

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

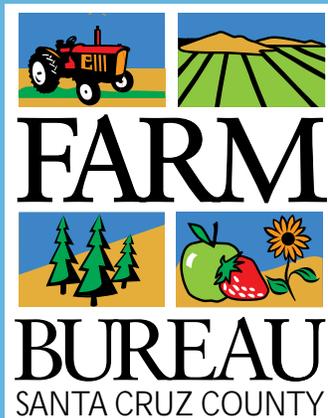
JULY 2013
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INSIDE
this issue

- 3 Ask Laura**
Asian Citrus Psyllid &
Huanglongbing (HLB)
Disease
- 4 Water Nanny**
Charles & Chevy's
Adventure
- 5 Recipe**
Tuscan Crostata with
Mixed Berries
- 11 Calendar**

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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>

Santa Cruz County Farm Bureau presents

96th Annual Dinner Meeting



Ken Kimes with his wife, Sandra Ward by his side, as the 2013 Farmer of the Year is announced.

The **Santa Cruz County Farm Bureau** held its 96th Annual Meeting on Thursday, June 27, 2013 at **Rancho Santa Maria** (see related article on page 8) in Watsonville. Each year the Farm Bureau chooses this event to announce the "**Farmer of the Year**" which is an honor that goes to someone who has made significant contributions to agriculture and has gone beyond normal farming duties to help the Santa Cruz County and Pajaro Valley community. The 2013 honor went to **Kenneth (Ken) Kimes**.

Ken and his wife, **Sandra Ward**, own and operate **New Natives**, a business which they started in 1982. Today their operation consists of 40,000 square feet of greenhouses with 10 full time and 5 part time employees. Both are quite active in the business with crops grown year round and marketing to wholesalers, direct to retail and farmers markets.

Ken has served on the following boards, commissions and committees: Santa Cruz

County Land Trust Board of Directors, Santa Cruz County Agricultural Policy Advisory Commission, Monterey Bay Certified Farmers Markets Board of Directors, Santa Cruz County Farm Bureau Board of Directors, Founding member of Farm Fuel, Steering committee for Slow Foods, Community Alliance with Family Farmers (CAFF) Board of Directors, Chair, Pajaro Valley Futures (CAFF project to study urban infill)...to name a few.

The featured speaker for the evening was **Cathy Calfo, Executive Director, California Certified Organic Farmers (CCOF)**, who spoke about "Organic Seeds Sown in Santa Cruz". **Master and Mistress of Ceremony** was **Cynthia Mathiesen**, President, Santa Cruz County Farm Bureau and 1st Vice-President **David Van Lennep**.

Board nominations/elections were also held and elected to the board were 1st term/3 yr.: Steve Auten; 2nd term/3 yr.: Steve Bontadelli and Dick Peixoto; 3rd term/3 yr.: Nita Gizdich.

---Continued on Page 8



President's Message

CYNTHIA MATHIESEN, PRESIDENT

There is a severe misconception that field labor is menial work and you will never better yourself if you start in the field. Nothing could be further from the truth. Yes, field labor is hard work but it is also a skilled job with tremendous potential for advancement. Farmers don't start out owning their own businesses.

The Pursuit of Happiness

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness" excerpt from the United States Declaration of Independence adopted by the Continental Congress in the late morning of July 4, 1776.

Sometimes I think these are the most misunderstood words of our Declaration of Independence.

Too often, people interpret these rights as including the Right to Entitlement. The key word here is **pursuit**. Our Declaration of Independence does not guarantee the right to happiness nor does it say you will be served happiness on a silver platter. In this case, **pursuit** comes with the inherent meaning of "you need to work for it." Achievements mean far more if you have to earn them.

I saw this right of entitlement play a role in the recent Measure T campaign.

Those for Measure T wanted jobs – a really good ambition to have. What I didn't see was a willingness to **work**.

