

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

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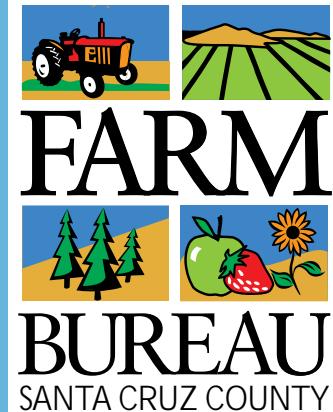
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## Farm Bureau Board Welcomes Two New Directors

### Annual Directors' Dinner Held at Shadowbrook Restaurant

In early November, the Shadowbrook Restaurant was the site of the 2013 Annual Directors' Dinner for the Santa Cruz County Farm Bureau.

**Cynthia Mathiesen**, President and Mistress of Ceremonies, welcomed the Farm Bureau directors and staff to celebrate the beginning of a new year. Two new directors took their place on the board beginning November 1st. They are **Steve Auten** and **Ryan Bolduan**. The board also said goodbye to two directors who will be leaving the board, **David Cavanaugh** and **Gordon Claassen**. Four members of the board of directors were honored for having 100% attendance. They were **Adriana Silva, John Pisturino, Arnett Young** and **Gordon Claassen**.

2013 was a successful year for the Santa Cruz County Farm Bureau. President Cynthia Mathiesen presented the highlights of the year:

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L-R Past President and current director Matt Bissell welcomes new director, Steve Auten



Gordon Claassen leaves the Board of Directors

## 2014 FOCUS AGRICULTURE, CLASS XXV

**A**pplications are currently being accepted for Class XXV (25) of Focus Agriculture, a "first-in-the-nation" program, designed for selected community leaders to learn about agriculture in Santa Cruz County and the Pajaro Valley. The program consists of once-a-month, day-long seminars, held over a period of nine months. Speakers, ranging from elected officials to representatives from environmental groups, address the class. The sessions cover such topics as: environment and technology, ethnic groups in agriculture, regional diversity of commodities produced, many farm tours and hands-on experiences.

Twenty people will be selected for Class XXV. In announcing the application process for Class XXV, Agri-Culture President Bill Ringe, stated, "Many people who are involved in the community are interested in agriculture. Focus Agriculture was created to allow community leaders an opportunity to learn, through discussions and hands-on experiences, about local agriculture." Ringe continued, "We are proud that the program received a National Award in

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# President's Message

CYNTHIA MATHIESEN, PRESIDENT

## 'Twas the Night Before Christmas

'Twas the night before Christmas  
and all through the county  
every farmer was busy preparing a bounty.

A feast of celebration, really,  
for a job well done.  
It's the end of the year and time  
for some fun.

Invitations need to be sent by the post with care in hopes that people soon will be there.

A year to review, so much to complete,  
reports to write.  
How to accomplish such a feat?!

When what to our wondering eyes should appear but Jess and his staff in a joyful atmosphere! Matt and Carol, Roger and Sue, of course, there's Vaudine, and Edgar, too.

"The newsletter must be sent!", Mary declared. "To the printer it should go; not one moment can be spared!" So articles were written and the staff was gathered and worked together to accomplish what mattered.

Accounts were written on subjects old and new by Silvia and Nita, who raised money for DEW.

While Dave C. and John E. are bold leaders for PVWMA, Coalitions, and Ag Waivers.

The golf tournament was proclaimed a rousing success by Matt, Steve B., and Carmelo, making it look quite effortless.

Thank you, Frank, for offering Deer Camp to YF&R and, congrats to JJ for our State Fair Booth's Gold Star.

As always, we encounter matters with interesting themes that surface within the county, sometimes to extremes.

This year, Chris took on and defeated Measure T leaving no doubt that Ag in the valley is really very key.

Dave V. agreed to participate in a county marijuana discussion but it will be some time before the supervisors reach a conclusion.

Steve A. returns to the board and we welcome Ryan, who is new.

As always, we appreciate our ex-officios, Laura, Bill, and MaryLou.

