

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

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# FARM



# BUREAU

SANTA CRUZ COUNTY

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## You're Invited to the National Agriculture Day Spring Luncheon

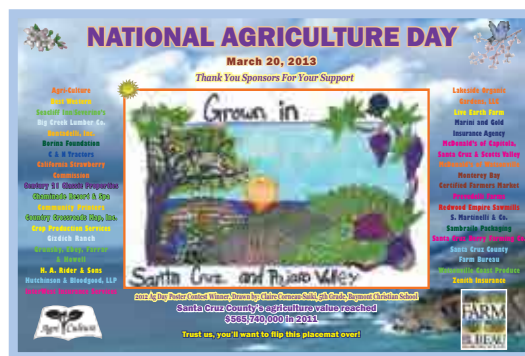


The National Agriculture Day Spring Luncheon will be held on Wednesday, March 19, 2014 at the Agricultural History Project's Codiga Center located at the Santa Cruz County Fairgrounds. The luncheon will be highlighted by the announcement of the **Al Smith Friend of Agriculture Award**, the recipient of the

**Jimmie Cox Memorial Scholarship** and the winners of the **2014 Poster and Poetry Contests**.

**Tickets** for this event may be purchased for **\$40 per person** by calling the Santa Cruz County Farm Bureau at **(831) 724-1356** or through the website at **[www.sccfb.com/events](http://www.sccfb.com/events)**.

## Poster & Poetry Contest



### 2013 National Agriculture Day Placemat

The National Agriculture Day **Poster Contest** is open to children in grades **kindergarten through sixth grade**. The theme is "GROWN IN SANTA CRUZ COUNTY AND THE PAJARO VALLEY". This wording must be included, legibly, on the front of the poster and must reflect the actual crops grown in the region.

Entries should be drawn on white paper no larger than 16" x 20". Each poster must be produced by one student; no team entries allowed. Any medium may be used (crayon, pencil, felt pen, paint, etc.). The top three (3) entries from each grade level will be included in the final judging. Please print your full name,

grade and school on the back of the poster. First prize receives \$200 and the winning entry will be used on 15,000 placemats and distributed to county restaurants next year!!! Second and third place winners will be given a special prize and ribbon.

The National Agriculture Day **Poetry Contest** is open to students in **grades 7-9 and 10-12**. The theme is "GROWN IN SANTA CRUZ COUNTY AND THE PAJARO VALLEY". The top two entries will be in the final judging. Any style poetry may be used and should not exceed 12 lines. Please print your full name, grade and school on the back of the entry. The winning entry will receive \$200 and will be included on the National Agriculture Day placemat in 2015.

All entries for the poster and poetry contests must be submitted to the Santa Cruz County Farm Bureau no later than **February 26, 2014** before **5:00 p.m.**

For more information about any of these events, please visit the Farm Bureau office at 141 Monte Vista Avenue, Watsonville, CA or call (831) 724-1356.



**Please Note: The deadline for submitting your application for the Jimmie Cox Memorial Scholarship has been extended. The new deadline is Wednesday, February 26, 2014 before 5:00 p.m.**

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



# President's Message

CYNTHIA MATHIESEN, PRESIDENT

## Thoughts on Potted Plants

Last month, one of the women at the ranch left to spend more time at home with her young children. Our receptionist sent out an email to co-workers inviting us to a goodbye lunch, to sign a card, and letting us know we were giving her a pot plant. Well, as you can imagine, this revelation sparked quite a bit of spirited conversation among the employees, especially when I shared some pot-growing information.

And just how do I know all this information about growing marijuana? It's AMAZING the things you learn as President of the Farm Bureau!

One of the hot topics in 2014 will be the legalization of Cannabis. The Santa Cruz County Supervisors have put together an investigative committee to look into medical marijuana within the county and Supervisor John Leopold reached out to the Farm Bureau and asked us to be part of this conversation. With some trepidation, we decided to take part in the discussions. To be clear, the Farm Bureau is not advocating for or against the legalization of marijuana. But we do want to be involved in shaping its future in this county.