Labor is down 30% in our farming operations; there are jobs available. There is a severe misconception that field labor is menial work and you will never better yourself if you start in the field. Nothing could be further from the truth. Yes, field labor is hard work, but it is also a skilled job with tremendous potential for advancement. Farmers don't start out owning their own businesses. Each and every one has worked in the field and learned the business from the ground up. They had ambition to pursue their dreams. And each and every one

---Continued on Page 7



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ASK LAURA

Steve Tjosvold, Farm Advisor, UCCE

Asian Citrus Psyllid & Huanglongbing (HLB) Disease

Question: What is the latest news on the Asian citrus psyllid?

Answer: The aphid-sized Asian citrus psyllid (ACP) was first identified in California in 2008 and is currently found in Imperial, San Diego, Los Angeles, Orange, Riverside, and San Bernardino counties. Asian citrus psyllid injects a toxin when it feeds on citrus leaves or stems, causing shoot deformation and plant stunting. Of greater concern is the fact that it vectors the bacterium associated with huanglongbing (HLB) disease. Every tree infected with the pathogen will suffer a premature death, sometimes in as little as 3 years. In March 2012 officials confirmed the State's first detection of HLB. The multigrafted citrus tree in a Los Angeles County backyard was destroyed, but it is likely there are more infected trees nearby or in other areas. The disease is also spreading northward in Mexico toward California.

Question: What is being done about this?

Answer: Officials with the U.S. Department of Agriculture and California Department of Food and Agriculture (CDFA) plan to wage an all-out battle. They aim to contain psyllid populations, catch the infection early in order to rapidly remove infected trees.

UC is actively mapping, monitoring and working on management strategies to keep the Southern California populations in check. Entomologists at UC Riverside are evaluating the efficacy of systemic pesticides to protect citrus trees in nurseries. Other researchers are evaluating organic pesticides. Mark Hoddle, a UCCE entomologist at UC Riverside, collected two natural enemies of Asian citrus psyllid in Pakistan. The

first is a tiny wasp, *Tamarixia radiata*, which lays eggs underneath late-stage nymphs. The hatching larvae eat the nymphs, killing them. The other, *Diaphorencyrtus aligarhensis*, is a small wasp that lays eggs in younger psyllid nymphs. *Tamarixia* is being released in urban areas of Southern California to help reduce Asian citrus psyllid populations.

Question: What should be done locally?

Answer: Let's be clear, the citrus psyllid and the associated HLB disease have not been found in Santa Cruz County or any nearby counties. However, the psyllid and/or bacteria could be transported here on imported host plants or plant parts used in propagation. The psyllid feeds on all varieties of citrus (e.g. oranges, grapefruit, lemons, and mandarins) and a few very closely related ornamental plants in the family Rutaceae (e.g. calamondin, box orange, Indian curry leaf, and orange jessamine or orange jasmine). Buy only certified disease-free trees from a reputable nursery. Learn to recognize the pest and disease symptoms, and report your findings to County Agricultural Commissioner or CDFA officials.

Question: Where can I get more information?

Answer: See the UC Davis IPM website <http://www.ipm.ucdavis.edu/PMG/PESTNOTES/pn74155.html> and CDFA website <http://www.cdfa.ca.gov/plant/acp/>

This article was adapted partly from a California Agriculture article, "Asian citrus psyllid and huanglongbing disease threaten California citrus" Oct-Dec 2012, available at: <http://californiaagriculture.ucanr.edu>

THE WATER NANNY

Charles & Chevy's Adventure

Once upon a time - it is best to start this way as we recall the reassurance of our childhood when our parents would read us truly scary stories about witches, princesses and 7 dwarves. So now that you are psychically comfortable, we can proceed.

Once upon a time there was a fair city (well, it was not too far below average) that envied its neighbor to the north. Its neighbor was not wealthy, but better off; indeed a much smaller city to the south, without postal service, was much wealthier. But I digress. Why couldn't the not much below average city be equal to its neighbors?

Charles and Chevy thought it was unfair. They read up on Marx and Lenin and realized that it was only fair and just for all cities to be equal. So they came to their assemblage of 7, well not dwarves, but the taller equivalent, and spun a great tale, which is the start of today's adventure.

