

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

JULY 2016  
VOLUME 40, ISSUE 7

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# FARM



# BUREAU

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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## Silvia Prevedelli selected 2016 "Farmer of the Year"



**S**ilvia Prevedelli has been selected by the Santa Cruz County Farm Bureau as the **2016 "Farmer of the Year"**. This award is presented annually to the farmer(s) who have contributed beyond their normal farming duties to help the community. The presentation was made during the Farm Bureau's **99th Annual Meeting** held Thursday, June 23rd at Live Earth Farm in Watsonville. The board of directors felt it was appropriate to honor Silvia because of her dedication to the community and her leadership in direct marketing to the consumer.

Silvia came to America 50 years ago and began farming with her new husband, Frank. She knew very little about farming but became involved helping Frank and learning about every aspect of farming. Silvia was very family oriented and over the

years encouraged all of her family to return to the farm. Today Frank, Silvia and the family grow organic apples, berries, plums and vegetables. Many of these commodities are sold through the multiple farmers' markets the family is involved with.

Silvia is also involved in the community with several local organizations, including the Farm Bureau and Agri-Culture. She has made ag education a priority and works with the Focus Agriculture program and the Eco Farm Tour.

The featured speaker for the evening was **Tom Am Rhein, 2004 Farmer of the Year**, who spoke on the topic "**History of the Local Hops Industry**." Master of Ceremonies was **David Van Lennep**, President, Santa Cruz County Farm Bureau.

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# President's Message

DAVID VAN LENNEP, PRESIDENT

**"Farmers are skilled at improving efficiency and crop yields through technology or new farming techniques; but there is a limit, a maximum capacity that can be realized on any given acre. When the maximum potential is reached, that's it."**

## Providing Food And Fiber For A Growing Population

I have recently traveled up and down California a few times, venturing as far as Flagstaff, Arizona for family events. Driving hundreds of miles through the burning desert gives a person time to think. One of the first things that occurs to you is how did native peoples live in this environment? They certainly knew where water could be found, what could be eaten and where to find some shade mid-day. The population density on a per square-mile basis must have been very, very low. Appropriately low for the carrying capacity of the land, which is low for humans and just about anything else. The second thing to wonder is how do people live there now? Easy enough to answer, we can drill for water and transport it in several ways, construct our own shade and, of course, bring food in from somewhere. It is how our society is currently organized, relying on a network of providers and transportation to allow someone to live far from food or water.

I am not singling out desert dwellers, but it got me thinking about how remote most Americans are from the resources that they need to live. Be it the desert or the city, food, water and everything else needs to be brought to the population. According to the American Farm Bureau, farm and ranch families comprise just two percent of the U.S. population. That makes a very small component of our society very important to our way of life.

Understanding this dynamic becomes important in two ways as our population grows;

providing food and fiber for a growing population; understanding the immense value of productive agricultural land.

Farmers are skilled at improving efficiency and crop yields through technology or new farming techniques; but there is a limit, a maximum capacity that can be realized on any given acre. When the maximum potential is reached, that's it.

At that point, only adding more acres gets you more yield. This is why protecting agricultural land now is important. When rich productive farmland is developed then a great future resource is lost.

As our population expands, outgrowth

President's Message - Continued on Page 5

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# ASK LAURA

Laura Tourte, Farm Management Advisor, UCCE

## Price Premiums For Organic Foods

**Q:** What can you tell me about price premiums for organic foods?

**A:** Price premiums for organic food products differ depending on which segment of the food supply chain you are interested in. For example, prices for organic products at shipping point and terminal markets differ from those at the retail level. A new May 2016 report from the USDA Economic Research Service (USDA-ERS), titled *Changes in Retail Organic Price Premiums from 2004 to 2010*, estimates organic price premiums for 17 different products. Six of the products are fruits and vegetables: apples, carrots, celery, potatoes, spinach and salad mix. Eggs and dairy are also evaluated; the remainder are processed products. It is important to note that these data refer to retail outlets such as grocery, supercenter and health food stores and not direct-to-consumer prices at outlets such as farmers' markets.

The 2016 USDA-ERS report explains that the "organic food sector has been one of the fastest growing parts of the food industry". Not only are organic products found at more retail outlets than in the past, but a greater number of consumers are now purchasing organic foods. The Organic Trade Association's (OTA) 2015 Organic Industry Survey estimates that total organic food sales in 2014 were \$35.9 billion, up 11 percent from 2013. Organic fruits and vegetables account for over one-third of the total, and are the largest category in organic food sales.

