

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

DECEMBER 2016
VOLUME 40, ISSUE 12

INSIDE this issue

- 3 Ask Laura**
Environmental
Monitoring
- 4 Water Nanny**
Noël
- 5 Recipe**
Christmas Cookies
- 12 Calendar**



LIKE US ON FACEBOOK



FOLLOW US ON TWITTER



FARM
BUREAU
SANTA CRUZ COUNTY

Between The Furrows is a monthly publication of the SCCFB. Members receive a subscription as part of their membership investment.

Mary Walter, Editor
Jess Brown, Managing Editor

141 Monte Vista Avenue
Watsonville, California 95076.
(831) 724-1356 or (831) 763-4450
Fax: (831) 724-5821
Email: sccfb@sbcglobal.net
Web: <http://www.sccfb.com>

Santa Cruz County Farm Bureau

Annual Directors' Dinner & Meeting



Top Row: (L) Kevin and Heather Healy, (C) Adriana Silva, (R) Brendan Miele. Bottom Row: (L) Frank and Loretta Estrada, Gordon and Susan Claassen, (C) Thomas & Constance Broz, (R) Norma Moreno and Peter Navarro

The Annual Directors' Dinner was held in November at the Wharf House in Capitola.

This annual event is a evening of fun and appreciation highlighting the accomplishments of the organization's directors and staff members. It is also the official passing of the gavel as new officers and directors begin their terms.

David Van Lennep was presented with a plaque and gift for his years of service as

president. Thomas Broz will assume the office of President of the Board of Directors along with Brendan Miele, 1st Vice President; Arnett Young, 2nd Vice President and David Van Lennep will serve as Past President.

Certificates of Appreciation and a special gift were presented to four directors leaving the board this year: Steve Auten, Steve Bontadelli, Nita Gizdich and Wendy O'Donovan. Directors beginning a new term of office are Gordon Claassen, John Pisturino and Dennis Webb.

Focus Agriculture Class XXVIII

Applications for Class XXVIII are now available by contacting Agri-Culture (831) 722-6622 or online at www.agri-culture.us

Early admission deadline - December 16, 2016

Final application deadline - January 13, 2017

VISIT OUR WEBSITE AT WWW.SCCFB.COM



President's Message

THOMAS BROZ, PRESIDENT

Gratitude And A Time To Pause And Reflect

With the political spectacle of the elections finally over and the growing season gradually coming to an end, Thanksgiving is the first holiday to make us pause for a moment to acknowledge the completion of another farming season. The Thanksgiving meal, maybe the most celebrated in our community, reminds us that our daily ritual of preparing and sharing food is the most important way of bridging time and space and renewing our bonds with family and friends.

It is a tradition in our family when we share a meal to go around the table and give everyone the opportunity to express their gratitude. My daughter with consistent regularity gives thanks for the food on her plate and the water in her glass. Lately she started to expand the scope of her gratitude by including the farms, the farmers and farm workers that tend to the soil from which the food on her plate comes.

Most of us eat three meals a day and, just like we expect to have 24/7 internet service, we take for granted having food on our plates and don't think twice how and where the food is grown. I am convinced that if collectively we have a better understanding of the complexity and sophistication of how food is grown and how it ends up in our kitchen or directly on our plates, it would help support the kind of policies and decisions that strengthen instead of weaken our capacity to farm.

Agriculture is unique in that it mediates between nature and the human community it feeds. Most people however are not aware that amidst an increasingly unpredictable environment of natural conditions, as well as economic and regulatory burdens, farmers often have a difficult responsibility of stewarding this challenging balance between the financial complexity of their businesses and sustaining the productivity and health of soils, plants and animals they farm.

Since farmers only represent a small percentage of the population, Santa Cruz County Farm Bureau, the oldest farm advocacy organizations in the county (1917-

President's Message - Continued on Page 6

"The Pajaro Valley is blessed with one of the best agricultural land and growing climates in the world. Due to it's proximity to one of California's largest population centers, the Bay Area, I envision farming to continue thriving 50 years from now."