If we were wonderful like our neighbors we would be wealthier. If we only had a rollercoaster, if only ... It is not our fault that revenues are down. It is beyond our control that our town center is withering away. It is not fair to blame the management for all the debts accumulated with no hope of repaying. It is all because life is not fair. So over months they told the 7 not dwarves this story as they dozed off during late night meetings and soon, undoubtedly out of fatigue, everyone knew, or at least everyone in city hall believed, that the less than average city was a victim.

Like all astute politicians Charles and Chevy had a plan. They only had to sell the populace, or at least the 7 not whatevers, that hope was in reach if they only believed. If they tell everyone how wonderful they are, only to suffer at the hands of the evil empire across the bay, all of their inadequacies will be forgotten. If only we can expand our realm, if only we can raise taxes, if only we were skilled, all would be fine. Only if...

Periodically the 7 taller equivalents were brought into a

town conclave to hear the wisdom of Charles and Chevy and drink the Kool-Aid. After a while one or two of the 7 started to doubt becoming Shangri-La; asking questions about who was running things when the money was lost and over committed, questioning the wisdom of another fire truck, searching for public safety that was within public means. As one eventually stated: "Just because you have a bad idea doesn't mean you are not wrong."



Eventually the citizens realized that their 7 equivalents were not representative of their goals and aspirations. At home budgets had to be balanced with actual wages. Money from one credit card could not be used to pay the other. You can't increase a child's allowance when you can't put food on the table. You don't add onto the house if the roof leaks. Everyone knew this to be true, even if it wasn't fair. Yes, there were some houses that were worth more than others, not out of fault, but due to market value. The citizens realized their city could only break free of its malaise if they could find 7, or at least 4, who would stop drinking the Kool-Aid.

An election was ~~soon~~ eventually held ... and everyone lived, pretty much, happily ever after.

Save the Dates

20th Annual Golf Tournament - Friday, July 12, 2013

California State Fair - July 12 - July 28, 2013

YF&R Testicle Festival - Saturday, August 24, 2013

Santa Cruz County Fair - September 10 - 15, 2013

17th Annual Progressive Dinner
Saturday, October 26, 2013

Annual Directors' Dinner - November 7, 2013

California Farm Bureau Federation Annual Meeting
December 7 - 11, 2013 (Monterey)



"Agriculture, the Original Green"

FAVORITE RECIPES

Tuscan Crostata with Mixed Berries

This recipe comes from **Driscoll's**. I was looking for a great summer dessert made from the copious amount of berries available to Santa Cruz County and the Pajaro Valley during this time of year. I have made this recipe in the past and love the freshness of the mixed berries, the flakiness of the crust and what could be better served with a scoop of good vanilla ice cream. Yum!!! And it's easy too. Enjoy! --- The Editor

- 1 cup plus 2 tablespoons all-purpose flour, plus more for rolling dough
- 1/4 cups plus 2 tablespoons granulated sugar
- 4 tablespoons unsalted butter, chilled and cut into small pieces
- Dash of salt
- 2 to 3 tablespoons ice water
- 1 package (16 ounces or three cups) Driscoll's Strawberries, hulled and quartered
- 2 packages (6 ounces or 1 1/4 cup each) Driscoll's Blueberries (reserve 1 package for garnish)
- 1 to 2 tablespoons coarse sugar crystals
- Vanilla ice cream (optional)



1. Place flour, 1/4 cup sugar, butter and salt in a food processor bowl. Pulse 8 to 10 times or until mixture resembles coarse meal. Add water, 1 tablespoon at a time with motor running, pulsing just until dough holds together when a small bit is pressed between your fingers. Shape dough into a disk, wrap in plastic wrap, and refrigerate 1 hour.
2. Preheat oven to 425°F.
3. Roll dough on a lightly floured surface to an 11 to 12-inch circle, about 1/8-inch thick. Gently transfer dough to a baking sheet coated with cooking spray.
4. Mound the strawberries and 1 package blueberries in center of dough leaving a 1 1/2 to 2-inch border. Sprinkle berries with remaining 2 tablespoons granulated sugar.
5. Fold and pleat dough evenly up and around the berries. Sprinkle dough with coarse sugar crystals.
6. Bake in center of oven 30 to 35 minutes or until crust is rich golden brown. Cool briefly and serve warm with ice cream (optional) and remaining blueberries. Serve warm with additional fresh berries and vanilla ice cream

Smile!