The USDA-ERS report also explains that retail pricing for organic products is higher than for non-organic because of the differences between the two

categories, including regulatory aspects of the USDA's organic standards and labeling requirements. The report notes that additional costs for organic are "incurred at every level of the organic food supply chain including farmers and ranchers, food processors and retailers."

Focusing on just the highlighted fruit and vegetable crops, 2010 retail organic price premiums ranged from a low of seven percent for spinach to a high of 60 percent for salad mix; premiums for the other products were over 20 percent. Supply and demand factors resulted in organic price premiums that fluctuated over the seven year time period studied, however, all price premiums were positive.

The complete USDA-ERS 38-page report, which contains far more detail, and also explains some limitations of the data, can be found at:

<http://www.ers.usda.gov/publications/err-economic-research-report/err209.aspx>

Shipping point and terminal market prices for conventional and organic fruits and vegetables can be found at the USDA Agricultural Marketing Service website below. Custom reports for fruits and vegetables, along with reports for other agricultural commodities can also be found at this link. <https://www.ams.usda.gov/market-news/fruits-vegetables>.

# THE WATER NANNY

## Camp Fire Horror Story

**F**ifteen summers ago a prudish old bat appeared *Between the Furrows* with her maiden article about saving electricity through water conservation. While so true, this is not very scary, so ...

**Fertilization on the Curve**, an Aggies' worst nightmare. It may be time to rethink your fertilization objectives. No longer is the highest yield of the best quality the penultimate goal. Soon you will have a new, regulatory, partner. Whether you are cursed, or just curse, this future is in the cards you will soon be dealt by the Regional Water Board. So it is best to be prepared, learn how to play the game so to speak. In the past your farm profit was based on yield compared to dollars invested. In the brave new world of "modern" agriculture we must now farm to the regulation, and still figure out how to make a living. Soon you will be scored by how you farm compared to your neighbors and competitors.

How has this come to pass? Prior to 2003 there was no regulation of agricultural water runoff. No agency was concerned about the continued effectiveness of pesticides in drainage ditches. In 2004 the first Ag Waiver focused on impaired surface water. In 2010 the regulators suddenly pivoted to nitrate (N) in groundwater. In 2015 clean drinking water became a legal right. Farming was fingered as the primary cause of increasing levels of N in our aquifers. Nitrate in groundwater became a crusade.



Simple stories become spookier if there is a kernel of truth that something really is lurking in the dark beyond the firelight. Here there may be a whole silo of truth. The problem, and the truly frightening part, is that California's Clean Water Act has been given new reach, or with groundwater depth, to impose burdensome regulations, compared to potential benefits, on the current farmer when the problem has been percolating for the past 70 years.

So you scoff, with all the regulations already, how scary can this be? The State Water Board is considering adopting a sweeping set of groundwater regulations for the East San Joaquin Coalition in the Central Valley. Presently, Region 5 requires members of this coalition to track and report to

the coalition N applied for all farms in high groundwater vulnerability areas, about half of their 600,000 acres. These growers are to also report each harvest by yield. All this information would be maintained as confidential business data by the coalition, with aggregated data submitted annually to Region 5.

The new State Order, if adopted, requires all growers, regardless of groundwater vulnerability, to report detailed fertilizer, water use and crop yield to the coalition which will then be required to send both aggregated summaries and *all the raw data* to the Water Board. This will be public record, including farm crop yields. N applied divided by harvest yield will create a ratio, which will be compared to other growers with a similar crop. Those on the backside of the grading curve (higher N use) will receive a visit from the Water Board. While that is scary enough, the proposed order has much more to cause sleepless nights, but I wanted to save some until the State Order is actually adopted, most likely before Halloween, to avoid a rash of fright induced death.

This state mandate will apply precedentially, that is throughout the state. Tracking N applications for a 200 acre almond or 500 acre tomato crop is hard, try doing the same with 50 crops on 20 blocks in a 100 acre vegetable farm. "A glimpse into the world proves that horror is nothing other than reality." Alfred Hitchcock





# FAVORITE RECIPES

## Snowy Glazed Apple Squares

In honor of this year's Farmer of the Year, Silvia Prevedelli, I decided to check the Prevedelli Farms website for one of their great recipes. I found this recipe and it sounds pretty tasty. Be sure you go to their website and see all of the wonderful commodities they offer...[www.prevedelli.com](http://www.prevedelli.com).

