

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

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

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## Down to Earth Women (DEW) Luncheon Raises \$13,250 for Farmworkers Displaced by Floods



Agri-Culture President, Steve Bontadelli, along with DEW Co-Chairpersons Caroline Eiskamp and Nita Gizdich, presented Sister Rosa Dolores with a check to help farmworkers who were displaced by the 2023 floods.

**O**n December 19th, the educational organization, Agri-Culture, Inc., presented a check for \$13,250 to the Casa de la Cultura Center for rental assistance for farmworkers still displaced by the 2023 floods. This money was raised as [Continued on Page 5](#)

### Santa Cruz County Farm Bureau **CULTURE**

- The SCCFB is firm in its **COMMITMENT** to provide responsive and effective services to its members, and to be a positive and integral part of the broader community through collaboration, education and social interaction.
- The SCCFB grows on a foundation of **TRUST**, bringing expertise, experience and good faith action to bear on topics related to agriculture, which can be relied upon by farmers, the agricultural community, and the community at large.
- The SCCFB honors and keeps its **TRADITION** of service to the diverse people, commodities and production systems that comprise the unique and complex agriculture community in Santa Cruz County and the Pajaro Valley.



# President's Message



Dennis Webb, President

## Agriculture's Hope For The Future

New technologies, new jobs and rewarding careers

The holiday season flew by again this year, and I'm thankful once again to have spent lots of time with my family celebrating Christmas and the New Year. I took a week off from work between Christmas and New Years, and the highlight of that week was watching my kids spend time with their grandparents. My three-year-old son Andy, in particular loves to run around his grandfathers' shops (both my dad and my father-in-law have their own shop full of tools, machinery and other toys that any kid would love to play with).

After spending a day with my dad recently, Andy told me that he wants his very own shop. When I asked him what kind of shop he wants, Andy told me that he wants to have a shop so tall that he can park a crane inside, since he wants to be a crane operator when he grows up. Ever since he was two, Andy has wanted

to be a crane operator. Who knows how that will change over time and what he will end up doing in life. I am already proud that he wants to work hard and build things.

When I was growing up, every kid was taught that they should go to college. This might be part of the reason why agriculture and the economy as a whole are facing such a shortage of skilled tradespeople. It seems to me that the best opportunities for young people today are in the trades. In my field, mechanics, equipment operators and electricians are always highly sought after. With all the new technology in agriculture, these jobs are more critical with each passing year.

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# ASK MARK

Mark Bolda, Farm Advisor, UCCE,  
Santa Cruz County

## Cost of Production Studies

**Q.** Could you tell us a little bit more about the UC Cooperative Extension Cost of Production studies you have worked on this past year?

**A.** Yes, I would be glad to share with our readers the UC Cooperative Extension Cost of Production studies which were completed this past year.

Farm Advisor Emeritus Laura Tourte and I, Farm Advisor Mark Bolda, wrote three total studies in 2023 together UC Davis Agricultural and Resource Economics. Two studies are for organically and conventionally produced apples and a third is for fresh market primocane bearing raspberries.

The two apple studies are on processing apples, not the fresh market, which makes a difference in farming practices. As many locals know the apples, being mostly the varieties Gala, Newtownes, Pippins, Matsui and Granny Smith, grown here on the Central Coast are mostly pressed for juice and sparkling cider.

All three of the studies feature a detailed explanation of the assumptions and calculations used to estimate the costs and potential returns for each crop, and readers can refer to the narrative portion of each study. A presentation is featured in tabular form of material input costs, and cash and non-cash overhead costs in a variety of formats. A ranging analysis shows potential profits over a range of prices and yields.

Cost and return studies written by UC Davis and UC ANR provide growers with a baseline to estimate their own costs, which can help when applying for production loans, projecting labor costs, securing

market arrangements, or understanding costs associated with water and nutrient management and regulatory programs.

These new studies, titled “2023 Sample Costs to Produce and Harvest Organic Apples for Processing”, “2023 Sample Costs to Produce and Harvest Apples for Processing,” and “2023 Sample Costs to Produce and Harvest Fresh Market Raspberries – Primocane Bearing” can be downloaded from the UC Davis Department of Agricultural and Resource Economics website at <https://coststudies.ucdavis.edu>.

