

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

JULY 2019
VOLUME 43, ISSUE 7

INSIDE this issue

- 3 Ask Laura**
New Census of Agriculture
- 4 Water Nanny**
Sustainability
- 5 Recipe**
Strawberry Upside
Down Cake

12 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.

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102nd Annual Meeting Edward Ortega - Farmer of the Year



2019 Farmer of the Year Edward Ortega with his wife Linda and children Abigail, Sophia and Nicholas

Edward Ortega has been selected by the Santa Cruz County Farm Bureau as the 2019 "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 102nd Annual Meeting/Dinner held at the Cabrillo College Horticulture Center

& Botanic Gardens in Aptos. The board of directors felt it was appropriate to honor Edward because of his leadership in the berry industry along with all of his involvement in the community. The theme of the evening was "Farm to Market." The Featured Speaker for the evening was Gary Bascou, Co-Owner, Staff of Life Market. Gary spoke about the

[Annual Meeting - Continued on Page 5](#)



**BRENDAN MIELE,
PRESIDENT**

On June 20th, the Santa Cruz County Farm Bureau hosted its annual meeting. For my article this month, I am sharing the highlights of my annual president's address for those members who were unable to attend. Happy 102nd Anniversary Farm Bureau! It has been my pleasure to serve as your president for the past eight months. We

President's Message

REPORT ON 2018/2019 COUNTY ACTIVITIES

have dealt with some interesting issues so far this year; some have been resolved successfully and others are ongoing.

The licensing of commercial cannabis cultivation began and is slowly growing. Aggressive enforcement of illegal operations in the Santa Cruz mountains have been taken to ensure environmental protection. New changes to county regulations are being proposed to encourage this burgeoning

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

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ASK LAURA

Laura Tourte, Farm Management Advisor, UCCE

New Census of Agriculture

Q: Can you tell me a bit more about the new census of agriculture?

A: The U.S. Department of Agriculture performs a census of agriculture every five years. It is an enormous undertaking, which would not be possible without the participation of farmers across the U.S., including farmers in California and Santa Cruz County. Results from the most recent 2017 Census of Agriculture were recently published*. Here is some information about Santa Cruz County specifically.

There were a total of 625 farms in Santa Cruz County, a small decline in the number since the last census in 2012.

There were 63,900 acres of land in farms. Of that land, 39 percent was in pastureland, 37 percent in cropland, 16 percent in woodland, and 8 percent shown as "other".

The average size of a farm in Santa Cruz County was 102 acres, smaller than in the previous census.

Top crops by acreage were vegetables (all), berries, notably strawberries, lettuce, and broccoli.

Market value of products sold was \$606.5 million, a slight increase since the last census.

Crops accounted for 99 percent of total agricultural product sales, with fruits and vegetables by far the largest share of those sales.

Santa Cruz County crop sales ranked 17th for all reporting counties in California and 24th for all counties reporting in the U.S.

Total farm production expenses have

increased 14 percent since the last census, and total net farm income declined by 18 percent. Similar statistics are seen in per farm averages.

Most farms – 45 percent of the total – were less than 10 acres in size. Another 36 percent were less than 50 acres. Only a small number – 4 percent – were larger than 500 acres.

Of all farms, 93 percent are family farms, 85 percent have access to the internet, 22 percent sell their products directly to consumers, and 18 percent farm organically.

This is just a small sampling of all the information that is contained in the 2017 Census of Agriculture. We should all thank the farmers who participated in the census because, while time consuming for them, this information is extremely valuable for support businesses, for researchers, for policy makers, and for all us that are interested in agriculture more broadly.

Please feel free to contact our office for more information or any other questions you may have.

* More details and information can be found at: <https://www.nass.usda.gov/Publications/AgCensus/2017/index.php>

THE WATER NANNY

Sustainability

Sustainable Ag could be *"The goal of sustainable agriculture is to meet society's food and textile needs in the present without compromising the ability of future generations to meet their own needs. Practitioners of sustainable agriculture seek to integrate three main objectives into their work: a healthy environment, economic profitability, and social and economic equity."* (UC SAREP) One old farmer opined sustainable farming means you are still in business next year. Decades ago during a tour of Pajaro farms by Washington DC EPA management, a grower teased that they thought sustainable farming was when you had a cow, an acre of land and planted cabbages; whatever was left for harvest after the cow ate most of your crop was sustainable farming. One of the EPA handlers pointed to a participant who was in charge of writing sustainability guidelines, "That's what he believes too."



