

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

JUNE 2017
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Between The Furrows is a monthly publication of the SCCFB. Members receive a subscription as part of their membership investment.

Mary Walter, Editor
Jess Brown, Managing Editor

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

Dennis Webb Goes to Washington, D.C.

By Dennis Webb, Director, Santa Cruz County Farm Bureau



Dennis Webb attended the CFBF National Affairs trip in May. Shown above (L-R) Paul Wenger, CFBF President; California Congressman Jimmie Panetta, Colby Pereira, President, Monterey County Farm Bureau and Dennis Webb

Last month, I joined two dozen California Farm Bureau leaders and staff in Washington, D.C. to continue our organization's tradition of grassroots advocacy. Over three days, we met with more than forty members of Congress and twenty representatives from federal agencies. Our objective was to share our experiences in order to inform federal decision-makers as they shape policy that impacts farmers and their communities.

For me, the trip was highlighted by our visit with Congressman Jimmy Panetta. Congressman Panetta has taken an interest in solving the challenge posed by our region's

insufficient and unstable supply of farm labor. Left unreformed, our immigration system has potential to cause serious disruption to the farming sector and our community as a whole.

As a forester, I delighted in speaking with Forest Service Chief Tom Tidwell. I urged Mr. Tidwell to increase the level of management in national forests. As bark beetle infestation becomes an ever more critical issue, I am concerned that the Forest Service must do more to help recover our national forests, not only for the many uses they provide, but also because healthier forests can yield more water for farmers and residents throughout the state.

ATTEND OUR 100TH ANNIVERSARY CELEBRATION, JUNE 22, 2017. VISIT OUR WEBSITE AT WWW.SCCFB.COM

President's Message

THOMAS BROZ, PRESIDENT



The People Behind The Tiny Green Baskets

"To plant a seed and believe that it will germinate, out-compete weeds, bloom, set fruit and be harvested and sold at a fair price, is a great leap of faith." - Denesse Willey of T&D Willey Farms

Since the dawn of agriculture our ancestors have been sowing seeds in the soil trusting that they will grow into a harvestable, nourishing crop. We can't deny that this co-evolutionary process between humans and edible plants has been pretty successful; to the point that only a small percentage of us are still directly involved in agriculture. There is this implicit social pact in today's society that someone (us the farmers and ranchers) will provide food in exchange for some service or good.

Here on the farm when we host school groups we notice that many are surprised that the crops they snack on for lunch, like broccoli, lettuce or carrots, all got their start from tiny seeds, planted in the soil, that didn't just "magically" appear on a shelf in the supermarket.

This year, after the rains finally let up in late April we knew we were getting a late start to plant our crops. I am sure I wasn't alone as I was trying to work the ground as quickly as conditions allowed. Due to the uncertainty of growing conditions during that time of year, I tend to order enough seeds to quickly replant or raise seedlings in the greenhouse to take advantage of early planting windows. The importance of having a reliable, abundant, and high quality seed supply is sometimes overlooked but vital for any successful farming

operation. If we think about it for a moment, agriculture could not sustain and feed today's population without modern crop varieties. Farmers rely on plant breeders to continuously select and offer better plant varieties that produce more abundant, safer and nutritious food, tolerate environmental stresses, resist against pests, and are easier to cultivate, harvest and process.

When it comes to our most important crop in Santa Cruz County – strawberries, the University of California Strawberry Breeding Program has played a lead role in developing important varieties that have contributed to the success of the State and County's strawberry industry. However, as an

[President's Message - Continued on Page 5](#)

"As we celebrate SCCFB's 100th Anniversary on June 22nd, we acknowledge the organization's many accomplishments but also reaffirm its commitment to represent the interests and to stand up for the issues of Santa Cruz County's diverse and evolving agricultural community. "Happy 100th Birthday SCCFB" and thank you to all, both alive and no longer with us, who have contributed and been a part of this organization's incredible journey."

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ASK LAURA

Laura Tourte, Farm Management Advisor, UCCE

Organic Certification Cost Share Program

Q: What can you tell me about the Organic Certification Cost Share Program?

A: If you are a certified organic farmer or handler this federal program could be very helpful to you. The 2017 cost share program is administered by the US Department of Agriculture Farm Service Agency (USDA - FSA). The FSA Service Center, which assists Santa Cruz County farmers, is located in Salinas. Alternatively, you may also contact the California Department of Food and Agriculture (CDFA) in Sacramento for assistance.

