

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

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

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You're Invited

National Agriculture Day Spring Luncheon

Wednesday, March 13, 2019

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

\$50 per person

Heritage Hall

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

Features the Presentation of:

Al Smith Friend of Agriculture

Poster Contest Winner

Poetry Contest Winner

Jimmie Cox Memorial Scholarship Winner

Poster Contest Grades K - 6

Theme: Grown in Santa Cruz
County & the Pajaro Valley

- Contest theme to be included, legibly, on front of poster
- Crops shown on poster must be grown in the Pajaro Valley

Poetry Contest Grades 7 - 12

Theme: Grown in Santa Cruz
County & the Pajaro Valley

Any style poetry may be used
but cannot exceed 12 lines.

Reservations and full contest rules are available at the Santa Cruz County Farm Bureau, 141 Monte Vista Avenue, Watsonville or by calling (831) 724-1356, email - sccfb@sbcglobal.net. Also visit our website: www.sccfb.com.

Winners will receive \$200!

The contest deadline is Wednesday, February 20, 2019 at 4:00 p.m.

Jimmie Cox Memorial Scholarship Applications Available

Application deadline is Friday, February 15, 2019

Contact Agri-Culture, 141 Monte Vista Avenue, Watsonville, CA 95076
(831) 722-6622 or visit www.agri-culture.us
Applications are available on our website

VISIT OUR WEBSITE AT WWW.SCCFB.COM

President's Message

BRENDAN MIELE, PRESIDENT



Feeding Those Who Feed America

The winter rains have finally begun and winter is in the air. The recent storms have knocked the leaves off of the persimmon trees revealing their orange delights. Cover crops have been sown and are emerging, the berry harvest has wound down, and the apples are now in the sheds. While some farms, greenhouses and nurseries are able to offer year-round employment, many of our agricultural workers face reduced hours or seasonal layoffs during the winter months.

The seasonality of agricultural work and loss of income can make living in one of the most expensive areas of the country very challenging. During this time of year many farm workers require assistance to help meet their basic needs. Fortunately in Santa Cruz County we have a very engaged community of organizations and volunteers that step up to meet those needs.

In my role As Deputy Director / Agricultural Relations at Second Harvest Food Bank of Santa Cruz County, I am responsible for engaging with growers, acquiring, warehousing and distributing of food to those residents of Santa Cruz County who are in need. In order to be successful throughout

the year to meet the food needs of Santa Cruz County, we rely on the generosity of our growers and produce distributors for a supply of healthy fruits and vegetables. We often ask, as an organization, what can we do to help our agricultural industry partners? Helping sustain agricultural workers who have worked throughout the growing season to help feed the nation in their time of need is one way.

This past December, Second Harvest Food Bank of Santa Cruz County partnered with Gladys Anderson's Christmas Project to deliver 20,000 lbs. of food to 200 farm worker families in South Santa Cruz

[President's Message - Continued on Page 8](#)

"In order to be successful throughout the year to meet the food needs of Santa Cruz County, we rely on the generosity of our growers and produce distributors for a supply of healthy fruits and vegetables. We often ask, as an organization, what can we do to help our agricultural industry partners? Helping sustain agricultural workers who have worked throughout the growing season to help feed the nation in their time of need is one way."

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ASK LAURA

Laura Tourte, Farm Management Advisor, UCCE

Central Coast Agricultural Land Rents And Values

Q Could you please give me an update on Central Coast agricultural land rents and values?

A Agricultural land rents and values for the Central Coast are estimated each year by the California Chapter of the American Society of Farm Managers and Rural Appraisers, which publishes data for various regions throughout the state. Their most recent publication, the *2018 Trends in Agricultural Land and Lease Values**, includes both current and historical data. While the Central Coast – Region Six – includes information on nine counties in total, here the focus will be on Santa Cruz, Monterey and San Benito Counties.