For more information, contact Mark Bolda at [mpbolda@ucanr.edu](mailto:mpbolda@ucanr.edu) or Jeremy Murdock of the UC Davis Department of Agricultural and Resource Economics at [jimmurdock@ucdavis.edu](mailto:jimmurdock@ucdavis.edu).

Sample cost of production studies for many other commodities grown in California are also available at <https://coststudies.ucdavis.edu>.

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### Strange But Impossibly True!

The current American flag was designed by a high school student. Betsy Ross, make way for Bob Heft. He sewed the prototype for a history project in 1958, the year before Alaska and Hawaii joined the Union. (His teacher gave him a B because no one knew for certain that the flag would ever need updating. Heavens to Betsy! There’s no proof that Ms. Ross even had anything to do with the original 13-star version of the flag.

Excerpts from the Readers Digest

# THE WATER NANNY

## Government Solutions

The levee east of Pajaro broke on March 10, 2023, homes were lost, farms and businesses closed. The CZU fire in Bonny Doon and the San Lorenzo Valley broke out on August 16, 2020; homes were destroyed and businesses burned up. In early 2020 we all started to hunker down to avoid COVID, businesses closed and people lost their homes. We seem to have had a run of misfortune, which had similar long term outcomes. Obviously, through this experience we have learned how to overcome adversity, rebuild and thrive; well not so much.

COVID had a worldwide impact. Governmental financial aid and vaccines moved us through the crisis; although there were significant downsides, like vacant office building and retail stores. We could have done better, but most of us remain healthy and working.

CZU fire destroyed 911 homes. Santa Cruz government jumped into action with a streamlined permit process. This is from a county planning department that is in admiration of the rapid speed of a banana slug. Over three (3) years after the fire, 53 buildings were completed, 180 are in process or rebuilding and the remainder out of luck. Beyond the speed of planning, environmental health can't find a way to approve prior existing and functioning septic tanks, and CalFire has a problem with small roads and no sprinklers, et al.

Pajaro is still struggling. After the first wave of donations and grants to aid the town, the prospect of successful rebuilding is controlled by Monterey County, as they issue permits and inspections. To aid in this process Monterey received a state cash grant of \$20 million, and set out on a public

review with the Pajaro Revitalization Committee that developed a *Winter Storms Flood Relief Program Grant*, after quizzical community outreach. The County is just now considering waiving fees associated with flood damage last

March. Our government has had extensive experience dealing with floods in North County, with disastrous flooding in 1955, 1958, 1995 and 1998. Have they learned from these experiences?

The \$20,000,000 rebuilding relief program proposed funding: 1) \$6 million for housing and small business recovery, great; 2) infrastructure including a Pajaro Community Sign, undamaged by the flood (\$500,000) and feasibility planning and crosswalk improvements (\$2.25M); 3) resource development for health care, social services and "Community Beatification" (sic) at \$3M; 4) Cultural resources including the library, with an elevator to the 2<sup>nd</sup> floor (\$3.5M) Middle School recreation upgrades (\$2M) with a new field turf in the park (\$1.2); and 5) emergency response (\$1+M). Many of us drive to our farms through Pajaro and notice several Pajaro signs, including one that promised "*Pajaro - A Community on the Move*" (a possible omen), but really \$500,000 for a replacement sign. New recreation upgrades are fine, but not a good use of emergency relief funding for the town. Maybe the expensive sign should also feature flood levels to alert the residents if their feet are wet.



Fortunately, the Monterey County Board of Supervisors heard from some real residents of Pajaro, not just it's blue-ribbon task force. El Pajaro CDC supported \$12M for direct relief, business owners spoke about the brink of bankruptcy, and Sister Rosa, founder of Casa de la Cultura, pushed for most of the funds go toward financial relief first, along with many others. "*It feels that the County is evading its responsibility, funding things they have failed to do long before there was any damage by the floods.*" They prevailed on shifting most funds for housing and business recovery (\$10M), a smaller sign, no middle school field upgrades (obvious since the school is closed), and smaller community grants. This was just the allocation of funding, not a dime of this has been spent, so we will have to see how this plays out before the grant deadline in 2025. "*I'm from the government, and I'm here to help.*" (anonymous functionary) ■