Scurich Insurance Services

License #0436405

Servicing the Agricultural Community Since 1924



783 Rio Del Mar Blvd., Suite 7
Aptos, CA 95003
(831) 661-5697
www.scurichinsurance.com



2016/2017 BOARD OF DIRECTORS

OFFICERS

THOMAS BROZ
PRESIDENT,
STATE DELEGATE, ORGANIC VEGETABLES

BRENDAN MIELE
FIRST VICE-PRESIDENT,
STATE DELEGATE, HERBS

ARNETT YOUNG
SECOND VICE-PRESIDENT,
ALTERNATE STATE DELEGATE
VEGETABLES

DAVID VAN LENNEP
PAST PRESIDENT,
ALTERNATE STATE DELEGATE, TIMBER

DIRECTORS

GORDON CLAASSEN, Cattle
MATTHEW BISSELL Timber
JOHN E. EISKAMP Berries
CHRIS ENRIGHT Orchids
FRANK ESTRADA Cattle & Timber
KEVIN HEALY Berries
CYNTHIA MATHIESEN Berries
PETER NAVARRO Berries
DICK PEIXOTO Organic Vegetables
JOHN PISTURINO Cattle
GERI PREVEDELLI-LATHROP Apples
JJ SCURICH Berries
ADRIANA SILVA Organic Vegetables
DENNIS WEBB Timber

EX-OFFICIO

JUAN HIDALGO
Ag Commissioner
ANDREW GENASCI
CFBF Field Representative
LAURA TOURTE
UCCE Farm Advisor
JAN GARROD
CFBF Director, District 10

STAFF

JESS BROWN
Executive Director
MATTHEW GIANELLI
Assistant to the Executive Director
CAROL LeGRANDE
Bookkeeper
ROGER MARIN
Program Coordinator

MARY WALTER
Newsletter Editor

ASK LAURA

Steve Tjosvold, Farm Advisor, UCCE

Environmental Monitoring for Disease Management

Many plant diseases are managed with prudent sanitation measures and timely preventative sprays. Fungicides and bactericides should be applied before the pathogen infects the plant. Since predicting the conditions that promote infection is often not well understood or taken into account, this can lead to more "insurance" sprays than actually needed. Monitoring and quantifying environmental conditions that promote disease infection and development could be very useful in predicting disease risk and helping time preventative sprays or other management practices.

Humidity and leaf wetness are especially important environmental factors that influence whether or not a disease will occur. The majority of fungi, aerial nematodes, and bacteria that cause plant diseases require liquid "free" water on the plant surfaces before they can infect the plant. Free water could be in the form of rain, fog, dew, sprinkler irrigation water, syringing water, or even pesticide spray. Moreover, many fungi need high humidity to produce spores. Dew formation is triggered when the surface temperature of a leaf canopy drops below the dew point temperature of the surrounding air. This typically occurs at night in greenhouses that are not ventilated and heated properly or in field or nursery crops on calm clear nights. Often the period that free water exists on the plant can dramatically affect disease severity by enhancing conditions that favor infection. Major leaf and stem pathogens are supported by wet periods of 4 hours or more of continuous leaf wetness.

exist for apple scab, cedar apple rust, potato late blight, tomato early blight, strawberry anthracnose, botrytis fruit rot, citrus brown spot, lettuce downy mildew, grape powdery mildew, among others. Sensors quantify leaf wetness in the crop leaf canopy, data loggers collect and organize this information, and mathematical models can help predict disease risk. These systems can reduce the number of sprays that are needed for disease control.

Many current greenhouse control systems can help collect and organize data from leaf wetness, relative humidity and temperature sensors. For field and outdoor nursery crops, a simple environmental monitoring system can be pieced together using readily available sensors and dataloggers from various companies (e.g., Campbell Scientific Inc (Logan, UT), Onset (Bourne, MA), Spectrum Technologies Inc. (Aurora, IL). Botrytis models have been intensively studied in many crops and should be one of the first to try with these systems. Field observation and evaluation of disease models is needed to confirm their usefulness for specific crops and conditions. Models that predict high disease risk could improve scouting efficiency by targeting more intensive scouting during these periods, help reduce fungicide applications by predicting optimal timing of fungicides before infection occurs, and target periods when dehumidification cycles are needed in greenhouses.

