly lost the appeals.

Confronted by a mandated need to change operations industry committed vast resources on internal research and funded university labs to develop solutions. Finally they had the ability to reduce the pollution. More importantly they got ahead of the regulators with superior science. The dialogue turned and businesses now boast of being green.



Farmers throughout California are reeling from a sudden application of the California Clean Water Act to farm fertilizer use, irrigation and effluent. We are at the "complain and appeal" stage now. Eventually the legislature, regulators or courts will force a halt to increased nitrate impairment of the groundwater.

So what is our strategy as farmers?

We don't have the vast resources of General Electric. We can't fund university labs. Well wait a minute on this one. What about UC Davis, the Ag Extension, NRCS, RCD or 4H? These are the traditional sources for new crop practices. Yet they are unable to help. The challenge requires immediate research and implementable solutions. Immediate is not in their vocabulary. It has been replaced by the sequester, budget cuts and honestly they are already fully committed. We require new solutions, not retreads of ideas with marginal effectiveness.

What if we fund our own research into nitrate leaching, tile drains and salt build-up? The goal is to create and implement solutions, not generate paper writing grants. Roll out the results and get ahead of the regulators. All we need is to crystallize the problem and show that there are solutions.

We are still approaching the problem from a defensive position. Look around, no other industry has been able to avoid environmental regulation, why agriculture? Most state legislators come from urban districts, no farmer constituents there. They are stumbling all over themselves to introduce legislation to eliminate groundwater pollution. We are right that the problem took decades to happen and will take decades to fix, but a science degree, or any degree, is not a requirement for politics. Every time a Regional Water Board reviews their Ag Orders they up the ante, seeking to show their Water Board siblings who is tougher, making the target more expensive and harder to achieve.



We need a Silver Bullet, an irrigation and fertilizer Manhattan Project. What is our ultimate goal for reducing leaching of irrigation water into the aquifer? Then work back to discover what steps are necessary to reach that objective. What we are doing now is not going to get us there. Talk about the big problems, excess fertilizer and irrigation, tile drains, and validation of successful innovation, not whether nitrate quick tests are perfect or how our field conditions make change impossible. Change is being forced upon us, indeed it is already here. The atomic bomb was not developed by tweaking the formula for gun powder.

Farmers don't cotton much with failure. Don't start now.

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FAVORITE RECIPES

Red Wine and Garlic Marinade

Editor's Note: This recipe comes from a wonderful website called **Edible Paradise** (<http://www.edibleparadise.com>) and is a recipe of **Chef Andrew E. Cohen**. A graduate of the California Culinary Academy, Andrew Cohen is chef-in-residence at the Monterey Bay Certified Farmers Markets. As stated on their Home Page, "Edible Paradise celebrates the year-round abundance of the highest quality, freshest food grown on the Central Coast by our family farmers at the **Monterey Bay Certified Farmers Markets**". I chose this recipe from the website because it is summer. We all love to barbecue during the summer and it sounds like a great marinade to prepare either beef or lamb for the grill. Hope you enjoy!

1 cup sturdy red wine

1 shallot, minced

2 cloves garlic, peeled, de-germed, finely minced

5 sprigs thyme, leaves stripped and minced

1 sprig rosemary, leaves stripped and roughly chopped

1 teaspoon black peppercorns, cracked



In a small bowl, whisk all ingredients together. For best results, put marinade and meat in a container that is just large enough to hold both so you get maximum coverage, or use a zip style plastic bag. Remove as much air as possible and turn the bag every hour or so. Yield: Enough for 4 servings

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Employment Investigations

Must an employee assist his or her employer in investigating another employee's discrimination claim? The answer is yes, according to a recent decision of the Santa Clara County and filed January 24, 2013 by the Sixth District of The California Court of Appeal. McGrory v. Applied Tech, Inc. (2013) 212 Cal.App.4th 1510.