Cannabis, marijuana, pot, weed, or whatever you call it, is still regarded by the U.S. federal government as illegal. The legal status of growing cannabis causes a lot of problems for farmers,

especially in the timber industry since illegal grows are often found in secluded forests. The proprietors of these illegal grows have only one goal in mind – cashing in the crop. What they don't care about is the environment – from property destruction to ground and water pollution from chemicals and pesticides to the massive amounts of water used (six gallons per flowering plant per day). And the property owners take the burden of the devastating environmental impact, repairing the damage, water shortages, and fines from polluted run-off.

Santa Cruz County has a reputation as being progressive but maybe not as liberal as the city of  
...Continued on Page 6

**“The Santa Cruz County Supervisors are on the right track in entering into discussions with many of the stakeholders. It will be an arduous task but one whose time has come. “**

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# ASK LAURA

Laura Tourte, Farm Advisor, UCCE

## Value of Production for Organic Agriculture

**Q:** Do you have any updates on the value of production for organic agriculture on the Central Coast?

**A:** Yes we do! A new report, Statistical Review of California's Organic Agriculture 2009-2012<sup>1</sup>, was recently made available. This report, the most up-to-date of its kind, can be downloaded from the UC Davis Agricultural Issues Center at [http://aic.ucdavis.edu/publications/StatRevCAOrgAg\\_2009-2012.pdf](http://aic.ucdavis.edu/publications/StatRevCAOrgAg_2009-2012.pdf). The report shows that, for the first time, the value of the state's organic production passed the billion dollar mark in 2010. Moreover for 2012, the value of organic agriculture topped \$1.5 billion, another milestone. In all years the production values are dominated by fruit, nut, and vegetable crop production. As in the past, the Central Coast figured prominently in the state's total value because of the prevalence of fruit and vegetable crop production in the region. Also notable was nursery production value. The Central Coast includes Santa Clara, Santa Cruz, San Benito, Monterey and San Luis Obispo Counties. There is much more detail in the full report, but for those partial to numbers, here is a sampling of the statistics.

Table 1. California & Central Coast Organic Agriculture, 2009-2012

	-----California-----			-----Central Coast-----			Sales Percent**
	Growers	Acres	Sales (\$)*	Growers	Acres	Sales (\$)*	
2009	2,320	434,295	973	298	46,510	224	23
2010	2,329	445,466	1,070	307	52,737	272	25
2011	2,534	518,852	1,275	337	57,786	268	21
2012	2,693	589,235	1,504	367	69,811	285	19

\* Farm level sales value are stated in million dollars. \*\* Central Coast farm level sales value as a percent of the California total.

Table 2. California & Central Coast Organic Farm Level Sales Value By Selected Crop Group, 2009-2012\*

	-----California-----			-----Central Coast-----		
	Fruit & Nut (\$)	Vegetable (\$)	Nursery** (\$)	Fruit & Nut (\$)	Vegetable (\$)	Nursery** (\$)
2009	333.3	413.3	13.6	60.9	152.6	8.4
2010	378.9	422.1	17.4	75.1	184.2	10.6
2011	477.0	461.2	18.7	92.0	159.0	12.3
2012	578.8	560.8	23.3	105.1	163.2	14.2

\* All farm level sales are stated in million dollars. \*\* Includes nursery, greenhouse, and floriculture crops.

As you can see from this sampling of statistics, from 2009-2012 there was substantial growth in the organic industry at the state and regional levels, 55 percent and 27 percent, respectively. Central Coast fruit and nut and nursery production increased dramatically, 73 percent and 69 percent, respectively. Vegetable production, always a significant portion of the region's production increased roughly 7 percent. The California Department of Food and Agriculture estimates the state's total value of agricultural production for 2012 at \$44.7 billion. Total organic farm sales value in 2012 therefore represented roughly 3.4 percent of all agricultural production in California.



# THE WATER NANNY

*"Agriculture, the Original Green"*

## Affluenza

**C**an your daughter go sky diving? Really, is it OK with you?

Affluenza, a syndrome, diagnosed by attorneys, that keeps someone from a wealthy background from learning that bad behavior has consequences. Recently a teen who killed four people while driving drunk was given probation because he suffered from a chronic rich syndrome, affluenza. It is as if his whole life, until then, had only seen praise and reward without risk, or even a time out.