Happy Holidays

Commercial disease prediction models

THE WATER NANNY

"Agriculture, the Original Green"

Noël

The horses took fright at the mountain lion and were off down Mount Madonna at a terrifying pace. I bounced on the seat, straining with the wooden foot brake as hard as any girl could muster. The Christmas tree almost flew out of the buckboard. The real crisis was not the reckless speed, but the cliff beyond the next turn. I really shouldn't have snuck off with the team to cut down a surprise tree. What would Daddy say, another terrifying experience ... I awoke in a cold sweat to the smell of the Christmas tree in the living room, still terrified of the perils of life 100 years ago. Time to throw another log on the fire and finish off the eggnog. This is an odd holiday season. The usual good cheer is shadowed by fears of the New Year.

Lump of Coal. As a California native, I never saw a lump of coal, but it sounded exotic and far away. But if you hail from the frozen east, it's a common rock used to increase atmospheric carbon, among other things and its gifting is frowned upon. The Regional Water Board has rewritten the draft ag order; not too many changes, but a lump of coal by many accounts. The draft Ag Order v3.0 is scheduled for review and adoption by the CCRWQCB at their meeting in Watsonville on March 7-9, 2017. The deadline for comments is January 3, 2017.



The new Ag Order was prefaced by RWQCB staff as mostly unchanged from the 2012 Ag Order (now referred to as v2.0). The lack of change is somewhat subjective. Significant changes were made in 1) the surface water monitoring requirements (CMP), an expensive change, 2) all Tier 2 and 3 farmers of high nitrate risk crops must annually submit a Total Nitrogen Applied (TNA) form, a burdensome change, and 3) compliance dates were all moved to March 1 to allow for calendar year reporting, a logical improvement.

Ag Order v3.0 will be in effect for three years, and then replaced by Order v4.0, which promises to bring many groundwater related mandates. There is some solace that v3.0 will only harm our pocketbooks and expand TNA reporting to all Tier 2 and Tier 3 growers of "crops that have a high risk of loading nitrogen" (vegetables & strawberries) with farms over

50 acres. In 2016 the current Order 2.0 mandated 700 ranches representing 118,000 acres file TNA reports. This could expand to over 2,600 ranches and over 277,000 acres. While Order 3.0 will not be adopted until March, the record keeping requirement for TNA starts January 1st, with annual reporting due March 2018. This will be a big surprise to a lot of farmers. TNA is required based on crop type, the risk calculation has been omitted, and applies to organic and conventional growers.



CMP, the surface water cooperative monitoring program grows exponentially in 2017. Twice a year, concurrent with the toxicity monitoring, the CMP will test for organophosphates (13), neonicotinoids (6), herbicides (8), metals (9) and phenolic compounds (1) in surface water. This was only performed once every five years under the prior MRP and did not include neonicotinoids. The annual sediment monitoring was increased to two times per year with a focus on pyrethroids. The four times per year toxicity testing was modified to include chironomids (a midge) instead of minnows, due to its sensitivity to neonicotinoids. All this will be expensive, Preservation, Inc. invoices for the same acreage in 2017 will be 69% higher than 2016 year. And, RWQCB staff is also proposing to extend this high level of monitoring to 2018.

Holiday Cheer. The PVWMA has extended the application period for the Fallowed Land Incentive Program (FLIP) until year end. The form to apply for a \$1,000/acre subsidy for fallowing land one year was in last month's Between the Furrows, and are available from the PVWMA. So seldom that we can be paid for doing good, and so in the Christmas spirit.

"I heard the bells on Christmas Day, Their old, familiar carols play, And wild and sweet, The words repeat, Of peace on earth, good-will to men!" Henry Wadsworth Longfellow



FAVORITE RECIPES

Christmas Cookie Time

Here are a couple of my favorite cookies to bake during the holidays. I can almost guarantee they won't last long. Use your imagination and fill the thumbprint cookies with jams, lemon curd or even a Hershey Kiss...but wait until they come out of the oven for the chocolate. Have a Merry Christmas!!