To participate you must be certified by a USDA Accredited Certifying Agent, for example, California Certified Organic Farmers (CCOF), Monterey County Certified Organic or Quality Assurance International (QAI), among others. The program will reimburse you for eligible certification expenses incurred between October 1, 2016 and September 30, 2017. Eligible expenses include, but are not limited to, those associated with application fees, inspection costs and sales assessments. Ineligible costs include, but are not limited to, those associated with transitional certification fees, late fees and materials and supplies. Farmers and handlers may be reimbursed for up to 75 percent of certification costs or a maximum of \$750 for each "certification scope". Scopes include crops, livestock, handling and state program fees.

To apply for reimbursement of eligible expenses, you will need to fill out an application, show proof of certification, submit an itemized invoice of certification costs, and may also be asked to submit additional information. Program contacts

for this area are:

USDA – Farm Service Agency
744 LaGuardia Street, Suite A
Salinas, CA 93905

Contact: Vivian Soffa

Telephone: (831) 424-7377 ext 2

<https://www.fsa.usda.gov/programs-and-services/ocscsp/>

California Department of Food and
Agriculture

Organic Cost Share Program

Attn: Sharon Parsons

1220 N Street

Sacramento, CA 95814

sparsons@cdfa.ca.gov

<https://organic.cdfa.ca.gov/costshare/>

Eligible certification expenses are reimbursed on a "first come, first serve" basis; the program may end earlier than September 30, 2017 if allocated funds for the program have been expended.

Please contact our office with any additional questions you may have!



"Our snooze button does not have the power to delay the sun from rising in the morning. Time simply does not wait for anyone."

Ted Robbins

THE WATER NANNY

Stanford's Bet

Northern California has been on the cutting edge of technology since the 1860s. The first permanently staffed mountain top observatory in the world, housing the largest refracting telescope at that time, Lick Observatory, built on Mt. Hamilton, was endowed by James Lick in 1874 (completed in 1888).

Governor Leland Stanford, whose wealth came from the Central Pacific Railroad, also dabbled in scientific curiosities on his horse ranches in Palo Alto and Sacramento. He held the unsupported position that a racing trotter held all its hoofs off the ground a one point during their stride, so called *unsupported transit*. It was also unsupported for another reason, no one's vision is quick enough to prove this theory. In 1872 he hired Eadweard Muybridge, a renowned



photographer, to settle the bet. Unfortunately cameras, both film and lenses, were not up to the speedy task. Muybridge not only had to

create a process to photograph the pony, he had to invent a shutter (most cameras at the time only had lens caps without shutters) using parallel slats and rubber bands. Six years, and \$50,000 later, he handed Stanford proof of unsupported transit at his Palo Alto race track. This is most likely the first use of a camera to create scientific data.

For many generations farmers have thought of their trade as a combination of training, personal skill and good luck. Regrettably the modern world puts more faith in education and science than artisanal skills and fortune. In order to successfully farm commercially we need to fine tune our experience with data regarding weather, evapotranspiration, canopy cover, soil moisture and fertilizer timing, assuming there is labor to actually harvest the resulting crop. The ability to integrate all of these data into a business is the Holy Grail, the unsupported transit theory of our time.

Horses no longer trod our fields, but cameras and other sensors may, they have come a long way in the last 140 years. With a decline in skilled labor we need to rely more and more on alternative ways to manage our crops. There are also a few practical reasons to step up our farm data gathering, the PVWMA wants us to use less water and the RWQCB mandates less nitrate use. Oh, what to do. Let's turn to the nerds over the hill, and our own Ag nerds at the Ag Extension.



We can learn to rely on cameras, drones with cameras and NIR sensors, Hortau probes, CIMIS stations and excel databases. There seems to be an unlimited supply of new tech systems for our farms. The Ag Tech conference at Hartnell last month was chalk full of sensors, cell phone apps and spreadsheets. If this is all new, then try those with the best support for actual farmers. Drones have sex appeal, but multicolor shots of lettuce are meaningless without a way to use the information. Stick your toe in the water by trying *CropManage*. It was developed by Michael Cahn, and others, at UCCE. They're expanding the diversity of crops covered. Run it from your truck on a tablet. It really does help you rein in irrigation and fertilizer use. Best of all you can call someone who has dirt on their boots. For more information see the *CropManage* blog at: <http://ucanr.edu/blogs/CropManage/>.