John McGrory was a department manager for Applied Signal to whom about a dozen employees reported, including Dana Thomas. In late 2008, McGrory, in consultation with Applied's Human Resources Department, gave Thomas a verbal warning for poor work performance and a written Performance Improvement Plan (PIP). Thomas refused to sign the PIP; instead, she filed a complaint against McGrory accusing him of discriminating against her on the basis of her gender and sexual orientation.

Applied Signal hired an outside woman attorney to investigate Thomas's allegations. The attorney concluded that McGrory had not discriminated against Thomas and that Thomas had performance problems, but found McGrory uncooperative during the investigation. She reported that he refused to answer questions about how he ranked subordinates and who complained about Thomas. Applied terminated McGrory for not cooperating with the investigation.

McGrory then sued Applied for wrongful termination in violation of public policy, gender discrimination, and defamation. The trial court granted Applied's motion for summary judgment and dismissed the lawsuit; McGrory appealed.

California law says an employer may terminate an employee for any reason except one that violates a fundamental public policy recognized in a constitutional or statutory provision. Public policy in California's Fair Employment and Housing Act ("FEHA"), prohibits employment discrimination on the basis of sex. An employer must show that one or more reasons for the adverse employment action were "unrelated to unlawful discrimination." to win a discriminatory discharge case

McGrory argued that California's public policy protects anyone who participates in an internal investigation from discrimination and retaliation, even if the participant is

uncooperative. No California state law addressed this issue so the trial court relied on federal case law under Title VII of the Civil Rights Act of 1964. Federal courts say that the immunity for participating is limited to "sincere participation." In other words, the prohibition against discriminating against an individual for participating in an investigation does not prohibit an employer from disciplining an employee's misbehavior during an internal investigation, such as attempting to deceive the investigator. Also, refusing to cooperate with an investigation into a discrimination claim is not a protected activity. Following the federal decisions, the Court concluded that California's public policy does not protect deceptive activity or withholding information during an internal investigation. The Court said "Such conduct is a legitimate reason to terminate an at-will employee."

This case is good news for California employers with at-will employees who refuse to cooperate with workplace investigations. Be careful however if employees have additional rights under a collective bargaining agreements. Employment law is developing quickly, damages can be high and cases expensive to defend so consider whether your termination decision will draw a complaint based on a protected statutory or constitutional reason. If so, consider whether to get your attorney involved.

Food For Thought



Things turn out best for the
people who make the best
of the way things turn out.

John Wooden



The Color Purple

Continued from Page 2

and Texas, although recycled water is used throughout the world.

Locally, the Pajaro Valley Water Management Agency (PVWMA) manages the Watsonville Wastewater Treatment Facility which serves as the first line of defense in protecting the treasured water quality of the Monterey Bay's National Marine Sanctuary while providing much needed irrigation water for local farmers. Hence, the fashionable purple painted water systems noticeable on the valley's agriculture land. And, did I mention, this is a completely green facility?

This treatment facility treats an average flow of six and a half million gallons of wastewater every day through 170 miles of pipeline. The wastewater is transported from residential, commercial, and industrial sources through the system to pump stations in the area and then conveyed to the Treatment Facility where it receives treatment by Primary, Secondary and Tertiary processes.

Primary treatment consists of gravity separation, while secondary treatment uses microscopic organisms found naturally in the environment to remove contaminants. The tertiary, or recycled water treatment, moves secondary treated wastewater through the water recycling facilities where it is filtered and disinfected with Ultra Violet light disinfectant. After treatment, the recycled water is held temporarily in a one million gallon storage tank before it is mixed at a 2-to-1 ratio with regular water and then distributed to farmlands via an underground pipeline system to access points. Growers must have one of the access points installed on their property, which the PVWMA calls a "turnout." It includes a "mailbox" where growers leave water orders for the PVWMA. Through each treatment, the water is monitored and tested to insure compliance with all State and Federal pollution prevention laws prior to being discharged to the Monterey Bay over a mile off shore. The bottom line is, this treated, recycled water is safe for agriculture use.