Rental values. Land rent values, in general, have not changed substantially in recent years, but over time the trend has been towards increasing values. Higher rents are generally seen in locations with ground that can support high value crop production, and in years with a limited supply of available ground. For Santa Cruz County land rents for row crops are shown to range from \$1,200 to \$3,000 per acre per year. Rents for Monterey County range from \$750 to \$3,300 per acre per year, and for San Benito County \$450 to \$1,800 per acre per year. The exact value depends on many factors, including location within each county, soil type, slope and drainage, irrigation system, access to water and water cost and quality. Land rents for organic production may be higher than for conventional ground. Other factors such as taxes, length of agreement, and relationship between the land owner and renter should also be considered. Rental rates for rangeland in both Monterey and San Benito Counties range from \$6 to \$30

per acre per year; rangeland values for Santa Cruz County are not shown.

Purchase values. Row crop values per acre for purchased land in Santa Cruz County range from \$30,000 to \$72,000 per acre. For Monterey County the range is \$25,000 to \$63,000, and for San Benito County values range from \$19,000 to \$40,000. Purchase prices in San Benito County recently increased because of the limited number of agricultural properties available, not only in San Benito, but in neighboring counties as well. Purchase values for rangeland are shown at \$700 to \$2,000 per acre in Monterey County and \$600 and \$2,500 per acre in San Benito County. Purchase price for wine grape acreage in Monterey County ranges from \$25,000 to \$75,000. Similar data for Santa Cruz and San Benito Counties is not offered.

It is important to note that the ranges shown here may not capture data for all property or rental values but rather offer general information.

Please feel free to contact our office with any other questions you may have.

* The *2018 Trends in Agricultural Land and Lease Values*, which contains additional information, can be ordered by visiting <http://www.calasfmra.com/trends.php>. Cost is \$25 plus tax and shipping. Previous issues can be accessed online at no cost using the same website link. Information for the following year is usually available in the spring of each year.

THE WATER NANNY

B.O.Z.E.O. Trilogy

It is popularly known that the only way to kill a vampire is to drive a wooden stake through its heart. Miss the heart or use a knife...no good, the evil demon survives.

In March of 2014, the Watsonville City Council hired a consultant to develop designs to narrow Main St. to two lanes between Riverside and Beach. Plans were drawn, hearings held, costs considered and then common sense prevailed. In 2016 the project was revised to trees in the median, with no lane reduction.

Why was this a very bad idea? A two lane city street, one each way, can handle 18,000 cars a day, 4 lanes 36,800. The theoretical maximum saturation flow rate per lane is 1,900 vehicles per hour per lane. Traffic coming over the Main St. Bridge from Pajaro is about 27,000 vehicles a day, on Main St.



at Riverside it's 31,940 north bound and 16,837 south. Riverside is 25,500 east bound and 18,000 west, each day. To put this in perspective, Soquel Dr. at 41st Ave, a 4 lane road, is only 19,325 east bound and 23,919 west. (Santa Cruz County traffic counts) 70% of the Main St.

McDonalds business is from the drive through. When Main St. is partially closed for events, gas stations on the corner may have a 40% drop in business. Agricultural traffic, we are still a farm town, would also be impacted if Main St. became a bottleneck.

2018 brings back the same idea to strangle traffic on Main St. to two lanes. This new attempt to throttle downtown is the result of a State CalTrans grant for Complete Streets. It seeks to reduce Main to two lanes, widen sidewalks to accommodate the crowds of pedestrians and have dedicated bike lanes for our hordes of cyclists. Rodriguez and Union will have narrower lanes, with more green painted bike lanes. Parking will be reduced by "bulb outs" and trees.

Surveys were conducted at the Open Streets (?), Earth Day, Strawberry Festival and Peck St. Farmers Market, and nowhere else in the city. The survey was inherently biased, the selection of locations where it was distributed were all down town, and some of the questions could only be

answered if you lived or had a business in the downtown area. There was no effort to determine the impact on the vast majority of city businesses or residents.

When towns and cities had access to redevelopment funding, a great many consultants convinced city councils to "modernize" their main streets. Merchants in several communities, like Gilroy, forced restoration of traffic flows because customers found it easier to park and shop elsewhere. In Watsonville it is already easier to park at Target and Safeway, so I guess more congestion downtown will benefit other areas, although this is not the planners utopian prediction. Apparently, the survey was not given to the town fire department either. Narrowing lanes of traffic on Union, Rodriguez and Main streets will be much more challenging for their hook and ladder trucks.



