

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

FEBRUARY 2020  
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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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## Annual Past Presidents' Lunch & Board Retreat



Past Presidents and current officers: (L-R) Jess Brown, Edward Ortega, Matthew Bissell, Tom Broz, Cynthia Mathiesen, Dennis Webb, Arnett Young, Kirk Schmidt, Sherry Mehl, Brendan Miele, Jeff Brothers, Nita Gizdich, John Eiskamp, John Laird, David Van Lennep, Chris Enright, Tom Am Rhein, Clint Miller, Bob Harris.

The Santa Cruz County Farm Bureau held its annual Past Presidents' Lunch and Board Retreat on Thursday, January 30th at Rancho Santa Maria in Watsonville. The hosts for the luncheon were **Elia Vasquez, Cynthia Mathiesen, Edward Ortega, Mike Jani and Clint Miller**. Guest speaker at the Past Presidents' Lunch was **John Laird**, Candidate, State Senate, 17th District who spoke on "The State of the State". He

was introduced by **Brendan Miele**, President, Santa Cruz County Farm Bureau. The Board Retreat was held following the lunch. Guest speakers at the retreat included:

- **Dori Rose Inda**, CEO, Salud Para La Gente
- **Steve Wiesner**, Assistant Director of Public Works, Santa Cruz County Public Works Department

Presidents' Luncheon & Board Retreat - Continued on Page 9

## President's Message

**BRENDAN MIELE, PRESIDENT**

### Support Local Agricultural Education

Benjamin Franklin said, "An investment in knowledge pays the best interest."

Investing in education is critical

to a strong economy, prosperous community, and healthy society. Education is often overlooked and undervalued in public funding. In

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# ASK MARK

Mark Bolda, Farm Advisor, Strawberries & Caneberries UCCE

## Phyllody Or Vivipary

**Q. I've got leaves coming out of my strawberry fruit. This is really bizarre, do you have any thoughts as to what may be going on here?**

**A.** This deformity, called phyllody or vivipary, while uncommon, does appear from time to time and really surprises people. The condition appears as you describe as the achenes (what most people refer to as the seeds on the fruit) sprouting green leaves and beginning to grow, or in the second case, when leaves or leaf-like structures replace the flower and flower parts of strawberry. This second condition can also result in the flower parts turning green. Phyllody or vivipary can occur in two different ways.

The first phyllody is called non-infectious phyllody because it arises from physiological conditions. Non-infectious phyllody seems to be associated with an excess of supplemental chilling of the transplants while in storage. Our experience in the Cooperative Extension on attending to these matters in the field is that these symptoms, alarming as they are, will go away after showing up in a spring flush of fruit and don't persist for very long. Photo 1 below shows a spectacular example of this disorder.

The second type of phyllody is infectious phyllody because it is due to infection by a phytoplasma. Phytoplasmas are bacteria-like organisms that are pathogenic to plants and are vectored by leafhoppers. Leafhoppers carry the phytoplasmas in their bodies and inject them while feeding on plants. Two diseases that cause phyllody are aster yellows and green petal. Strawberry plants infected with phytoplasmas often continue to bear

deformed fruit as seen in Photo 2 below.

The above has been a brief description of phyllody and vivipary in strawberries. For more information on this mite and other issues affecting berries on the Central Coast of California, please contact Farm Advisor Mark Bolda at 831-763-8025 or [mpbolda@ucanr.edu](mailto:mpbolda@ucanr.edu).



Photo 1: Well developed phyllody on a strawberry fruit.  
Photo courtesy Thom Flewell



Photo 2: Example of infectious phyllody caused by a phytoplasmid on strawberry fruit (normal fruit at the upper right). Photo courtesy of Steven Koike.

# THE WATER NANNY

## Gift Horse

One can be born and grow old while local governments and the Army Corps of Engineers discuss how to prevent flooding in the lower Pajaro River. Over 170 years ago, farmers settled in the Pajaro River valley. Farms flooded every few years, still better than dry farming in Merced. After repeated flooding in the 1930's, the Corps designed and built our current levee system in 1949, followed by historic flooding (boats on Main St.) of downtown Watsonville in 1955. No need here to recall the more recent flooding.