2 ½ cups sifted flour  
½ teaspoon salt  
1 cup shortening  
2 eggs, separated  
Milk  
1-½ cups crushed corn flakes  
5 cups sliced peeled Mutsu apples  
1-cup sugar  
1 ½ teaspoon ground cinnamon  
1-¼ cups sifted confectioner's sugar  
3 Tablespoon water  
½ teaspoon vanilla



Apples baked between two crusts in a jellyroll pan.  
The top is glazed.

**C**ombine flour and salt in bowl. Cut in shortening. In measuring cup, beat egg yolks with enough milk to make 2/3 cup. Add to flour mixture, toss lightly. Divide dough almost in half. Roll larger portion to fit a 15 ½ x 10 ½ x 1 jellyroll pan. Sprinkle with corn flakes. Spread apples over flakes.

Combine white sugar and cinnamon; sprinkle over

apples. Roll out remaining dough. Place on top; seal edges. Beat egg whites until foamy and spread on crust. Bake in a moderate oven, 350°F, for 1 hour. Meanwhile, make glaze by combining confectioners' sugar, water and vanilla.

When dessert is done, remove from oven and cool slightly then spread with glaze. To serve, cut into squares.

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### President's Message - Continued from Page 2

is inevitable, but protecting the value and viability of our agricultural land is key to greater overall production of food and fiber in the future. Future demand for these fundamental

components will only increase and land base will decrease. An unfortunate but real dilemma.

## My Trip to Washington, DC

*"Cultivators of the earth are the most valuable citizens. They are the most vigorous, the most independent, the most virtuous, and they are tied to their country and wedded to its liberty and interests by the most lasting bands."*

- Thomas Jefferson 1785

Agriculture was at the heart of the founding of our nation. While agricultural symbolism is everywhere in the art and monuments of our nation's capital, a societal shift from rural to urban living has disconnected many lawmakers from our country's agrarian roots. We all need food, fuel, and fiber to live; all of which come from California grown agricultural commodities. Ensuring federal policy remains favorable to the continued prosperity of California agriculture is a primary goal of the California Farm Bureau.

I had the privilege to represent the Santa Cruz County Farm Bureau on the California State Farm Bureau annual Federal policy trip to Washington DC this past May to engage in direct advocacy on a broad range of agricultural policy concerns with federal policy makers.

The trip included a basic civics lesson about the ins and outs of Capitol Hill structure, staffing, and policy development at the American Farm Bureau Washington office. Our group visited the Congressional Research Service, Crop Life America, and meetings with congressional representatives and their staff. We had the opportunity to meet with Congressman Rodney Davis (Illinois) House Committee on Agriculture. This meeting highlighted that while the largest agricultural state in the nation, California agriculture and its issues are often not prioritized at the federal level. The new farm bill is more relevant to California farming, which was highlighted in our meeting with House agricultural committee members from California Jeff Denham and Pete Aguilar.

Major topics included addressing the California drought, the Trans-Pacific Partnership, adequately funding the management of federal forestland, Immigration reform



(L-R) Jennifer Clark, Steinbeck Country Produce, Monterey County Farm Bureau and U.S. Representative for California's 40th District, Lucille Roybal-Allard with Brendan Miele, Santa Cruz County Farm Bureau Director and 2nd Vice-President elect

to provide the work force needed by the agricultural sector and reforming the Clean Water Act water of the US (WOTUS) regulations. Meetings with Santa Cruz County representative Sam Farr focused on the impacts of WOTUS as well as discussing the challenges faced with the potential designation of Coast Dairies as a national monument. Dianne Feinstein hosted a constituent where she recognized the California Farm Bureau delegation presented a bill she is advancing to fund water projects in California.

While it was easy to feel frustrated by the lack of policy progress due to party politics, it is hard not to be inspired while in the Capitol. Seeing the national monuments at night and the documents that set forth the ideals that make up the framework of our country is very powerful and left me with a sense of optimism. We all have a responsibility to exercise our right to vote and engage in the political process. Make time to be informed about issues impacting agriculture, support candidates that advocate for agriculture, join the next federal policy trip, and continue to support the California Farm Bureau which is supporting farmers statewide.



