

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

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SANTA CRUZ COUNTY

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

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2014 Farmer of the Year - John E. Eiskamp

97th Annual Meeting



Photo Credit: Pamela Mathiesen

At the 97th Annual Meeting held at Driscoll's Cassin Ranch Conference Center, **John E. Eiskamp** was named **2014 Farmer of the Year**. John started farming in the Pajaro Valley in 1988 on nine acres owned by his grandfather. Growing up in Oregon and Indiana, John was by no means a stranger to the area having spent most summers growing up on cattle and berry ranches owned by his grandfathers. He now farms raspberries and blackberries on more than 200 acres, where during peak season, he employs several hundred workers.

John is a past president of the Santa Cruz County Farm Bureau, is active with the Pajaro Valley Water Management Agency and the Community Water Dialogue. He also represented the region in the California Farm Bureau Federation House of Delegates and serves on various committees at Driscoll's.

In announcing his award, President **Cynthia Mathiesen** said of John, "He is a leader in the farming community, someone who steps up and says 'Yeah, I'll do that' when there is an issue that needs to be tackled".

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President's Message

CYNTHIA MATHIESEN, PRESIDENT

A Celebration of Food

July is my favorite month of the year. It's summer, the daylight lasts longer, and it's my birthday. But one of the best things about July is all the great fruits and vegetables in season. When I was young, I loved spending time in the vegetable garden after school. The problem was, I ate too many fresh fruits and vegetables before dinner and I wasn't hungry for dinner. As I look back, a parent could have much worse problems with their children!

Apparently, I'm not the only one who likes fresh fruits and vegetables. So, that doesn't come as a surprise to anyone. But think about this. Of all the festivals in the world, by far, the most celebrated are the products farmers produce. In California alone, we spend weekends suffering through traffic jams and enduring long lines for a sample of tasty treats like garlic ice cream, strawberries, mushrooms, artichokes, wine and spirits, clam chowder, albacore, pumpkins, just to name a few local festivals. And we combine food with cars shows like Monterey's Concours d'Elegance, flower and art festivals like Capitola's Begonia Festival and Wine and Art Festival.

When you think about it, there isn't one place we go that doesn't include good food somewhere at the core. Whether it is the Santa Cruz County Fair, a family gathering, a meeting with colleagues, or getting together with friends, food is always a part of the event and the center of our social activities.

The bounty of a farmer's labor has even inspired new words like "Foodie", which first popped up in the 1984 book *"The Official Foodie Handbook"*. **Today, we even have television shows to feed our ever growing interest in food like the Food Network, America's Test Kitchen, PBS's Check, Please! Bay Area, and contests like MasterChef, Iron Chef, and Hell's Kitchen for both amateurs and professionals.**

So I often have to wonder why it is that farmers seem to be in a constant battle with any number of regulations or wanna-be regulations that only makes growing our food more difficult. You would think for a bunch of people who love and celebrate

A Celebration of Food..Continued on Page 5

"Oh, and one more event that has become popular here – The Young Farmers and Ranchers Testicle Festival. Whether you are a foodie or just want to have some great family fun, you need to check out this event. It's August 16th and well worth your time. For those of you who aren't into Mountain Oysters, go for the chicken barbeque, games, music, live and silent auctions, and the Sauce Contest all in the redwoods. Now, THIS is an event!"

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ASK LAURA

Steve Tjosvold, Farm Advisor, UCCE

New Manual Supports Container Nursery Production

Q: Are there any manuals that support the production of container nursery production?

A: Well, you are in luck. A colorful new manual from UC ANR publications was just published in June: *The Container Nursery Production and Business Management Manual*. It includes research-based information on all aspects of production of landscape plants in commercial nurseries. Written primarily for wholesale nursery growers and propagators; a wide range of those involved in the nursery industry will find this a valuable reference.

Q: Could you provide more specifics?