A fellow bought a new Mercedes and was out on the interstate for a nice evening drive. The top was down, the breeze was blowing through what was left of his hair and he decided to open her up. As the needle jumped up to 80 mph, he suddenly saw flashing red and blue lights behind him. "There's no way they can catch a Mercedes," he thought to himself and opened her up further. The needle hit 90, 100.... Then the reality of the situation hit him. "What am I doing?" he thought and pulled over. The cop came up

to him, took his license without a word and examined it and the car. "It's been a long day, this is the end of my shift and it's Friday the 13th. I don't feel like more paperwork, so if you can give me an excuse for your driving that I haven't heard before, you can go."

The guy thinks for a second and says, "Last week my wife ran off with a cop. I was afraid you were trying to give her back!"

"Have a nice weekend," said the officer.

Class Action & Arbitration

On June 20, 2013, the United States Supreme Court decided another in a series of several recent cases limiting class action lawsuits. American Express Co. v Italian Colors Restaurant (June 20, 2013) No. 12-133. Italian Colors was about the scope of arbitration agreements between consumers and small businesses on the one hand and larger corporations on the other. Such arbitration clauses often have language which seeks to prevent consumers and smaller businesses from pursuing their claim as a class action. Consumers and small businesses usually file class actions against large corporations alleging defective products or unfair business practices. The “class” can recover attorneys fees as additional damages making the remedy attractive to groups of similarly damaged consumers or small business people, but only if they win. So class actions can be an economical legal tool when the amount of damage is small but the “class” is large.

The *Italian Colors* case was filed by merchants who accepted American Express cards. They claimed American Express used its monopoly power to force merchants to accept credit cards at rates 30% higher than fees for competing cards. They sought certification as a class to make the lawsuit affordable to them as a class action. The Supreme Court relied on contract law and interpretation of the Federal Arbitration Act (9 U. S. C. §1 et seq.) to find the American Express form contract containing a waiver of the class action remedy valid and enforceable, even if it made it uneconomical to proceed with the lawsuit as individual claims.

The US Supreme Court held that the Federal Arbitration Act does not permit courts to invalidate a contractual waiver of class arbitration on the ground that the plaintiff’s cost individually arbitrating a claim exceeds the potential recovery. In addition, the Court held that the Federal Arbitration Act reflects the overarching principle that judicial arbitration is a matter of contract. Courts must therefore “rigorously enforce” arbitration agreements according to their terms, even for claims alleging a violation of federal law.

Sometimes there is little choice but to accept arbitration in contracts with large corporations. Sometimes arbitration is more economical than court. Sometimes it is not. And sometimes arbitration clauses, such as the one in the *Italian*

Colors contract, contain other limits. When you sign contracts, be aware of the dispute resolution procedure to which you are agreeing, especially if you are wary of the business practices of the other contracting party, their services or their product. Determine whether you agreeing to an economical dispute resolution process whether you are buying or selling.