# "Agriculture, the Original Green"

## 99TH ANNUAL MEETING

### More Annual Meeting News

Other activities of the Annual Meeting included the election of directors and officers. There are a total of 19 directors on the board and all terms commence on November 1, 2016.

#### **Directors:**

1<sup>st</sup> term, three-year director:

**Gordon Claassen – Cattle**  
**Cynthia Mathiesen - Berries**  
**Dennis Webb - Timber**

1<sup>st</sup> term, one-year director:

**John Pisturino, Cattle & Timber**

2<sup>nd</sup> term, three-year director:

**Wendy O'Donovan - Berries**

2<sup>nd</sup> term, one-year director:

**Frank Estrada – Cattle & Timber**

3<sup>rd</sup> term, three-year director:

**Dick Peixoto – Organic Vegetables**

#### **Officers:**

President and State Delegate, two-year position:

**Thomas Broz – Organic Vegetables**

1<sup>st</sup> Vice President and State Delegate, two-year position:

**Brendan Miele – Herbs & Vegetables**

2<sup>nd</sup> Vice President and State Delegate, two-year position:

**Arnett Young - Vegetables**

Past-President and Alternate State Delegate,  
two-year position:

**David Van Lennep - Timber**



(L-R) CJ Miller, Brooke Martinez, Adam Martinez and Kara Miller



The Annual Meeting drew a large crowd to celebrate the 99th Anniversary of the Santa Cruz County Farm Bureau



2016 Farmer of the Year Silvia Prevedelli (L) with 2015 Farmer(s) of the Year Chris Banthien and Marguerite Remde



(L-R) CFBF President Paul Wenger with Santa Cruz County Farm Bureau Directors Brendan Miele and Wendy O'Donovan



Farm Bureau Director  
JJ Scurich with his wife Rita  
and daughter Addie

## Be Careful When Working Around A PTO

A tractor's power take-off, commonly called a PTO, spins at a rate of 1,000 times a minute. That's 16 times a second. Used correctly, it can power your augers, mowers, choppers, and other implements. Used in the wrong way, it can rip off your arm, crush your skull, or sever your spine.

When an accident occurs, there is no turning back, no quick fix.

The National Safety Council estimates that PTO's account for six percent of tractor-related fatalities on the farm. In seven out of 10 of those incidents, the victim is the tractor operator, and in the majority of cases, the shield was either missing or damaged. Entanglement happens most often at the PTO coupling, either at the tractor or implement connection.

You can take some precautions to lessen the risk of entanglement, and they are certainly worth reviewing by anyone who works with or around a PTO:

- Make sure all components of PTO systems are shielded and guarded.
- Regularly test driveline guards by spinning or rotating them to ensure they have not become stuck to the shaft.
- Disengage the PTO and shut off the tractor before dismounting to clean, repair, service, or adjust machinery.
- Walk around tractors and machinery rather than stepping over a rotating shaft.
- Keep universal joints in phase. (Check the operator's manual for instructions.)
- Always use the driveline recommended for your machine.
- Position the tractor's drawbar for each machine used.
- Reduce PTO shaft abuse by avoiding tight turns.
- Be careful what you wear. Loose fitting clothes or articles are at risk of entangling in a turning PTO shaft. Watch out for loose shoestrings, too.

Remember that prevention is the best way to avoid accidents. Once an accident occurs, there is no reversing it. Be sure to practice safety at all times on the farm and instruct others to do the same.

State Fund has a wealth of information on safety topics available for easy access on our website at [www.statefundca.com](http://www.statefundca.com). Click on "Employers" and then "Resources" to find the extensive list of topics.

Today, State Fund is the largest workers' compensation carrier in California. We have regional offices throughout the state, which provide a full range of services to policyholders and injured workers. State Fund provides coverage to employers of all sizes, from "mom and pop" operations to major organizations.

Since 1943, the California Farm Bureau and State Fund partnership has provided farmers with affordable worker compensation insurance coverage and accident prevention training for agricultural employers and their employees. In addition to providing farm and ranch employers with workers' compensation insurance protection, we also have taken on the mission of assisting employers in providing safe places to work.



When there is a hill to climb, don't think that waiting will make it smaller.

