

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

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

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Santa Cruz County Farm Bureau

Annual Board Retreat & Past Presidents' Luncheon



Attending the Past Presidents' Luncheon at Ranch Santa Maria were (L-R) Bob Harris, Don Hagerty, Chris Enright, Tom Broz, Thomas Am Rhein, Nita Gizdich, Matthew Bissell, Anna Caballero, Kirk Schmidt, Sherry Mehl, David Van Lennep, Frank Estrada and John Pisturino

The Santa Cruz County Farm Bureau held its Annual Board Retreat and Past Presidents' Lunch in January at Rancho Santa Maria in Watsonville. This beautiful private setting overlooks the Pajaro Valley and the Monterey Bay. The Past President's lunch was held prior to the retreat. Fifteen guests attended the lunch, ten of which were past presidents dating back to 1972. Anna Caballero, State Assembly Candidate, was the special guest.

The retreat included a review of the 2014/2015 fiscal year, presentations from several guest speakers on a wide range of subjects regarding issues facing agriculture in the coming year.

Retreat speakers included: Kirk Schmidt, Preservation, Inc.; Cathy Calfo and Kelly Damewood, California Certified Organic Farmers; Charles Montoya, City Manager of the City of Watsonville; Laurel Jones, President, Cabrillo College; Jeff Gaffney, Director, Parks, Open Space and Cultural Services, County of Santa Cruz; Eric Olsen, Cannabis Cultivation Consultant, County of Santa Cruz; Karina Cervantes Alejo, Watsonville City Councilmember and State Assembly Candidate; Tony Toso, 2nd Vice President, California Farm Bureau Federation.

**Deadline Approaching for National Agriculture Day
Poster Contest and Poetry Contest Entries
Wednesday, February 24, 2016 before 4:00 p.m.**

VISIT OUR WEBSITE AT WWW.SCCFB.COM



President's Message

DAVID VAN LENNEP, PRESIDENT

“Amid all of the drought/El Nino buildup in the media this summer it was difficult to get an accurate assessment of the upcoming weather patterns. Interestingly enough, now that we are getting some respectable rainfall, I am seeing news articles about how a good rain year will not pull California out of the drought. Maybe not, but it is a good place to start.”

The New Year Begins

Now that the holidays have past, my schedule is returning to normal. I love the holidays but they can be chaotic. We travel to Southern California to visit family so the preparation puts new and fascinating twists into Christmas. As we depart to the south our car resembles something out of the cartoons or a National Lampoon movie.

One holiday gift that remains is wet weather, thankfully not so much as to be a problem yet. Since mid October, the Santa Cruz Mountains have received 20-25" of rain in most locations, on par for a good rain year. It is nice to see the ground wet.

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Drought or apocalyptic floods, Santa Cruz County Farm Bureau continues to be involved in numerous issues that impact farming. Below are some of the highlights:

- A proposed development of multi-story hotels and retail outlets on Lee Road is adjacent to ongoing farming operations. We will continue to work with the city and developers

to address any adverse impacts to farming.

- We have taken the lead in bringing together local law enforcement agencies to help reduce the crime in the rural areas of our North County. Numerous issues have plagued this area and Farm Bureau has advocated for and appreciated an increase in law enforcement presence.
- The proposed National Monument effort continues despite considerable local opposition. Proponents are positioning to go around Congress and have the President authorize

President's Message - Continued on Page 4

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ASK LAURA

Laura Tourte, Farm Management Advisor, UCCE

New Cost Studies for Central Coast Crops

Q: Do you have any new cost studies for Central Coast crops that are now available?

A: Right now we are working on – and will very soon complete – two new cost and return studies for organically grown spinach and conventionally grown lettuce. The studies, which have been many months in the making, are a collaboration of UC Cooperative Extension farm advisors, UC Davis researchers and specialists, and local growers and industry. When completed, the studies will be available to view or download from our office's website, <http://cesantacruz.ucanr.edu>, and through the Department of Agricultural and Resource Economics at UC Davis, <http://coststudies.ucdavis.edu>.

The studies are an in-depth evaluation of the estimated growing and harvest costs for each crop. New for these two studies: the organic spinach study focuses on high density planting for the salad market and includes costs for machine harvesting; the conventional lettuce study focuses on romaine hearts and includes costs for automated thinning of the crop. Also included are estimated costs for food safety and regulatory (air and water quality) programs for each crop.

The studies each contain a narrative that describes how the costs were calculated and a series of tables that include costs per acre for land preparation, fertilization and pest management practices, material inputs, labor, business overhead and investments, along with harvest practices and costs. The studies also have what we call a "ranging analysis", which shows potential net returns per acre for a variety of different yield and price combinations.

