

A Santa Cruz County Farm Bureau Monthly Publication

# Between the Furrows

Special 100th Anniversary Edition

JULY 2017

VOLUME 41, ISSUE 7

## Henry T. Washburn A Man With A Mission

The Santa Cruz County Farm Bureau - Established November, 1917

Excerpts from "Some Notes on Santa Cruz County Farm Bureau History" by Hulda McLean and  
"A Guide to the Henry Washburn Photographs and Scrapbooks", <http://www.oac.cdlib.org>

Henry Lord Washburn was born in San Jose in December, 1889, the son of Arthur and Jessica Washburn. His father was a sturdy pioneer who first came from New York to California around the Horn, but returned to the East after a few years. In 1860, however, he came back to the Pacific Coast where he became the owner and principal of Washburn School in San Jose. The school was famous in its day as a private preparatory school. Mrs. Washburn was the first woman graduate of Stanford University.

Henry was educated first in the Washburn School. He spent two years at Stanford University, then two years at the University of California. He graduated in 1915 from the College of Agriculture. He spent the first eight months as the superintendent of George Hewlett's dairy and stock ranch in Hollister. He then moved to San Luis Obispo County to become the foreman in charge of 1800 acres being planted in the new town of Atascadero. His next move was to Santa Cruz County where he became the first county Farm Advisor with the University of California Extension Service, a position he held for more than thirty years.

In 1917, the young Henry Washburn worked closely with county farmers to establish the Santa Cruz County Farm Bureau. He explained that the agricultural colleges throughout the country were organizing farmers into something called Farm Bureau so there would be a way for information on improved farming and marketing methods to

get out so farmers could put it to practical use. Farm Bureau was set up to be an organization that would bring farmers and Farm Advisors together.

The idea of Farm Bureau caught on and the organization had become strong all over the county. With that strength came the desire to work with elected officials and influence laws that would help agriculture. The agricultural colleges could not be involved in this type of activity and so Farm Bureau separated and became independent organizations. However, it stayed closely associated with the work the agricultural colleges were doing. Henry Washburn, and other individuals who had been added to his office, were always at Farm Bureau meetings to pass on the latest information and help with any farm problems.

At the start, and for some time afterward, the county Farm Bureau was composed of local centers which held monthly meetings and had active social, legislative and educational programs. Local centers were the logical type of organization, especially during the war years when gas rationing kept people near home. People needed local activity; social and to work together on problems. The center chairman was a member of the County Farm Bureau Board of Directors, so local center problems could get county-wide assistance. The selling point for Farm Bureau was "**working together we can accomplish more than working alone**". That foundation still stands today, **100 years later!**

**Be sure to check out the insert!**

A copy of the first "Santa Cruz County Farm Bureau Monthly"

Volume 1, Issue 1, December, 1917

Also see highlights of the 100th Annual Dinner Meeting

# President's Message

THOMAS BROZ, PRESIDENT



## 100 Years Strong – Testimony to the Support and Resilience of our Community

**O**n June 22<sup>nd</sup> we celebrated the Santa Cruz County Farm Bureau's (SCCFB) 100<sup>th</sup> anniversary. The beautiful setting at the Watsonville Slough Farm was a fitting place to celebrate the rich heritage of the county's vibrant agricultural industry. The attendance and show of support by so many people in the community was a heartening confirmation of SCCFB's role as advocates to protect the interests of agriculture. Since it's founding in 1917, SCCFB has developed into an important voice for agriculture in the county. It started from it's mutually benefiting relationship with the Agriculture Extension Service and later grew into the strong advocacy organization it is today to help shape laws and policies on important and historically recurring agricultural issues, such as farmland protection, water, and labor, among others.

When it comes to farmland protection measures, the county has some of the strongest in the state. SCCFB has always been involved in farmland protection, from the time the County first established a Planning Commission to help develop a General Plan, through the implementation of Measure J. More recently in 2013, SCCFB was instrumental in organizing the campaign to help defeat Measure T. Although the pressure to develop prime agricultural land never ceases, currently urban and rural residents in the community recognize the economic, social and environmental importance of our farmland.

