

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

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

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105th Annual Meeting

## Guy George Named "Farmer of the Year"



(L-R) Tom Am Rhein, Dick Peixoto, Guy George, 2022 Farmer of the Year, and Farm Bureau President, Arnett Young

**G**uy George has been selected as the 2022 "Farmer of the Year". Guy has been farming in Santa Cruz County for 70 years. 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 105th Annual Meeting/Dinner held at the Rodgers House Patio at the Santa Cruz County Fairgrounds in Watsonville on Thursday, June 23rd. The board of directors felt it was appropriate to honor Guy because of his leadership and his role as a mentor to young farmers in the community over the past seven decades.

Other activities of the Annual Meeting included the election of the following directors and officers:

All newly elected terms commence on November 1, 2022.

### DIRECTORS:

- For 1st term, three-year director: **Sean Baird**, Cattle
- For 1st term, two-year director: **James Cunningham**, Cannabis and **Adriana Silva**, Organics
- For 1st term, one-year director: **Brendan Miele**, Ag Support Industry
- For 2nd term, three-year director: **Tom Broz**, Organics and **Amanda Peixoto-Castro**, Organics
- For 3rd term, three-year director: **Nita Gizardich**, Apples and **Cynthia Mathiesen**, Berries

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**Community Foundation funds have been established for Susan Kim Am Rhein and Frank Prevedelli. Visit [agri-culture.us](http://agri-culture.us) for more details.**

# President's Message



Arnett Young

## Summer's Here! Enjoy The Other Wonders Of Santa Cruz County

Summer is here; kids are out of school and families are traveling. Many people travel to Santa Cruz County to enjoy the sun on the beach. They rent vacation homes, visit the Boardwalk, restaurants and local businesses. Sometimes when I run into our "guests", I encourage them to venture away from the coast to explore the other wonders of Santa Cruz County. I encourage you to do the same.

Many visitors to our county do not know that, before amusement parks and housing, much of Santa Cruz County was working land - lime production for cement, lumber, cattle, flowers, in addition to a variety of different crops. Many of our local landmarks still reflect this past; Cowell Lime Works Historic District, Roaring Camp Railroad to move timber to the sawmills, Wilder Dairy Cultural Preserve and the Tannery Art

Center to name a few.

However, many of our local agricultural entities have no landmark for us to remember them by after they have gone, unless you call a "community" housing development a landmark. Antonelli Brothers Begonia Gardens is one example. Begonia Gardens Townhomes is what is left over from Antonelli Brothers Begonia Gardens in Capitola. Begonias were grown locally for over 100 years. For 65 years, begonias were celebrated at The Capitola Begonia Festival. With flowers donated by local growers like Golden State Bulb Growers, volunteers would build floats for this annual parade event. Unfortunately, with increasing land values due to housing encroachment

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*Congratulations to Guy George  
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*Thank You*

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# ASK MARK

**Michael Cahn, UCCE Irrigation and Water Resources Advisor**

## More Efficient Water Management

**Q. Can you describe three steps to more efficient water management?**

**A.** With the drought continuing into another season and stricter water quality regulation requirements in effect on the central coast, improving water management has become a priority for many growers and farm managers. However, most farm managers have little time to spare to oversee changes required to improve irrigation practices in their farming operation. Also, some managers are concerned that if they change procedures unforeseen problems may result that affect the yield or quality of their crops. So where should one start with improving on-farm water management?

The first step is to maximize the application uniformity of your existing irrigation system. The more uniformly an irrigation system applies water to a crop, the less water is needed to ensure that the driest areas of the field have sufficient moisture to sustain crop growth. A mix of different size nozzles or different types of sprinkler heads can limit application uniformity of overhead sprinklers. A submain that is too narrow or beds that are too long could cause excessive pressure losses in drip lines and reduce the uniformity of drip systems.

The second step to improving on farm water management is to optimize the operation and maintenance of the irrigation system. Replacing leaking gaskets in hand move pipe, irrigating sprinklers during low wind conditions, or operating the drip system at the correct pressure will greatly improve the efficiency of an irrigation system.

The third step is to optimize scheduling

of irrigations to match the pattern of crop water use. Tracking weather data such as daily evapotranspiration and rainfall, as well as understanding the water holding capacity of the soil and crop rooting depth can help one accurately estimate the water needs of a crop at different growth stages.