Author Unknown



## Water Use Over The Summer

The “El Nino” winter of 2015-16 was milder than expected with rainfall totals only being slightly above a normal year. The Watsonville area received 18.85 inches of rain since January 1, compared to the annual average of 15.04 inches (U.S. Climate Data). The drought is far from being over especially in areas such as the Pajaro Valley where growers depend on groundwater as their major source of irrigation water. The previous four years of drought took its toll the Valley’s groundwater aquifer and it will take much more than one El Nino year with above average rainfall to replenish it.

Summer and early fall is a time to expect warmer temperatures and higher water use. The drier months inevitably create a higher demand for water on irrigated cropland making it essential to implement and maintain

practices that help reduce water use on the farm. One such practice is irrigation water management. Properly timed and scheduled irrigations can help reduce water use substantially, especially when soil health practices are incorporated as well.

Over-watering not only wastes water, energy and money but excessive irrigation can also decrease crop yields. The payoff that healthy soil offers is also huge – both in terms of water savings and climate change. “If you increase soil organic matter by 1%, you can save 25,000 gallons of water per acre from being used.... And the more you can store organic carbon in the soil, the less carbon dioxide is released, which helps with climate and carbon sequestration”, according to Tony Rolfes, NRCS soil scientist.

For more information contact the NRCS at: (831) 475-1967.



### UC Santa Cruz Center for Agroecology and Sustainable Food Systems presents **Sixth Annual Farm to Fork Benefit Dinner**

Celebrate the **UC Santa Cruz** organic farm and garden at the **Sixth Annual Farm to Fork Benefit Dinner**, taking place on **Sunday, August 28** at the UC Santa Cruz Farm and the historic **Cowell Ranch Hay Barn**. The benefit dinner supports the Apprenticeship in Ecological Horticulture farmer and gardener training program, and other educational work taking place at the UC Santa Cruz Farm & Garden.


Come enjoy a fabulous, locally-sourced organic meal prepared by **Amy Padilla** (an Apprenticeship alumna) and **Heidi Schlecht** of Feel Good Foods, paired with local wines. Apprenticeship graduate and renowned artist **Harrell Fletcher**, who together with his colleagues developed the Collective Museum at UC Santa Cruz, will be the featured speaker.

**An on-farm reception and tours will begin at 3 p.m., with dinner at 5 p.m.**

**Tickets for the event are \$150.**

**For more information or to purchase tickets, please visit our website, contact us at [casfs@ucsc.edu](mailto:casfs@ucsc.edu), or call (831) 459-3240**

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# CFBF Farm Team

## Take Action to Stop Overtime Bill

Assemblymember Lorena Gonzalez (D-San Diego) took the language from AB 2757, which was defeated, and placed it into another one of her bills, **AB 1066**.

**AB 1066** contains the exact language of AB 2757. As currently written, AB 1066 will:

- Phase in over a four-year period, a requirement that overtime pay be paid to farm workers after 8 hours of work in a day or 40 hours in a week;
- Require workers to take one day off every seven days;
- Delays the implementation of the new overtime rules for small employers by two years and
- Gives the Governor the authority to postpone a scheduled overtime pay increase if employment in California is declining.

This legislation will hurt both farmers and farm workers. The higher cost of providing overtime pay will force farmers to cut employee work hours to control labor costs and farm worker compensation will decline. The application of requirements for workers to not work one day every seven days to agriculture will force seasonal agricultural workers to miss as many as four days of pay in a month of peak harvest season.

It is important that we continue to put pressure on our elected officials. Contact your elected officials today!

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**JULY, 2016**  
**VOLUME 40, ISSUE 7**



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# CALENDAR Between the Furrows

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**WEDNESDAY - JULY 11**  
Public Relations & Information  
Committee meeting

**MONDAY- JULY 13**  
Young Farmers & Ranchers  
meeting

**FRIDAY, JULY 8 - 24**  
California State Fair  
Sacramento

**FRIDAY, JULY 15**  
23rd Annual Golf Tournament  
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**THURSDAY - JULY 28**  
Agricultural Policy Advisory  
Commission

**WEDNESDAY - JULY 29**  
A Day on the Farm, Session #5

**WEDNESDAY - AUGUST 3**

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

**MONDAY- AUGUST 8**  
Public Relations & Information  
Committee meeting

**MONDAY- AUGUST 10**  
Young Farmers & Ranchers  
meeting

**SATURDAY - AUGUST 27**  
8th Annual Testicle Festival  
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