The management of Pajaro Valley's Ground Water has stayed under local control thanks in great part to efforts by SCCFB. In the early 80's the danger that management of the Pajaro Valley Ground water basin could end up under the control of government agencies was very real and SCCFB took the lead to help form the Pajaro Valley Water Management Agency - with Agriculture having a strong voice. Implementation of the Agency' charter hasn't been without its challenges, but today we are moving in the right direction to keep local control and finding solutions to develop a sustainable water supply for the future.

The availability of reliable farm labor has

[President's Message - Continued on Page 17](#)

**“Many of the issues of the past will continue to be there but new ones will certainly challenge us in the future. We have been a strong organization because of the amazing support and collaboration of its members, who tirelessly work to improve and keep agriculture a healthy and nourishing foundation of this community.”**

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# ASK LAURA

Written by Laura Tourte, Steve Tjosvold and Mark Bolda, UCCE

## Celebrating 100 Years Together

**Q:** I hear that UC Cooperative Extension Santa Cruz County, like the Santa Cruz County Farm Bureau, is celebrating its 100 year anniversary this year. But didn't you just have your 100 year anniversary?

**A:** Yes, you are correct in that, as a state, UC Cooperative Extension celebrated its 100 year anniversary in 2014. But in Santa Cruz County, UC Cooperative Extension is 100 years old this year, which coincides with Farm Bureau's 100<sup>th</sup> year too!

Perhaps some background would be helpful. Although our organization's roots go all the way back to the federal Morrill Act of 1862 (a May 2014 Farm Bureau newsletter column discusses the history more fully), the establishment of a County Cooperative Extension office depended on a few additional actions. First, there needed to be federal support through the USDA, and state support through the state's land grant college—in our case, the University of California. Perhaps most importantly, there needed to be local support from county government *and* a locally formed Farm Bureau. Humboldt County blazed the trail in 1913. For Santa Cruz County, all of the pieces fell into place in 1917, when both the local Farm Bureau was formed *and* the UC Cooperative Extension was established.

Henry Washburn was Santa Cruz County's first "farm adviser" (now spelled farm advisor), having been appointed in 1917. Excerpts from *The County Farm Adviser* (University of California Circular No 133, July 1915) best characterize both the job and the responsibilities at that time: "A farm adviser is a man trained in agriculture, usually a graduate of an agricultural college, who has had some practical experience in

the broad phases of agriculture and who is conversant with the particular problems that concern the locality..... The work of the farm adviser may be divided into four general branches.

- Advisory work with inquirers.
- Organization work of the civilizing forces of the community.
- Investigation into the larger problems of farm management.
- Demonstration of these principles and practices through the co-operation of interested farmers."

While the advisory work, demonstrations, and larger problems of farm management included topics such as "soil treatment, crop culture, and the increase of net returns to the farmer", one may ponder what the "organization work of the civilizing forces of the community" meant in 1917. Two examples given are providing assistance to boys' agricultural clubs and schools.

Interestingly, much of the essence of the "four general branches" of a farm advisor's job and responsibilities in 1917 still holds true in 2017. Notably, though, at least one thing has changed. Women now figure more prominently in the mix, as farmers, farm advisors, and in youth focused clubs! The programs and services of UC Cooperative Extension have also evolved over time to meet the challenges associated with the "particular problems" of the locality—challenges one would not have imagined 100 years ago. One thing has not changed, though, and that is the focus of our work: to provide practical, trusted, and research-based information to the members of Farm Bureau and the agricultural and local community.

# THE WATER NANNY

*"Agriculture, the Original Green"*

## 100 Years What?!

**A**re we really celebrating that there still are farmers? 100 years ago farmland was everywhere, the only game in town.

It all has to do with progress. On Sunday, March 24, 1769, Portola crossed the Páxaro River. Nothing has been the same since. During the Mexican period cattle were the measure of wealth; hides and tallow were sold to Yankee trading ships and tanneries were big. Shortly after that, Clause Speckles brought sugar beet farming and polo to our county. Farming turned toward vegetables and fruits over timber and cattle.