We have another larger unaddressed sustainability problem...the lack of new farmers. There are two problems here: limited local training for newer growers and lack of finance to get started. With the

decline in funding the University of California Cooperative Extension (UCCE) and unrealistic salaries for the existing staff, given the high cost of living in Santa Cruz County, training and advice is more limited. We are fortunate that several local community colleges and non-profits are stepping up to fill this void.

Last month the our Farm Bureau held its annual meeting at the Cabrillo College Horticulture Center and Botanic Gardens. It was a great time with fabulous views of the bay (beyond the summer fog.) Cabrillo's program has moved from a landscaping orientation to a more practical degree in Sustainable Agriculture Technology. Hartnell College has an incredible high tech center just east of the Salinas Airport with a degree in Agriculture Business Technology. A bit more on the industrial side than Cabrillo, but clearly focused on local opportunities for their students. Rancho Cielo, further east of Salinas, which has several great programs for "youth facing challenges", is building the Ted Taylor Ag Vocational Center. Vocational training has waned at our high schools, yet the demand for these skills has never been higher, and

more programs like this are warranted.

CCOF's Future Organic Grant Fund supports organic education from elementary school through vocational training and college. Their Organic Training Institute conducts workshops and hands-on training for existing farmers. ALBA (Agriculture and Land-Based Training Association) creates "economic opportunity for limited-resource and aspiring organic farmers through land-based education" and has helped many local growers transition from field worker to farm owner. University of California Santa Cruz (UCSC) Agro Ecology just published a new study: *Securing the future of US agriculture: The case for investing in new entry sustainable farmers*. Beyond this intellectually dense analysis, the farm at UCSC continues to train entry level farmers, many of whom remain in Santa Cruz County.



FarmLink works with "the next generation of sustainable farmers" to lease or even purchase farms. In order for this to work, they focus on aiding young(er) growers to develop strong business skills before jumping off a cliff with financial commitments. Recently the Community Foundation of Santa Cruz County made an impact investment loan to FarmLink of \$1,000,000, directed to financing local small farmers.

The key to all of these programs is education and, at least around the Monterey Bay, new farmers can still get schooling. *"Agriculture is our wisest pursuit, because it will in the end contribute most to real wealth, good morals, and happiness."* (Thomas Jefferson, 1787) Or as an old Irishman said: *"Whoever makes two ears of corn or two blades of grass to grow where only one grew before deserves better of mankind, and does more essential service to his country than the whole race of politicians put together."* (Jonathan Swift)



FAVORITE RECIPES

Strawberry Upside Down Cake

This recipe has been posted on many websites and reviewed by hundreds of readers. From everything I have read, this is a great way to use the beautiful berries produced right here in our own backyard!! This particular version came from www.delish.com.

INGREDIENTS:

1 lb. strawberries, thinly sliced into rounds	3/4 c. granulated sugar
1/4 c. brown sugar	2 large eggs
2 tbsp. cornstarch	1/2 c. sour cream
1 3/4 c. all-purpose flour	1/2 c. (1 stick) unsalted butter, melted
2 tsp. baking powder	1 tsp. pure vanilla extract
pinch of salt	Vanilla ice cream, for serving



DIRECTIONS:

- Preheat oven to 350°. Grease a 12" oven-safe skillet, add a parchment circle, then grease again.
- In a large bowl, stir together strawberries, brown sugar, and cornstarch until fully coated and juicy. Add to skillet and spread in an even layer.
- Make cake batter: In small bowl, whisk together the flour, baking powder, and salt. In a large bowl, mix together the sugar, eggs, sour cream, butter, and vanilla. Add in the dry ingredients and stir until just combined.
- Pour the cake batter over the strawberry mixture and spread as evenly as possible with a rubber spatula. If you need to, use wet hands to spread batter over berries.
- Bake until the cake is golden and a toothpick comes out clean, about 35 minutes.
- Let the cake cool in the skillet, about 15 minutes, then invert onto a serving platter or large plate and gently remove parchment paper. Let cool completely or refrigerate before slicing. Serve with vanilla ice cream.

Annual Meeting - Continued from Page 1

history of the company and the future opening of the new store in Watsonville. Santa Cruz County Farm Bureau President, **Brendan Miele**, highlighted some of the accomplishments of the Santa Cruz County Farm Bureau over the past year.