Success in the modern age remains in our hands, and what we make of the information in our fields. Artisanal farming may have its place, but the size of our enterprises prevents us from just relying on the stars. "Superstition is to religion what astrology is to astronomy the mad daughter of a wise mother. These daughters have too long dominated the earth". Voltaire



FAVORITE RECIPES

Superfood Salad with Orange Herb Vinaigrette

This salad is great on a warm summer day. It originally came from Pinterest but was made by a relative for a family gathering. You can also get creative and add some of your favorite ingredients. It's not only good for you, but it's mighty tasty.

Ingredients:

- 4 cups mixed greens, rinsed
- 2 cups chopped kale
- 15 oz. can black beans, drained and rinsed
- 1 avocado, peeled, pitted and chopped
- 10.5 ounces cherry or grape tomatoes, halved
- 4 kiwis, peeled and chopped

Dressing:

- 1/4 cup extra-virgin olive oil
- 1/3 cup white wine vinegar
- 3 tablespoons freshly squeezed orange juice
- 2 green onions, thinly sliced (white and light green parts only)
- 2-3 tablespoons fresh chopped herbs (flat-leaf parsley, basil and chives are great options)

1. In a large bowl, toss together greens, kale, black beans, avocado, tomatoes, kiwis and oranges.
2. In a small bowl, combine the olive oil, vinegar, orange juice, onions and herbs. Mix well and refrigerate until ready to serve.
3. Just before serving, drizzle the dressing over the salad and gently toss.

The President's Message - Continued from Page 2

independent organic grower, I have noticed that over the last 15 years I have been planting the same varieties with little choice of new ones to compare them to. It is vital that the University's breeding program continues to develop new and improved strawberry varieties and in collaboration with UC Agriculture Extension help Santa Cruz County growers stay competitive as they face increasingly challenging conditions in the future.

The relationship between researchers, farm advisors and farmers are at the heart of the longstanding, 100 year-old, collaborative alliance between Santa Cruz County Farm Bureau and UC Cooperative Extension Service. As we look into the future not only does this relationship need to continue but I would argue it should be strengthened and additional resources should be allocated to prioritize and meet the many pressing challenges farmers face today. Whether it's developing better plant varieties, engineering labor saving farm equipment or expanding organic farming research programs, the list seems endless.

As we celebrate SCCFB's 100th Anniversary on June 22nd, we acknowledge the organization's many accomplishments but also reaffirm its commitment to represent the interests and to stand up for the issues of Santa Cruz County's diverse and evolving agricultural community.

"Happy 100th Birthday SCCFB" and thank you to all, both alive and no longer with us, who have contributed and been a part of this organization's incredible journey.

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2017 Down To Earth Women Luncheon



Jimmie Cox Memorial Scholarship fund and the Santa Cruz County Farm Bureau's school programs.

This year's featured speaker for the event was Jan Wilson and Carren Dixon, Owners of Buttercup Cakes and Farmhouse Frosting, who spoke on the topic "Three Generations of a Sweet Success." Brittany Nielsen, News Anchor, KSBW Action News 8, was the Mistress of Ceremonies for the luncheon.

Also speaking at the event was Beverly Grova, Vice President of Philanthropy, Dominican Hospital Foundation, who spoke about her experience as a participant in Agri-Culture's Focus Agriculture program. Maria Vasquez, 1993 Jimmie Cox Memorial

Scholarship recipient, read a message from Ashley Devery (2017 recipient who could not attend the luncheon) about her education and how the scholarship will help her achieve her degree.

Women wearing hats has become a tradition of the event. Find us on Facebook and see the insert for more pictures!

The 10th Annual Down to Earth Women (DEW) Luncheon was held at Driscoll's Rancho Corralitos in Watsonville on May 11th and had a record attendance – over 320 women! This event is for women who are involved in, or support, agriculture in Santa Cruz County and the Pajaro Valley. The purpose of the luncheon is to raise funds for Agri-Culture's Focus Agriculture program, the

Jan Wilson's Apple Cake Recipe

This recipe was given to me in the summer of 1947 by my Greataunt Margaret. That was the year I turned eight years old and the first time that I baked it. My Dad made it his favorite cake. I have used it all these years both for family and my cake business. Enjoy!