There was a war, and then the boys started to return. Only a bit later Farm Bureaus, including ours, started to pop up all over California, 100 years ago. The California Farm Bureau Federation was founded 2 years later.

It may be hard to believe, but there used to be farms in Bonny Doon, eggs in Santa Cruz and begonias in Capitola, dairy cattle on the north coast and apples everywhere. Why Farm Bureau? Well beyond the social aspects, learning how to farm turned into a competitive advantage. The Ag Extension started and interfaced with the Farm Bureau at Farm Centers. Progress was made by people who were tied into new ideas. If your apple orchard could produce 10% more fruit than last year, it would be a good year. Suddenly you could learn how.

Farmers already knew how to organize with Egg Associations in Live Oak since 1895 and the world famous Apple Annual in Watsonville since 1910. The Farm Bureau started with farm centers in every farming area (14) as travel was very slow and extravagant. Speaking of eggs, your Farm Bureau "Poultry Department" hosted the first State Farm Bureau Egg Laying Contest in 1920. "Nowhere in the country, we believe, can there be found a more comfortable commodious, carefully designed, up-to-date and health and comfort promoting poultry laying house than the house especially designed and built for this contest." Complete with electric lights, and contestants from as far away as Van Nuys and



Oregon. This was the first of a long string of firsts for our Farm Bureau.

On the other hand we supported Free Trade, yet the flower trade went to Columbia. The Farm Bureau worked with Sen. Henry Mello to form the PVWMA. Such a love hate relationship. Providence and SGMA makes PVWMA a bonus for the Pajaro Valley. Organic farms and raspberries in hoop houses have replaced the orchards and flowers. We didn't support Gary Paton or Measure J, but it may have preserved commercial farming in our county.



Prior to the 70's, it was not uncommon for a majority of the County Board of Supervisors to be farmers. All that changed with a nascent U.C. and an influx of hippies. As Santa Cruz moved to the left, and stayed there, political strategy for our Farm Bureau was somewhat alien to the State Farm Bureau. Legend has it that Sherry Mehl, elected as our president in 1985, was the first woman to be a county Farm Bureau president in the State. We broke the mold again when our farm workers were selected Farmer of the Year. From egg contests to Agri-Culture, Focus Ag and Down to Earth Women, we continued to innovate.

*"If you think in terms of a year, plant a seed; if in terms of ten years, plant trees; if in terms of 100 years, teach the people."* (Confucius) **Congratulations.** Our next centennial will be a new learning experience.



"Our grand business is not to see what lies dimly at a distance, but to do what lies clearly at hand."

Thomas Carlyle



# FAVORITE RECIPES

## Santa Cruz Spiced Chicken

**T**his recipe comes from the Santa Cruz County Farm Bureau cookbook published around 1981 and was submitted by Hulda Hoover McLean. McLean's uncle was former President Herbert Hoover, and her father, Theodore Hoover, was a Stanford University dean. She was accepted to Stanford University in 1924 – one of only 500 women on a campus of 10,000 men. While at Stanford, McLean met her future husband, Chuck McLean, a freshman golf champion who earned the highest grade ever achieved at the time on the Stanford entrance exam. He died in 1981. In 1956, she was elected to the county Board of Supervisors and was integral in passing an ordinance requiring dairies to pasteurize milk. Highlights of her tenure included raising the county's wage scale, demolishing a retirement home considered a fire hazard, constructing juvenile hall, establishing UC Santa Cruz and boosting mental health services.

2 chickens, 2 1/2 or 3 pound chickens, halved

1 large onion, sliced

3 gloves garlic

1-inch piece of fresh ginger or 1/2 teaspoon ground ginger

1 teaspoon salt

1/2 teaspoon cloves

1/2 small hot chili pepper

3 tablespoons lime juice

1/4 cup butter, melted

Preheat oven to 350°F. Put the 4 pieces of chicken in a shallow baking dish. Combine all other ingredients in a blender. Spread 1/3 of mixture on cut sides of chicken and arrange them, cut side down, in baking dish. Spread the rest of the mixture on top of the chicken. Bake, uncovered, one hour.