If you are not currently producing one of the crops, the studies can help you decide if they might be a good "fit" for your farming operation. If the crops are part of your current farm plan, they can help you project cash flow, manage finances, and determine when or if production loans may be necessary for your operation. The ranging analysis can also help you understand the potential profitability of each crop.

At our UC Cooperative Extension offices in Watsonville (for Santa Cruz County) and Salinas (for Monterey County) we work on a number of different studies that estimate growing and harvest costs, along with potential net returns, for area farmers and industry. The most recent studies for vegetables, berries, and other crops – in our area and for other areas in the state – are updated periodically, and can always be accessed via the above websites. If you have any other questions, would like more information, or would like a print copy of the studies when they are completed, please let me know!

Smile !

A few old couples used to get together to talk about life and to have a good time. One day one of the men, Harry, started talking about this fantastic restaurant he went to the other night with his wife. "Really?", one of the men said, "what's it called?" After thinking for a few seconds Harry said, "what are those good smelling flowers called again?" "Do you mean a rose?" the first man questioned. "Yes that's it," he exclaimed. Looking over at his wife he said, "Rose what's that restaurant we went to the other night?"

THE WATER NANNY

Blooming Babies

The village was quiet. No small children rushing about, no dust, no laughter, only dirt between the small huts. Then, after years of drought, almost nine months after the rains came, crying infants were everywhere. So it is here too. Take it from an old woman, it is not just an old wives tale that fewer couples have children during times of economic strife. Well, clearly good times are here again based on the number of babies popping out all over. Just look at all those successful thirty something women taking pregnancy leave. This hard economic fact is supported by the highest new car sales ever during 2015, exceeding the old 2006 record. But the acid test of the end of the recession is commute traffic, clearly a booming year.

The San Francisco/San Jose economy is now red hot. Inflation, another way to measure how fast the economy is growing, was up 2.6% here, 1.6% for LA, 1.2% in Seattle and only 0.6% for New York. No place in the country is in such a boom. What is the result, how can this benefit our farms, vineyards and classic apple orchards? The early winners of this new money so far are kale and Brussels sprouts, who knew.

For too long some in the Pajaro Valley have lamented the ever increasing number of tourists passing by on Highway 1. Well now, at least on Saturdays, they don't pass by very quickly as the Monterey backup starts at the Pajaro River Bridge. What we lack are fun attractions with good food to fill up 2 to 3 hours. Here are three ideas:

① John Kegebein, of Fair and Ag History Project fame, is working as a Pajaro Valley Chamber of Commerce and Agriculture board member to create periodic Ag focused bus tours featuring our bountiful wineries, chefs, and farms. It is in the development stage so far and could really take off if the first few tours are fun, educational and very tasty. Look for the first tours in the spring.

② *Country Crossroads* is a great way to discover local farm stands. The Santa Cruz Mountains Winegrowers Association has hit on something with regional wine trails for *Corralitos* and *Summit to the Sea*. The Winegrowers even link it to a Stay & Dine link on their website. Both programs are focused on self-motivated tourists. How about linking these ideas to

make it easier for the less organized Silicon Valley family to visit a u-pick-em farm, taste great wine, pick up some sausage and have an excellent lunch. Not a bad idea if I say so myself, but where is the local restaurant group with a complimentary tourist program?

③ Year round on Friday and seasonally on Sunday there is a really fun Farmers Market next to the Plaza in downtown Watsonville. It is known to mostly only locals. It features locally grown produce and a great selection of food. Our Plaza is one of the finest in the entire state. What if the Sunday market is reborn as a weekly *Watsonville Fiesta*? Open up the booths on Peck Street to the Plaza. Maybe work it out with the ABC to allow wine tastings. A little music, some festive balloons and home town cheer and this could become a destination in itself.

We work hard to harvest and export our food over the hill. Why not entice our neighbors to bring their wallets over here and save the freight. *"Don't judge each day by the harvest you reap but by the seed that you plant."* Robert Louis Stevenson



President's Message - Continued from Page 2

the designation of the old Coast Dairies property under the Antiquities Act, ignoring concerns of the Board of Supervisors and neighbors. This is a great concern to us and we have voiced our opposition to this approach. Some of the opponents of this effort are using Farm Bureau opposition to get their point across.

During our Annual Board Retreat held in late January, we had the opportunity to hear about new issues and interesting local endeavors. In addition, our newly elected California Farm Bureau 2nd Vice President, Tony Toso, attended so we could get acquainted.

I am looking forward to a productive 2016.