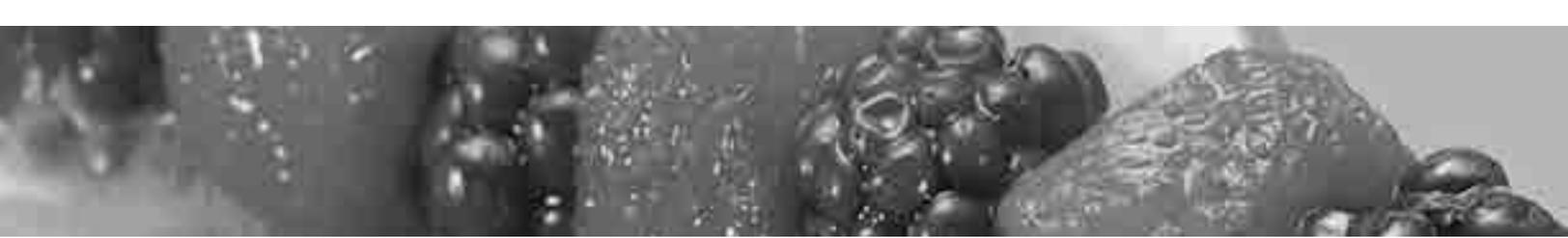


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The Pursuit of Happiness

Continued from Page 2

appreciates what they now have; it was never handed to them. That is the pursuit of happiness.

Last month, I had an opportunity to join John Eiskamp at the Capitola Custom Car Show where he proudly exhibited his shiny, bright red, 1934 Chevy truck. Although it was given to him by his grandfather, John restored every inch of that truck. It took long hours, a lot of hard work, and who knows how much money. I'm sure there were times John thought it would never be finished. But ambition and determination won out. Ask John if he is happy he put in the hard work and the smile on his face tells the whole story. That is the pursuit of happiness.

This summer, I will be spending a lot of time working on my house. I played in this house as a child. I drove by this house every day on the way to work and saw it fall into gradual disrepair. What a shame; it was such a beautiful place. I always imagined how I would restore it – if I ever owned it. Now, it is mine to fix and repair. It's been a daunting task and a lot of work. There have been times I couldn't see the light at the end of the tunnel. This month, I can finally hang curtains and move in. There is still a lot more work to do; but, this is my pursuit of happiness.

Climate Change Impacts Available Water for Farms

Rich Casale, USDA Natural Resources Conservation Service

Scientists predict that climate change impacts on California agriculture will include less available water, drier and hotter conditions, more unpredictable and extreme weather events, and new pest and disease pressures. Building healthier soils can help growers cope with changing climate while improving crop yields, increasing soil water holding capacity and water infiltration rates, improving soil fertility and reducing input costs. The ability to cycle nutrients and provide “free” fertilizer is a major benefit of building healthy soil. In addition, increasing soil organic matter can also help stabilize soil against erosion and damaging runoff; minimize soil temperature fluctuations; provide habitat for beneficial soil microorganisms; and store (or “sequester”) carbon that could otherwise accumulate in the atmosphere as carbon dioxide.

Keeping nutrients such as carbon and nitrogen in balance is important not only for healthy soils but also to reduce “greenhouse gases” (carbon dioxide and nitrous oxide) in the atmosphere. *Note: Synthetic fertilizers deplete soil organic matter while adding soil organic matter in the form of plant material compost, cover crops, dry manure, etc. improves overall and long-term soil health with all the benefits mentioned above.*

Growers interested in soil building and other conservation practices that help conserve and/or reduce reliance on irrigation water supplies can get both technical and financial assistance by contacting the USDA Natural Resources Conservation Service at 475-1967. For additional resources visit: www.calclimateag.org.

"Agriculture, the Original Green"

CFBF PHOTO CONTEST

2013 Annual Meeting - Continued from Page 1

Rancho Santa Maria, owned by the **DiNapoli Family** and managed by Farm Bureau board member, **John Pisturino**, has a long history in the Pajaro Valley. The 7,500 square foot, seven bedroom house was built in 1932 by the Cummings family as part of their 2500 acre cattle ranch. At the time, it was the largest construction job in Santa Cruz County employing 100 workers. The house was started around the 4th of July and the Cummings family celebrated Christmas in their new home. A portion of the land was later purchased by the Marinovich family, but the Cummings family kept the house and fourteen acres. Following the death of Jack Marinovich, Sr., in 1968, the land around the house was sold to Frank DiNapoli. The house and 14 acres had been sold to the Dominican Order and was used as a retreat for nuns from 1950 to 1970. The Dominicans added a wing of 13 rooms to the house, which was largely destroyed in the 1989 earthquake. The living room was the Chapel. In 1970, the house was sold to a banker from Cupertino by the name of Walter Field. A year and a half later, following his divorce,

the house and 14 acres was sold to Frank DiNapoli in 1972. Today, the property is still owned by the DiNapoli Family and is a working cattle ranch.