**100  
YEARS**  
**Wow!!!**  
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# FARMER OF THE YEAR

## Georgeann Cowles Eiskamp Selected 2017 Farmer of the Year

*Santa Cruz County Farm Bureau Celebrated It's 100th Anniversary*



The Eiskamp Family: (L-R) John E. Eiskamp, Georgeann Eiskamp, Chris Carrejo, Ambrose Carrejo, Lisa Eiskamp, Caroline Eiskamp and Michael Eiskamp. Photo credit: Pamela Mathiesen

**G**eorgeann Cowles Eiskamp was selected by the Santa Cruz County Farm Bureau as the **2017 "Farmer of the Year"**. This award is presented annually to the farmer(s) who have contributed beyond their normal farming duties to help the community. The presentation was made during the Farm Bureau's **100<sup>th</sup> Anniversary Celebration** held at Watsonville Slough Farms and attended by more than 250 people.

Featured speaker for the evening was **Karen Ross, Secretary, California Department of Food and Agriculture**, who spoke on the topic **"100 Years of Agriculture."** She commended the Farm Bureau for its "resilience." "One hundred years as an organization in a state that's constantly changing...that's perseverance," she said. "That's what farmers do."

Master of Ceremonies was **Thomas Broz**, President, Santa Cruz County Farm Bureau. President Broz highlighted some of the accomplishments of the Santa Cruz County Farm Bureau over its 100 year history. Broz said the advances farming has made over the past 100 years, and the ability of the Farm Bureau to adapt, has been "incredible." "It continues

to accelerate at an unprecedented level," he said.

Other activities of the Annual Meeting included the election of directors to fill vacancies from those whose terms expired. All newly elected terms commence on November 1, 2017

For 1st term, three-year director: Brie Reiter Smith, Berries and Nita Gizdich, Apples. For 2nd term, three-year director: John Pisturino, Cattle & Timber and Geri Lathrop, Apples. For 3rd term, three-year director: Frank Estrada, Cattle & Timber.

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# Happy 100<sup>th</sup> Anniversary



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# The History of the Santa Cruz County Farm Bureau

Part 1 - As written by Hulda Hoover McLean

It was 1917 and I was a small child when I first heard about Farm Bureau. We were living on the ranch (located above Davenport). It was very isolated and we had few visitors (the coast road did not encourage travel in our direction). When young Henry Washburn, the County Farm Advisor came out to see my father, Theodore Hoover, I was curious and hung around to look and listen. Of course, I don't remember what they said. But, as Henry came out to get my father's help in organizing the county Farm Bureau, I know what he must have told him.

He must have explained that the agricultural colleges throughout the country were organizing farmers into something called Farm Bureau so that there would be a way for information on improved farming and marketing methods to get out where farmers could put it to practical use. Farm Bureau was set up to be an organization that would bring farmers and Farm Advisors together.

In Santa Cruz, it was not an easy thing for Henry to do. Henry later told me that the only course he flunked in college was public speaking and now it seemed almost to be his life work. He was very young when he took the Santa Cruz job. He grew a beard to look older so he



would be taken seriously. He told me that when he grew tired of it and shaved it off, a farmer came into the office and asked for the Farm Advisor. When Henry said he was it, the farmer said, "Not you, your father."

County roads were not always reliable. When Henry went to Watsonville, he made an overnight trip of it.



My father, having had a lot of experience in the world, immediately saw the value of what Henry was trying to do. He took out a family membership and became one of the first strong Farm Bureau supporters in Santa Cruz. I think dues were \$2. Other prominent men who helped Henry, especially with the Board of Supervisors' budget, were Sam Leask and Mr. Jeter. It was hard to get money from the Board and Henry's office for a number of years was a curtained-off corner of a county office. Maytie McPherson, Fred McPherson's mother, and Rose Roston, our first woman supervisor, were also his supporters.