There is a parable that the first generation builds the business, the second cruises and the third generation watches it go out of business. This is more often true than not. Do too many from the third generation suffer from affluenza? Maybe that is not the only reason. I once met a young farmer who, after attending a class on sophisticated irrigation technology said: "I understand the idea, but I have to run it by my grandfather first." He did not suffer from affluenza, but all the same he was not allowed to take any risks.



It is not a planned risk to get drunk and kill people, it is a lack of foresight and home taught morals. Calculated risk is just that; standing on the beach before a scuba dive, knowing there are perils of diving to 150 feet, yet also knowing that you are well trained and prepared for the undertaking. The same applies to the family farm/business. More than once a man who worked his whole life building a sound enterprise, only to turn it over to his son and see it squandered. The son lacked the fear of failure, so he did. That is really what risk is, the fear of failure. No one inclined to claim the defense of affluenza has that fear.

It is too easy not to continue the business. Only the option or opportunity to change the company and expand the business is a draw to the next generation. A bright well-educated child does not want to come home to be a caretaker of the family legacy, they want to expand and build. This is the draw to keep the next generation in farming.

This only works if they, and you, understand risk, and the possibility of failure. None of this is possible if your offspring suffer from affluenza. There is a cure, or at least a vaccine.

Take time to encourage your child, or grandchild, to undertake a scary experience. Depending on their age this could be an Outward Bound expedition or after school soccer. It is important that they can fail, can be injured or have the perception of imminent death. No one can be on the sidelines to rescue them, for then you would endorse affluenza.



Let's be realistic. Your children have grown up listening to the travails of running a farm. They have benefited from its bounty. Step back and think about what lessons were learned at the dinner table. Their young friends do not have parents that work so hard, or so long each week, to get a paycheck. Maybe it is just as important to talk about how, after years of personal risk you, and they, have succeeded as farmers, and succeeded well.

*"Far better it is to dare mighty things, to win glorious triumphs, even though checkered by failure, than to take rank with those poor spirits who neither enjoy much nor suffer much, because they live in the gray twilight that knows neither victory nor defeat."* (Theodore Roosevelt) So when are you going skydiving with your daughter?



## FOOD FOR THOUGHT

**Originality is the fine art of remembering what you hear but forgetting where you heard it.**

**Laurence J. Peter**



*"Agriculture, the Original Green"*

# FAVORITE RECIPES

## Mushroom and Garlic Quinoa Risotto

*Emma Smith is a local waitress and student in Santa Cruz. She has recently begun cooking healthy meals for herself with the ingredients from the local farmer's market. In an effort to make meals healthy but filling Emma swears by the super grain, quinoa. Emma says, "It's hard to eat healthy because I love bread, pasta and baked goods. Using quinoa instead of processed flour or grain satisfies my cravings and eases my guilt." Quinoa is considered to be almost a complete food being very high in protein, full of vitamins, gluten and wheat free, cholesterol free, usually organic and simply delicious. (This recipe was procured by Fearon Hosmer as part of her Cal Poly SLO internship in the Farm Bureau office.)*

1 pound and 2 ounces mushrooms  
3 Tablespoons olive oil  
3-4 cloves garlic, finely chopped  
Salt and freshly ground pepper

1 cup quinoa grain, rinsed and drained  
2 cups hot water  
½ cup chopped fresh flatleaf parsley  
1 Tablespoon butter (optional)

Wipe the mushrooms with a damp cloth to remove any dirt then slice thinly. Heat the olive oil in a large frying pan, add the mushrooms and cook until they are tender. Stir in the garlic salt and pepper.

Add the quinoa to the pan with the water and parsley. Stir well, bring to the boil, then reduce the heat and simmer for 10-15 minutes.

For extra flavor, stir in the butter before serving.

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## President's Message ...Continued from Page 2

Sebastopol in Sonoma County, California. City Council member, Robert Jacobs was just elected Mayor and he is the founder of Sebastopol's only medical marijuana dispensary, *Peace in Medicine*, which opened in 2007. In 2012, this business was the city's 14<sup>th</sup> largest business paying annual taxes of \$46,400 to the city.

"We don't push the envelope," Mr. Jacob said. "We really operate within a medicinal perspective, from our name to our advertising to the way we display our medicine to the way we treat each individual patient's needs when they walk through the door. We're an organization that respects the intent of cannabis as medicine."