Other activities of the Annual Meeting included the election of directors:

There are a total of 19 directors on the board. The following directors were elected to fill vacancies from those whose terms expired. All newly elected terms commence on November 1, 2019.

For 1st term, three-year director:

Amanda Peixoto-Castro, Organic Vegetables

For 2nd term, three-year director:

Brian Dietterick, Cattle

Cynthia Mathiesen, Berries

Nita Gizdich, Apples & Berries

Why Some People Make A "Federal Case" Out Of It



A court where a case is filed must have the legal authority to hear and decide the case. Lawyers call this "jurisdiction". The state and federal constitutions and laws determine whether a court has the "jurisdiction" to decide a particular kind of case.

It does matter that a case be filed in the correct court. A case filed at a court without jurisdiction may be moved to a less convenient or desirable jurisdiction. Or it might even be dismissed.

This may not be a big deal if you still have time to refile in the right court, but if the time limit to file runs out, the defendant might be able to have your lawsuit dismissed permanently. So how do we know which court has the correct jurisdiction?

Almost all cases ordinary people deal with are in state court. Federal courts ordinarily have jurisdiction in only two kinds of cases: (1) when the case involves a federal question, and (2) when persons from different states are involved.

The first category is that Federal district courts have jurisdiction when a case is based on federal law. For example, civil rights lawsuits based on alleged violations of the United States Constitution, patent and trademark lawsuit, anti-trust cases all involve a federal "question".

The second category are lawsuits between people from two or more states. This is called "diversity of citizenship". Federal courts have jurisdiction in such cases or in cases involving foreign nationals if the case asks more than \$75,000 in money damages. For example, lawsuits by a California resident against a Nevada resident or corporation, a lawsuit against a European seed company, or a case between a California farmer and a Texas manufacturer.

But there must be "complete diversity." Federal courts have diversity jurisdiction only if there is "complete diversity". For diversity jurisdiction purposes, individuals are generally citizens of the state in which they maintain a principal residence, and they can be a citizen of only one state at a time. This can be complicated because a corporation can be

a citizen of two states: the state where incorporated and the state of its principal place of business.

So, for example, a California farmer wants to sue a company headquartered in California but incorporated in Delaware. He or she does not have "diversity jurisdiction" because farmer and corporation are both California citizens.

So, your lawyer will usually be the one to decide where to file a lawsuit but its important for us all to know whey cases end up in one court or another.

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Farm Bureau works hard to champion agriculture and farming on local, state and federal levels. Their vigilance and expertise have been very helpful in navigating issues over the years.

I view Farm Bureau as a partner in the struggle to keep farmers farming.

**David Van Lennep,
Redwood Empire, Santa Cruz**



Responsible Pesticide Use Extends Beyond the Application Completion



In my May 2019 article, I discussed key measures growers and their supervisors in the field must take to protect fieldworkers when a pesticide application is planned or taking place. This month I will expand on that topic by discussing the responsibilities of growers, field

supervisors and pesticide handlers regarding safe pesticide applications. One of the main objectives of California's pesticide regulatory program is for safe and effective use of pesticides to be protective of people and the environment. While we are all familiar with regulatory requirements to perform all pest control in a careful and effective manner (e.g., use of equipment in good repair, use of equipment and methods that insure proper pesticide application, exercise reasonable precautions to avoid contamination of the environment, follow label rates and directions and properly train pesticide handlers), it is important to remember that responsible pest control starts before the pesticide application begins and continues during and after completion of the application.

Title 3, California Code of Regulations (3CCR), Section 6614, outlines specific requirements that growers, field supervisors and pesticides handlers must evaluate before, during and after the application to protect persons, animals and properties from pesticide drift. These include evaluation of the pesticide application equipment for drift potential, meteorological conditions, and evaluation of the property to be treated and surrounding properties to determine the probability of harm or damage. This regulation further states that "no pesticide application shall be made or continued when" there is a reasonable possibility of contaminating people not involved with the application, damaging non-target crops, properties or animals or when there is a reasonable possibility of contaminating non-target property including the creation of a health hazard that prevents normal use of that property. When planning a pesticide application, various aspects of the application that occur before and during the application must be carefully evaluated. This evaluation process also includes thinking ahead and taking into account how the application

may impact neighboring operations after the application is complete. These post-application concerns include:

- proximity of neighboring properties to the treatment site;
- harvestable stage of neighboring commodities that might increase the likelihood of fieldworkers being present and impacted during and after a pesticide application;
- timing (day, hour) of a pesticide application to minimize any impact on neighboring operations; and
- evaluation of pesticide(s) to be used and their impact on neighboring properties during and after the pesticide application (e.g., tendency of the material to drift, volatilize or create odors that may lead to persons becoming ill).