FAVORITE RECIPES

Cherry Crunch Dessert

This month's recipe is a tasty dessert that would be great for a Valentine's Day celebration or just any time you would like to enjoy a dessert that would be classified as "comfort food". I usually make this simple and easy dessert in the fall around Thanksgiving using pumpkin...but it sounds so good with the cherries. I'm going to try it and I hope you will too!

2 cans (21 oz.) cherry pie filling (you can use lite to save on the calories) 3/4 cup walnuts, toasted and chopped
1 box white cake mix, dry Whipped cream or ice cream (optional)
1/2 cup butter, melted

1. Preheat oven to 350°F. Lightly grease a 9" x 13" pan.
2. Spread the cherry filling in the pan.
3. Mix together the cake mix, melted butter and toasted chopped nuts. Sprinkle over the cherries.
4. Bake for 40-50 minutes or until brown on top.
5. Serve with vanilla ice cream or whipped cream.



National Agriculture Day Spring Luncheon

Wednesday, March 16, 2016

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

\$45 per person

Get your reservations early!

Santa Cruz County Farm Bureau, 141 Monte Vista Ave., Watsonville

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Legislative & Governmental Update

AB 1244 (Adam Gray, D-Merced) a Farm Bureau sponsored measure to streamline permitting of small on-farm irrigation ponds was approved unanimously by the Assembly Appropriations Committee. This measure expands the State Water Resources Control Board's ability to expedite permitting of small (20 acre feet or less) on-farm water storage by addressing significant financial and bureaucratic impediments to developing such projects. Farm Bureau supports the measure.

The State Water Resources Control Board (State Water Board) adopted emergency regulations this week requiring all surface water right holders and claimants report their diversions annually, but generally only those who divert more than 10 acre-feet of water per year must measure their diversions. These new regulations are a result of the far reaching changes to water use in California that were contained in Senate Bill 88 (The Drought Budget Trailer Bill) that was passed last year.

The new regulations cover all surface water diversions, including those under pre-1914 and riparian water rights, as well as licenses, permits, registrations for small domestic, small irrigation and livestock stock watering and stockpond certificates. Previously, pre-1914 and riparian right holders were only required to report every three years, and measurement requirements could be avoided if the right holder deemed them not locally cost effective.

The new regulations also provide for phasing in requirements for installing measurement devices and a tiered approach to accuracy and recording frequency standards, all based on the size of the diversion. For instance, those with a claimed right to take 1,000 acre feet of water or more per year are required to have a measuring device or measuring method in place by January 1, 2017 that is capable of recording at least hourly; those with claimed rights to divert 100 acre feet or more must comply by July 1, 2017 and record at least daily; and those with claimed rights to divert more than 10 acre feet must comply by January 1, 2018 and record at least weekly.

All diverters, regardless of size, are now required to report their monthly diversions on an annual basis. These

regulations also allow the State Water Board to require more frequent reporting when available water supplies are determined insufficient to serve all water right holders in a watershed or necessary to protect the environment. Failure to comply with the regulations is a violation subject to civil liability of up to \$500 per day under the Water Code. The new emergency regulation is exempt from the California Environmental Quality Act (CEQA), and will remain in effect until revised.

The full text, with changes, of new emergency regulation is available at: http://www.waterboards.ca.gov/board_info/agendas/2016/jan/011916_7_draft_regs.pdf

SB 313 (Bill Monning, D-Carmel) is a Farm Bureau sponsored measure that will help improve coordination and communication between school and local government by encouraging more transparency. Under California law, school siting does not have to be coordinated with local general plans and a school board can exempt itself from compliance with local zoning ordinances by a 2/3s vote of the board. This can result in schools being located on agricultural land on the outskirts of town, or on land within a community that is not properly coordinated with existing housing and transportation infrastructure. SB 313 insures that findings already contained in existing law must now be provided in writing to local governments 30 days prior to exercising the 2/3s vote trigger to make local zoning inapplicable. With a \$9 billion school construction bond on the November 2016 ballot, we need to encourage thoughtful school siting that does not continue to place operational restrictions on existing farm and ranches. SB 313 will be heard on the Senate Floor next week.

Remember Our Presidents!

February 15, 2016



Fallowing Farmland...Has The Time Come?