In the past, this treated water flowed out to the ocean while lowering water tables and seawater intrusion continued to plague our land. Now, after over a decade, a cost of \$30 million, and much controversy, this state-of-the-art facility provides a constant and reliable supply of recycled water, year after year, regardless of weather conditions, to our farmers

which, in turn, slows seawater intrusion and relieves some of the pressure on our water tables. This is vital to the long-term success of our multi-million dollar agricultural industry and thousands of agricultural jobs in the Pajaro Valley.

Who knew the color purple would become such an important image in our lives today.

Agri-Culture Scholarship Program

The organization Agri-Culture is pleased to offer the following scholarship to a deserving student interested in pursuing a career in agriculture and/or animal sciences:

The JEANNIE WITMER MEMORIAL SCHOLARSHIP

is a scholarship in the amount of \$1,000. Students active (past or present) in the California High School Rodeo Association, District 4 or California 4-H Horse program (see geographic boundaries in *Eligibility* below), may apply for this scholarship to be used at a college, or professional technical school of choice.

ELIGIBILITY: Only student's active (past or present) in the California High School Rodeo Association, District 4 (San Mateo, Santa Clara, Santa Cruz, San Benito, Monterey, Contra Costa, Alameda and San Francisco counties) or a California 4-H Horse program in the same geographic area may apply.

CRITERIA: Selection will be based on the student's scholastic record, special activities, personal history, letters of recommendation and financial need.

AWARD: The recipient of this scholarship will receive the award upon proof of enrollment in college or professional technical school.

**Applications are available at the Agri-Culture office
141 Monte Vista Ave., Watsonville, CA. 95076**

For more information:

Phone: (831) 722-6622

E-mail: agri-culture@sbcglobal.net



All applications and supporting materials must be postmarked no later than Friday, August 23, 2013

FROM THE AG COMMISSIONER

Mary Lou Nicoletti, Agricultural Commissioner

WATCH OUT FOR NEW MOSQUITOES



One division of the Agricultural Commissioner is the Mosquito and Vector Control District (MVCD). Our work to detect and control mosquito populations enhances the ability of people to enjoy the outdoors.

It also prevents infection by the West Nile Virus, which is transmitted by mosquitoes. The most common mosquitoes found here are of the *Anopheles*, *Culex* and *Culiseta* species. Another, the *Aedes sierrensis* mosquito, breeds in tree holes/depressions that hold water and is the primary vector of canine heartworm in the county. However, there are other mosquitoes of great concern to human health that thus far have not been found in our county.

Members of the *Aedes* genus are known vectors for numerous viral infections. The two most prominent *Aedes* species that transmit viruses are *Aedes aegypti* (yellow fever mosquito) and *Aedes albopictus* (Asian tiger mosquito) which transmit the viruses that cause Dengue fever, Yellow fever, West Nile fever, Chikungunya and Eastern equine encephalitis. Los Angeles County has been unable to eradicate *Aedes albopictus*, which was discovered there in 2011. And recently, four days apart in June of 2013, *Aedes aegypti* was found first in Fresno County followed by detection in the city of Madera. Then, early in July, several more *Aedes aegypti* were trapped again in Madera County, this time halfway between the cities of Madera and Clovis. Unlike most mosquitoes native to California, which bite mainly from dusk to dawn, *Aedes* are aggressive daytime biters. They are small black and white insects with white banding on the legs. They can breed in anything holding even the smallest amount of water, like an empty paper cup. The eggs can remain viable for a long time and hatch once the eggs are re-flooded with water.

In response, Vector Control Districts in affected areas are urging residents to report mosquito bites received during the day, use effective repellents, and eliminate standing containers that can hold water from around their homes.