# FAVORITE RECIPES

## Scandalous Scallops

**T**his recipe comes from "Recipes of Yesteryear", a cookbook published by the California Grey Bears, Inc. of Santa Cruz County for their 30th Anniversary in 2003. The recipe was submitted by Ron Compton

1 yellow onion, chopped	1 Tablespoon balsamic Vinegar
1 pound scallops	1 Tablespoon oyster sauce
1/2 pound shrimp	water
1/8 pound prosciutto	olive oil
1 pound package angel hair pasta, cooked	3 cloves garlic
1/4 cup cream sherry	1/4 cup flour
1/4 cup milk	

Slice or chop onion. Saute in olive oil until tender. Caramelize with balsamic vinegar and cream sherry. Set aside. Saute prosciutto; add shrimp and scallops. When just about done, add sherry and slightly caramelize. Set aside.

**WHITE SAUCE:** Heat oil, add flour, make roux, stirring constantly. Slowly add milk, oyster sauce, sherry, water and garlic. Add yellow onion, prosciutto, scallops and shrimp mixtures. Pour over angel hair pasta.

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## DEW Contributions Presented to Casa de la Cultura

Continued from Page 1

part of the 2023 Down to Earth Women (DEW) Luncheon. This annual event, attended by over 200 women, raises money for agricultural education. This year, a special auction was held to also raise money for farmworkers affected by the flood.

The check was presented during Casa de la Cultura Center's annual Christmas distribution of food and toys to local families. The check was given to

Executive Director Sister Rosa Dolores Rodriguez, and presented by Steve Bontadelli, President, Agri-Culture, Inc., and Down to Earth Women Luncheon Co-Chairs Caroline Eiskamp and Nita Gizdich.

Steve Bontadelli stated, "Our organization is impressed that the Down to Earth Women Luncheon committee took the initiative to raise money to help farmworkers affected by the floods."

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## President's Message

Continued from Page 2

Farmers have been quick to adopt new technologies that help us grow more food and fiber with less land and less water. Now, we need the workforce that will help us operate and maintain all those new tractors, drones and robots that

we are using in our forests, fields and warehouses. There are so many rewarding careers in local agriculture, and I can't wait to meet all the young people who will experience them.

# "Agriculture, the Original Green"

## BECOME A FARM BUREAU MEMBER

Join the Santa Cruz County Farm Bureau



The Santa Cruz County Farm Bureau is an important voice for the Santa Cruz County and Pajaro Valley agriculture industry. Everyone is eligible to be a member and receive the many benefits and services available. By joining the Santa Cruz County Farm Bureau you help support agriculture in Santa Cruz County and the Pajaro Valley.

### How to Join

Go to [www.cfbf.com](http://www.cfbf.com) and click on the "JOIN" button. No need to log in on this page. Go to the bottom of the page and click on NEVER BEEN A MEMBER to set up a new account.

Questions? Contact the Santa Cruz County Farm Bureau  
[sccfb@sbcglobal.net](mailto:sccfb@sbcglobal.net)  
(831) 724-1356  
(831) 818-1193 - Text

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

"I am a Farm Bureau member/supporter because the Santa Cruz County Farm Bureau is dedicated to supporting farmers in the county. The number of programs and events organized by the Farm Bureau is effective and inspiring to all of us involved in agriculture."

**Sam Earnshaw**  
Long time Farm Bureau supporter

## Save the Date

### Santa Cruz County Farm Bureau

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

Wednesday, March 20, 2024  
Heritage Hall, Santa Cruz County Fairgrounds

#### **SCCFB 107th Annual Meeting**

Saturday, June 15, 2024  
Big Creek Lumber Property, Swanton

#### **31st Annual Golf Tournament**

Friday, July 12, 2024  
Pajaro Valley Golf Club

#### **California State Fair**

Friday, July 12, 2024 to Sunday, July 28, 2024  
Cal Expo, Sacramento

#### **Santa Cruz County Fair**

Wednesday, September 11 to Sunday, September 15, 2024  
Santa Cruz County Fairgrounds