A: There are twenty chapters in five broad sections that cover topics from nursery site selection to crop production, water management to business and labor management, along with pest, weed, and disease management. This easy-to-use manual contains the photos, tables and clearly written text. Chapters include:

- Integrated Pest Management
 - Plant Diseases
 - Insects, Mites, and Other Invertebrate
 - Pests
 - Integrated Weed Management
 - Vertebrate Pest Management
 - Invasive Pests
 - Business Management
 - Marketing Considerations
 - Increasing Labor Productivity
- Q: How do I obtain the manual?**
- A:** The easiest way is to go online and purchase from the UC ANR publications website. For a limited time, the publication is only \$32. <http://anrcatalog.ucdavis.edu/Details.aspx?itemNo=3540>. Soon it should be available to purchase at the UC Cooperative Extension office in Watsonville.
- Nursery Site Selection and Development
 - Plant Growing Structures
 - Mechanization and Automation
 - Soils and Container Media
 - Nutrition and Fertilization
 - Irrigation Management Practices
 - Controlling Runoff and Recycling Water, Nutrients, and Waste
 - Plant Propagation
 - Controlling Plant Growth
 - Diagnosing Plant Problems

THE WATER NANNY

"Agriculture, the Original Green"

Fertilizer Roulette



We are in the middle of our typically arid summer season. With the exception of fog, all of the water our plants receive is from irrigation. The drought, along with PG&E and PVWMA bills, have convinced us that we should and can farm with less water. This is the season to prove we are up to the task. When our meters are read in August they should show collectively that we used less water this summer than last. That will prove we are conserving during this drought.

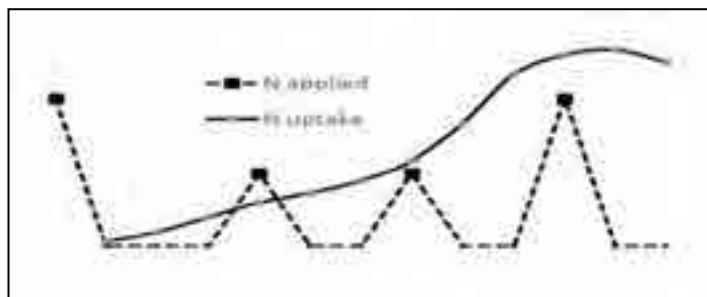
So if less water is going on the plants we can use less fertilizer too without impacting yield. Even if irrigation scheduling is right on and soil moisture sensors show no water passing below the root zone the crops may still not use anywhere close to the amount of fertilizer you have put on the field. Furthermore, the more water applied beyond crop uptake, the more nitrate fertilizer is lost.

Going back, for me way back, to plant science 101, we all remember that the key elements of plant nutrition are nitrate (N), phosphorous (P) and potassium (K). P and K tend to stick around in the soil, with P leaving your field on sediment in tailwater. N, on the other hand, is water soluble and travels off the field in tailwater, or through the root zone as leachate. So if you put fertilizer on in February, at least during a normal winter, by March a good portion of the N will be gone before providing any benefit to an annual crop. Even early applications of time release N becomes available N far quicker than a young crop can slurp it up.

Growers should use a 4R approach when applying nitrogen. The 4R principles apply to all crops: 1) Right time, 2) Right place, 3) Right material, and 4) Right amount. However, this is easier taught than accomplished. There is still a need to customize literature based on California crops and research is needed to refine crop consumption information for many crops. For example the chart shows an example of N application and crop uptake for lettuce. Most of the plant

growth, and N use, comes close to harvest; yet too much N was applied at preplant and when the immature crop had shallow roots. This allows much of the early application to be washed below the root zone, doing the crop no good, impairing groundwater and wasting money.

The current Ag Order requires Tier 2 and 3 farms with a high nitrate loading risk crop to record and report total nitrogen applied. Tier 3 farms must also report elements of their irrigation and nutrient management plan if it has high nitrate risk. All this data will be reviewed by someone in a cubicle a long time after the crop is harvested. Who knows what standard will be used, but you can bet it will just get down to pounds of N applied per acre compared to average. If your use is high the RWQCB regulators can interrogate you about farm management practices, or even impose a fine for impairing waters of the state (although this has not happened, yet.)