For decades farmers and local governments have met with the Corps to design, and hopefully fund, improved flood protection. Over time this has become even more difficult as the bottom of the river is now the Pajaro riparian area. In the past, the river was dredged out to improve winter flow... no longer. One Corps concept was to raise the levee through Watsonville and Pajaro requiring the new Main Street bridge be replaced. A raised railroad track would go down the center of Walker Street.

Slowly the plans became more realistic. Now there are higher levees and flood walls along the Pajaro, Salsipuedes Creek and Corralitos Creek, with a ring levee, really a wall

from the river to the hills complete with a flood gate for the railroad, east of Pajaro. This is really great, a flood control proposal in our lifetime. This only became possible when a few local politicians realized this was a take it or leave it deal from the Army

Corps, with no second option.

The plan benefits homeowners who reside within the current 100 year flood plain and both towns. However, there will be property lost to the new setbacks and levees, all of which is now agricultural. This is a double edged sword, as new levees will also keep more fields dry. Floods are catastrophic, the cost of avoiding them is pretty high too. The project cost is \$393,667,000, of which the "local sponsors" are in for \$147,346,000, with the State paying about 66% and the two counties splitting the balance. Property assessments for Santa Cruz Zone 7 properties will increase.

From an aesthetic point of view, dog walkers along some

of the existing levees will be walking next to a very high flood wall, so much for the view of the riparian weeds and homeless. Of greater importance here is the loss of farm land. On the Santa Cruz side 64 acres of farmland, plus 7 more acres for construction staging. Monterey County will lose 58 acres with 2 for staging; a total of 122 of farmland, and 9 acres for staging. There remain various alternatives so the acres lost could increase.

Of note are Reach 4, Monterey side east of Pajaro, and Reaches 5, 6 and 7 along Salsipuedes and Corralitos Creeks north of the river. Reach 4 is a new (replacement) levee with a 100 foot setback on the south side of the river from the confluence of the Salsipuedes east along the river about 5 miles, then directly south, over the railroad tracks, to the foothills. This barrier protects Pajaro if the river floods further east. Reaches 5, 6 and 7 are too complex for full discussion, but would include new levees, setback levees, between 100' and 250', flood walls and replacement of two bridges. The largest farm impact is east of Bronte and north of Village Way.

The present levees were built in 1949, hopefully their replacement will precede the century mark. *"And really, it wasn't much good having anything exciting like floods, if you couldn't share them with somebody."* (A. A. Milne)



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# FAVORITE RECIPES

## Crab & Asparagus Soup

This is an old *Taste of Home* recipe that I found several years ago. The thing I like about it is that it's adaptable for those in your family that have made alternative food choices or who are not a fan of fish and seafood. You can simply replace the crab with shredded or cubed cooked chicken, or leave it out completely, and the soup is still delicious. It's a good, hearty winter meal. Hope you enjoy it!

### INGREDIENTS:

1 1/4 cups chopped sweet onion  
1 celery rib, chopped  
2 Tablespoons butter  
2 Tablespoons all-purpose flour  
1/2 teaspoon seafood seasoning  
1/4 teaspoon salt  
1/4 teaspoon pepper

1/8 teaspoon ground nutmeg

1 cup water

1 1/2 teaspoons chicken bouillon granules

2 medium red potatoes, cubed

8 ounces fresh asparagus, cut into 3/4 inch pieces

2 cups half and half cream

1 can (6 1/2 ounces) lump crabmeat, drained

Optional toppings: chopped fresh parsley and cracked pepper

### DIRECTIONS:

1. In a large saucepan, saute onion and celery in butter. Stir in flour, seafood seasoning, salt, pepper and nutmeg until blended; gradually add water and bouillon. Bring to a boil; cook and stir for 2 minutes or until thickened. Stir in potatoes. Reduce heat; simmer, uncovered, for 10 minutes.