#### **Annual Directors' Dinner**

Thursday, November 7, 2024  
Location to be determined

#### **CFBF Annual Meeting**

Saturday, December 1 to Wednesday, December 4, 2024  
Monterey

### Agri-Culture

#### **16th Annual Down to Earth Women Luncheon**

Thursday, May 9, 2024  
Driscoll's Rancho Corralitos

#### **16th Annual Testicle Festival**

Saturday, August 24, 2024  
Estrada Deer Camp

#### **28th Annual Farm Dinner**

Saturday, October 18, 2024  
Land Trust Little Bee Barn

## New Year Reminders and Our Office's Coming Move



David Sanford

As 2024 begins, I want to take the opportunity to remind our growers that it is time again to renew your Operator Identification Number (Operator ID) or Restricted Material Permit (RMP). If your Operator ID or RMP expired last year or expires early this year, please call the Agricultural

Commissioner's Office to schedule an appointment for renewal. During your appointment, we will also provide you with updates on regulatory requirements or permit conditions that are becoming effective at the beginning of the year. Some of these new regulations include additional restrictions associated with the use of neonicotinoids, new requirements for the application of the field soil fumigant 1,3-Dichloropropene (1,3-D), and changes to the Private Applicator Certification Program.

As I mentioned in my previous article, for several years now we have been using the internet based CalAgPermits program to issue Operator IDs and RMPs. This program provides growers with the ability to view their permit documents and site maps and allows for the entry of pesticide use reports and notices of intent, via the internet. And again, to reiterate a central point from my last article, we are asking all growers who have not done so yet to start transitioning to electronic submittal of their pesticide use reports – either by using CalAgPermits directly, or potentially a third-party company that provides this service and transmits the data automatically to CalAgPermits, such as Agrian (Telus Agronomy). To access CalAgPermits, you must provide us with a valid email address, and we will issue you a login name and password. If you have not yet done this, we can sign you up during your permit renewal appointment.

If your Private Applicator Certificate (PAC) has expired, please take a quick look back at my article from November for details regarding the new exam, study guide, and the additional exam category for burrowing vertebrate pest fumigant use. Continuing education credit can still be used going forward to renew your PAC every three years, however the revised exam will need to be taken at or prior to your next

renewal period after January 1, 2024. And please remember that when it comes to continuing education credit, the hours must be completed before the expiration date on the PAC card.

Lastly, I want to officially get the word out that our office will be moving! We won't be moving far – our new location is literally "down the road" at the new South County Service Center, 500 Westridge Drive here in Watsonville. Once the final construction improvements are completed, we will start the process of transferring to the new location, which should be taking place by approximately mid-March, 2024. We will be sure to notify you once this move is finalized and we are operational in our new office space.

Happy New Year from all of us here at the Agricultural Commissioner's Office! ■



**"Everyone is a genius at least once a year. The real geniuses simply have their bright ideas closer together.**

**Georg C. Lichtenberg."**

## ROAD MAINTENANCE, PLANNING AND GOOD NEIGHBORS



Purdue Pharma is a company that manufactured pain medicines such as fentanyl, codeine, hydrocodone, and oxycodone, also known by its brand name, OxyContin. Purdue Pharma put OxyContin on the market twenty-seven years ago as a pain killer drug less susceptible to abuse than other drugs on the

market at the time. The Sackler family which controlled the company was accused of deceptively marketing the drug. The drug turned out to be highly addictive, caused a public health crisis and thousands of lawsuits followed seeking billions of dollars in damage compensation.

In 2019, Purdue Pharma – but not the Sackler family filed bankruptcy and lawsuits against both Purdue Pharma and the Sackler family were put on hold.

In Sept. 2021, the bankruptcy court confirmed a bankruptcy plan to reform Purdue Pharma into a nonprofit corporation devoted to addressing the public-health problems created by the opioid epidemic. The Sackler family members, who had taken pre-tax distributions of \$11 billion from Purdue Pharma in the years before bankruptcy, agreed to contribute up to \$6 billion to the plan. In exchange, the plan shielded the Sackler family from future civil liability for opioid-related claims.