Communicating with neighboring operators prior to making a pesticide application is one of the most important things you can do to plan and time pesticide applications to minimize any impact on people and other operators. If you are not sure who your neighboring growers are, let us help. Call our office at (831)763-8080 and we will be glad to help you.



"It is by the goodness of God that in our country we have those three unspeakably precious things: freedom of speech, freedom of conscience, and the prudence never to practice either of them."

Mark Twain

PRESIDENT'S MESSAGE

President's Message - Continued from Page 1

industry to grow in agricultural areas as was intended with the original ordinance. The Farm Bureau has worked proactively with the Sheriff's office to develop solutions to address rural crime impacting growers on the North Coast and in the South County.

We are actively working on water quality and conservation projects. Former Farm Bureau President Tom Broz is serving on the board of the Pajaro Valley Water Management Agency to represent the interests of growers in the development of water system infrastructure improvements for agriculture. We are fortunate to have past president and farmer of the year, Kirk Schmidt, engaged in a passionate "love hate" relationship with the Central Coast Regional Water Quality Control Board on the development of the newest version of the AG waiver. Kirk is trying to evaluate if the regulations, nutrient reporting and monitoring requirements can realistically achieve water quality improvement as designed and implemented by farmers.

The Farm Bureau was active in the 2018 elections, interviewing candidates running for office and evaluating them and their commitment to support agriculture in Santa Cruz County. We will be engaged on the City of Watsonville's Plan to narrow Main Street, as we are concerned about the negative impacts this project will have on agricultural traffic that uses this critical transportation corridor.

The Farm Bureau is working to improve farm worker housing in the county. We have endorsed Measure H – Santa Cruz Affordable Housing Measure - and we are excited to build on the momentum of the 2018 Farmworker Housing Study & Action Plan for Salinas and Pajaro Valley. This has helped drive support for the newly adopted county policy that will begin to close the gap in farmworker housing

supply, ensuring that our county is able to house the workers our county's farmers employ.

The Farm Bureau is made up of members from diverse agricultural operations. We are producers of timber, nursery, livestock, strawberries, cane berries, vegetables, apples, flowers, cannabis, including both organic and conventional operations; and in case you didn't know, in Santa Cruz County pies do grow on trees.

Each one of us have unique challenges that face our individual operations; a creek eroding farm fields and creating safety issues for staff, managing conflicting regulations between city and county as we try to recycle the water from a wash line and cooler, to the deteriorating conditions of county roads leading to your pie shop. We also all have shared challenges such as labor shortages, climate change, and regulations that impact us all. The Farm Bureau provides the strength to resolve both the issues of the individual and the whole.

None of the effort put into these activities and activism would be possible without our outstanding and diverse board of directors. We have one of the best representative boards in the state, both in geography and with commodities.

I would like to express my appreciation to you for your confidence in having me serve as your president. It is an honor to serve in this role. Thank you.

"Each one of us have unique challenges that face our individual operations; a creek eroding farm fields and creating safety issues for staff, managing conflicting regulations between city and county as we try to recycle the water from a wash line and cooler, to the deteriorating conditions of county roads leading to your pie shop. We also all have shared challenges such as labor shortages, climate change, and regulations that impact us all; The Farm Bureau provides the strength to resolve both the issues of the individual and the whole."

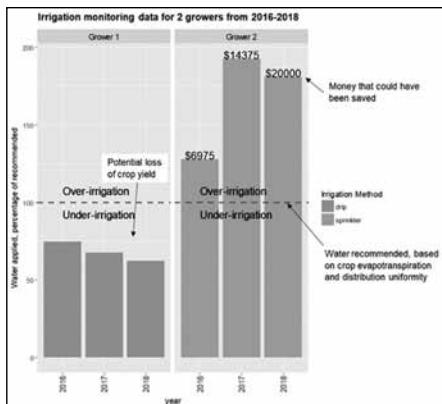
What Can You Gain From Monitoring Your Irrigation?