The amount of California farmers forced to fallow their cropland due to diminished water supplies increased significantly following four years of drought. During this time growers in the Pajaro Valley faced with a groundwater basin in over draft and irrigation wells contaminated with seawater became increasingly interested in practices such as fallowing as a way to use less water on their farms. *Note: The concept and practice of fallowing or "resting" farmland to improve its overall quality has been around for decades but it was the California drought that has escalated the practice to center stage.*

Fallowing can offer several advantages for the grower besides lessening the use and need for irrigation water. Some of these benefits will also translate into a cost savings which can help to reduce the impact of crop revenue loss during the resting period. For example: Crop rotations that include one fallow period, with a cover crop of grasses and legumes, will help to improve soil structure that in turn will enhance soil fertility and the soil's ability to hold more water for future and long-term crop production. In addition, practices such as: composting, mulching, crop residue use, irrigation system reorganization and various soil erosion control measures can be incorporated during the recuperative state to help improve soil health and reduce annual costs related to erosion issues, fertility management, and irrigation water/energy inefficiencies.

Contact the Capitola NRCS/RCD office at: 457-1967, Ext. 101 (NRCS); 464-2950 (RCD) regarding technical help and funding for conservation practices that will help you minimize the long-term effects of drought on your farm.

Happy Valentine's
Day!

Calendar of 2016 Events

National Agriculture Spring Luncheon

Wednesday, March 16, 2016

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

\$45 per person

Agri-Culture's Down to Earth Women Luncheon

Thursday, May 12, 2016

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

\$100 per person

Santa Cruz County Farm Bureau

99th Annual Meeting

Thursday, June 23, 2016

5:30 p.m.

\$65 per person

23rd Annual Golf Tournament

Friday, July 15, 2016

California State Fair

July 8, 2016 through July 24, 2016

Santa Cruz County Fair

September 14, 2016 through September 18, 2016

Santa Clara County Farm Bureau/Agri-Culture's

Farm to Table Dinner

Saturday, September 17, 2016

\$125 per person

8th Annual Testicle Festival

September Date Not Confirmed

\$45 per person

Agri-Culture's 20th Annual Progressive Dinner

Saturday, October 29, 2016

\$125 per person

More information is available on our websites:

www.sccfb.com or www.agri-culture.us

Top Ten Tools For Effective Mediation

Mediation is an important form of "alternative dispute resolution" which is sometimes misunderstood and not effectively used. Here are the top ten tools for effective mediation.

1. Mediation is not arbitration or trial. Mediation is different than arbitration or litigation which require submission of a dispute to a third-party (arbitrator(s) judge or jury) for a decision. Mediation does not impose a decision. A mediator instead uses the power of evaluation and persuasion to help reach a mutually agreeable settlement.

2. It's not combat either. In mediation, there is no winner or loser. It's compromise. Successful mediation often leaves neither party completely happy. But it does result in something both parties can accept. One of the many benefits of mediation however is the ability to agree to a solution that both parties find useful.

3. No one has to meet face to face. The parties may, but do not necessarily have to face each other in mediation. You will typically be present during trial or arbitration. So one side's reluctance to be in the same room with the other does not prevent effective mediation.

4. Distinguish needs from demands. Focus on what the other side needs, not just what they demand. Money may be only part of the solution. There are often additional considerations, such as an emotional need for an apology, or the need to save face. Discovering these interests and needs, rather than just a party's demands, requires good listening skills.

5. You don't have to lose for the other side to win. Don't think of mediation as a process where you have to get something and the other side doesn't. One of the many benefits of mediation is reaching a compromise solution where both parties receive something meaningful and valuable.

6. Take advantage of the caucus process. One advantage of mediation is the mediator may have separate private discussions with each party. Mediators are encouraged to engage in such discussions—called caucusing—so they can give candid feedback to a party and vice versa. You remember Henry Kissinger don't you?

7. Be creative. Judges and arbitrators decide trials and arbitration to address the parties' claims, and only those claims. A mediator has infinite flexibility, with the party's cooperation, to suggest creative solutions that may go beyond what the parties may demand or what a judge or arbitrator could decide.

8. Confidentiality is your friend. What the parties say in mediation cannot be evidence in later trial or arbitration should the mediation fail. Mediation allows parties to be completely candid and open without fear that their statements will become evidence later at trial or that the mediator will someday become a witness and repeat what they say.

9. It's good to own the outcome. A settlement containing the party's agreement is almost always then a decision by a judge or arbitrator's imposed on them. By working with the mediator to construct a solution of mutual compromise, the parties will resolve their dispute. In some cases, mediation presents a way to maintain a working relationship between people who may have to work with each other in the future.

10. Mediation works. Although most court cases and arbitrations eventually settle, use of mediation at the right time, after you and your lawyer have evaluated the facts and the law, can resolve disputes efficiently and more economically. An additional benefit is that by ending the conflict by agreement instead of warfare, the parties can return to their lives and businesses, be successful at both and maintain an effective relationship.



