

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.

Mary Walter, Editor
Jess Brown, Managing Editor

141 Monte Vista Avenue
Watsonville, California 95076.
(831) 724-1356 or (831) 763-4450
Fax: (831) 724-5821
Email: sccfb@sbcglobal.net
Web: <http://www.sccfb.com>

DOWN TO EARTH WOMEN LUNCHEON ...Record-Breaking Attendance!



(L-R) Maryann Bulich Schnitter, Deanne Dobler Cagnacci and Anne Dobler enjoying the Down to Earth Women Luncheon with over 300 other attendees.

The 8th Annual Down to Earth Women (DEW) Luncheon, held Thursday, May 14, 2015 at **Driscoll's Rancho Corralitos** in Watsonville, had a record attendance – over 300 women! This event is for women who are involved in, or support agriculture in Santa Cruz County and the Pajaro Valley. The purpose of the luncheon is to raise funds for Agri-Culture's Focus Agriculture program, the Jimmie Cox Memorial Scholarship fund and the Santa Cruz County Farm Bureau's school programs.

This year's featured speaker for the event was **Brittany Nielsen, News Anchor, KSBW Action News 8**, who spoke on the topic **"Growing Up Local."**

Also speaking at the event was **Cathy Conway, Hospice of Santa Cruz County**, who spoke about her experience as a participant in Agri-Culture's **Focus Agriculture** program. **Matthew Clifton, 2015 Jimmie Cox Memorial Scholarship recipient**, spoke about his schooling and how the scholarship made a positive impact in his education.

"Like" Agri-Culture's Facebook page to see photos from the 8th Annual Down to Earth Women Luncheon.



See the DEW flyer insert in this issue!

VISIT OUR WEBSITE AT WWW.SCCFB.COM



President's Message

DAVID VAN LENNEP, PRESIDENT

Trying New Things

I am a creature of habit, especially regarding food, and I tend to go back to the old favorites. From time to time, at a restaurant, banquet or party you have an opportunity to try something new and delicious. I can attribute a couple of our now-favorites to such experiences.

Last week my wife attended the DEW (Down to Earth Women) Luncheon, which supports Agri-Culture and Farm Bureau education, scholarship and school programs. This is Agri-Culture's largest annual event, with record-breaking attendance this year. Each year, local growers provide a large bag of fresh fruit, vegetables and herbs to each attendee as a thank you.

We were familiar with all of the items with one exception; a white bulb with lacey green fronds. After some research in the produce department I discovered it was a fennel bulb. So now what? I could not think of anything other than possibly soup that would have fennel bulb as an ingredient. It must be good for something because Lakeside Organics (who provided the veggies) would not take the time to grow this if there was no consumer demand. Sure enough, Google was very helpful and I found a recipe, courtesy of the Food Network and Giada De Laurentiis, that sounded delicious and was within my culinary wheelhouse.

As I am prepping all of this to go in the oven I was feeling

fortunate to have such access to a variety of fresh produce, even if it was by accident. Usually I know just what I want when in the produce department, but now I might spend more time looking at different things to see what looks good. Just another reminder of how close we are to fresh food here.

The baked fennel turned out great with a mild sweet flavor and just a hint of the signature licorice flavor. The texture was akin to artichoke and nicely complimented the main dish. We will certainly be adding this to our side-dish repertoire.

This recipe can be found on Page 5.

“Usually I know just what I want when in the produce department, but now I might spend more time looking at different things to see what looks good. Just another reminder of how close we are to fresh food here.”



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ASK LAURA

Laura Tourte, Farm Management Advisor, UCCE

Light Brown Apple Moth (LBAM) Update

Q. What is the story with light brown apple moth on the Central Coast? Is the USDA regulatory program still in effect?

The USDA regulatory program for light brown apple moth (better known by its acronym LBAM) is still going strong and is very active. These efforts are aimed at limiting the spread of this regulated pest outside of the quarantine zone around the Bay Area which now reaches down to King City, since other areas of the country and the world we send our fruits and vegetables to don't want it. For example, the province of British Columbia, Canada, to whom California exports a lot of berries and broccoli, currently has a zero tolerance for LBAM in these shipments, and a positive LBAM detection there could actually result in Canada refusing to accept shipments of harvested fruit from this county.

Complicating the matter this year is that our warm winter has resulted in larger than normal numbers of leafrollers, including LBAM, in the fields, which of course result in a higher number of detections and positive finds of LBAM. In reviewing, any positive finds of this pest at the monthly cooler inspections are followed by field inspections, which on the occasion of more LBAM larval finds have resulted in closure of that field in part or in whole. It is only after it is determined by inspectors that the field is clean and no longer presents a risk of spreading LBAM, will the grower be allowed to resume shipping produce from that field to outside of the quarantine area.

Growers who intend to ship produce to Canada must sign a compliance agreement every year with the County

Agricultural Commissioner. One of the critical elements of this compliance agreement is a documented program of visual scouting for LBAM on the part of the grower. This scouting must be documented and performed weekly during the harvest season by a Pest Control Adviser (PCA) or an approved scout.