Chocolate Peanut Butter Toffee

1 cup brown sugar
1 cup salted butter
1 sleeve Saltine Crackers
3/4 cup peanut butter
1 1/2 - 2 cups chocolate chips
sprinkles

Cover a 9 x 13 baking dish with foil. Spray with nonstick cooking spray or grease with oil. Arrange the saltines in one layer in the pan, leaving a little bit of room between each cracker, and set aside. Preheat the oven to 400°F.

Melt the butter and brown sugar in a small nonstick saucepan. Bring to a boil and let boil without stirring for three minutes. Pour the hot mixture over the crackers and bake for 5 minutes.

Drop the peanut butter onto the hot cracker and toffee mixture; bake for another 1 minute to melt. Spread the peanut butter. Sprinkle with chocolate chips; bake for another 1 minute to melt. Spread the chocolate evenly and top with sprinkles.

Freeze or chill for 1 hour or until set. Break into small pieces for serving.

Thumbprint Cookies

2 1/2 cups all purpose flour
1/2 teaspoon baking powder
1/2 teaspoon cinnamon
1/4 teaspoon Kosher salt
1 cup unsalted butter
3/4 cup firmly packed light brown sugar
1 large egg
8 ounces hazelnuts, pecans or walnuts
1/2 cup fruit preserves of your choice

Preheat oven to 350°F. Line baking sheets with parchment paper. In a medium bowl whisk together the flour, baking powder, cinnamon and salt.

Using an electric mixer, beat the butter and brown sugar in a large bowl until light and fluffy, about 3 minutes. Beat in the egg. Reduce the mixer speed to low and gradually add the flour mixture, mixing until just incorporated.

Roll the dough into 3/4 inch balls and coat with chopped nuts. Transfer the balls to the prepared baking sheets, spacing them 2 inches apart. With your finger, make an indentation in the center of each ball, making sure not to go all the way through. Fill each cookie with 1/2 teaspoon preserves.

Bake until the cookies are golden brown around the edges, 14 to 16 minutes. Let cool, then transfer to a wire rack.

CHRIS NIELSEN
TRACTOR SALES

SALES • RENTALS • APPRAISALS

831-331-0144

chrisnielsentractorsales.com • chris@chrisnielsentractorsales.com

~ Just Keep It Simple ~



"It's good to be children sometimes, and never better than at Christmas."

Charles Dickens



Charles Secondo Bella, June 12, 1926 - October 28, 2016



Charles Secondo Bella

and raised in the hills of Aptos. A third generation farmer, he started farming apples with his grandfather at the age of 16. He then farmed with his father, and until the day he died,

Charles (Charlie) Bella, a lifelong resident of Aptos, passed away on Oct. 28, 2016. He was surrounded by family during his brief illness and passed away in his sleep at home after enjoying dinner with family. He was born

with his sons Chuck and John. When he was younger he was always on the go, hunting, fishing and hiking in the Santa Cruz Mountains to the South Coast of Big Sur. As he got older, he stuck closer to home, but was always on the move. He was not one to let moss grow under his feet. He will be missed by all who knew him because he always left such an impression with his wry sense of humor.

If you would like to make a donation in honor of Charles Secondo Bella, Agri-Culture would be his choice. Contributions may be sent to Agri-Culture, 141 Monte Vista Avenue, Watsonville, CA 95076. For more information, please call (831) 722-6622.

The Pajaro Valley Unified School District Is Looking For Your Help!

Dear Business Owner/Manager,

Pajaro Valley Unified School District would like your help!

Many of our students do not have internet access at home, but need it after school in order to complete their school work. We would love to partner with local businesses to support our students and their education.

Would your business be willing to support PVUSD by allowing our students to use your WiFi without having to be a patron of the business? To acknowledge your vital support, the business name or logo you provide will be posted on our PVUSD website.

If you would like to participate in this valuable program, please complete this short form. We will send you a sticker (see below) to post in your window to show the community that you support PVUSD students with free WiFi access.

Please do not hesitate to call or email me with questions.