Into a large bowl mix:

- 4 cups peeled and sliced apples
- 2 cups granulated sugar

Sift over the above:

- 2 cups flour
- 1 1/2 teaspoon baking soda
- 1 teaspoon salt
- 2 teaspoons cinnamon

In another bowl whisk until well combined:

- 2 large eggs
- 1 scant cup oil
- 2 teaspoons vanilla

Pour the egg mixture over the apple mixture and mix until well combined.

Line a 9 or 10 inch round or square pan with either oil/floured spray or parchment that has been oiled.

Bake at 350°F for about an hour depending on your oven. Use cake tested to make sure it is done.

This recipe was given to all who attended the 2017 Down to Earth Women Luncheon and contributed by guest speaker Jan Wilson. She, along with co-owner Carren Dixon, own Buttercup Cakes and Farmhouse Frosting. It is being reprinted here so that you all may enjoy.

Hoop Houses are “Enclosed Spaces”



Changes to the Federal EPA Worker Protection Standards regulations became effective earlier this year. One major change was the inclusion of hoop houses into the definition of “enclosed space.” This adds a new layer of additional regulatory requirements for growers producing under hoop houses. A concern that has come up is defining how the term “enclosed space” applies to hoop houses. This has raised the question of whether the enclosed space is the entire block of hoop houses, or each individual hoop house. Clarifying how the term applies to hoop houses will determine implementation of the new regulatory requirements, and help growers plan their agricultural practices accordingly. The California Department of Pesticide Regulation (DPR) will provide additional guidance in the near future to clarify some of the new Worker Protection Standards requirements. In the meantime, the Santa Cruz County Agricultural Commissioner’s Office has made the determination that the term “enclosed space” as used for hoop houses refers to each separate hoop house as its own distinct enclosed space.

Based on this determination, it is important to go over some notable changes as they apply to hoop houses starting with Application Exclusion Zones (AEZ). AEZs establish distance restrictions as a pesticide application is taking place to protect nearby employees. The required distance setbacks are determined by the quality of the pesticide spray (fine, medium or large droplet size) and whether the application is taking place outdoors or in an enclosed space. For hoop houses the following requirements apply:

If the pesticide being applied is a pesticide for which the product labeling requires respiratory protection, then the AEZ includes the treated hoop houses plus any adjacent area that is not sealed sufficient to prevent pesticide transfer from the treatment site until ventilation criteria has been met.

If the pesticide is applied as a fine spray, then the AEZ is the entire enclosed space until ventilation criteria has been met.

If the pesticide is being applied as a medium or larger spray from a height greater than 12 inches from the soil or planting medium and within a specific area in the hoop houses, then the AEZ is the treated area plus 25 feet in all directions.

As noted above, certain pesticide applications in hoop houses may also trigger ventilation criteria requirements. This allows for aeration of the hoop houses before allowing employees to enter an area that was treated. Ventilation criteria requirements are in addition to Restricted Entry Intervals (REI) and growers must not allow employee entry into a treated area until the longest of these two requirements has been met. The regulation provides several options to comply with this requirement but the most applicable in hoop houses is to allow for four hours of passive ventilation after the application has been completed.

Lastly, all pesticide applications made in hoop houses that result in a REI of greater than four hours must be posted, unless access to the treated hoop houses is controlled in a manner that assures no employee (other than the handlers making the application) will enter, work in, remain in, or walk within ¼ mile during the pesticide application and the REI. The posting must be visible from all usual points of entry to the treated hoop houses and each border with any worker housing area within 100 feet of the treated area. For additional questions or clarifications please contact the Santa Cruz County Agricultural Commissioner’s Office at 763-8080.

I’m a Farm Bureau Member because...



“The directors representing the commodity groups work with staff to provide bottom-up representation and services on local, state and federal issues.”

Clint Miller

RCD Seeks Input on Fallowing Plan

The Resource Conservation District of Santa Cruz County (RCD), working with stakeholders of the Community Water Dialogue, is facilitating the development of a plan for voluntary, rotational cover cropping for the Pajaro Valley. The plan comes in response to landowner and grower interest in exploring rotational fallowing as one of many actions for conserving water along with other benefits. The results of this planning process could inform future incentive programs, like the Fallow Lands Incentive Program that the Pajaro Valley Water Management Agency (PV Water) and landowners are piloting (www.pvwater.org/conservation/agriculture.php).