There is a lot of further information available about the regulation and management of light brown apple moth in berries on the Central Coast:

Further elaboration on the inspection protocol can be found here: <http://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=4993>

Information in general about light brown apple moth in caneberries can be found here: <http://ucipm.ucdavis.edu/PMG/r71300211.html>

Information in general about light brown apple moth in strawberries can be found here: <http://ucipm.ucdavis.edu/PMG/r734500311.html>

The above has been an article about light brown apple moth in strawberries and caneberries. For further information concerning this pest and other matters in berries, please contact Mark Bolda at 831-763-8025 or mpbolda@ucanr.edu



THE WATER NANNY

Academic

There is nothing like university research to find the essential truth of the universe. The perfect example of the quest for intellectual purity in the absence of economic reality is the California Nitrogen Assessment (CNA) conducted by the UC Davis Agricultural Sustainability Institute. Last month they released the first draft of **Scenarios for the future of nitrogen management in California agriculture** (<http://nitrogen.ucdavis.edu/>)

CAN developed four scenarios to predict the future: Scenario 1 – End of Agriculture; 2 – Regulatory Lemonade; 3 – Nitropia; and 4 – Complacent Agriculture. Why are any of these ghosts of the future under discussion? Well prior research and academic bias in the Sustainability Institute is that the environment and human health will improve if significantly less nitrogen fertilizer, both conventional and organic, is

End of Agriculture	Regulatory Lemonade
Complacent Agriculture	Nitropia

applied to crops and produced by cattle.

To assist mere mortals to understand the consequences of imposing this objective the

professors (and grad students) developed a four part chart where scenarios to the right are theoretically more profitable, the left less; while up and down show shifts in public policy on nitrogen use. The up-down axis is a regulatory scale where up occurs when regulation precedes technology and down technology leads regulation.

So much for theory. As farmers, sustainability means we have the cash left over from last season to plant next year and hope for good markets. The End of Agriculture is marked by high production costs, increasingly strict regulations, public outcry for strong regulation and a decline in crop values with the failure of small farms. Scenarios 1 and 4 are marked by global consumer preference for cheap food and increasing food imports with less farming in California as farmers leave the state. Yes, our Aggie friends are predicting the end of family farming, so much for sustainability. By contrast Nitropia assumes everyone nationally behaves

as if they bought their produce at the Davis farmers market where consumers "become willing to pay for environmental and health protections."

Bottom line, the Sustainability Institute is projecting that half of the possible outcomes result in less California grown food because it is no longer competitive with imports. This is solely due to stiff fertilizer regulation, never mind drought, water and labor shortages.

On the federal front the current administration is seeking fast track trade authority to negotiate the Trans-Pacific Partnership. This would make NAFTA look like small potatoes. It has the potential to off-shore jobs, increase imports and limit food safety regulations applicable to imported produce.

Maybe in Davis consumers are driven by altruistic and not economic goals, but there are way more people shopping at Walmart and Grocery Outlet than the Nugget and Whole Foods. It is hard to imagine a real world scenario where consumers do not prefer cheaper food over environmentally correct produce. "Under the ideal measure of values there lurks the hard cash" (Karl Marx, *Das Kapital*).



A person without a sense of humor is like a wagon without springs. It's jolted by every pebble on the road.
Henry Ward Beecher



FAVORITE RECIPES

Roasted Fennel With Parmesan

- 4 fresh bulbs of fennel
 - 1/2 teaspoon salt
 - fresh ground black pepper, to taste
1. Preheat the oven to 375° F.
 2. Clean and cut the fennel bulbs: cut them horizontally into 1/3 inch thick slices and reserve the fronds. (note: I found that the pictures displayed them vertically cut)
 3. Take the reserved fennel fronds and chop enough of them to make 2 teaspoons; set aside.
 4. Spray the bottom of a 13" x 9" x 2" glass baking dish with olive oil.
 5. Lay the fennel slices in the dish, making sure that all the pieces are touching the bottom so that they roast rather than steam when they're cooking.
 6. Sprinkle with the salt and pepper, then with the Parmesan.
 7. Drizzle with the olive oil and bake for 45 minutes at 375°F, until the fennel is tender and the Parmesan is golden brown.
 8. Transfer roasted fennel to serving platter, sprinkle with the 2 teaspoons chopped reserved fennel fronds and serve.

This recipe is mentioned in the President's Message. Thank you David and Michelle for sharing!

Reprinted from the San Francisco Chronicle, Open Forum, May 22, 2015 (SFCHRONICLE.COM AND SFGATE.COM)

California Farmers Conserve Water While Feeding The Nation

By Henry T. Perea and James Gallagher

There's a widespread perception that agriculture uses most of California's water and some might believe farmers show little regard for conservation by switching to more water-intensive crops. On the contrary, farmers have reduced their water use substantially and employ water-conservation measures every day while maintaining robust crops and feeding California, the nation and the world.

Let's be clear, agriculture uses 40 percent of California's water (80 percent of water that can be stored, transferred and delivered by aqueduct or pipelines). Urban users account for 10 percent of water use and nearly 50 percent goes for environmental purposes -such as maintaining habitat within streams and supporting wetlands.