My husband, Chuck, and I both did some work with the state legislature in Sacramento and we met the California Farm Bureau Federation on projects there. We were impressed by its practicality. We



The first Seaside Center meeting we went to was held in Charlie Bella's bar. There were six farmers there and Anita Scaroni and myself. It was a meeting to elect officers. Joe Scaroni was elected chairman, a vice-chairman and a treasurer were elected and then they looked at Chuck and asked him who he was and then elected him secretary. We were disappointed that our center was so feeble. So Joe and Anita Scaroni and Chuck and I decided to revive it. We called on all of the farmers along the coast and in the Bonny Doon area and got a good active center re-established.

brought our family back to the ranch in 1943 and Henry Washburn, 25 years older than when I had first seen him, was still a tower of strength. Farm Bureau had changed. The idea of Farm Bureau had caught on and the organization had become strong all over the county. With strength came the desire to work for elected officials and laws that would help agriculture. The agricultural colleges could not be involved in the type of activity and so Farm Bureau separated and became an independent organization. However, it stayed closely associated with the work the agricultural colleges were doing. Henry and the other men who had been added to his office were always at Farm Bureau meetings to give us the latest information and help us in our farm problems. Soon after Chuck and I came back to Santa Cruz, Ed Koch and John Melendy joined the Extension Service office and a little later, Chuck Atlee came.



As soon as Chuck and I settled here we took out our Farm Bureau family membership and we went to a meeting of the Seaside Center in Davenport. At that time, and for some time afterwards, the county Farm Bureau was composed of local centers which held monthly meetings and had active social, legislative and educational programs. Some were much more active than others. There were eight centers: Seaside on the North Coast, Mountain above Soquel; Highland in the Loma Prieta area; La Selva along the South Coast; Corralitos, Valencia behind Aptos; Scotts Valley and Watsonville. Local centers were the logical type of organization, especially during the war years when gas rationing kept people near home. People needed local activity; social and for joint action on problems. The center chairman was a member of the County Farm Bureau Board of Directors, so local center problems could get county-wide assistance.

Selling Farm Bureau was sometimes a hard job. The selling point was that, working together, we can accomplish more than working alone. There were no insurance services to make members pay, nor the many marketing and legal resources available now. Annual dues were \$5.

There were a lot of picnics and potlucks. I remember one potluck in Bonny Doon where only three families showed up. One had a salad, one a hot dish and one a cake, so it was a good meal. We speculated on why the poor attendance. Someone asked me what the cards had said. "What cards?, I asked. No one had told me I was supposed to send them out.

One accomplishment of Santa Cruz Farm Bureau had been the establishment of the Farmers Cooperative Exchange. It was not officially part of the Farm Bureau, but was very helpful because its cooperative competition reduced costs of supplies to farmers.

**Part II of Hulda Hoover McLean's "Some Notes on Santa Cruz County Farm Bureau History continues in the August, 2017 issue of *Between the Furrows*.**