As part of the plan's development, we looked at the current rate of fallowing in the valley based on PV Water data, and we conducted outreach to growers to collect their input on the types of crops and periods that could most feasibly be modified to include covered fallow rotations. Economists conducted a cost-benefit analysis of these scenarios based on information from growers and data from several agencies, such as the UC Cooperative Extension. The results of that analysis show that the private costs of cover cropping are driven by the cost of forgoing a market crop rotation, and can range from an estimated \$1,000/acre to \$6,935/acre, with resulting water savings of up to 2.97 Acre-Feet (AF) (depending on the market crop replaced). Putting these together, the private costs of water saved range from \$465 to \$4,610 per AF. The cost benefit analysis will inform the scale of a potential incentive program by quantifying the acreage that would be need to be fallowed to achieve a given conservation target and the private costs that would be incurred as a result of the fallow.

The Community Water Dialogue now seeks input from growers and landowners on the following questions:

- What is the goal for AF of water to be saved through voluntary covered fallow?
- What kinds of incentives would you seek to add a covered fallow rotation? At what payment rate?
- What rules would you propose for a voluntary incentive program to achieve the greatest bang for the buck, facilitate broad participation, and evaluate results?

You can read about the plan, the cost-benefit

analysis, and future planning meetings at: www.communitywaterdialogue.org/meeting-materials. To learn more or to provide input contact the RCD at llurie@rcdsantacruz.org or 831-464-2950 x 27.

2017 Calendar of Events

Santa Cruz County Farm Bureau

100th Annual Meeting

Watsonville Slough Farms
June 22, 2017
5:45 p.m.

California State Fair

Cal Expo, Sacramento, CA
July 14 through July 30, 2017

24th Annual Golf Tournament

Seascape Golf Course
12:00 p.m. Shotgun Start, July 14, 2017

Santa Cruz County Fair

September 13 through September 17, 2017

Annual Directors' Dinner

Location to be determined
November 2, 2017
6:15 p.m.

CFBF 98th Annual Meeting

Reno, NV
December 3 through December 6, 2017

Agri-Culture

9th Annual Testicle Festival

Estrada Deer Camp
August 26, 2017
3:00 p.m. to 7:00 p.m.

21st Annual Progressive Dinner

To be determined
October 28, 2017
3:00 p.m. to 9:00 p.m.

"Best Efforts" Clauses



Best efforts clauses may be one of the most useful, least understood and most common provisions commonly used in contracts. One common understanding of the term best efforts is that it requires the highest level of duty. That may be true in limited

circumstances, for example when the best efforts clause is part of a contract gives someone an exclusive right; for example, an exclusive right to sell a product in a geographic area. Most contracts, however, do not give exclusive rights.

And what exactly does "best efforts" mean? One might suppose it means doing everything within your power to achieve the contract's objective. But this would be redundant since all contracts already contain an implied promise of good faith and fair dealing. One might then look at legislation for a standard. The Uniform Commercial Code defines the standard vaguely as more rigorous than good faith. One might then look at the "standard industry practice". But this assumes that industry standards are uniform and identifiable. Although there is some disparity, the better reasoned case decisions seem to hold that best efforts clauses are enforceable if the contract contains a clear set of guidelines against which the best efforts may be measured

So what to do? If parties intend to include a best efforts clause, they need to clearly state precisely what best efforts means and how it will be measured. They need to set guidelines a court can use to determine what is required.

Standing alone, the meaning of best efforts may be vague and unenforceable. This won't help. Leaving the term undefined or vague may subject one party to a breach of contract claim for having failed to perform to a level that was never intended and deny the other party the benefit of a promise for which it thought it had bargained and paid. No one gains by having to guess what was meant by the words on the page.

To get that clarity, you must carefully consider how the contract language will play out in real life. Are there

milestones or benchmarks by which performance will be based? Are there deadlines for performance? Have you accounted for changes in industry practices and changes in the marketplace?

If the best efforts clause is an essential part of your bargain, you may wish to include a provision which allows for periodic re-assessment of how the best efforts clause measures and defines best efforts.

A clearly understandable and objectively measurable best efforts clause makes litigation less likely and if litigation is unavoidable, makes it less expensive.