The grantor of this project, CalTrans, admonishes: *"Disclaimer: the recommendations provided in this document are not meant as a substitute for individual planning or engineering judgement."* Instead of increasing business downtown this plan will have the opposite effect. It is like putting a cork into the traffic flow, preventing people from traveling through downtown from 129 and Pajaro. Traffic will grind to a halt, discouraging any attempt to visit and forcing drivers to circumvent Watsonville altogether.

Just because the vampire is not killed after several tries does not make living with a vampire a good idea. Unfortunately, vampires never grow old and never die. Now is the time to sharpen the wooden stake.





FAVORITE RECIPES

HEARTY TORTELLINI SOUP

This hearty tortellini soup is loaded with vegetables, ground beef, sausage and tortellini simmered in a savoury broth. This is the recipe I use, which I found on a website, <https://www.artandthekitchen.com/hearty-tortellini-soup/>. It is a great soup for a hungry family on a cold night and incorporates a lot of good vegetables for those hungry tummies. Hope you enjoy!

INGREDIENTS:

- 1 tablespoon olive oil
- 1 cup chopped onions
- 1 cup chopped celery
- 1 cup sliced carrots
- 2 cloves garlic, minced
- 1 pound extra lean ground beef
- 2 links mild Italian sausage sliced
- 1 can (28oz) tomatoes undrained, coarsely chopped
- 4 cups beef stock
- 1 can (14oz) red kidney beans drained and rinsed
- 2 cups cabbage chopped
- 1 cup green beans
- 1 cup diced, unpeeled zucchini
- 1/2 tablespoon sugar
- 1 teaspoon dried basil
- 1 teaspoon dried oregano
- 1 1/2 teaspoon salt
- 1 teaspoon pepper
- 1/2 cup dry red wine
- 2 cups cheese filled tortellini fresh or frozen
- 2 cups fresh spinach shredded
- 1/2 cup freshly grated Parmesan cheese



INSTRUCTIONS: In large pot, heat oil over medium heat.

Add onions, celery, carrots and garlic. Cover and cook for about 5 minutes.

Stir in ground beef and sausage. Cook until beef is no longer pink.

Stir in tomatoes, beef stock, kidney beans, cabbage, green beans, zucchini, sugar, basil, oregano, salt and pepper.

Bring to a boil, reduce heat to low and simmer covered for 30 minutes.

Stir in red wine, tortellini and spinach.

Cook uncovered for 20 minutes or until pasta is tender but firm. Taste, adjusting seasoning.

Ladle into bowls and sprinkle with parmesan cheese

Participate in Santa Cruz County's AgTech Conversation

The Santa Cruz County AgTech Meetup was formed in March, 2015, to facilitate the conversation between produce growers-shippers, and technologists in Santa Cruz County. We meet every other month with an agenda that rotates to reflect the "process" growers-shippers go through.

February - Land Preparation

April - Planting

June - Production

August - Harvesting, Productivity Solutions.

October - Processing & Shipping

December - Planning and Resource Allocation

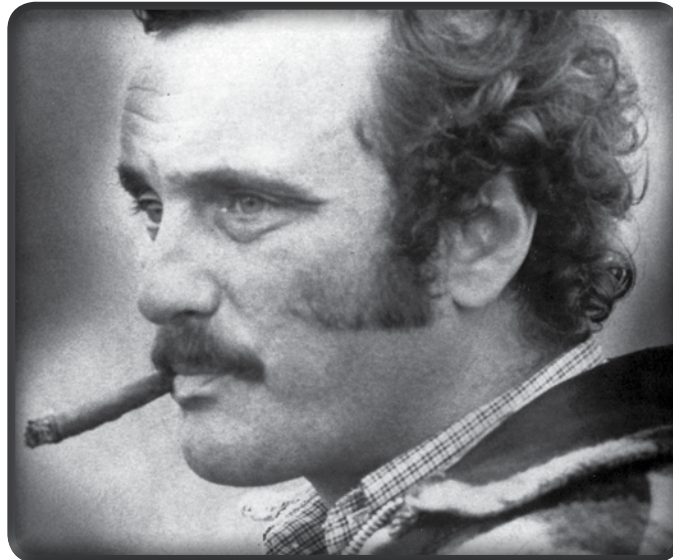
The meetups are held in Watsonville on the last Wednesday of the month from 5:30pm to 7:30pm. Food & Refreshments are provided and the speakers start at 6pm.