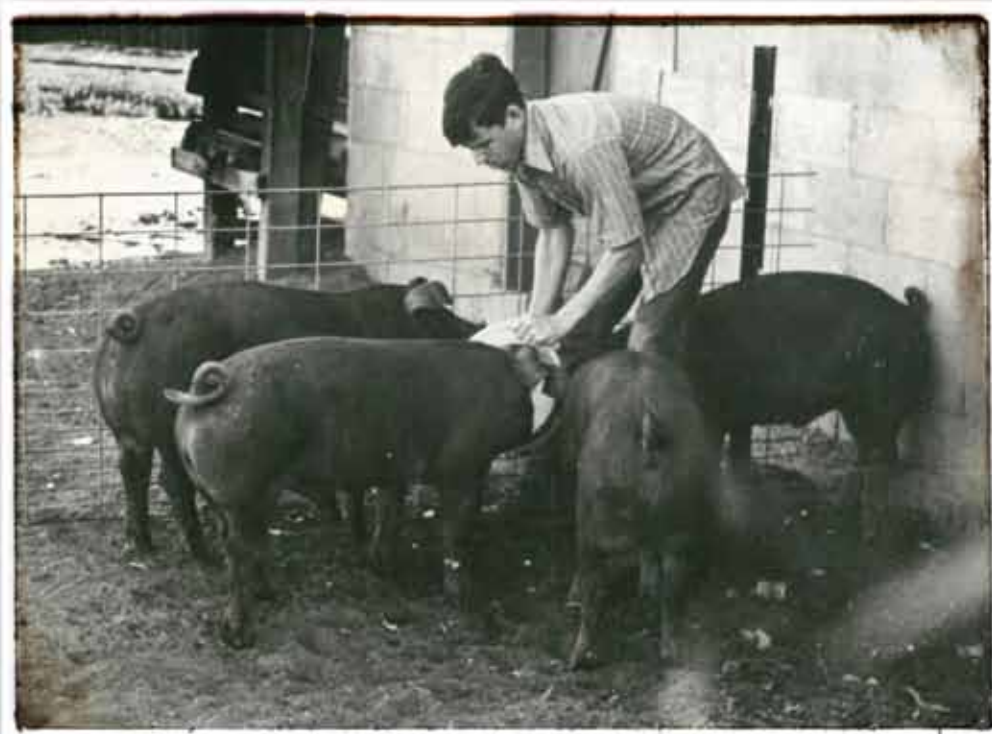
*Thank you...*

to all Farm Bureau members and directors during the past 100 years for making the organization the voice of agriculture in Santa Cruz County.

It's an honor to serve as your executive director.

Jess Brown

*Growing up in ranching and raising my own herd of 80 hogs helped pay for my college education, plus I learned at an early age to appreciate agriculture and the people involved in it.  
(Photo 1972)*



100 Years.

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## *Congratulations Farm Bureau on 100 Years!*

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

"I think it benefits the agricultural community!"



Bob Harris, Circa 1970

*Bob Harris, Farm Bureau President, 1972-1973 and 1975-1976. He has been a Farm Bureau member for 40+ years, was involved in the formation of the Cabrillo Farmers Market and, at the age of 82, is still active in the Monterey Farmers Market.*



## Congratulations Farm Bureau on 100 Years!



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## Congratulations to the Santa Cruz County Farm Bureau...

on its 100 year anniversary! In a year of our own milestone - 75 years for the Resource Conservation District, we reflect upon and appreciate the partnership with the Farm Bureau, the Natural Resources Conservation Service and numerous other partners that's supporting our local agricultural industry. From Chris Coburn and the staff at the Resource Conservation District

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## The President's Message - Continued from Page 2

always been a challenge. Labor shortages are not only an issue now, but have been in the past. Back in the 1930's when apples were the major crop, apple pickers went on strike. In the 40's, WW II brought on a labor shortage and SCCFB was actively involved in encouraging veterans to go into farming.

In the 60's with the end of the braceros program, labor unrest and unionization of farm workers was a big issue. SCCFB members were strongly opposed to compulsory unionization.

In 1986 SCCFB formed the organization Ag HELP (Helping Employees with Legalization Papers), instrumental in assisting undocumented farm workers become legalized under the Immigration Reform and Control Act passed under the Reagan administration. The work for Farm Bureau is far from over. Today we have a large population of undocumented farm workers and our agriculture industry is built on growing crops that are labor intensive and not easily mechanized. Maybe more than other agricultural areas in the state, our county depends on a practical farmworker guest program and comprehensive immigration reform to ward off serious labor shortages.

SCCFB has always stood out as one of the more progressive and innovative of county farm bureaus. Throughout its history it has recognized the leadership role of women in agriculture, supported the growing organic agricultural movement and through its educational organization, Agriculture, has successfully developed a nationally recognized educational program – Focus Agriculture.

So as we look into the future, we have our work cut out for us. The rate of change over the last 100 years has been incredible and it continues to accelerate at an unprecedented rate. Many of the issues of the past will continue to be there but new ones will certainly challenge us in the future. We have been a strong organization because of the amazing support and collaboration of its members, who tirelessly work to improve and keep agriculture a healthy and nourishing foundation of this community.