We look forward to hearing from you,

Miranda Felton
Instructional Technology ToSA
Pajaro Valley Unified School District
(831) 786-2100 x2910

President's Message - continued from page 2

2017), plays a critical role of representing and standing up for the interests of the agricultural community. SCCFB has excelled in continuously educating and engaging both agricultural and non-agricultural members to understand the uniquely complex challenges that impact and undermine the health and long-term sustainability of agriculture in the County.

The 100th anniversary celebration in 2017 (yep, only a few

weeks away) is a great opportunity to renew or up your membership and an invitation to reach out to family, friends, neighbors and co-workers to support the important mission of the Santa Cruz County Farm Bureau. I look forward to your participation in next year's celebration - "Bring Farming to the Table for all of Santa Cruz County".

Wishing everyone a safe and joyous Holiday Season!

New Worker Protection Standard Regulations Become Effective in 2017



On January 2, 2017, changes to Worker Protection Standard regulations become effective. These new changes will align regulations in California with those at the federal level. The new changes will require that growers meet additional communication and training requirements for employee

pesticide handlers and fieldworkers. Notable changes include the following:

- The Pesticide Safety Information Series leaflet A-8 (Hazard Communication Information for Employees Handling Pesticides) and A-9 (Hazard Communication Information for Fieldworkers) will now need to be posted at all permanent decontamination facilities and decontamination facilities servicing 11 or more employees in addition to the posting requirements at a central location and worksite.
- The application-specific information for pesticide handlers and fieldworkers must now include the crop or site treated, the dates and times the pesticide application started and ended and a copy of the Safety Data Sheet(s) for the pesticide(s) used. Application-specific information must now be retained for two years by the grower.
- Fieldworkers must now receive training every 12 months. The training must be documented and training records must be kept for two years at a central location accessible to employees. The record must be provided to employees upon request.
- Pesticide handler and fieldworker training must be conducted at locations reasonably free from distraction and trainers must be present throughout the entire presentation.
- In cases where medical personnel are treating an employee for a suspected pesticide exposure, the grower must provide the following information

to the medical personnel: applicable Safety Data Sheets (SDS), product name, active ingredients of the products the employee may have been exposed to; information on how the pesticide(s) was being used; the circumstances which may have resulted in exposure to the pesticide(s).

- Decontamination facilities must contain at least three gallons of water per employee handler and one gallon of water per employee fieldworker at the start of the work day. Employees must be informed of the location of the decontamination facility prior to handling pesticides or prior to working in a treated field.
- The term greenhouse has been replaced with the term "enclosed space."
- New exclusion zones for pesticide applications in outdoor production will be implemented to protect fieldworkers and other persons. The exclusion zones will extend in all directions from the application equipment and will either be 100 feet or 25 feet depending on the type of application equipment used and whether the material is being applied as a mist, fumigant, smoke or fog. Growers will be responsible for ensuring that their employees (others than those making the application) or any other persons remain outside of the exclusion zone.
- Field postings will be required when the pesticide label indicates a restricted entry interval of greater than 48 hours.

For more information about the new requirements contact your local Agricultural Commissioner's Office and stay tuned for upcoming continuing education classes that will provide more details about the new requirements.



Merry
Christmas

"Agriculture, the Original Green"

NATIONWIDE INFORMATION

By Margie Piercy, Director Business Development

Nationwide Training Sessions 2017

I'm very excited to post a list of the topics Nationwide will be able to offer training sessions on next year! Some of them are the same as in previous years, but we've also added several new safety classes to the roster.

Nationwide has been providing workers compensation insurance to many of our commercial ag customers in California for years now, and I'm excited we're expanding this offering to our Farmers and Ranchers. We have decades of agribusiness worker's compensation expertise and you can trust that our trainers will have the knowledge and experience you've come to expect.

As usual, I'll provide the trainers and handouts. Attendance seems to be higher when multiple topics are grouped together so I encourage you to give thought to what other vendors and topics could be included in these sessions. Please give me as much notice as possible to ensure our trainers will be available on the dates that work best for you. Let me know if you have a need for something that's not on this list and I'll see if we can accommodate it. All programs are available in English and some may also be available in Spanish. Please notify us if a bi-lingual speaker is required for your sessions.