There is an art to medical marijuana. As with other crops, different varieties offer different qualities. Depending upon what you want to accomplish with marijuana (reduce nausea, treat pain, muscle spasms, life-threatening seizures, or migraines), you may want one variety over another. Cannabis plants produce compounds called cannabinoids and at least 85 different cannabinoids have been isolated. The two cannabinoids usually produced in greatest abundance are *cannabidiol* (CBD) and/or *tetrahydrocannabinol* (THC), but only THC is psychoactive. Since the early 1970s, Cannabis plants have been categorized based on the overall amount of THC produced and on the ratio of THC to CBD. Non-drug plants produce relatively low levels of THC and high levels of CBD, while drug plants produce high levels of THC and low levels of CBD.

In addition to drugs, Cannabis has several industrial and commercial uses. Over 25,000 products can be made from the crop including construction and thermal insulation materials, paper, geotextiles, dynamite, composites for autos, and insect repellent. In 1938, *Popular Mechanics* deemed it the "new billion dollar crop".

All this suggests it is time to legalize and regulate the use of cannabis. Regulation would certainly cut down on illegal grows and alleviate some of the mess it creates for the timber farmers. But how do you regulate such a controversial product that can be used as medicine, fuel, polymer, plastic, and other products that are already regulated? How do you ensure responsible growth and use of such a product?

The Santa Cruz County Supervisors are on the right track in entering into discussions with many of the stakeholders. It will be an arduous task but one whose time has come. There is still the issue of U.S. federal government laws but with more than twenty states passing laws to legalize medical marijuana, and some for recreation, the U.S. Controlled Substances Act of 1970 may be facing yet another amendment soon. Certification procedures, compliance protocols, industry standards and best practices, licenses, fees, and environmental regulations are just some of the possible results. It will be interesting.


And just for clarification, we gave our departing co-worker a very nice, legal POTTED plant in a terra cotta container.

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## USDA May Deregulate 2,4-D Resistant Corn and Soybean Seeds



The U.S. Department of Agriculture's (USDA's) Animal and Plant Health Inspection Service (APHIS) has just released a Draft Environmental Impact Statement (DEIS) as part of its review to determine whether to deregulate a new generation of genetically engineered corn and soybean plants developed by Dow Agrosciences that are resistant to several herbicides, including the herbicide 2,4-D. APHIS is assessing these genetically engineered plants, while the Environmental Protection Agency (EPA) is reviewing the related herbicides. After consideration of public comments, EPA will then make its final regulatory decision in coordination with APHIS's final regulatory decision regarding these plants.

On Friday, January 3rd, 2014, APHIS proposed eliminating restrictions on the use of corn and soybean seeds genetically engineered to resist 2,4-D. APHIS concluded that the greatest risk from the new seeds was increased use of 2,4-D which could speed up the evolution of weeds resistant to it. But APHIS said resistance could develop anyway because 2,4-D is the third most-used weed-killer in the United States.

Some farmers say they have been looking for a new

generation of herbicide resistant seeds because some weeds are believed to have become immune to Monsanto's Roundup.

Critics of deregulation say deregulation will have a "pesticide treadmill effect." They say that new seeds and 2,4-D will lead to similar future problems as weeds also acquire resistance to 2,4-D. Critics also contend 2,4-D has a tendency to drift threatening neighboring crops and wild plants. The Center for Food Safety and the environmental group Earthjustice have threatened legal action if the seed is deregulated. APHIS' DEIS will be available for public review and comment for 45 days from the date of publication in the Federal Register.

Most corn and soybean seeds in the United States are already genetically engineered, mostly to resist Roundup which was introduced in 1976. Herbicide resistant seeds allow some farmers to not till before planting because they can spray crops after the seedlings emerge, killing weeds but leaving the seedlings unharmed. Dow says its AgroScience genetically engineered corn and soybean plants are the first developed to be resistant to 2,4-D and are intended to provide farmers with new plants to help address the problem of weeds that have developed resistance to other herbicides.

## Save on Farm Insurance

Cost Effective Farm Insurance

Your farm's or ranch's long-term success is ultimately about profitability. While controlling expenses is one critical component of profitability, so is protecting your farm's or ranch's assets with the right insurance and risk management tools. How can you strike a balance between savings and security? Here are a few ways to control costs and risk.