Please attend and promote attendance to these unique AgTech conversations. More information can be obtained at: <https://www.meetup.com/Santa-Cruz-County-Ag-Tech-Meetup/>

"Agriculture, the Original Green"

NEWS FROM AGRI-CULTURE

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



Tuesday, February 26th

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 26th, please consider making a donation at www.agri-culture.us/funds/

Getting Ready for the Agricultural Season Ahead



As the new year begins and you start to prepare for the agricultural season ahead, here are a few reminders of tasks you should consider getting out of the way sooner rather than later.

Operator Identification Number (OIN) or Restricted Materials

Permit renewal: Before you can purchase or use pesticides ensure that your OIN or permit is still valid. In my experience this is something that can easily be overlooked and can result in delays to perform pest control. If you have a Private Applicator Certificate (PAC) make sure it is current. If you need to renew your PAC you can do this by having the required number of continuing education hours (usually six hours, two of which must be in laws and regulations) or by taking the renewal exam. To renew these documents, contact the Agricultural Commissioner's Office to make an appointment.

Pesticide Use Near Schools Notification: If you farm within ¼ mile of any public schools (K- 12) and/or state licensed day care facility, you are required to provide annual notification to the school principal or licensed day care administrator of the pesticides you plan to use for the upcoming year. This is the second year of this new requirement. The annual notification must be provided no later than April 30th and must include pesticides expected to be used from July 1st through June 30th. Santa Cruz County growers achieved better than 95% compliance with this requirement last year and we are hoping we can get 100% this year. Submitting the notifications is a quick and simple process. You can do so by logging into your CalAgPermits account (www.calagpermits.org) and following the directions under the School Notifications icon. If you do not have a login account please contact the Agricultural Commissioner's Office and we can create one for you or assist you if you need help with the notifications. Completing the notification requirements early is one more concern you can check off your list of things to do. Additionally, remember that pesticide applications within a ¼ mile of schools and day care centers are prohibited Monday through Friday during the hours of 6:00 am to 6:00 pm when certain materials are

used that have a higher potential for drift such as dusting sulfur, or when application methods which are more prone to drift are used such as those made by aircraft, airblast sprayer or soil fumigations.

Pesticide Safety Information Series (PSIS): The California Department of Pesticide Regulation (DPR) is in the process of finalizing updates to the PSIS to account for recent changes in the Pesticide Worker Safety regulations. The updated versions will be available soon from our office or online from DPR's website at <https://www.cdpr.ca.gov/docs/whs/psisenglish.htm>

As you are aware, the PSIS A-9 (Pesticide Safety Rules for Farmworkers) and A-8 (Safety Rules for Pesticide Handlers in Agricultural Settings) comprise two of the most important documents in the series as these require specific display and accessibility to your employees.

For additional information regarding the aforementioned requirements or for assistance on any other matters related to the safe and effective use of agricultural pesticides, please contact the Santa Cruz County Agricultural Commissioner's Office at 763-8080.

I'm a Farm Bureau Member because...

"of all the phenomenal people Farm Bureau represents - people who do so much for our community as a whole. Farm Bureau helps us work together for common goals and that is something worth supporting."

Dennis Webb,
2nd Vice-President
Timber



Exclusions From Insurance Policy Coverage Often Narrowly Interpreted



With a lot of money at stake, disputes sometimes arise about how to interpret insurance policies. Exclusions from insurance policy coverage are the subject of this month's article.