I look forward to working with you to plan your training sessions for next year. It's definitely not too early to start getting dates on the calendar!

●Fleet Management Program (1 hour)

Targeted audience: Business owners, managers, supervisors and HR personnel.

Course content: Driver training, driver selection, drug testing, driver qualifications, maintenance and documentation. What makes good business sense from a liability perspective, even though it may not legally be required. We'll also cover a case study.

●Drug & Alcohol Reasonable Suspicion Training (2 hours)

Targeted audience: Supervisors, managers and HR personnel. Any company that operates at least 1 commercial vehicle is required to have a minimum of 1 employee trained in drug and alcohol suspicion awareness.

Course content: 1 hour of alcohol awareness, 1 hour of drug awareness. We'll review the steps to take if a driver is suspected of being under the influence, documentation of the observations and how to confront the driver.

●BIT / CSA: Basic Inspection of Terminals / Compliance Safety & Accountability (2 hours)

Targeted audience: Fleet Managers

Course content: Learn how keeping the scores low on CSA will reduce the number of inspections by the California Highway Patrol, understanding the changes to BIT that started in 01/01/16 and what the best practices are to pass a BIT inspection.

●Lock Out/Tag Out (2 hours)

Targeted audience: Anyone would benefit from attending.

Course content: We'll cover (LOTO) or lock and tag, which is a safety procedure used in industry and research settings to ensure that dangerous machines are properly shut off and not able to be started up again prior to the completion of maintenance or servicing work.

●Applicator Training (1-2 hours)

Targeted audience: Business owners and applicators.

Course Content: We will cover misapplication claims and trends we are seeing as

well as the proper use of pesticides (Label review), drift, proper rinsing procedures, etc.

●Forklift training (1 hour)

Targeted audience: Business owners and forklift operators.

Course Content: The hazards associated with forklifts, claims examples, and proper use.

●Farm Equipment Safety (1-2 hours)

Targeted audience: Business owners, managers, or general laborers.

Course Content: This training will include safe operating of mobile equipment including tractor roll over prevention, proper use of ATV's, and safe operation of equipment. (Includes tractors and harvesters).

●New Employee & Orientation Training (1 hour)

Targeted audience: Owners and managers.

Course Content: Implementing a New Employee & Orientation Training Program can assist employers in ensuring all new and existing employees are properly trained for the task they are assigned and responsible for. This session will train attendees on what should be included in new hire orientation, as well as familiarizing them with the Nationwide website, where materials are available to assist them in developing a program.

●Heat Illness (1 hour)

Targeted audience: Owners, managers, and employees.

Course Content: Illness brought on by extreme heat is yet another variable that can be life threatening to workers. This training is designed to identify the symptoms of heat-related illnesses. We will discuss steps to be taken to care for a victim, assist the participant in identifying personal and environmental risk factors, and strategies for preventing heat-related illnesses.

●Land As Your Legacy (1 hour)

Targeted audience: Anyone who is actively involved in farming or ranching and

"Agriculture, the Original Green"

Nationwide Training Sessions 2017 - Continued

is interested in transitioning their operation to the next generation.

Course Content: We'll cover the benefits of having a transition plan, who needs one and what needs to be done to put a plan in place to help minimize legal difficulties. Individual meetings with a Certified Financial Planner will be arranged after this initial presentation to discuss your specific needs. This program may not be available in all counties.

●Rural Road Safety (2 hours)

Targeted audience: Anyone directly involved in transporting materials or giving workers instructions on how to do so. Because we also talk about the liability side, actual workers may not find this beneficial unless it's a small organization and they're somewhat involved in that aspect of the business.

Course content: Legal Liability 101 - What do employees do with vehicles when they're not at work and what is the responsibility of the owner? We review a Case Study which analyzes the actual losses and helps to determine what went wrong when the Owner thought he had done everything correctly. We'll also discuss compliance and the consequences that can occur when things fall through the cracks.

●Ag Crime Prevention (1 hour)

Targeted audience: Anyone would benefit from attending.

Course content: We'll discuss theft statistics, specifically the types of equipment that are frequently stolen, manufacturer, thefts by month, types of theft, crime prevention tips, tips to protect your property, chemical protection, OAN, container thefts, what to do when a crime occurs and Nationwide's Crime and/or Arson Reward Program.