"Our goal is to eradicate this population" said Leonard Irby, Madera MCVD Manager. "We definitely do not want this mosquito to become established in our communities."

These *Aedes* species may have been introduced from the southeastern part of the United States. Our MVCD will be working with other California agencies to monitor the spread and initiate public awareness of these day biting mosquitoes.

So we are on alert here in Santa Cruz County. In addition to mosquito surveillance and control, our MVCD also provides information and assistance to the public on ticks that can cause lyme disease, rodent control, bedbugs, and other stinging and nuisance critters. Please call for more information, or visit our website: www.agdept.com.

An advertisement for the State Farm Mutual Fund. At the top, the headline reads "We protect the people who make California ag work". Below this, a paragraph of text states: "Loyalty, Strength, Persistence, Community ties. We understand those on the job in California have more on their mind than workers' compensation insurance. So let us put your mind at ease: you can count on the strength and stability of State Fund. We've been protecting those in California ag for 98 years. Visit statefundca.com today to learn about the 20 percent discount on premiums we offer eligible Farm Bureau members. Four individual business owners may be eligible for even more discounts. Thanks for reading... we'll let you get back to work." Below the text, a photograph shows a smiling man and woman, likely a farming couple, standing in front of a field. At the bottom right, the State Farm Mutual Fund logo is displayed, along with the Farm Bureau logo.

"Agriculture, the Original Green"

CALIFORNIA STATE FAIR

Santa Cruz County Wins Gold Medal at the State Fair



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An elaborate exhibit featuring Santa Cruz County received a Gold Medal at the California State Fair in Sacramento in July. The exhibit was among many County displays that were presented at the State Fair.


As one of the featured exhibits, Santa Cruz County showcased our area's local agriculture industry. This unique program was first introduced at the State Fair in the 1870's and has evolved into one of the most favored attractions 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.

The Young Farmers and Ranchers Committee of the Santa Cruz County Farm Bureau made this booth a reality. This award winning exhibit was designed by YF&R and fabricated by Mikon Production. The overall theme of the booth highlights the upcoming county fair theme – "Cowboy Boots and Country Roots". It features information about boots worn in Santa Cruz County.

Many thanks to those who worked so hard on this project, especially Jarred Sturla, Chairperson for the YF&R Committee.



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Agricultural News

"It's All in the Sauce" Contest

If you have a favorite dipping sauce, now is the time to test your skills against some of the county's best cooks. Bring 1 quart of your prepared sauce to the **Testicle Festival** on **Saturday, August 24, 2013** before 3:30 p.m. at **Estrada's Deer Camp** in Watsonville. An entry form will be provided to you at that time. A trophy will be awarded to the winner in both the commercial & amateur categories. See the story on page 1 for complete details or call **Agri-Culture** at (831) 722-6622. Come on out and **"JUST HAVE A BALL"**.



(L-R) Loretta Estrada, Zachary and Arnold Harvey are ready and waiting for your "It's All in the Sauce" entry



At right is last year's winner Gayle Glau whose "Red Hot Bourbon Balls Sauce" was the crowd favorite. Shown here with friend Laura Brown

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CALENDAR

WEDNESDAY - AUGUST 14
Young Farmers & Ranchers meeting

CALIFORNIA STATE FAIR
July 12 - July 28, 2013

THURSDAY - AUGUST 15
Agricultural Policy Advisory Commission meeting

SATURDAY - AUGUST 24
5th Annual Testicle Festival

THURSDAY - AUGUST 29
Board of Directors meeting

WEDNESDAY - SEPTEMBER 4

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

FRIDAY - SEPTEMBER 6
Focus Agriculture - Session 7

MONDAY - SEPTEMBER 9
Public Relations & Information Committee meeting

TUESDAY - SEPTEMBER 10
Santa Cruz County Fair opens

TUESDAY - SEPTEMBER 10
OPENING DAY BARBECUE AND APPLE PIE BAKING CONTEST
12:00 NOON

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