You're Invited
**100th Annual
Dinner Meeting**

Thursday, June 22, 2017
5:45 p.m. - 9:00 p.m.

\$100 per person

Reservations are available at:
(831) 724-1356
or visit www.sccfb.com or eventbrite.com

*Make sure you join us for this
very special celebration of agriculture
in Santa Cruz County*

*And, be there for the announcement of
more ag related activities to celebrate
our 100th Anniversary! There's bound
to be some summer fun in store for
you and your family!!!*

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AG NEWS

Santa Cruz County Farm Bureau & Agri-Culture
Presents

24th Annual Golf Tournament

Friday, July 14, 2017

10:45 a.m. - Registration begins
12:00 p.m. (Noon) - Shotgun Start

Course

Seascape Golf Course

Price Includes

Box Lunch
Golf with Cart
Tee Prizes
Post-Tournament Reception

Contests

Closest to the Pin
Longest Drive
Hole-in-One

Price Per Player

\$185 by June 23rd
\$225 after June 23rd



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Between the Furrows

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CALENDAR

THURSDAY - JUNE 22
**100th Anniversary Annual
Dinner Meeting**
Make your reservations soon!
(831) 724-1356 or
visit www.sccfb.com

THURSDAY - JUNE 22
**Agricultural Policy Advisory
Commission meeting**

WEDNESDAY - JUNE 28
**Focus Agriculture XXVIII,
Session 5**

TUESDAY - JULY 4
**Independence Day Observed
Office Closed**

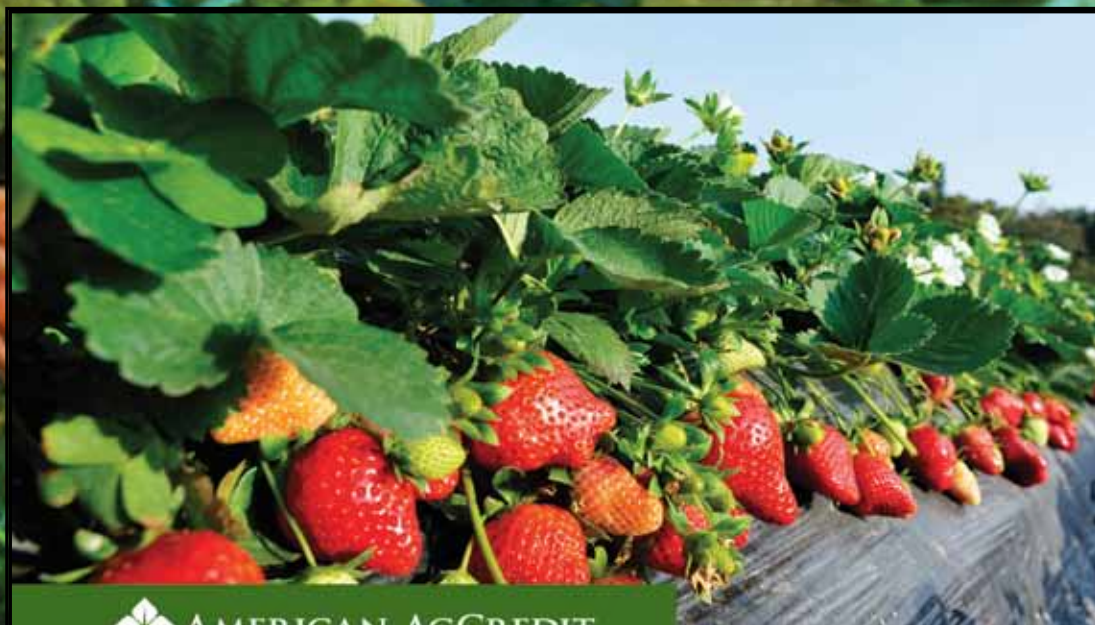
WEDNESDAY - JULY 5
**Legislative Committee
meeting**

- Executive Committee
meeting
- Membership Committee
meeting

MONDAY - JULY 10
**Public Relations &
Information Committee
meeting**

WEDNESDAY - JULY 12
**Young Farmers & Ranchers
meeting**

FRIDAY - JULY 14
24th Annual Golf Tournament
Make your reservations soon!
(831) 724-1356 or
visit www.sccfb.com



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