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**"As we close out this year with the CFBF Annual Meeting we've achieved some milestones definitely worth repeating. Our membership has grown and, finally, let's cheer, we received Five Awards of Excellence and named County of the Year!"**

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# ASK LAURA

Mark Bolda, County Director, Farm Advisor, UCCE

## How To Properly Plant A Strawberry Transplant

**Q** - Could you please review with us how to properly plant a strawberry transplant?

**A** - No problem! The issue of correct strawberry transplanting in the field and garden is one which is of course quite relevant now as we are in the optimum planting time on the Central Coast.

Strawberry transplants should not be allowed to dry out at any time prior to or during planting, and it is best then to keep them in the shade once removed from the cooler or refrigerator. It goes without saying then that the soil should also be moist (not soaking wet) in preparation for receipt of the plant.

Make a hole sufficiently deep for all of the plant's roots to go into. The transplant should then be transferred to the hole in such a manner that all of the roots go straight down, without any pointing upwards, nor having the root tips up out of the ground and in the open air. As you would with any transplant, close the soil tightly around the roots once finished to make a good starting point for the plant to grow into.

The crown (the bulbous fleshy part of the plant between the roots and

leaves) of the transplant should not be planted so deep that the top of the soil is covering it – nor too shallow which exposes too much of the crown and the upper parts of the feeder roots to drying. Ideally, the level of the soil should meet the middle of the crown.

Depending on the variety and amount of vigor expected, one should estimate a spacing of 10-12" between strawberry plants in a row, and 12" or so between the rows. Planting too close together initially will compromise air circulation and too far apart would be an inefficient use of the space available.

Once transplants have been put into the soil, be sure and follow up with a good soaking and continue to maintain a nice level of moisture as the plant establishes itself. Not only does this provided much needed moisture to the transplant, but it also sets the soil nicely around it by settling it and closing the pore spaces.

The above is an article about how to correctly transplant strawberries. For questions about this article or any others concerning strawberries or caneberries, please contact Mark Bolda at 763-8025 or [mpbolda@ucanr.edu](mailto:mpbolda@ucanr.edu).

# Happy Holidays

# THE WATER NANNY

## Every Child Gets a Pony

**A**h, the pitter patter of little feet running down the stairs to see what Santa left under the tree the night before. Stevie wanted a pellet gun, Jane an easy bake oven and Sue just a pony. Mostly they found socks, sweaters and some candy. Such is the disappointment of childhood, and just as well.

We still dream of how life would have been so much more fun if we did get that pony. Have you ever had, or cared for a pony? They are malicious little cusses. Truly, they are pissed off they are not horses. Giving a child one is a cruel and painful joke on both child and doting parents. They smile as you approach the fence, only to bite you as proof of character. *When the gods wish to punish us they answer our prayers.* (Oscar Wilde)

Maybe we spoil our children, are too indulgent or lack the strength to be anything other than permissive. Maybe we just don't know what else to do. It may be the moral dilemma for our modern society that there is no granny to make us pick up our clothes. Family behavior used to be constrained by community views. Families that lived through two World Wars and the Depression knew deprivation from experience, so when more prosperous times returned they were restrained in showering children with gifts or indulgent behavior.

It is now December and what I really want is not a pony but prolonged rain. We may now be entering a third dry winter. Even though most of our water comes from the unseen aquifer beneath the valley, it needs rain to be replenished, so we now need to conserve. The aquifers along the western San Joaquin Valley and in San Luis Obispo are in much more stress during the drought and crops there will suffer. Indeed, we all need to adopt a wiser, more frugal approach to irrigation as a community ethic for this and every year.

There are some new tools to help to use less water without impacting yields. CropManage, a program developed

by the UC Extension, and linked to the CIMIS weather network, works well for lettuce and broccoli, and soon strawberries. Field trials on three broccoli farms where each field was split with grower directed irrigation on half and CropManage calculated irrigation on the second half. One grower used 35.4 inches for a single crop while the CropManage field received 19.6 inches, or a 45% reduction in irrigation. Harvest yields were similar between the split fields so conservation did not impact the bottom line.