By monitoring irrigation, growers have the opportunity to save money on water and pumping, improve crop yields, and contribute to the 5,000 acre-feet per year conservation goal for the Pajaro Valley.

To help growers reach the conservation goal, **Pajaro Valley Water Management Agency** is funding irrigation efficiency technical and financial assistance. The **Resource Conservation District of Santa Cruz County** and the **University of California Cooperative Extension** are working together to provide these services.

One form of technical assistance that growers usually receive is irrigation monitoring. Technical experts install a flow meter and data logger to monitor the water application rate. These data can be used to compare water applied to water recommended by CropManage, based on crop evapotranspiration and distribution uniformity. The recommendations are made available to the grower in real time on the CropManage website.

Below are two examples of irrigation monitoring data for a whole crop cycle.



As shown in the figure, Grower 1 is under-irrigating and Grower 2 is over-irrigating. The data for Grower 1 indicate that the grower may be losing crop yield from applying less water than the crop needs. Grower 2 could be saving

money and water by irrigating at a rate more consistent with the crop need.

Grower 2 over-irrigated by 2.79, 5.75 and 8 inches in years 2016, 2017 and 2018. With an estimated price of water of \$25 per Acln (\$300 per AcFt), including augmentation fees and pumping costs, the grower wasted about \$69, \$143 and \$200 per acre in the three years monitored. If this grower irrigated based on recommendations on all 100 acres of their ranch, they could have saved \$6,975, \$14,375

and \$20,000.

Whether the data show under- or over-irrigation, growers are often surprised that the irrigation monitoring data do not look as they had expected. This information can support the grower in making crop management decisions that improve their bottom line.

If you are interested in irrigation efficiency services, or have questions or comments, please contact Erin McCarthy at emccarthy@rcdsantacruz.org / 831 464 2950 ext 10.

Santa Cruz County Farm Bureau

California State Fair

Cal Expo, Sacramento, CA
July 12 through July 28, 2019

26th Annual Golf Tournament

Seascape Golf Club, Aptos, CA
1:00 p.m. Shotgun Start, July 12, 2019

Santa Cruz County Fair

September 11 through September 15, 2019

Annual Directors' Dinner

Location to be determined
November 7, 2019
5:45 p.m.

CFBF 101st Annual Meeting

Monterey, CA
December 2019 TBA

Agri-Culture

11th Annual Testicle Festival

Estrada Deer Camp
194 Hazel Dell Road, Watsonville, CA
August 24, 2019
3:00 p.m. to 7:00 p.m.

23rd Annual Progressive Dinner

To be determined
October 26, 2019
3:00 p.m. to 9:00 p.m.

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Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

CALENDAR

MONDAY - JULY 2
Public Relations &
Information Committee
meeting

WEDNESDAY - JULY 10
Young Farmers & Ranchers
meeting

FRIDAY - JULY 12
26th Annual Golf Tournament

FRIDAY - JULY 26
Focus Agriculture, Session 6
"A Day on the Farm"

- **WEDNESDAY - AUGUST 7**
Legislative Committee
meeting
- **Executive Committee**
meeting
- **Membership Committee**
meeting

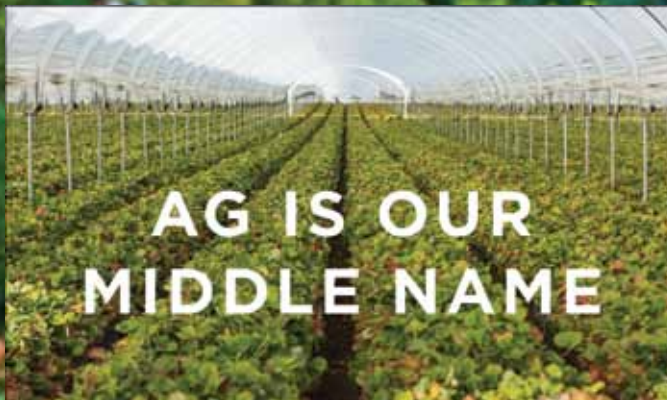
MONDAY - AUGUST 13
Public Relations &
Information Committee
meeting

WEDNESDAY - AUGUST 14
Young Farmers & Ranchers
meeting

SATURDAY - AUGUST 24
11th Annual Testicle Festival

WEDNESDAY - AUGUST 28
Focus Agriculture, Session 7

THURSDAY - AUGUST 29
Board of Directors' meeting



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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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