All three of these steps are needed to make progress in improving irrigation management of a farming operation. Fortunately, there are several resources available to assist you with implementing these three steps to improving irrigation efficiency. First and foremost, you are always welcome to consult with myself and my staff as well as staff at the Resource Conservation District (RCD) of Santa Cruz County on ideas for improving irrigation system design and management. Secondly, there is money available for implementing improvements to your irrigation system from the Pajaro Valley Water Management Agency, the State Water Efficiency and Enhancement Program (SWEEP), and cost share funding from NRCS-EQIP. The RCD can assist you with these grants and cost share opportunities and UCCE has staff to help with SWEEP grants. For improving irrigation scheduling, I recommend learning about the online CropManage decision support tool ([cropmanage.ucanr.edu](http://cropmanage.ucanr.edu)) which can accurately recommend how long to irrigate using evapotranspiration data from the CIMIS weather stations. In addition, the RCD and UCCE have combined efforts to assist growers with irrigation management through the PVWMA agricultural water conservation program. We can evaluate your existing irrigation system, or help with scheduling, system design, as well as operation and maintenance. Please don't hesitate to contact us.

# THE WATER NANNY

## Tinkerbell

One of the great wonders of childhood is the tale of Peter Pan, who along with Captain Hook, drove our imaginations wild with fantasy. We all clapped for Tinkerbell. These days it is easy to dream of never growing up. Regrettably, like Wendy, reality deserves some of our attention.

Our local hospital is in bankruptcy, on the verge of closure. How did we get here? It is hard to imagine the poor level of management over the past 20 years, with 22 different hospital CEOs in 20 years. The hospital sold the building about 18 months ago to a Real Estate Investment Trust, and then didn't pay the rent, so the REIT took over and brought in a hired gun, turnaround specialist. A Chapter 11 bankruptcy was the result on Dec. 5.

There are various paths this could take. 1) Bankruptcy liquidation (the Hook.) 2) We need a hospital, there *will* be a solution, just trust us (Tinkerbell.) 3) Green eyeshade financial review, a plan and enough money to buy the hospital out of bankruptcy. Only the last option results in return of a successful, locally owned, non-profit hospital. How is this path feasible?



First of all let's discuss a popular myth that 50% of the patients using the hospital don't pay. Two things here, the actual payor mix is approximately 49% MediCal, 30% Medicare, 19% commercial insurance and 2% self pay. The hospital can receive MediCal coverage for most under 18 or pregnant, if they are uninsured at admittance. The elderly also have government coverage. However, the hospital is very poor at all collections, from individuals, insurance companies and the government, ranking in the bottom 20% statewide, for an estimated annual loss of over \$3.8 million. They have failed to renegotiate insurance reimbursement contracts since 2018, while other providers receive higher payments for similar procedures. The pandemic didn't help either.

The hospital lost over \$20,000,000 in 2021, and it may lose \$10M in 2022 plus incur bankruptcy expenses of another \$10M. There is a feasible plan to revive the hospital financially

as a non-profit community hospital, run by a new community hospital district. The financial details for this turnaround are well prepared and boring. The bottom line is better operations and hopefully vast community financial support are necessary.

Earlier this year the State Legislature created the Pajaro Valley Healthcare District (PVHD) in a blazingly fast 45 days following the bankruptcy. To act on behalf of the new PVHD during bankruptcy, a new non-profit the Pajaro Valley Healthcare District Project was formed. The hard part is raising \$63 million to buy out the operating hospital and fund it for the next two years, after which time it should be profitable. Yes, it can become profitable and serve the valley for many years to come.

Forty-seven million dollars is committed from the State, Monterey & Santa Cruz Counties, Kaiser Permanente, Pajaro Health Trust, Dominican, Watsonville, health insurers, Driscoll's and many other entities supporting a community hospital and several large individual donations. However, \$16,000,000 is still needed by the end of July; that's right, this month.

Faced with this huge number, most people drift back into Neverland. The Tinkerbell approach is a difficult argument to the bankruptcy judge, for her, the judge, it is better to take the Hook than a lingering financial death after discharge. There is still time to line up present and future financing before the sale hearing at the end of August. To help the stars align maybe the State and Health Trust can up their ante, more local donors and foundations can commit, and the Health Care District Project needs to improve their press so more people believe that a profitable hospital is more than a flight of fantasy. *"Opportunity is missed by most people because it is dressed in overalls and looks like work."* (Thomas Edison) ■





# FAVORITE RECIPES

## Spiced Blueberry Galette

Love pie but not all the work? Ditch the stress and save yourself some time by making this blueberry galette seasoned with warm fall spices. Make it a day ahead or enjoy it warm with a scoop of vanilla ice cream! This recipe is courtesy of Driscoll's website: <https://www.driscolls.com/recipes>. Please visit for additional recipes.