How to win at this game. To the extent research is available know your crops' N requirements and apply your fertilizer when it will be consumed, not just when it is traditional or convenient. Keep records, for yourself, for yields and to compare application timing in your fields. Demonstrate that you are a great agronomist. Don't sit in a cubical, it is not a best management practice. *The general who wins the battle makes many calculations in his temple before the battle is fought. The general who loses makes but few calculations beforehand.* Sun Tzu (544–496 BC)



"Agriculture, the Original Green"

FAVORITE RECIPES

Kale (Superfood) Salad

Rhianna appreciates the fresh local produce that Santa Cruz county has to offer. Her passion for eating healthy came later in life. Rhianna says, "Growing up, I used to complain about my mother's tofu sandwiches on whole wheat bread and her lush, homegrown vegetables from our abundant backyard garden. All I wanted was Smucker's and Skippy on Wonder Bread. How grateful I am that she didn't listen..." This nutritious but flavorful recipe is a great way to introduce more vegetables into the diet. (This recipe was procured by Fearon Hosmer as part of her Cal Poly SLO internship in the Farm Bureau office.)

1. Dino kale is best. Clean leaves and role lengthwise. Then chop across, creating "ribbons"
2. Place in salad bowl and drizzle with salt, lemon, and a bit of olive oil.
3. Massage until it starts to smell like bananas (for real).
4. Chop up mango and add to salad.
5. In a separate bowl, mix olive oil, honey, and lemon to taste.
6. Drizzle over salad and add roasted pumpkin seeds or sunflower seeds or any other garnish of your choice. It's DELISH.

Improving Soil Health Helps Conserve Water

By Rich Casale, USDA Natural Resources Conservation Service

Soil is a living and life-giving natural resource. As population and food production demands rise, keeping soil healthy and productive is of paramount importance. So much so that improving soil health is one of the most important conservation endeavors of our time.

A growing number of farmers are using soil health management systems to improve the health and function of their soil—and the USDA Natural Resources Conservation Service (NRCS) is working hand-in-hand with these producers through our technical and financial assistance programs and services to help ensure their success. Soil health management systems can optimize inputs such as fertilizer and irrigation water, protect against drought, and actually increase production. In fact, when you improve the health of the soil you are actually helping to improve the soil's ability to hold water making it usable to the crop for longer periods of time, which in turn, helps you conserve water.

Soil Health is about managing soil to its maximum potential through a system of conservation practices, including: conservation tillage; crop rotations with seasonal fallowing; cover crops; mulching, advanced nutrient and pest management; vegetative buffers and drainage systems (where appropriate); and a host of other soil improving practices. Learn how to unlock the secrets in your soil by contacting NRCS at: 831-475-1967 and/or by visiting us on line at: www.ca.nrcs.usda.gov.

President's Message - Continued Page 2

food as much as we do we could see our way clear to helping those who provide the fruits and vegetables we love so much.

Oh, and one more event that has become popular here – The Young Farmers and Ranchers Testicle Festival. Whether you are a foodie or just want to have some great family fun, you need to check out this event. It's August 16th and well worth your time. For those of you who aren't into Mountain Oysters, go for the chicken barbeque, games, music, live and silent auctions, and the Sauce Contest all in the redwoods. Now, THIS is an event!

The JEANNIE WITMER MEMORIAL SCHOLARSHIP

The organization Agri-Culture is pleased to offer the **Jeannie Witmer Memorial Scholarship** to a deserving student interested in pursuing a career in agriculture and/or animal sciences. The \$1,000 scholarship is for student's active (past or present) in the California High School Rodeo Association, District 4 (San Mateo, Santa Clara, Santa Cruz, San Benito, Monterey, Contra Costa, Alameda and San Francisco counties) or a California 4-H Horse program in the same geographic area. This scholarship may be used at a college, or professional technical school of choice. **For more information or an application call 722-6622, e-mail: agri-culture@sbcglobal.net or visit www.agri-culture.us.**