Broccoli	Sprinkler	Drip	Total	Savings
Grower 1	7.4	26.1	33.5	
Crop Manage 1	7.4	12.9	20.3	39%
Grower 2	4.4	31.0	35.4	
Crop Manage 2	4.4	15.2	19.6	45%
Grower 3	5.9	28.5	34.4	
Crop Manage 3	5.9	14.0	19.9	42%

Wishing for plentiful water this year may be like wishing for the pony, we will be better off if we make the most of what rain we get, for any is a fine gift. Since the PVWMA is so gung-ho on conservation, maybe next year they can develop a website of practical methods, like CropManage, to aid in reducing irrigation without impacting yield, and profits. Not a pony, but possibly a more lucrative gift. *"Be careful to leave your sons well instructed rather than rich, for the hopes of the instructed are better than the wealth of the ignorant."* (Epictetus)

Speaking of gifts; may you, your family and employees all enjoy a Merry Christmas and a truly soggy New Year.



### FOOD FOR THOUGHT

*We make a living by what we get, but we make a life by what we give.*  
Winston Churchill



# FAVORITE RECIPES

## Dungeness Crab Bisque

**K**ellyn Pini, 27, a sales representative at Hershey Chocolates in Los Gatos, California has always had a passion for cooking. While she is not a trained chef, she was fortunate enough to grow up in a household full of amazing cooks including her mother and two brothers. Pini says, "My earliest memories revolve around the kitchen, beginning at a young age just prepping the ingredients, then gradually working the stove, and finally preparing whole meals." Kelly's love for food continues today with access to an abundance of beautiful produce here on the central coast. Her recipe takes advantage of the fresh seafood we have off the coastal waters and her fortune of having a fisherman in the family. Her brother Brendan brings the family together each year for a giant crab feed. She says, "Day one consists of fresh crab from the shell, but the following days we transform the leftover crab a variety of ways. My personal favorite is warm crab bisque, a perfect meal as fall approaches." (This recipe was procured by Fearon Hosmer as part of her Cal Poly SLO internship in the Farm Bureau office.)

1 cup onion, minced

1 cup carrot, minced

1 clove of garlic, minced

2 (10 1/2 ounce) cans chicken broth

4 tablespoons flour

6 tablespoons butter

1 tablespoon tomato paste

1 cup heavy cream

1/4 cup cooking sherry

1 tablespoon lemon juice

1 teaspoon Worcestershire sauce

1/2 teaspoon cayenne pepper

fresh chives, minced

1/2 lb lump crabmeat

Salt and pepper to taste

Serves 6

### **BISQUE DIRECTIONS**

- Sauté garlic, onion and carrot in 2 tablespoons butter until soft. Set aside.
- In 4 quart saucepan, melt 4 tablespoons butter and add flour, whisking constantly over medium heat until roux becomes light brown (about 5 minutes). DO NOT BURN!
- Stir in tomato paste. Slowly add chicken broth, whisking constantly to ensure mixture stays smooth.
- Add garlic, onions and carrots, cover, and simmer for 1/2 hour. After mixture simmers, use an immersion blender to puree vegetables into a smooth consistency.
- Add cream, sherry, lemon juice, Worcestershire sauce, cayenne pepper, and crab. Simmer an additional 5 to 10 minutes.
- Finished with salt and fresh cracked pepper to taste. Garnish with fresh minced chives if desired.

### **GARLIC CHEDDAR CROUTON (OPTIONAL)**

6 slices of sourdough baguette- sliced 1/4 inch thick

3/4 cup shredded cheddar cheese

1 clove of garlic, whole

Olive oil

### **DIRECTIONS:**

Preheat oven to broil

Lightly brush sliced sourdough with olive oil. Rub clove of garlic on each slice of bread.

Top each slice with 2 tablespoons of shredded cheddar cheese.