On review, a federal district court struck down the bankruptcy court's Plan, But then a federal appeals court reinstated the Plan. The US Department of Justice then requested the Plan be put on hold so the US Supreme Court could decide whether it wanted to review the court of appeal decision. The Supreme Court granted the request and set oral argument for December 4, 2023.

At issue was a "catchall" provision in the US Bankruptcy Code saying a bankruptcy plan may "include any other appropriate provision not inconsistent with the applicable provisions of" the Bankruptcy Code.

The justices appeared conflicted at the hearing on December 4, 2023, over whether to allow the multi-billion-dollar Purdue Pharma bankruptcy plan to proceed. The

federal government wants to block the plan because it releases members of the Sackler family from civil liability for opioid-related claims. But Purdue Pharma creditors – including individual victims of the opioid crisis and many state and local governments which provided emergency medical services -- support the plan because they believe it is the only way they will receive compensation and funding for opioid recovery projects. At least two questions are before the Supreme Court.

First, whether the U.S. Trustee, and the federal government may challenge the confirmation of the bankruptcy plan at all. Many creditors say the trustee has no legal right to make such a challenge. Purdue Pharma creditors contend the US Trustee has "zero concrete stake in this bankruptcy" and therefore has "nothing to lose if he destroys the plan." Because the trustee is merely an "interloper" who lacks the right "to destroy a plan that the actual victims crafted and overwhelmingly support," Purdue Pharma insists, the justices should dismiss the case without ruling on the merits, leaving the 2nd Circuit's decision in place.

The second issue is the plan itself. The Bankruptcy Trustee says the plan should not have been confirmed. The Trustee says the Plan must require an exchange of value. In exchange for getting its debts cleared, the bankrupt debtor satisfies some obligation – for example, disclosing information about its creditors and its income, and devoting its assets to paying creditors' claims. The Trustee contends the Plan would allow the Sackler family to "shield billions of dollars of their fortune" and obtain a release from civil liability for opioid-related claims without having to personally declare bankruptcy.

This case may answer important questions about when and under what circumstances mass tort lawsuits brought by a group of people, perhaps a group of farmers who have been harmed in a similar way, such as by a defective product, including but not limited to an agricultural product, piece of equipment, or too. When may such losses be resolved through the bankruptcy system. And, when and under what circumstances should anyone be shielded from significant injury or property or economic damage? ■



## Compost for All



As we come to a lull in the production season, I thought it might be worthwhile to review some of the programs and services that your local RCD can help with. We've been working on these offerings for some time and have ample expertise and experience on the team to be able to help you with the following. All services and assistance are offered free of charge and we do not enforce or report anything to the county or other authorities. Our services include:

### Water

- We continue to offer up to 20k in rebates for water conserving equipment through the PVWater water conservation program. This is broken out as 5k paid for at 100% and beyond that up to 20k at 50% cost share.
- Irrigation Efficiency – Our team is available to help you dial in your irrigation system to make sure you are only applying water that the crop needs and no more.
- Nutrient Management – we can show you how to measure soil nitrogen levels and count the Nitrogen (nitrate) in your irrigation water as part of the fertility management to sustain your crop and decrease the amount of fertilizer that you need to apply.
- Aquifer Recharge – If you would like to join other leaders in our community in helping to capture some of that winter storm runoff and put water back into the ground, and if you have land you can devote to this, then reach out and we can help!

### Soils

- Compost – We can offer cost-share and technical assistance to support compost application and building soil organic matter on your farm. Resources and programs are becoming increasingly available to help get more compost onto our area farm fields, so reach out if you are interested.
- Healthy Soils – We can help you access Federal and State funded cost-share programs to implement a variety of management practices that can boost your soil fertility, nutrient cycling and water holding capacity.
- Cover crops – We can offer cost-share and technical assistance to support planting of cover crops to reduce soil erosion, enhance soil fertility and comply with regional water quality regulations (Ag Order 4.0)

### Plantings for Pollinators and Beneficial Insects

- We can assist you with design, plant selection, cost-share and technical assistance to establish plantings that can attract pollinators and beneficial insects for your crops.