2. Add asparagus; cook 8-12 minutes longer or until vegetables are tender. Stir in the cream, crab and parsley; heat through. If desired, sprinkle with parsley and pepper.

3. Serve with a crusty bread and a side salad if desired.



## Small Office for Rent in Watsonville

Small office for rent in Watsonville. Ideal for sole proprietor. The office is part of a larger shared office building, complete with two bathrooms and a shared conference room and copy room. The private office is approximately 80 sq. ft, with a window and private locking door. The building has its own parking lot with ample parking. An independent insurance agent and his assistant have used the office for over 25 years, but have retired.

\$695 per month, includes NNN. For more information, please call (831) 724-1356.



## Top 5 Considerations for Direct to Consumer Producers

*The following information is provided by Nationwide®, the #1 farm and ranch insurer in the U.S.*

Consumers increasingly want to know where their food comes from. This trend paves the way for direct-to-consumer sales and bringing consumers peace of mind. For producers, the benefit of direct-to-consumer sales include diversification of the operation and the ability to enter profitable niche markets. Before selling directly to consumers, however, keep the following tips in mind:

- 1. Watch your step** – Selling at a farmer's market or roadside stand can be a great way to attract a variety of customers to your products and establish your brand. Be mindful of your space and what tripping or slipping hazards are present. Give the space where you interact with customers the same amount of care and caution that you would at your own home operation.
- 2. Be attentive to your industry** – The food processing industry is complex but being aware of what is happening on a commercial scale is important. For example, subscribe to industry newsletters to keep up to date on recent food safety requirements and recalls so you are prepared to talk about your product when others have questions. Build a relationship with your county extension agent to stay abreast of recent research and to discuss your questions.
- 3. Keep track of your receipts** – Accounting for what you earn and spend informs important business decisions that you make, or that others recommend for you. For example, an insurance agent might use this information provide you with the resources you need to be successful. Knowing whether selling directly to consumers is an incidental expense or if it makes up a large portion of your income will inform decisions like what insurance you need.
- 4. Know your process** – Be able to communicate what you do with people who are less familiar with how food is grown. Keep detailed records of everything you do to produce your product and why. This information will help you communicate with customers as well as

other stakeholders, including lenders and insurance agents. Being able to explain your process will give stakeholders an idea of how you operate and what potential risks are associated with it.

- 5. Plan for the worst** – Although you may be aware of the risks associated with your business, you may not be properly prepared. Don't make the mistake of falling into the mindset that something won't happen to you. Assess your risk by walking through everything that could go wrong. Then, take the appropriate steps to protect yourself against those risks. Talk to an insurance agent to make sure you have appropriate coverage to protect yourself in the event something undesirable happens.

Selling directly to consumers provides wonderful opportunities to diversify your operation and give consumers a glimpse into the food and agriculture industry. Make sure the reward is worth the risk by talking to a Nationwide insurance agent today about what type of coverage you may need to protect yourself and your livelihood.

*Products underwritten by Nationwide Agribusiness Insurance Company, Crestbrook Insurance Company, Nationwide Mutual Insurance Company, Allied Property and Casualty Insurance Company and AMCO Insurance Company. Products and discounts not available to all persons in all states. Nationwide, the Nationwide N and Eagle and Nationwide is on your side are service marks of Nationwide Mutual Insurance Company. © 2019 Nationwide.*



## Your Participation is Requested...



It is that time of year again, and my office is in the process of mailing crop report surveys to all growers that produced commodities in Santa Cruz County in 2019. The production information provided by growers in the surveys is essential in helping us to compile our annual crop report.