# "Agriculture, the Original Green"



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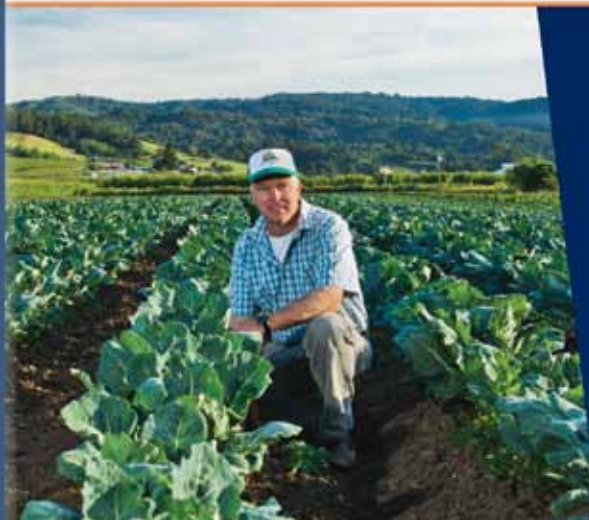
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## CALENDAR

**FRIDAY - JULY 28**  
Focus Agriculture XXVIII,  
Session 6

**WEDNESDAY - AUGUST 2**  
Legislative Committee  
meeting  
• Executive Committee  
meeting  
• Membership Committee  
meeting

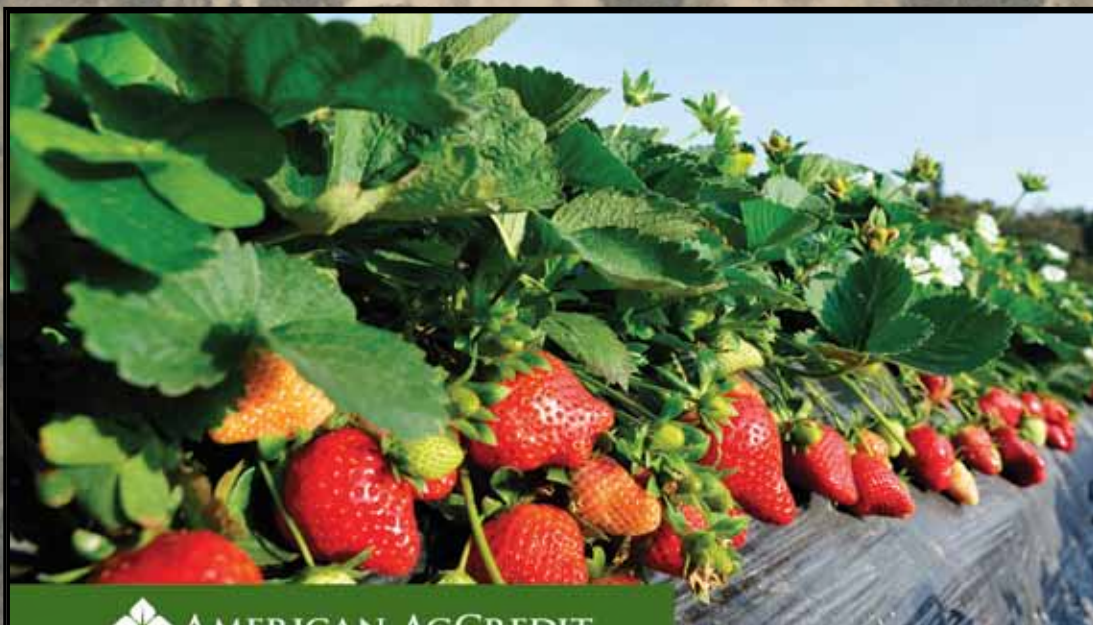
**WEDNESDAY - AUGUST 9**  
Young Farmers & Ranchers  
meeting

**MONDAY - AUGUST 14**  
Public Relations &  
Information Committee  
meeting

**FRIDAY - AUGUST 26**  
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**WEDNESDAY - AUGUST 30**  
Focus Agriculture XXVIII,  
Session 7

**THURSDAY - AUGUST 31**  
Board of Directors' meeting



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