### Minimizing Claims

The cost of an accident is like an iceberg. What's covered by insurance can be just the tip you see above the water line. What's below the surface – lost business, legal disputes, fines, stress, disgruntled customers – often are not covered by

insurance. But they all affect your bottom line.

Minimizing claims not only saves insurance costs, it can save significant dollars for your farm or ranch overall. How can you minimize losses?

**Report all losses within 24 hours.** Studies show that the longer a claim goes unreported, the more it costs.

Even if a loss looks like it may be below your deductible, **report it in case** it escalates in the future.

**Reducing your number of claims** can help lower premiums. Some ideas:

Continued on Page 11

# NEWS FROM THE NRCS

Rich Casale, NRCS District Conservationist

## UNPRECEDENTED DROUGHT HITS CALIFORNIA HARD

2013 rainfall totals for Watsonville equaled 3.18" breaking the lowest rainfall year record of 10.66" (1976 great drought) by 6.48"! According to Steve Johnson with Atmospheric Group International, *"The previous historic dry records have been completely demolished, being shattered by very large deficit numbers which are staggering with complications for the future health and wellbeing of the CA economy and CA AG!...the news thus far this season for water is dismal at best. It would require biblical epic-type rainfall across CA to mitigate the damage... CA water supply is heading for severe restrictions...a truly historic unprecedented drought"*.

The USDA Natural Resources Conservation Service (NRCS) can help you with your drought concerns by making site specific recommendations and/or by creating a plan that will allow you to continue and/or adapt your operation even in the most severe conditions. NRCS

provides information, technical and financial assistance with irrigation system improvements and water management; water storage; retention of soil moisture; selection of drought resistant plants; runoff recovery; as well as many other practices that can help to mitigate the effects of drought.

USDA is currently asking growers to notify NRCS or the USDA Farm Services Agency with regards to their drought concerns and/or issues on their farms or ranches. For more information visit one of the following agencies: California Department of Water Resources; California Irrigation Management Information Systems (CIMIS); UC Cooperative Extension; UC Center for Water Resources and/or contact the Capitola NRCS Office at 475-1967.

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## Grants for Small Farm Sustainability Project

The FruitGuys Community Fund, established in 2012 as a non-profit project of Community Initiatives, is pleased to announce funding to support sustainability projects for small to mid-size farms. This new fund grew out of the sustainable farming grants of **The Farm Steward Program** of The FruitGuys, a national fruit distribution company based in South San Francisco. A primary goal of the FruitGuys Community Fund is to help farms and orchards operate more sustainably and to promote advocacy that, over the long term, creates a more sustainable food system and healthier planet.

**2014 Grants:** Grants in the amount of \$2,500-\$5,000 will be awarded in April 2014. Preference will be given to applicants within 150 miles of San Francisco, Philadelphia, or Chicago. Projects to be considered should help farms and orchards operate more sustainably, both environmentally and economically, as well as strengthen community outreach. Some examples of the sustainability projects may include (but are not limited to): planting

of cover crops to help with water management and soil fertility; planting pollinator-attracting perennials and/or installing bee hives; installation of bat boxes or owl boxes to attract predators and keep rodent numbers down; installation of high tunnels or hoop houses to extend the growing season.

Within the total project budget, up to 10% of the total grant awarded (i.e. up to \$500) may consist of funding to support the community outreach, education, and/or advocacy as outlined in question 4 of the grant application. Projects must be completed by December 1, 2014.

**Grant applications are due by midnight, February 15, 2014. Please visit their website at:**  
**<http://fruitguyscommunityfund.org/apply>**



# SAFETY FIRST!

Mike Klimenko, State Fund Farm Bureau Group Manager

## Take care when working near a tractor PTO

**M**ost farmers and ranchers know of someone who has been hurt by a power takeoff. Like many farm machines, the PTO can be a useful tool, but it is also a potentially lethal one. Used correctly, it can power your augers, mowers, choppers, and other implements. Used in the wrong way, it can cause serious injury or death.

The National Safety Council estimates that PTOs account for 6 percent of tractor-related fatalities on the farm. In seven out of 10 of those incidents the victim is the tractor operator, and in the majority of cases the shield was either missing or damaged. Entanglement most frequently takes place at the PTO coupling, either at the tractor or implement connection.