For many years California courts have held that to be effective, exclusions from insurance coverage must be conspicuous, plain and clear.

A restriction on coverage is generally not effective unless it is positioned in a place on the printed policy form where it that would likely attract a reader's attention. In fact, a California appellate case held that where the insurance company could have used available language to exclude certain types of liability and did not do so, that such inaction inferred that the coverage was not intended to be limited. *Fireman's Fund v. Atlantic Richfield* (2001) 94 Cal.App.4th 842.

Another example is *Safeco v. Robert S.*, (2001) 26 Cal.4th 758. In *Safeco*, the California Supreme Court considered whether an exclusion for "any illegal act" should bar coverage only for violations of criminal law. The Safeco policy contained an "illegal act" exclusion. The Supreme Court determined that the "illegal act" exclusion was invalid because if illegal acts were excluded then negligent acts might be excluded and excluding negligent acts was against public policy because if

negligent acts were excluded from coverage the "promise of coverage for negligent acts would be rendered illusory!"

In another case, a California appellate court held that an insurance company could not sell a policy of insurance covering discrimination and then refuse to defend the insured against a claim of discrimination claim by arguing that such coverage was barred by the California insurance code. *Melugin v. Zurich Canada* (1996) 50 Cal.App.4th 658

Even if an insurer's interpretation of an exclusion is reasonable, it may not be adopted by a court unless the insurer establishes that its interpretation is the only reasonable one. *MacKinnon v. Truck Insurance Exchange* (2003) 31 Cal.4th 655.

These decisions show that courts will narrowly interpret exclusions from coverage and will consider an insureds' reasonable expectations and look at whether there is alternative language an insurance company could have used to more clearly state its exclusion. In addition, when an exclusion appears contrary to the basic nature or intent of coverage, it will not be applied.

Before accepting an opinion that there is no insurance for your claimed loss, be sure to consult with your insurance professional or an attorney familiar with interpretation of insurance contracts.

President's Message - Continued from Page 2

County. The generosity of donors, such as Raley's, Safeway and Oroweat ,along with efforts of our local Cal Fire/ Santa Cruz County Fire firefighters made the distribution of food possible. Providing some relief during the holidays to these agricultural families in need was incredible.

We also work to help those farm workers who qualify for public assistance to get the support they are entitled to through the CalFresh program. CalFresh, which is the California implementation of the Supplemental Nutrition Assistance Program (SNAP), once known as food stamps and is funded through the National Farm Bill. The 2018 Farm Bill was just passed by Congress and provides a broad range of support to the agricultural industry from research funding,

crop insurance and SNAP. Eighty percent of the farm bill goes to SNAP and provides food aid to over 40 million Americans nationwide. The agriculture industry benefits from this program as participants are encouraged to eat healthy fruits and vegetables, thus increasing consumption of agricultural products. CalFresh benefits are doubled at several Santa Cruz Farmers markets with County funding that allows program participants to use \$10 in benefits to purchase \$20 in produce.

Providing this needed safety net for our field workers who are the lifeblood of our industry is of critical importance. If you are or know a farmworker in need of food assistance please refer them to www.thefoodbank.org

Como Estimar Cuantas Libras de Nitrógeno Añade el Agua de Riego a Un Cultivo

Esta guía ofrece instrucciones para medir la concentración de nitrógeno en el agua de riego con una prueba rápida de nitrato. Los papelitos para tomar la prueba rápida de nitrógeno se pueden obtener gratuitamente del Distrito de Conservación de Santa Cruz (831) 464-2950, info@rcdsantacruz.org

1. Tomar una muestra de agua del pozo y mojar los papelitos de prueba rápida de nitratos. Sacudir los papelitos para que se sequen y esperar un minuto.
2. Comparar el color del cuadrado más próximo al extremo del papelito con la escala de colores en el tubo de los papelitos. Utilizar los números de abajo (ppm of NO₃⁻-N), no los de arriba (ppm of NO₃⁻).
3. Si el color está entre dos números, estimar un número promedio entre los dos. Esta medición da la concentración de nitrato en el agua de riego, expresada en partes por millón (ppm) de NO₃⁻-N.