David Van Lennep (L) is presented with a plaque and special gift of appreciation as Thomas Broz (R) officially becomes the SCCFB President

2017 Calendar of Events

Santa Cruz County Farm Bureau

National Agriculture Day Spring Luncheon

Heritage Hall, Santa Cruz County Fairgrounds

March 15, 2017

11:30 a.m. to 1:30 p.m.

100th Annual Meeting

Location to be determined

June 22, 2017

5:45 p.m.

California State Fair

Cal Expo, Sacramento, CA

July 8 through July 24, 2017

24th Annual Golf Tournament

12:00 p.m. Shotgun Start

July 14, 2017

Annual Directors' Dinner

Location to be determined

November 2, 2017

6:15 p.m.

CFBF 98th Annual Meeting

Reno, NV

December 3 through December 7, 2017

Agri-Culture

10th Annual Down to Earth Women Luncheon

Driscoll's Rancho Corralitos

May 11, 2017

11:30 a.m. to 1:30 p.m.

9th Annual Testicle Festival

Estrada Deer Camp

August 26, 2017

3:00 p.m. to 7:00 p.m.

21st Annual Progressive Dinner

To be determined

October 28, 2017

3:00 p.m. to 9:00 p.m.

"Agriculture, the Original Green"



PAPER

Towels
Tissue
Plates
Cups
Bags

CHEMICALS

Hand Soaps
Deodorizers
Disinfectants
SPA & Pool Supply

JANITORIAL EQUIPMENT

Vacuums
Scrubbers
Buffers
Extractors
Gloves

Specializing in Green Products

"We Deliver"

220 Airport Blvd
Freedom, CA
(831) 724-6301 (800) 272-2221

Barbara & Company

CATERING SERVICE
Over 20 Years Experience

"A Family Affair"

Owned & Operated By:
Marina Camarlinghi
Victor Sanchez

831-426-6051
www.barbara-company.com

P.O. Box 4155 • Santa Cruz, CA 95063 • Fax: 831-476-8645

WEBBS FARM SUPPLIES

**Hi-Weed, Brush Mowers and...
ROTOTILLERS • COMPOST SHREDDERS**

- CHAIN SAWS
- BLOWERS
- POST HOLE DIGGERS

- LOG SPLITTERS
- GENERATORS
- TREE CLIMBING EQUIP.

Everything in Power Equipment
(408) 395-2227 • (831) 475-1020
5381 Old San Jose Road, Soquel, CA. 95073

Signature

AGRICULTURAL SYSTEMS
DESIGN
INSTALLATION
SERVICE

IRRIGATION
A DIVISION OF LANDMARK IRRIGATION, INC.

SOLEDAD (831) 678-1182 • GILROY (408) 846-8991



(831) 475-4214
Since 1938 FAX (831) 475-1756

CARDIFF PEST CONTROL
Locally Owned - Community Involved

2701 Soquel Avenue
Santa Cruz, CA 95062

Michael Reid
OPR 8607
QAL 32132




TORO PETROLEUM CORP.



BRIAN HILL

308 W. MARKET STREET
SALINAS, CALIFORNIA 93901
BHILL@TOROPETROLEUM.COM

(831) 424-1691
(831) 424-0176 FAX
(831) 970-8437 CELL







RPET CLAMSHELLS • CORRUGATED TRAYS • ROW CROP BOXES • ACCESSORIES



**SAMBRAILO®
PACKAGING**

Serving growers
in the Pajaro Valley and throughout
California for over 90 years.