### INGREDIENTS:

- |                                                      |                                                   |
|------------------------------------------------------|---------------------------------------------------|
| 1 1/4 cups all-purpose flour                         | 1/4 teaspoon ground nutmeg                        |
| 1/4 teaspoon salt                                    | 1/8 teaspoon ground ginger                        |
| 1 stick (1/2 cup) unsalted butter, cubed and chilled | 1 tablespoon cornstarch                           |
| 4-6 tablespoons ice water, divided                   | 3 packages (6 ounces each) Driscoll's Blueberries |
| 1/4 cup granulated sugar                             | 1 tablespoon lemon juice                          |
| 1 teaspoon ground cinnamon                           | 1 large egg                                       |
| 1/4 teaspoon cardamom                                | 1 teaspoon coarse sugar                           |

### DIRECTIONS:

1. PLACE 1 1/4 cup flour into a medium bowl.
2. ADD 1/4 teaspoon salt.
3. CUT IN 1 stick butter using a pastry cutter, fork, or two knives until mixture resembles pea-sized crumbs.
4. ADD water one tablespoon at a time and STIR between each addition just until dough begins to stick together. Do not over process.
5. TURN OUT dough onto a lightly floured surface.
6. KNEAD dough gently until it comes together into a ball. Do not over process.
7. SHAPE dough into a disk.
8. WRAP dough tightly in plastic wrap and REFRIGERATE 30-60 minutes or up to 3 days.
9. PLACE 1/4 cup granulated sugar into a medium bowl.
10. ADD 1 teaspoon cinnamon, 1/4 teaspoon cardamom, 1/4 teaspoon ground nutmeg, 1/8 teaspoon ground ginger, and 1 tablespoon cornstarch.
11. STIR to combine ingredients.
12. ADD blueberries and SPRINKLE with 1 tablespoon lemon juice.
13. STIR thoroughly to combine ingredients.
14. COVER blueberry mixture and REFRIGERATE until ready to use.
15. PREHEAT oven to 425°F.
16. LINE a baking sheet with parchment paper.
17. UNWRAP dough and PLACE onto a lightly floured surface.
18. ROLL OUT dough to a 12-inch circle.
19. DUST dough lightly with flour and ROLL carefully around rolling pin.
20. UNROLL dough carefully onto baking sheet.
21. SPOON blueberry mixture into center of dough and LEAVE a 2-inch border all around.
22. FOLD edges of dough over berry mixture and OVERLAP as needed.
23. PRESS overlapping seams together gently to seal.
24. CRACK 1 egg into a small bowl.
25. ADD 1 tablespoon water and WHISK thoroughly to make egg wash.
26. BRUSH exposed pastry with egg wash and SPRINKLE with 1 tablespoon coarse sugar.
27. BAKE 30-35 minutes or until crust is golden and filling is bubbly.
28. COOL on baking sheet 10 minutes.
29. SERVE warm or at room temperature.



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The Santa Cruz County Farm Bureau is a vital part of our community, providing an important voice for the Santa Cruz County and Pajaro Valley agriculture industry. Everyone is eligible to apply for Farm Bureau membership and receive the many benefits and services available. By joining the Santa Cruz County Farm Bureau you help support agriculture in Santa Cruz County and the Pajaro Valley.

### How to Join

Go to [www.cfbf.com](http://www.cfbf.com) and click on the "JOIN" button. No need to log in on this page. Go to the bottom of the page and click on NEVER BEEN A MEMBER to set up a new account.

Questions? Contact the Santa Cruz County Farm Bureau  
141 Monte Vista Avenue  
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[sccfb@sbcglobal.net](mailto:sccfb@sbcglobal.net)  
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## I'm a Farm Bureau Member/ Supporter because...



"I am a member because the Farm Bureau is so connected with all aspects of agriculture in the Pajaro Valley and the county and ready to help everyone."