Place bread slices on cookie sheet and placed under broiler. Broil until bread is crispy and cheese is lightly golden. Place one crouton in each bowl of bisque.



## President's Message

Continued from Page 2

Of course, Focus Ag's Day on the Farm would not be such fun without the cattle exploits of cowboys,

John P. and Gordon.

Vegetable education rules the day with Arnett and Dick while Adriana's and Tom's organic instruction is rather fantastic.

As we close out this year with the CFBF Annual Meeting we've achieved some milestones definitely worth repeating.

Our membership has grown and, finally, let's cheer, we received Five Awards of Excellence and named County of the Year!

*Best Wishes  
&  
Christmas Cheer  
And Let's not forget  
A Very Happy New Year*

*From the Farm Bureau  
Family to Yours*

## NRCS NEWS

### Call for Grower Success Stories on Water Conservation

By Rich Casale, Natural Resources Conservation Service

The Natural Resources Conservation Service (NRCS) and Resource Conservation District employees have now been writing water conservation related articles for this column for over a year. I believe these articles can be much better if growers provided us with their input in the form of testimonials or success stories on how they use less water on the farm and/or reduce groundwater overdraft in the Pajaro Valley.

As more and more farmers and ranchers continue to become involved in the grower initiated "Community Water Dialogue" it makes sense to provide yet one more outlet for growers to share their stories or ideas on how to lessen the demand on the Pajaro Valley groundwater aquifer. We

know there is a lot of good water conservation work taking place on local farms and ranches and would hope that growers and other land/water users would be willing to share their ideas and successes with us and the rest of the agricultural community.

Water conservation is more important than ever especially after two years of way below normal rainfall. We invite you to contact us with your ideas, success stories or a complete article (maximum 250 words) on this subject. Please e-mail to Rich Casale ([richard.casale@ca.usda.gov](mailto:richard.casale@ca.usda.gov)); send to NRCS, 820 Bay Ave, Suite 128, Capitola, CA 95010; or call 475-1967. We look forward to hearing from you and seeing your name in print soon.

## Take Extra Precautions When Using A Ladder



in Los Angeles is helpful. The case says an insurance company can be guilty of bad faith even without rejecting a settlement demand.

The case arose out of an automobile accident. Mercury Insurance insured the driver of an automobile that collided with two other cars injuring four people. The driver's policy with Mercury had a \$100,000 limit per person and \$300,000 per accident. The driver with the Mercury insurance caused the accident while the drivers of the two other vehicles were not at fault. Reid, one of the two innocent drivers was severely injured and sued the driver with the Mercury insurance. Mercury offered its entire \$100,000 policy to Reid but the offer was rejected and the case proceeded to trial. A jury awarded Reid a \$5.9 million dollar judgment against the driver with the Mercury insurance but the driver could not pay such a large amount. The driver with the Mercury insurance then assigned his rights for bad faith against Mercury alleging it failed to make a reasonable offer to Reid within a reasonable time and that Mercury rejected settlement opportunities.

Mercury made a motion to dismiss the case in the trial court because Reid "never made a demand for settlement within the (\$100,000) policy limits." The trial court granted the motion to dismiss based on its finding that Reid made no settlement demand or other insinuation to Mercury of a willingness to settle.

In a case decided October 7, 2013, *Reid v. Mercury Insurance Company*, Case No. B241154, Division Eight of the Second District Court of Appeal agreed with the trial court however the Court of Appeal said that a settlement demand was not necessary to trigger an insurer's duty to settle.

With winter approaching, it is worthwhile re-visiting the communication responsibilities in settling insurance claims in vehicle accidents and similar losses. Review of a case decided October 7, 2013 in California's Second District Court of Appeal

*For bad faith liability to attach to an insurer's failure to pursue settlement discussions, in a case where the insured is exposed to a judgment beyond policy limits, there must be, at a minimum, some evidence either that the injured party has communicated to the insurer an interest in settlement, or some other circumstance demonstrating the insurer knew that settlement within policy limits could feasibly be negotiated. In the absence of such evidence, or evidence the insurer by its conduct has actively foreclosed the possibility of settlement, there is no "opportunity to settle" that an insurer may be taxed with ignoring."*

The court thus confirmed that an insurance company can be in bad faith even without a settlement demand. This case highlights the importance of communication in resolving disputes involving insurance. And it is always best if the communication is in writing in case there is a later factual dispute. If you are the unfortunate victim in an accident, make sure the lines of communication are always open and make all important communications in writing.