**INTEGRATED PACKAGING AND
RESOURCE MANAGEMENT SOLUTIONS**

Product Design & Development
Forecasting & Procurement
Quality Assurance & Quality Control
Inventory Management
Packaging Assembly & Grower Issuance

800 Walker Street, Watsonville, CA 95076 • 831.724.7581 • www.sambrailo.com

MONTEREY BAY CERTIFIED FARMERS MARKET

Celebrating 35 years on the Central Coast
Your Local Certified Farmers Market

www.montereybayfarmers.org
www.edibleparadise.com

For more information (831) 728-5060





AG NEWS

By Chris Coburn, Executive Director,
Resource Conservation District of Santa Cruz County

The Cycle of Boom and Bust

I was excited to see several large storms roll through the County last month and deliver much-needed rainfall to a parched Santa Cruz County. But my excitement faded as high pressure set in diverting the storm track to the north, returning us to an all too familiar dry pattern we've seen in recent years. This cycle of boom and bust is in line with climate change models that predict fewer, but more intense, storms each year interspersed with longer dry periods between them. These observations, combined with the ongoing challenge of groundwater sustainability, inspired the RCD to team up with Dr. Andy Fisher at UCSC to figure out ways to enhance infiltration for groundwater recharge. In order to do this, we need to know where the best opportunities are for recharge. With funding from the State Coastal Conservancy, Dr. Fisher and a team at UCSC gathered data on soil types, geologic structure and groundwater elevation, among a number of other parameters, to produce maps that identify highly suitable areas for infiltration and recharge. Nearly complete, we will use this information to engage landowners in recharge areas to implement infiltration projects. We are also excited to be working with UCSC and PV Water through the Recharge Net Metering (ReNeM) program that will rebate property owners a portion of their augmentation fees, based on the amount of enhanced infiltration on their property, as part of a managed aquifer recharge (MAR) project. Stay tuned for more information as we begin to roll out these efforts, and in the meantime, let's hope the storms pay us a return visit soon.

The Santa Cruz County Farm Bureau (SCCFB) does not assume responsibility for statements by advertisers in Between The Furrows, nor for statements or expressions of opinion other than in editorials or in articles showing authorship by an officer of the SCCFB.

**SANTA CRUZ COUNTY BANK**
Put your money where your life is.

Growing local businesses



We're lending

- Agricultural Financing
- Farm Service Agency Loans
- Equipment Financing
- Working Capital Lines of Credit
- Solar & Energy Efficiency Loans

"Santa Cruz County Bank has provided us with the support and service I can trust to operate a resilient and healthy farm."
Tom Broz, Owner of Live Earth Farm

457.5000 sccountybank.com   

MARINI AND GOLD INSURANCE AGENCY

MARTY GOLD, LUTCF
CA LICENSE 0438827

WATSONVILLE OFFICE
141 Monte Vista Avenue
Watsonville, CA 95076
(831) 724-7593
(831) 724-5821 Fax

SALINAS OFFICE
1368 S. Main St. Ste. A
Salinas, CA 93901
(831) 754-2722
(831) 424-4761 Fax



Email: mariniandgold@jps.net
www.mariniandgold.com

FOR ADVERTISING INFO AND RATES CONTACT US AT: (831) 724-1356 or sccfb@sbcglobal.net

141 Monte Vista Avenue
Watsonville, CA 95076

DECEMBER 2016
VOLUME 40, ISSUE 12



FARM



BUREAU
SANTA CRUZ COUNTY



LIKE US ON FACEBOOK



FOLLOW US ON TWITTER

PSRT STD
U.S. Postage
PAID
Mailed from
Zip Code 95076
Permit No.237

Change Service
Requested

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

CALENDAR

WEDNESDAY - DECEMBER 14
Young Farmers & Ranchers
meeting

WEDNESDAY - JANUARY 4
• Legislative Committee
meeting
• Executive Committee
meeting
• Membership Committee
meeting


MONDAY - JANUARY 9
Public Relations &
Information Committee
meeting

WEDNESDAY - JANUARY 11
Young Farmers & Ranchers
meeting

MONDAY - JANUARY 18
Martin Luther King, Jr. Day
observed - Office Closed

*Merry
Christmas
to all &
A Very Happy
New Year!*

FARM CREDIT
100
ESTABLISHED 1916

 **AMERICAN AGCREDIT**
MONEY FOR AGRICULTURE

A part of the Farm Credit System. Equal Opportunity Lender.

**100 YEARS
AND COUNTING**

We've been here since 1916.
Here's looking forward to our
next century of shared success.

**Call 831.424.1756 today
or visit AgLoan.com**