"A smile costs nothing in money, time, or effort but it is literally true that it can be of supreme importance in one's life."

Emmet Fox

Shop Safety is Everyone's Responsibility

For most farmers and ranchers, trenching and excavation are hazardous activities and not things that farmers and ranchers do very often. But there are times when these projects are necessary for such things as installing an underground irrigation system.

With the onset of El Niño conditions throughout the state, soil instability is greater than one would typically encounter when digging.

Each year, trenching cave-ins result in more than 5,000 serious injuries and 100 deaths in the United States. Anyone whose work requires them to work in or around a trench should be aware of the hazards so they are not involved in or cause an accident to happen.

Trenches are usually deeper than they are wide and the walls may become unstable and collapse on top of workers. With daily site inspections, good planning, hazard education and safety training, most of the danger can be eliminated.

Cave-ins may occur when dirt, sand and rocks collapse into the trench. These materials can engulf, injure or kill workers in the trench. Soil can be very dense and heavy, and when it engulfs workers, it can break bones, immobilize and restrict breathing, or suffocate them outright.

As one might expect, cave-ins present the greatest risk. Causes for cave-ins include inadequate shoring, misjudgment of soil condition and defective shoring materials, placing heavy loads or equipment near the excavation site, lack of technical knowledge, or incorrect orders. There's also the possible failure to evaluate changing weather conditions.

The California Occupational Safety and Health Administration (Cal/OSHA) requires a competent person to daily inspect the trench or excavation for possible cave-ins, failures of protective systems and equipment, hazardous atmospheres, or other hazardous conditions and to ensure that workers can quickly get in and out of the trench if a dangerous condition is noted and stop all work until the problem is corrected. An inspection must again be made after a rainstorm or any change in conditions that could weaken the trench.

Assumptions can lead to accidents, so be prepared for safety on a trenching site. For more detailed information visit the Web site maintained by Cal/OSHA at <http://osha.gov/SLTC/trenchingexcavation/index.html>.

State Fund has a wealth of information on safety topics available for easy access on our website at www.statefundca.com. Click on "Employers" and then "Resources" to find the extensive list of topics.

Today, State Fund is the largest workers' compensation carrier in California. State Fund has regional offices throughout the state, which provide a full range of services to policyholders and injured workers. We provide coverage to employers of all sizes, from "mom and pop" operations to major organizations.


Since 1943, the California Farm Bureau and State Fund partnership has provided farmers with affordable worker compensation insurance coverage and accident prevention training for agricultural employers and their employees. In addition to providing farm and ranch employers with workers' compensation insurance protection, we also have taken on the mission of assisting employers in providing safe places to work.



"Rain is a good reminder of how our attitude can affect everything. Some folks let it destroy their day; others consider it a blessing."

Judy Ford

"Agriculture, the Original Green"



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Agriculture In The News

Jimmie Cox Memorial Scholarship

Agri-Culture is now accepting applications for the 2016 Jimmie Cox Memorial Scholarship. The \$4,000 award is for a student entering or currently attending college and majoring in agriculture. This award will be allocated for the remaining years in college (max. 4-years) with verification of registration for each session of full time classes. This award is made possible through the Jimmie Cox Memorial Scholarship Fund and a \$2,000 contribution from American AgCredit.

To be eligible for the scholarships, students must live in Santa Cruz County or within the Pajaro Valley Unified School District boundaries, or be a member of the Santa Cruz County Farm Bureau.

Criteria for the scholarship are based on student leadership skills, a demonstrated commitment to the industry, grades and financial need.

The **DEADLINE** for submitting applications for the Agri-Culture Scholarship Program is:

Wednesday, February 24, 2016

To request an application, please contact the Financial Aid office at your school or the Agri-Culture office, 141 Monte Vista Ave., Watsonville, CA 95076 (831) 722-6622 or (831) 818-1193

Email: agri-culture@sbcglobal.net.

Applications are available on our website: www.agri-culture.us

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Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

CALENDAR

MONDAY- FEBRUARY 15
President's Day
Office Closed

WEDNESDAY - FEBRUARY 24
Deadline for Scholarship
Applications, Poster & Poetry
Contest Entries

THURSDAY - FEBRUARY 25
Agricultural Policy Advisory
Commission

THURSDAY - FEBRUARY 25
Board Meeting

WEDNESDAY - MARCH 2

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

WEDNESDAY - MARCH 9
Young Farmers & Ranchers
meeting

MONDAY- MARCH 14
Public Relations & Information
Committee meeting

WEDNESDAY - MARCH 16
National Agriculture Day Spring
Luncheon

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