FROM THE AG COMMISSIONER

Mary Lou Nicoletti, Agricultural Commissioner

BUY IT WHERE YOU BURN IT



Many people are now planning summer or fall camping trips. For me, one of the most enjoyable parts of camping is relaxing around the campfire. Sometimes people try to save money by bringing along their own firewood. But this

is dangerous, because tree-killing insects and diseases can lurk in firewood, and be carried from one place to another. California bans bringing firewood in from nearly every state due to various quarantines, such as emerald ash borer, gypsy moth, imported fire ant, and others. In fact, one should not even move firewood from place to place within California!

Sudden oak death, a disease that has killed over a million oak and tanoak trees in California, is present in Santa Cruz County. Taking wood from your home to your mountain getaway could spread the disease. Pitch canker, emerald ash borer, Asian long-horned beetle and many other pests can move long distances on firewood. The April issue of *Between the Furrows* included an article about the polyphagous shot hole borer, an insect recently identified for the first time in Santa Cruz County. This insect has become established in Los

Angeles, Orange, and Riverside counties. Many kinds of trees are susceptible to wilt and die-back from the fungus carried by the beetle, including sycamore, boxelder and coast live oak. The insect was likely moved to our county on firewood.

In San Diego County, tens of thousands of oak trees have been killed due to the goldspotted oak borer. This insect is native to southeastern Arizona and was introduced to San Diego in the early-2000s, most likely on firewood. In its new environment this beetle infests at least four new host species of oak that have no co-evolved defense mechanisms; the result has been tens of thousands of trees killed with no known mechanism for containing the insect's spread. Any one of the hundreds of firewood-borne pests intercepted at CDFA border stations every year could be the next goldspotted oak borer or emerald ash borer in its effects if successfully introduced into a new area. It's worth noting that almost the entire state of California is within 50 miles of a federal or state park or forest. Less than half (46.6 percent) of the wood borers native to Arizona also occur in California.

Please see the website www.dontmovefirewood.org for more information. The safest thing to do is to burn "local" firewood. This means purchasing firewood you will burn from the closest source that you can find.

Santa Cruz County Farm Bureau Events

Santa Cruz County Fair
September 9-14, 2014

Annual Directors' Dinner
Thursday, November 6, 2014

CFBF Annual Meeting
December 6-10, 2014



Agri-Culture Events

California State Fair
July 11-27, 2014

YF&R Testicle Festival
Saturday, August 16, 2014

18th Annual Progressive Dinner
October 25, 2014

STATE WATER EFFICIENCY AND ENHANCEMENT PROGRAM

Deadline for Applications July 15th

The California Department of Food and Agriculture (CDFA) is now accepting applications for the State Water Efficiency and Enhancement Program (SWEET), authorized by emergency drought legislation (Senate Bill 103). An estimated \$10 million in competitive grant funding will be awarded to provide financial assistance to agricultural operations for implementation of water conservation measures that result in increased water efficiency and reduced greenhouse gas emissions.

Applicants must access the Application Guidelines at www.cdfa.ca.gov/go/WEET for detailed information and program requirements. To streamline and expedite the application process, CDFA is partnering with the State Water Resources Control Board, which hosts an online application using the Financial Assistance Application Submittal Tool (FAAST). All applicants must register for a FAAST account at <https://faast.waterboards.ca.gov>.

Applications must be submitted electronically using FAAST by Tuesday, July 15, 2014 at 5:00 p.m. PST.

CDFA will hold application workshops and one webinar to provide information on program requirements and the FAAST application process (see below). There is no cost to attend the workshops or webinar. Space is limited at each workshop location. Individuals planning to attend should email grants@cdfa.ca.gov with their contact information, number of seats required and workshop location. Upon confirmation of registration further details will be provided.

WEBINAR – July 8, 2014, 9:30 to 11:30 a.m.