The data is compiled solely for the purpose of reporting total countywide statistical averages. Nothing in the report details information specific to any grower, property operator or business. Providing a report on the condition, acreage, production and value of agricultural products in our county is one of the functions of the Agricultural Commissioner and required by the California Food and Agricultural Code. However, the data presented in the report goes beyond just looking at what happened during any one given year – it also illustrates trends in our agricultural commodities over long periods of time, provides a historical perspective at where agriculture in our county has been and a glimpse of where it may be headed in the future. The crop report also serves as an indicator of the health of agriculture in our county. In 2018, the total gross production value for our county was \$683,012,000; strawberries were the number one commodity with a value of \$220,653,000; and raspberries continued to close the gap as the number two commodity in our county with a value of \$168,465,000. California agriculture was valued at almost \$50 billion dollars in 2018 and, according to

the California Department of Food and Agriculture, California is the leading state in cash farm receipts, accounting for more than 13 percent of our nation's total agricultural value. More than a third of our nation's vegetables and two-thirds of the nation's fruits and nuts are grown in California. Commodities grown in Santa Cruz County that are in the state's top ten list include:

Grapes – valued at \$6.25 billion

Cattle, calves – valued at \$3.19 billion

Strawberries – valued at \$2.34 billion

Lettuce – valued at \$1.81 billion

Floriculture – valued at \$1.22 billion

The importance of Californian's agricultural production cannot be understated. California's agriculture is so important that our state receives more agricultural support and funding from the federal government to protect it than any other state. This is all thanks to your participation at the local level. The information we receive from our growers is essential in helping us create a more thorough and accurate crop report and continuing to promote and support agriculture in our county, California, and our nation. Thank you for taking the time to complete and return your survey. We look forward to hearing from you!



## I'm a Farm Bureau Member because...

"The Farm Bureau is a way for me to stay in touch and learn about the abundant agriculture products and consumers in this area. It provides a sounding board for farmers, ranchers and growers and I am particularly impressed with the programs supporting agriculture education and scholarships in the community."

Sharon Meyers,  
Member & Down to Earth Women Luncheon Committee Member





## **President's Message - Continued from Page 1**

2018 California spent \$64,064 per inmate in its corrections system, but only \$11,495 per student in its education system. Our education system from preschool through college provides community members with training on cultural norms, history, basic facts, and job skills that help our common society to function. Without education we would have nothing. A strong educational system is the foundation of a strong community.

One of the first opportunities many have at extending education beyond high school is the local community college. A primary mission of the California Community Colleges is to advance California's economic growth and global competitiveness through education, training, and services that contribute to continuous workforce improvement. We are fortunate to have an amazing local community college, Cabrillo College.

The Santa Cruz County agricultural industry has a need for well educated and highly trained locally grown talent. Cabrillo College provides an excellent educational base and critical workforce training for our farming operations. One of Cabrillo's newest degree programs is a Sustainable Agriculture Technology A.S. Degree, providing excellent training in agriculture principles and cutting edge farming technology. This program along with others in biology, chemistry, business administration, and computer science provide educational opportunities for high school graduates and professionals seeking career changes. One of the best employees I have hired as a greenhouse manager was a former Google marketing employee who graduated from Cabrillo's agriculture program.

Reduced funding of 4-H in the state budget will further limit the exposure and entry of youth into careers in agriculture. We must drive support for critical agricultural education at the local level. The funding that will be achieved with the adoption of measure R will support the infrastructure necessary to continue the education of future agriculturalists.

I challenge our community; rather than question how we can afford to spend more money on our community college, ask what will be the impact if we do not continue to support and expand educational opportunities in our county? The Santa Cruz County Farm Bureau will be supporting Measure R - Cabrillo Community College District on March's ballot, will you?

## **Santa Cruz County Farm Bureau**

### **National Agriculture Day Spring Luncheon**

Heritage Hall, Santa Cruz County Fairgrounds  
March 18, 2020  
11:30 a.m. to 1:30 p.m.

### **103rd Annual Meeting**

Location to be determined  
June 2020 - Date TBA  
5:45 p.m.

### **California State Fair**

Cal Expo, Sacramento, CA  
July 17 through August 2, 2020

### **26th Annual Golf Tournament**

Seascape Golf Club  
12:00 p.m. Shotgun Start, July 10, 2020

### **Santa Cruz County Fair**

September 16 through September 20, 2020

### **Annual Directors' Dinner**

Location to be determined  
November 5, 2020  
5:45 p.m.