Guy George (King George)  
Grower & 2022 "Farmer of the Year"

## Small Office for Rent in Watsonville

Small office for rent in Watsonville. Ideal for sole proprietor. The office is part of a larger shared office building, complete with two bathrooms and a shared conference room and copy room. The private office is approximately 80 sq. ft, with a window and private locking door. The building has its own parking lot with ample parking. An independent insurance agent and his assistant have used the office for over 25 years, but have retired.

\$695 per month, includes NNN. For more information, please call (831) 724-1356.

# NATIONWIDE NEWS



## Stay On Top Of Key Ag Trends With The Ag Insight Center

*The following information is provided by Nationwide®, the #1 farm and ranch insurer in the U.S.\**

**M**anaging a successful farm or ranch today takes a lot of time and energy. And keeping up with evolving trends and the accelerating pace of innovation is no easy task.

As a way to help farmers and ranchers stay on top of the many issues they face — from day-to-day operations to operation-wide management — Nationwide launched the Ag Insight Center (AIC).

At **AgInsightCenter.com**, you'll find resources, expert tips and timely, relevant content to help you stay in the know on the issues you face and solutions to the challenges of agriculture.

- **Safety and risk management** resources to help you identify and reduce hazards, keep workers safe and protect assets

- **Business and operations** resources to help you stay on top of industry trends, identify business opportunities and run a more profitable operation

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### **Thought leadership from farm experts and industry leaders**

As the #1 farm and ranch insurer in the U.S., Nationwide employs talented and experienced people from agricultural backgrounds – many of whom are farm operators. The thought leadership content you will find on the AIC draws on the expertise and experience of a talented team of industry experts and ag professionals who know first-hand the pressures and challenges facing farmers and ranchers.

For example, Erin Cumings, Nationwide Sponsor Relations Senior Consultant, also raises cattle and farms in Warren County, Iowa. Erin shares with readers her 20 years of insurance experience, hands-on knowledge and expertise in farm safety and risk management and how fellow farmers can

add value to their farming operations.

### **Get content delivered to your inbox**

We encourage everyone to subscribe to the AIC newsletter to get content delivered straight to their email inbox every other month. Each newsletter contains content on trending topics impacting farmers today. No matter where you are — in the field, office or farm shop — you always have quick access to valuable information that can help you manage your operation today and plan for tomorrow.

"The Ag Insight Center is symbolic of the Nationwide commitment to helping our customers thrive," said Nationwide Ag Marketing Director Brad Snyder. "It's a one-stop shop to keep farmers informed on the topics important to their businesses and families. And the AIC email newsletter gets you that information in a snap, no matter where you are or what you're doing."

Visit **AgInsightCenter.com** to see the latest articles, videos and podcasts. While you're there, sign up to receive our bimonthly AIC email newsletter. ■

\*A.M. Best Market Share Report 2021.

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

and increasing costs, the last local begonia grower ceased operations in 2018. After 65 years, the final Capitola Begonia Festival had occurred the preceding year.

There are many other examples of this throughout Santa Cruz and neighboring counties. Capitola's Opal neighborhood is named after a train stop and lumber yard operated by the Loma Prieta Lumber Company. Other neighborhood/housing complexes with names like Sea View Ranch/Apple Hill community, Cherry Orchard Apartment Homes, Plum Orchard Apartments, Orchard City Lofts, and Glen Loma Ranch Apartment Complex are all named after once thriving farms and agricultural lands. All of these were named in memory of what was paved over; rich soils lost in the name of progress. ■

# THE AG COMMISSIONER

Juan Hidalgo, Agricultural Commissioner, Santa Cruz County

## COMMUNICATION AND BEING PROACTIVE ARE KEY TO A SAFE HARVESTING SEASON



**P**eak harvest season is here and everyone is busy organizing different agricultural activities in the fields. These activities include determining which fields to harvest, coordinating the best timing of pesticide applications and protecting fieldworkers and

others. As you complete this important work on your farms and ranches, please keep in mind that **communication** with your own employees and those of neighboring agricultural growers is absolutely essential.

To be protective of fieldworkers, it is strongly recommended that you inform your neighbors of any planned pesticide application at least two (2) days ahead of time so that pest management activities can be properly coordinated with harvesting or other agricultural activities on adjacent farms. If the neighboring agricultural operator notifies you of a pesticide application next to your farm, or if you are unsure, take the time to assess neighboring fields before you direct your employees to harvest next to those areas. Remember that certain pesticides can have offensive odors even after the application has been completed, and these can make employees feel ill.