4. En la tabla de abajo, encuentre la línea correspondiente a la concentración de nitrato medida arriba. Elegir la columna correspondiente a la cantidad de agua aplicada a su cultivo. Por ejemplo si la prueba de nitrato dio 10 ppm NO₃⁻-N y en el mes de Julio usted aplicó 4 pulgadas de agua, la contribución del agua de riego al balance de nitrógeno del cultivo es de 9 libras de nitrógeno. Si no sabe cuánta agua aplicó, puede utilizar las cuatros columnas a la derecha para estimar el nitrógeno añadido por el agua de riego en un ciclo de cultivo para los cultivos más comunes en el área. Por ejemplo, si usted cultiva broccoli y la prueba de nitrato dio 20 ppm NO₃⁻-N, el agua de riego contribuyó al balance de nitrógeno con 91 libras de nitrógeno.

Prueba de nitrato ppm de NO ₃ ⁻ -N	Pulgadas de agua de riego aplicada										Estimado por un ciclo completo de cultivo			
	1	2	3	4	5	10	12	15	20	25	Fresa	Lechuga	Mora	Broccoli
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
1	0	0	1	1	1	2	3	3	5	6	6	2	5	5
2	0	1	1	2	2	3	5	7	9	11	12	4	9	9
3	1	1	2	3	3	7	8	10	14	17	18	5	14	14
4	1	2	3	4	5	9	11	14	18	23	24	7	18	18
5	1	2	3	5	6	11	14	17	23	28	29	9	23	23
6	1	3	4	5	7	14	16	20	27	34	35	11	27	27
7	2	3	5	6	8	16	19	24	32	40	41	13	32	32
8	2	4	5	7	9	18	22	27	36	45	47	15	36	36
9	2	4	6	8	10	20	24	31	41	51	53	16	41	41
10	2	5	7	9	11	23	27	34	45	57	59	18	45	45
15	3	7	10	14	17	34	41	51	68	85	88	27	68	68
20	5	9	14	18	23	45	54	68	91	112	112	36	91	91
25	6	11	17	23	28	57	68	85	112	142	147	45	112	112
30	7	14	20	27	34	68	82	102	136	170	177	54	136	136
35	8	16	24	32	40	79	95	119	158	198	206	63	158	158
40	9	18	27	36	45	91	109	136	181	227	236	73	181	181
45	10	20	31	41	51	102	122	150	204	255	265	82	204	204
50	11	23	34	45	57	113	136	170	227	288	299	91	227	227
60	14	27	41	54	68	136	163	204	272	340	354	109	272	272
70	16	32	48	63	79	158	190	232	317	397	412	127	317	317
80	18	36	54	73	91	181	212	272	362	452	471	145	362	362
90	20	41	61	82	102	204	245	306	408	510	530	163	408	408
100	23	45	68	91	113	227	272	340	452	567	589	181	452	452
110	25	50	75	100	125	249	299	374	499	628	648	199	499	499
120	27	54	82	109	136	272	326	408	544	680	707	212	544	544

Tabla 1. Libras totales de nitrógeno añadida por el agua de riego al balance de nitrógeno del cultivo para diferente niveles de concentración de nitrato en el agua del pozo y para diferentes cantidades de agua de riego aplicada.

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~ C&N Tractor, Julie Oliver

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Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

CALENDAR

WEDNESDAY - JANUARY 8
Young Farmers & Ranchers
meeting

MONDAY - JANUARY 14
Public Relations & Information
Committee meeting

MONDAY - JANUARY 21
Martin Luther King, Jr. Day
Office Closed

THURSDAY - JANUARY 31
Board Retreat

WEDNESDAY - FEBRUARY 6

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

MONDAY - FEBRUARY 11
Public Relations & Information
Committee mtg.

WEDNESDAY - FEBRUARY 13
Young Farmers & Ranchers
meeting

MONDAY - FEBRUARY 18
President's Day Observed
Office Closed

THURSDAY - FEBRUARY 28
Board of Directors' meeting



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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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