## Focus Agriculture

**Continued from Page 1**

2011." Alumni of the program include: **John Laird**, California Secretary of Resources Agency; **Zach Friend**, Supervisor; **Greg Caput**, 4th District Supervisor; **Willy Elliott-McCrea**, CEO, Second Harvest Food Bank; **Maggie Ivy**, Executive Director of the Santa Cruz County Convention and Visitors Council; **Ted Burke**, Owner, Shadowbrook Restaurant; **Michael Watkins**, Superintendant of County Office of Education; and **Ceil Cirillo**, Tannery Arts Center.

Seminars will be held one full day per month commencing March 14, 2014 and ending November 7, 2014.

Applications are available online at [www.agri-culture.us](http://www.agri-culture.us) or at the Agri-Culture office, 141 Monte Vista Avenue, Watsonville and by calling (831) 722-6622. **Applications are due Friday, January 17, 2014.**

# FROM THE AG COMMISSIONER

Mary Lou Nicoletti, Agricultural Commissioner

## CDFA Ecosystem Services Database



I am sure you have seen the report done for our county this past June (Economic Contributions of Santa Cruz County Agriculture), which analyzed the direct and "ripple" effect contributions that agriculture makes to the county's economy and employment. The annual total economic contribution of Santa Cruz County agriculture is \$1.46 billion dollars. It was beyond the scope of that report to measure the value of wildlife habitat, biodiversity enhancement, nutrient cycling, and an array of other "ecosystem services." But the report recognized that these ecosystem services provided by agriculture are of great benefit to society.

The California Department of Food and Agriculture (CDFA) recently launched a first-ever Ecosystem Services Database on its website. "Ecosystem Services" in agriculture is defined as the "multiple benefits we gain from farming and ranching including crop and livestock production." The purpose of the website is to recognize the many social and environmental benefits offered by growers and ranchers, and to communicate the information to a wide audience.

The database of nearly 400 farms and ranches is comprised predominantly of farms growing specialty crops. There are about 300 specialty crop farms and 100 non-specialty crop growers. Around 20 of the farms listed are in Santa Cruz County. The database can be queried by county, type of crop, and ecosystem services provided. An interactive map allows users to view where the services are taking place. Among the 13 categories of ecosystem services are: wildlife habitat, recreation and cultural, pollination, water and nutrient cycling, and biodiversity conservation. Each category is defined and shows a list of practices that contribute to that particular ecosystem benefit.

Participation is voluntary. Growers can submit information, including a description of ecosystem services provided by the farm and a link to the farm's website, via the online form.

Now that harvest season is winding down for many growers, you may have time to participate. We all are aware of the importance of communicating to the public that beyond the productivity of fields and pastures, resource management decisions provide a multitude of ecosystem benefits to the community. A link to the database is located prominently on the CDFA website to help direct the public to this resource. The CDFA website is: [www.cdfa.ca.gov](http://www.cdfa.ca.gov).

## Directors' Dinner

*Continued from Page 1*

- The Santa Cruz County Farm Bureau was named **County of the Year!** This award will be presented at the CFBF Annual Meeting which will be held in Monterey on Monday, December 9th.
- Measure T was defeated by a majority vote near 75%.
- Our County Fair Booth won a **gold medal** at the California State Fair and the Agriculture/Horticulture **Best Professional/Commercial Exhibit** at the Santa Cruz County Fair.
- The Al Smith Friend of Agriculture award went to **Tom Rider**, owner of H. A. Rider & Sons and the Farmer of the Year award went to **Ken Kimes**, owner of New Natives.
- The Jimmie Cox Memorial Scholarship was presented to **Lauren Bellone**.
- The winner of the Poster Contest was **Siena Gallo**, a 5th grade student at Linscott Charter School and the poetry contest was won by **Kyle Galloway**, a 7th grade student at Monte Vista Christian School.