Information will be provided upon registration

Prospective applicants may contact CDFA's Grants Office at grants@cdfa.ca.gov with general program questions

Due to the current drought, the California Department of Food and Agriculture has been allocated \$10 million from emergency drought legislation bill signed last month by Governor Brown. The bill language for CDFA as the lead agency states "\$10,000,000 shall be available for encumbrance until June 30, 2015, for consultation and coordination with the Department of Water Resources (DWR) and the State Water Resources Control Board (SWRCB), to establish and

implement a program, on or before July 1, 2014, to provide financial incentives to agricultural operations to invest in water irrigation treatment and distribution systems that reduce water and energy use, augment supply and increase water and energy efficiency in agricultural applications. Incentives shall be ranked and distributed based on financial need, immediacy of water supply increased and efficiency gained to address water shortages, and reduction in water pumping or treatment that uses energy causing greenhouse gas emissions."

The money is intended to provide financial assistance to farmers to implement water conservation and energy saving measures on farms throughout the state. CDFA is utilizing the funding to establish a grant program called the State Water Efficiency and Enhancement Program which is aimed at increase water conservation by improving water management and efficiencies on farms while at the same time reducing emissions of greenhouse gases through energy efficiency. Water conservation will play an important role in helping the agricultural sector address current drought conditions and impact on our food supply.

The overall program will be implemented as part of the Environmental Farming Act of 1995 (Sections 560-568 of the Food and Agricultural Code). The overall objective of the Science Panel is to advise and assist federal, state, and local government agencies on issues relating to air, water, and wildlife habitat at the interface of agriculture. One of the primary tasks is to identify incentives that encourage agricultural practices with environmental benefits; "The program shall provide incentives to farmers whose practices promote the well-being of ecosystems, air quality, and wildlife and their habitat" (Sections 566 [a] of the Food and Agricultural Code). Consistent with this mandate, the State Water Efficiency and Enhancement Program will provide financial incentives to promote water and energy supply through efficiencies and address water shortages stemming from the 2013-14 drought.

Check back for additional information that will be posted as the program is developed and implemented.

LEGALLY SPEAKING

Alan Smith, Attorney at Law, Grunsky, Ebey, Farrar & Howell

Misleading Labeling - POM Wonderful, LLC vs. Coca Cola Co.



A United States Supreme Court decision announced on June 12 will make it easier for companies to sue their competitors for mislabeling food products. *Pom Wonderful, LLC v. Coca Cola Co.*

But the issue before the Court wasn't really the label. It was about two federal laws. Pom Wonderful claimed that Coca-Cola violated provisions of the Lanham Act, a federal law prohibiting false advertising. The Lanham Act can be invoked only by companies, not consumers

Coca Cola defended arguing the Food and Drug Administration regulates beverage labels under the Food, Drug and Cosmetic Act and allows companies to name drinks using the juices that provide the flavor even if they don't provide the volume. Coke's Pomegranate Blueberry juice was 99.4 percent apple and grape juice. Coca Cola's label did comply with the Food, Drug and Cosmetic Act. Until now, such compliance generally immunized companies from mislabeling lawsuits.

In oral argument before the Supreme Court on April 21st, Supreme Court Justice Anthony Kennedy said he found the labeling of the Coca-Cola product called Pomegranate Blueberry Flavored Blend of Five Juices misleading.

In the decision, Justice Kennedy wrote on behalf of a unanimous court that Pom can sue Coke over the label. The decision will permit companies to more easily challenge their competitors packaging and labeling in the healthy food sector.

Justice Kennedy said the FDCA and the Lanham Act complement rather than preclude each other in the federal regulation of misleading food and beverage labels. Competitors, in their own interest, may bring the Lanham Act claims like POM's that challenge food and beverage labels that are regulated by the FDCA. Justice Kennedy challenged Coca Cola's lawyer. "And if the statute works in the way you say it does and that Coca-Cola stands behind this label as being fair to consumers, then I think you have a very difficult case

to make, "I think it's relevant for us to ask whether people are cheated in buying this product."