This is not an exhaustive list but only a collection of our services that we thought would be most relevant to this audience. Our agriculture programs are extensive and very dynamic! Feel free to reach out to learn more about how we might assist you with your specific needs. The RCD also has programs related to forest health, fire prevention and environmental restoration. You can learn more about all of our work at [www.rcdsantacruz.org](http://www.rcdsantacruz.org). ■

### Scholarship Application Deadline

**Friday, February 16, 2024**

For more information,  
visit [www.agri-culture.us/scholarships](http://www.agri-culture.us/scholarships)  
or call Agri-Culture at (831) 722-6622

Applications are available online



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# 2024 National Ag Day Poster and Poetry Contests

The Santa Cruz County Farm Bureau has announced the 2024 National Agriculture Day **Poetry Contest for grades 7-12**. The theme is **“Grown in Santa Cruz County and the Pajaro Valley”**. The deadline for entries is **Friday, February 23, 2024 at 4:00 p.m.** For more information, please call (831) 724-1356 or (831) 722-6622. The winning entry will receive \$250.

Santa Cruz County Farm Bureau & Agri-Culture Presents

## 2024 NATIONAL AGRICULTURE DAY POETRY CONTEST

For Grades 7-12  
*(top poems will be judged for best poem)*

**The winning entry will receive \$250**

**“GROWN IN SANTA CRUZ COUNTY AND THE PAJARO VALLEY”**

Any style poetry may be used and should not exceed 12 lines.  
The winning entry will also be used on 18,000 placemats and distributed to county restaurants next year!

All entries must be submitted to:  
Santa Cruz County Farm Bureau  
111 Monte Vista Avenue  
Watsonville, CA 95076

**“PLEASE PRINT FULL NAME, GRADE AND SCHOOL ON BACK OF ENTRY”**

**Deadline: Friday, February 23, 2024, 4:00 pm**  
For more information about agriculture in Santa Cruz County, please call (831) 724-1356 or (831) 722-6622

## POSTER CONTEST

### 2024 NATIONAL AGRICULTURE DAY

CONTEST IS OPEN TO GRADES K-6

**“GROWN IN SANTA CRUZ COUNTY AND THE PAJARO VALLEY”**  
THE ABOVE WORDING MUST BE INCLUDED, LEGIBLY, ON THE FRONT OF THE POSTER AND MUST REFLECT THE ACTUAL CROPS GROWN IN THE REGION

**First prize receives \$250**

Winning entry will be featured on 20,000 placemats and distributed to county restaurants next year!!!

**Contest Rules:**

- Contest theme to be included legibly, on front of poster
- Copies should be printed on glossy paper no larger than 18" x 20"
- All posters must be prepared by one student, no team entries allowed
- Any medium may be used (marker, pencil, felt tip pen, etc.)
- The top three (3) entries per grade level will be included in final judging
- On back of poster, print name, full name, grade and school
- One entry per student

**Contest Deadline**  
Friday, February 23, 2024, 4:00 p.m.

Agri-Culture and the Santa Cruz County Farm Bureau

The Santa Cruz County Farm Bureau has also announced the 2024 National Agriculture Day **Poster Contest for grades K - 6**. The theme is **“Grown in Santa Cruz County and the Pajaro Valley”**. The deadline for entries is **Friday, February 23, 2024 at 4:00 p.m.** More information is available by calling (831) 724-1356 or (831) 722-6622. The winning poster will receive \$250. Winners of both contests will be announced at the **National Agriculture Day Luncheon on March 20, 2024**. Tickets are available by calling the numbers listed above or online at Eventbrite.

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# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

## CALENDAR

**THURSDAY - JANUARY 4**  
Policy & Resource  
Committee meeting

**MONDAY - JANUARY 15**  
Martin Luther King, Jr. Day  
Office Closed

**THURSDAY - JANUARY 25**  
Past President's Lunch  
Rancho Santa Maria

**THURSDAY - JANUARY 25**  
Board of Directors'  
Annual Retreat  
Rancho Santa Maria

**THURSDAY - FEBRUARY 1**  
Policy & Resource  
Committee meeting

**FRIDAY - FEBRUARY 16**  
Scholarship Application  
Deadline  
Office closes at 4:00 p.m.

**FRIDAY - FEBRUARY 23**  
Poster & Poetry Contest  
Deadline  
Office closes at 4:00 p.m.

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