If your workplace uses any PTO-driven machinery, we recommend that you follow these recommendations and share them with others:

- Always disengage the PTO and turn off the equipment before leaving the operator's seat or approaching a driveline. If the PTO is engaged and the equipment ignition is left on during maintenance, inspection or other tasks, a serious entanglement hazard exists.
- Instruct all workers and visitors who might come near an operating PTO unit about the entanglement hazard.
- Instruct all children and untrained adolescents never to approach, operate or perform maintenance on PTO-driven machinery.
- Loose-fitting clothing or jewelry should not be worn near operating equipment or machinery.
- Equipment operators should tie back or otherwise secure loose hair and should understand that even short or tied-back hair could get entangled in moving equipment.
- Identify PTO-driven equipment components (such as drivelines, drive chains or gears) on all machinery.
- Maintain machine guarding according to the manufacturer's most current specifications and OSHA regulations.
- Examine PTO-driven machinery for U-shaped

tunnel guards and replace them with retrofit guards recommended by the manufacturer or dealer.

- Check periodically with manufacturers, dealers, and University of California Cooperative Extension farm advisors for updated information about retrofit guards for PTOs.
- Wait until both the driveline and the machinery have completely stopped moving before performing maintenance or adjustments.
- Follow the manufacturer's instructions whenever maintenance or adjustments are performed on PTO-driven machinery.




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# Membership News

...Continued from Page 7

- Make safety and loss reduction an every day part of your job.
- Find ways to routinely communicate safety messages to everyone who comes onto your farm or ranch.
- Review each accident or mishap, and use it as a learning tool.
- Use personal protective equipment (safety glasses, face shields, hand protection, hearing protection).
- Screen your drivers.
- Require seat belts be worn at all times.
- Display your farm or ranch phone number on your vehicles, and invite people to call if they see unsafe driving practices.
- Make sure everyone on your farm or ranch understands that they are responsible for their own safety and the safety of others every day.
- Make sure all equipment safety guards and other safety devices are in place at all times, and keep your buildings and equipment clean and debris-free.

*Article contributed by Nationwide Insurance, which is endorsed by the California Farm Bureau Federation. John Valentine, Sponsor Relations Account Executive, can be reached at 916-802-1785 or valentj4@nationwide.com.*

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## CALENDAR

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

### MONDAY - FEBRUARY 17

President's Day  
Office Closed

### THURSDAY - FEBRUARY 19

Agricultural Policy Advisory  
Commission

### WEDNESDAY - FEBRUARY 26

Application Deadline for  
the Jimmie Cox Memorial  
Scholarship

### THURSDAY - FEBRUARY 27

Board of Directors' meeting

### WEDNESDAY - MARCH 5

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

### MONDAY - MARCH 10

Public Relations &  
Information Committee mtg.

### WEDNESDAY - MARCH 12

Young Farmers & Ranchers  
meeting

### FRIDAY - MARCH 14

Focus Agriculture, Session 1,  
Class XXV

### WEDNESDAY - MARCH 17

National Agriculture Day  
Spring Luncheon

An advertisement for American AgCredit. The top half of the ad features a collage of three images: a close-up of a red strawberry, a close-up of blueberries, and a close-up of blackberries. Overlaid on the top right of the collage is a white banner with the text "MAKE YOUR GROWING SEASON MORE FRUITFUL" in black and red capital letters. Below the collage is a large, light-colored curved shape that contains the American AgCredit logo, which is a green stylized four-leaf clover. Below the logo, the text "AMERICAN AGCREDIT" is written in a bold, sans-serif font, followed by "MONEY FOR AGRICULTURE" in a smaller font. To the right of the logo, there is a text box with the following content: "Blueberries, strawberries, blackberries... and more. Whatever you're growing, we can help finance it with services and programs custom tailored to your needs. Lending, leasing, appraising, insurance — American AgCredit does it all." At the bottom of the ad, the text "SALINAS • 831.424.1756" is written in a large, bold, sans-serif font, followed by "924 East Blanco Road" in a smaller font. Below that, the text "Call 800.800.4865 today or visit us at [AgLoan.com](http://AgLoan.com)" is written in a bold, sans-serif font. At the very bottom, in small print, it says "A part of the Farm Credit System. AgCredit is a community lender."