In its opinion, the Supreme Court was clear that the Court's decision in *POM v. Coca-Cola* strictly concerned the interaction of two federal statutes—the FD&C Act and the Lanham Act—specifically, whether one federal statute can preclude the other federal statute.

There have been similar lawsuits. In 2011, there were class action lawsuits against Kashi, Naked Juice, PepsiCo and Kellogg's for mislabeling their products as "all natural" or "GMO free".

Pom and Coca Cola will now return to the trial court where Coca Cola says it intends to defend against Pom's claims that Coca Cola's label is misleading.



FOOD FOR THOUGHT

High achievement always takes place in the framework of high expectation.

Charles Kettering

Take Extra Care to Prevent Back Injuries

Back injuries rank very high on the list of reasons for lost time in the workplace—and this goes for agriculture as much as any other employment segment. Back pain is a warning that something is wrong. It is important to recognize this warning and take steps to prevent a back problem from getting worse.

Unfortunately, most people have no idea of the seriousness of a back injury until it happens to them. Many of these injuries could have been avoided if people were more aware of how the back functions and how to safely lift bulky or heavy loads.

One sure way to risk injuries to the back is to lift heavy or bulky loads improperly or unassisted. A common misconception among the workforce is that it is the weight of an object that determines the risk of back injury. While weight does play a significant role, it alone does not determine the risk. Lifting with the back twisted or bent can very quickly result in a pulled muscle or ruptured disc. Such injuries typically take a long time to heal.

If it is necessary to lift, be sure to use proper techniques. Let your legs do the work, move straight up and down, keep your back straight and bend only at the knees. It is important to hold the load close to the body and to avoid lifting and twisting simultaneously.

Keep these lifting tips in mind and share them with others on your farm or ranch:

- Whenever possible, avoid lifting. Use lift-assist devices or slide items on the same level rather than lift them.
- If it is necessary to lift, be sure to use proper techniques.
- Use carts to move loads from one location to another. Keep the path clear and the cart in good working order.

Another contributor to back pain occurs more frequently among farmers and ranchers. That is bodily stress that is caused by vehicular vibrations, whether it's while operating a harvester or being jolted around while bouncing along a farm road in a pickup truck.

Here are some ideas that might help: Position the seat forward so that your knees are bent. If the tilt of the seat can be adjusted, change the angle slightly every so often; place

a cushion at the small of your back to ease pressure on the lower back; change your sitting position frequently or get out and walk around for a few minutes every hour or so; and grip the steering wheel at the nine and three o'clock hand positions to put your arms and shoulders in a more neutral position.

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Membership News

Stan Iversen

2011 Farmer of the Year
1933-2014



Stan Iversen, 2011 Santa Cruz County Farm Bureau Farmer of the Year, passed away in Los Gatos on June 14, 2014 at the age of 80.

Stan received his college degree in chemistry. He held various jobs in the chemistry field, including serving as President of Soil Chemicals Corporation, which is now TriCal Inc. He dedicated the past two and a half decades as President of Suncrest Nurseries, a successful business on Casserly Road in Watsonville.

He is survived by his wife Linda Iversen; sons Karsten and Erik Iversen; daughter Kathren Hernan; sister Virginia Yeager and two grandchildren.

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A Santa Cruz County Farm Bureau Monthly Publication

FRIDAY - JULY 11

21st Annual Golf Tournament
For more information, please
call (831) 724-1356 or visit
www.sccfb.com

THURSDAY - JULY 17

Agricultural Policy Advisory
Commission

FRIDAY - JULY 11 - 27

California State Fair,
Sacramento

WEDNESDAY - AUGUST 6

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

WEDNESDAY - AUGUST 6

Focus Agriculture, Session 6
Class XXV

MONDAY - AUGUST 11

Public Relations &
Information Committee mtg.

WEDNESDAY - AUGUST 13

Young Farmers & Ranchers
meeting

SATURDAY - AUGUST 16

Annual YF&R Testicle Festival
For more information, please
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www.agri-culture.us

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