### **CFBF 101st Annual Meeting**

Reno, NV  
December 6 - 9, 2020

## **Agri-Culture**

### **13th Annual Down to Earth Women Luncheon**

Driscoll's Rancho Corralitos  
May 7, 2020  
11:30 a.m. to 1:30 p.m.

### **12th Annual Testicle Festival**

Estrada Deer Camp  
August 15, 2020  
3:00 p.m. to 7:00 p.m.

### **24th Annual Progressive Dinner**

To be determined  
October 24, 2020  
3:00 p.m. to 9:00 p.m.



**Presidents' Luncheon & Board Retreat - Continued from Page 1**

- **Matthew Wetstein**, President, Cabrillo College
- **Brian Lockwood**, General Manager, Pajaro Valley Water Management Agency
- **Matt Ryan**, Captain, Watsonville Fire Department
- **Matt McCollum**, Captain, President Local 1272
- **Charlie Bailey**, Master Officer, Watsonville Police Department
- Next year's Board Retreat is set for **Thursday, January 28, 2021.**

Why did the pioneers cross the country in covered wagons?

They didn't want to wait 40 years for a train!

**You're Invited  
National Agriculture Day  
Spring Luncheon**

**Wednesday, March 18, 2020**

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

**\$50 per person**

**Heritage Hall**

**Santa Cruz County Fairgrounds  
2601 E. Lake Ave., Watsonville**

**Presentations:**

**Al Smith Friend of Agriculture  
Poster Contest Winner  
Poetry Contest Winner  
Scholarship Winners**

**Please join us for a relaxing evening to raise funds for the JJ Crosetti, Jr. Memorial Fund**

**Tuesday, February 25th**

Shadowbrook Restaurant has again selected the organization Agri-Culture for a community dinner.

The Agri-Culture Board of Directors has designated the recipient as the JJ Crosetti, Jr. Memorial Fund.

It's just friends and family going to dinner with one third of their bill going to the Crosetti Fund.

There is no formal program.

Make reservations directly with Shadowbrook.

Please tell them you are attending for the organization, Agri-Culture.

If you enjoy appetizers and cocktails at the bar, please tell them you are there for Agri-Culture.

We hope to see you there!

**Crosetti Family & Agri-Culture Board of Directors**

Note: If you cannot make it on the 25th, please consider making a donation at [www.agri-culture.us/funds/](http://www.agri-culture.us/funds/)



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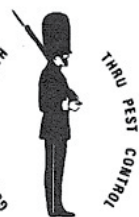
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*Anna Barnes, How To Be Resilient*

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*~ C&N Tractor, Julie Oliver*

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## CALENDAR

**FRIDAY - FEBRUARY 14**  
Scholarship Application  
Deadline

**MONDAY - FEBRUARY 17**  
President's Day Observed  
Office Closed

**WEDNESDAY - FEBRUARY 19**  
National Ag Day Poster &  
Poetry Contest Deadline

**TUESDAY - FEBRUARY 25**  
Community Tuesday Dinner at  
Shadowbrook for JJ Crosetti  
Memorial Fund

**THURSDAY - FEBRUARY 27**  
Board of Directors' meeting

**WEDNESDAY - MARCH 4**  
• Legislative Committee  
meeting  
• Executive Committee  
meeting  
• Membership Committee  
meeting

**MONDAY - MARCH 9**  
Public Relations &  
Information Committee  
meeting

**WEDNESDAY - MARCH 11**  
Young Farmers & Ranchers  
meeting

**FRIDAY - MARCH 13**  
Focus Agriculture - Class 31  
Session 1

**WEDNESDAY - MARCH 18**  
National Agriculture Day  
Spring Luncheon

**THURSDAY - MARCH 26**  
Board of Directors' meeting

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication



We see things from the ground up, all  
of the small details that go into the big  
picture of farming. Because agriculture  
is what we know, it's all we do.



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