It is essential that you and your pesticide handlers remain alert while conducting pesticide work and take a **proactive** approach to keep fieldworkers and other bystanders safe. Remember to continually monitor the weather and wind direction, be familiar with the application equipment you are using and ensure it is safe to operate. If you or your pesticide handlers see fieldworkers within 100 feet of the application site, **STOP** the application until you can assess the situation and determine if it is safe to continue. Keep in mind that because of the types of commodities harvested in our county, rarely do fieldworkers remain in one location for more than one hour. Fieldworker crews are constantly moving from one part of a field to another. It is always best to stop an application and wait until fieldworkers have moved to a safe distance rather than to continue spraying when there may be any risk of causing an exposure. Remember that protecting

the well-being of fieldworkers is everyone's priority.

If you are unsure who your current neighbors are, please let us help. Call our office at (831)763-8080 and we will be glad to provide you with that information. Remember that it takes all of us working together to have a safe harvest season and to protect one of our most valuable assets: the agricultural **fieldworkers** that play a key role in bringing food from farm to table. ■

## Save the Date

### Santa Cruz County Farm Bureau

#### **California State Fair**

Cal Expo, Sacramento, CA  
July 15 through July 31, 2022

#### **29th Annual Golf Tournament**

Pajaro Valley Golf Club  
July 15, 2022

#### **Santa Cruz County Fair**

September 14 through September 18, 2022

#### **Annual Directors' Dinner**

November 3, 2022  
5:45 p.m.

#### **CFBF 104th Annual Meeting**

Monterey, CA  
December 4-7, 2022

### **Agri-Culture**

#### **14th Annual Testicle Festival**

Estrada Deer Camp  
August 27, 2022  
3:00 p.m. to 7:00 p.m.

#### **26th Annual Farm Dinner**

Location to be determined  
October 22, 2022  
4:30 p.m. to 8:00 p.m.



# LEGALLY SPEAKING

Written by Alan Smith, The Grunsky Law Firm PC

## ROUNDUP ON ROUNDUP LITIGATION



Alan Smith

In addition to major cases in June, the U.S. Supreme Court, on June 21 declined to dismiss claims by customers contending Roundup weedkiller causes cancer.

The Court left in place a lower court decision that upheld \$25 million in damages awarded to Edwin Hardeman of California. Mr.

Hardeman said he was a Roundup user and blamed his cancer on glyphosate-based weedkillers. Bayer, the current owner of the Roundup brand, had asked the Supreme Court to review the verdict in Hardeman's case, which had been upheld by the 9th Circuit in May 2021. Hardeman had regularly used Roundup for 26 years at his home in northern California before being diagnosed with a form of non-Hodgkin's lymphoma.

Bayer has lost three trials where Roundup users have been awarded damages, while winning four trials. Bayer has won four consecutive trials in state court against people who claimed they got cancer from their use of Roundup. The latest verdict in favor of the company came last week in Oregon. Bayer hoped the conservative-majority United States Supreme Court, which has a reputation for being pro-business would entertain an appeal of the California damage award. *Monsanto Company, Petitioner v. Edwin Hardeman*, (19-16636, 19-16708)

In a separate case, on June 17, the Federal 9<sup>th</sup> Circuit Court of Appeals ordered the U.S. Environmental Protection Agency (EPA) to take a fresh look at whether glyphosate poses unreasonable risks to humans and the environment. The Court agreed with several environmental, farm worker and food safety advocacy groups that the EPA did not adequately consider whether glyphosate causes cancer and threatens endangered species. The EPA has upheld guidance that glyphosate is not carcinogenic and not a risk to public health when used as indicated on the label. Bayer has said it should not be penalized for marketing a product deemed safe by the EPA and on which the agency would not allow a cancer warning to be printed.

The National Association of Wheat Growers; National

Cotton Council of America; American Farm Bureau Federation; National Corn Growers Association; American Soybean Association; National Sorghum Producers; and American Sugarbeet Growers Association, among others had intervened in the case. An argument was that the EPA failed to comply with certain obligations before issuing its decision determining that glyphosate, the active ingredient in the weedkiller Roundup, does not pose "any unreasonable risk to man or the environment.