# SAFETY FIRST!

Mike Klimenko, State Fund Farm Bureau Group Manager

## Farm Shop May Have Hidden Hazards

For most farmers, the hectic pace of harvest is over and it is now time for equipment maintenance in preparation for the next growing season. Many farmers prefer to work on their own equipment, frequently with assistance from one or two longtime employees.

The farm shop is one of the most dangerous places on the farm. It can present a wide variety of hazards: the shop environment can be hazardous if it is not well lit or not kept clean; the equipment is inherently hazardous because it is usually very heavy and it has spinning bits, revolving blades and rotating pieces; and the operations being performed can be hazardous if they are not done correctly.

Avoiding accidents and injuries in the farm shop requires knowing what the hazards are, and knowing how to work safely to avoid those hazards. Most important, staying safe in a farm shop requires following correct procedures at all times. Injuries happen when people try to take a shortcut, or when they stop concentrating on what they are doing.

Adequate systems are needed to vent smoke, fumes and exhaust gases. Open windows and doors may provide enough ventilation in the summer, but not so during winter months. Special systems may be needed to remove exhaust fumes and other gases. Flexible pipe or tubing can be used to vent exhaust gases. Properly designed ventilation systems are required in welding and battery areas to remove smoke and fumes.

Before you start your winter maintenance program, this is an excellent time to do an inspection. Look around—is the shop well lit and clean? Are the walkways clear? Many accidents happen when the victim trips on debris or slips on an oil spill. Debris should be swept up and oil spills should be covered with absorbent material and cleaned up. It is a good idea to clean the area completely after a job is completed and before starting on the next task. Be sure to empty trash containers regularly.

Here are some safety suggestions for the farm shop:

- Keep all tools and service equipment in good condition.
- Always use the appropriate personal protective

equipment for operations such as welding and grinding.

- Keep floors and benches clean to reduce fire and tripping hazards. Clean the area completely after the job is finished.
- Lighting, wiring, heating and ventilation systems should be well maintained.
- Do not allow unauthorized use of tools or service equipment without proper instruction.
- Use tools and service equipment only for their designed purposes.

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# Membership News

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Continuing through April 1st, 2014, Farm Bureau members have the opportunity to save \$1,500 on Chevrolet Silverado HD and GMC Sierra HD trucks. Chevrolet and GMC offer exclusively to Farm Bureau members in California an additional \$1,000 incentive on the acquisition of any new 2013 and 2014 regular cab, heavy-duty (2500/3500 series) truck. This is in addition to the standard \$500 Farm Bureau discount incentive. To take advantage of the discounts, Farm Bureau members can log onto [www.fbverify.com/gm](http://www.fbverify.com/gm) and

enter their membership number and zip code. If eligible, the information will be verified and a certificate will appear that must be printed and taken to the dealership of choice for presentation to the salesperson. There is no limit to the number of certificates that a member may print and use, although certificates do expire after 60 days. Regular GM discounts of \$500 continue on all other Chevrolet and GMC truck models, as well as selected Chevrolet, Buick, and GMC cars and SUV's.

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## CALENDAR

**THURSDAY - DECEMBER 19**  
Agricultural Policy Advisory  
Commission meeting

**WEDNESDAY - DECEMBER 25**  
Office Closed



**WEDNESDAY - JANUARY 1**  
Happy New Year  
Office Closed

**WEDNESDAY - JANUARY 8**  
• Executive Committee  
meeting  
• Membership Committee  
meeting

**WEDNESDAY - JANUARY 8**  
Young Farmers & Ranchers  
meeting

**MONDAY - JANUARY 13**  
Public Relations &  
Information Committee mtg.

**FRIDAY - JANUARY 17**  
Focus Agriculture, Class XXV  
Applications Due

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