A more beautiful evening could not have been planned for the Annual Dinner Meeting at Rancho Santa Maria

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Written by David Cavanaugh, Vice-Chair,
Pajaro Valley Water Management Agency Board of Directors &
Chair of the AD HOC Funding Committee

A Good Time for Water in the Pajaro Valley

In the water strained areas of the west, conservation has long been heralded as the smartest most efficacious way to manage water. Luckily, under the careful guidance of local community leaders of both ag and urban interests we are way ahead of the game. In the most recent Basin Management Plan process, conservation accounted for 41% of our solution to solve overdraft and halt the inward creep of salt water.

Our neighbors to the north; Soquel, Aptos and Santa Cruz aren't as fortunate as we. Their city leaders have decided they only have two choices to insure water continues to flow from their customers faucets: either conservation/extreme conservation and/or desalinization. De-sal water is extraordinarily expensive and requires a large carbon footprint. Agriculture cannot survive on the cost created by building these high tech engineering facilities and must be more creative and adaptive.

In the Pajaro basin, the PVWMA has quite a few cards to play. The recent Basin Management Plan process identified seven solutions that apply science and common sense; with conservation and the use of recycled water being at the top of the list.

Back in 1985 when the PVWMA was formed, there was talk of conservation, however, until now, there has not been a concerted effort in our valley to understand and apply the science of conservation. With federal, state and local entities, state of the art irrigation technology, and a data backed effort by the PVWMA and some key individuals, namely Kirk Schmidt, the farm community is now collecting the tools to make a difference; **a big difference.**

As multiple interests have scrutinized crops, there have been some amazing results. Strawberries, one of our largest crops, were regarded as a major water consumer. As early as two years ago, they were thought to use upwards of 3+ acre feet per acre. In layman's terms that's just short of a million gallons/ acre. Through a closer look at crop requirements by UC Davis and a commitment to reduce water use, local companies like Driscoll's have done something miraculous: water use has been fine tuned to as low as 1.67 acre feet per acre. The PVWMA water use records show this quick turnaround.

On the creative side, The Community Water Dialog Group, a stakeholders group committed to solutions, is transitioning into a group that will include further outreach and input into sustaining our water supply. This group of interested citizens has been fundamental in soliciting, debating and promoting solutions.

Presently, the PVWMA is soliciting input for a required California Environmental Quality Act and Environmental Impact Report process that looks at the most recent Basin Management Plan. A recently formed Ad-Hoc Funding Committee is presently soliciting the help of community members and will be seating this important committee by the end of this June.

It is an exciting time for me, to take the 18 months that produced the Basin Management Plan and turn it into a working solution. There is lot to do yet and looking at a fair, legal and community supported process to apply the solution to our treasured valley will be a challenge. It will require an extraordinary effort, but it is so worth it. We need community input for this vital process, please contact the PVWMA to offer your ideas or help either online at info@pvwater.org or call (831) 722-9292

Food For Thought



"The only way to make sense out of change is to plunge into it, move with it, and join the dance."

---Alan Watts

"Agriculture, the Original Green"



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Agricultural News

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Charlene Iwata Customer Relationship Manager
Pacific Gas & Electric Company Energy Solutions & Service
356 E Alisal St.
Salinas, CA
Phone: (831) 784-3341
Email: Charlene.Iwata@pge.com

CALENDAR

TUESDAY - JULY 9
Young Farmers & Ranchers meeting

CALIFORNIA STATE FAIR
July 12 - July 28, 2013

THURSDAY - JULY 18
Agricultural Policy Advisory Commission meeting

WEDNESDAY - AUGUST 7

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

WEDNESDAY - AUGUST 7
Focus Agriculture - "A Day on the Farm"

MONDAY - AUGUST 12
Public Relations & Information Committee meeting

WEDNESDAY - AUGUST 14
Young Farmers & Ranchers meeting

SATURDAY - AUGUST 24
5th Annual Testicle Festival
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