Bayer has said it should not be penalized for marketing a product deemed safe by the EPA and on which the agency would not allow a cancer warning to be printed. *Natural Resources Defense Council; Pesticide Action Network North America, Petitioners, v. U.S. Environmental Protection Agency*, No. 20-70787, EPA No. EPA-HQ-OPP-2009-0361

Bayer plans to replace glyphosate in weedkillers for the U.S. residential market for non-professional gardeners with other active ingredients. Bayer said in its March annual report that it had resolved about 107,000 cases out of about 138,000 cases overall. Bayer has argued that the cancer claims over Roundup and glyphosate go against sound science and product clearance from the EPA. The EPA has upheld guidance that glyphosate is not carcinogenic and not a risk to public health when used as indicated on the label. ■

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## Interesting California Trivia

California's Bear Flag was adopted in 1911; and until 1953, the image of the bear varied depending on the manufacturer. The image of the bear was standardized in 1953. Grizzly bears weigh between 300 and 800 pounds with some as large as 1400 or even 1700 pounds. The grizzly bear on the California state flag was modeled after one captured by William Randolph Hearst. The California grizzly bear is now extinct.

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# News & Information from RCD

Written by Dan Hermstad, Agriculture Program Specialist  
Resource Conservation District, Santa Cruz County

## Irrigation Efficiency

Optimizing your irrigation efficiency is central to assuring you are making use of every drop of water that is pumped from the ground. But what is meant when people say 'irrigation efficiency'?

Irrigation efficiency can most easily be described as the percentage of water that is pumped from the ground that is applied and used by a crop. If your flowmeter shows that you pumped 20,000 gallons of water at the well and you measured 20,000 gallons of water applied to your crop then you would have an irrigation efficiency of 100%. This never happens of course. There are several ways in which water can be lost. Some examples include leaking pipes, evaporation, water draining below the root zone and open valves to "burn" pressure.

Another measure of your efficiency is the distribution uniformity (DU). This is a measure of how evenly the water is being applied to a field. Even though you may have very high efficiency, it is not desirable to have all the water going to one or two plants and leaving all other plants dry. A high distribution uniformity means that every plant is getting the same amount of water. Drip systems commonly have DU's in the 90% range while sprinkler systems typically have DU's in the 70% range. So drip systems, in addition to saving water, can also create a more even canopy and crop stand.

The RCD performs irrigation system evaluations to determine the efficiency and distribution uniformity of your system. Using a systematic set of measurements we can identify areas where the water you pump from the ground is not reaching your crop and tell you how uniformly it is getting applied to your crop. If you have fields where you are uncertain about the irrigation system in place we can help. You can reach the RCD's Irrigation Specialist at 831-706-8188 or [dhermstad@rcdsantacruz.org](mailto:dhermstad@rcdsantacruz.org) to schedule an irrigation evaluation. ■

### Annual Meeting Continued from Page 1

Officers:

For President and State Delegate, two-year position:

**Dennis Webb** - Timber

For 1st Vice President and State Delegate, two-year position:

**Peter Navarro** - Berries

For 2nd Vice President and State Delegate, two-year position:

**John Pisturino** - Cattle

For Past-President & Alternate State Delegate, two-year position:

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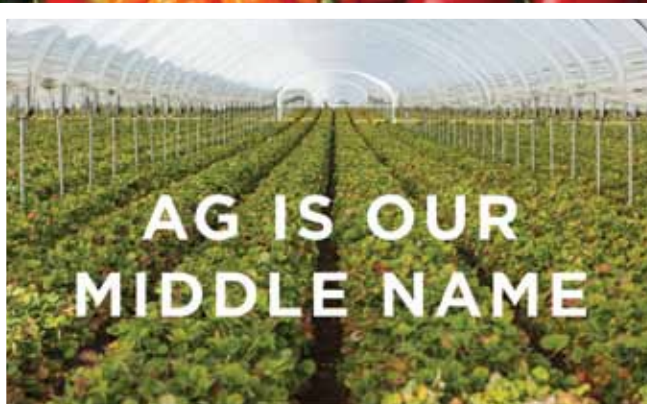
## CALENDAR

**FRIDAY - JULY 15**  
California State Fair begins  
through July 31, 2022

**FRIDAY - JULY 29**  
Focus Agriculture, Session  
6 - Day on the Farm

**SATURDAY - AUGUST 27**  
14th Annual Testicle  
Festival

**SATURDAY - OCTOBER 22**  
26th Annual Farm Dinner



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