As chair and vice chair of the Assembly Agriculture Committee, we understand agriculture is the first to feel the effects of water shortages. Long before the governor's April 1 emergency order for urban areas to reduce water use by

25 percent, water allocations for farmers were drastically reduced, in some cases to zero, by state and federal agencies.

Unlike urban users, who were encouraged, but not mandated, to conserve last year, farmers weren't given the option of opting out of conservation efforts. Statewide nearly 500,000 acres of land was fallowed in 2014, resulting in a \$2.2 billion loss to our economy while also putting 17,000 Californians out of work. Even when confronted with the challenge of diminishing resources, farmers have learned to adapt. They have worked tirelessly to increase productivity and are using roughly the same amount of land and water today as 50 years ago. The value of farm output today is double what it was in the 1960s, when adjusted for inflation. While agriculture is heeding the calls for conservation, conservation alone will not solve our water crisis. It's critical we build new aboveground storage that adds to California's water storage capacity. Even in the last two dry winters, the proposed Sites Reservoir in Colusa County could have

Continued on Page 8

98TH ANNUAL DINNER/MEETING



You're invited to
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Santa Cruz County Farm Bureau
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Gardeners' Club Partners for the Future

With a commitment to promote careers in horticulture and agriculture the Santa Cruz County Gardeners' Club awarded \$300 scholarships to two local high school seniors enrolling in the Cabrillo College Horticulture Program this fall. Partnering with the County Office of Education for coordination and outreach assistance and the Farm Bureau for scholarship recipient selection, these first time scholarships were given to Tryston Cruz from Coast Redwood High School and Yuritza Arciga from Watsonville High School.

Tryston has a very strong interest in sustainable food production and the environment. He volunteered to help design and build an outdoor campus garden for the charter high school. His interest is to use aquaponics to reduce world hunger.



Tryston Cruz

Tryston's aquaculture class teacher, David Grant, says "Tryston is one of the most talented students I have had the pleasure of having in my class."



Yuritza Arciga

Yuritza is an active and eager participant in Future Farmers of America, maintains a high GPA, and volunteers at Farmers Markets and Loaves and Fishes. She plans to major in Agriculture Business with a minor in Horticulture. Yuritza's agriculture class instructor, Erin Larrus, said "I believe Yuritza will accomplish anything she sets her mind to."

The Gardeners Club is thrilled to be supporting the next generation who will be influencing and practicing sustainable horticulture and related fields. We look forward to continuing the scholarship program and collaborating with the Farm Bureau.



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Chiquita Brands International Named In Class Action Suit



Chiquita Brands International was sued last month in the United States District Court for the Central District of California in Los Angeles (Case No. CV 15-02860) in an as yet uncertified class action alleging Chiquita violated the California Consumer Legal remedies Act, the California Unfair Competition Law and that it engaged in fraud by concealing or misrepresenting the conditions under which its bananas are grown to customers who it alleges more and more select their food based on environmentally conscious factors.

The suit alleges that Chiquita improperly marketed on its website that its bananas were farmed in an ecologically friendly and otherwise sustainable manner.

Among the standards alleged in the complaint to be violated by Chiquita were practices that "conserve wildlife habitats, national resources and promote community well-being." The complaint goes on to allege that some of Chiquita's bananas are grown in impoverished areas of Guatemala and many crops allegedly are produced in a way that destroys natural ecosystems, contaminates the drinking water of local communities and poisons local residents. The complaint also alleges that Chiquita failed to disclose such information in its marketing materials and at the point of sale.

The plaintiff is testing legal boundaries by trying to use a line of cases in California about affirmative misrepresentations on consumer packaging and apply it to omissions (failures to disclose). Such a legal standard would likely create a very broad disclosure legal obligation. Can companies ever effectively disclose "everything" that a consumer, somewhere, might subjectively consider important? May almost anything be subject to disclosure, from a company's supplier's practices to campaign contributions to its carbon footprint?

The plaintiff seeks to establish a class action which includes all purchasers of Chiquita bananas in California and to obtain a court order stopping Chiquita from selling in California.

Chiquita is expected to defend that statements on the company website are "puffery" and not specific representations to be taken seriously. The law regarding omissions of material facts however is challenging. Plaintiffs will have to show that the alleged concealed facts would have made a material difference in the mind of a reasonable person. Chiquita will likely oppose the certification of the class action by arguing that every consumer's experience is different and so a class action is not appropriate.

This case reminds us that even agricultural products can be subject to expensive litigation and that advertising, even on websites should be accurate.

California Farmers Conserve Water While Feeding the Nation - Continued from Page 5

captured 900,000 acre-feet of new water. Over the last 30 years, Millerton Lake has released 15 million acre-feet, enough to meet the city of Fresno's water needs for 100 years, to the ocean because it does not have the capacity to store it. The proposed Temperance Flat Reservoir in Fresno and Madera counties would have the capacity to store this water. Sites and Temperance reservoirs combined would be capable of storing more than 3 million acre-feet of water, enough to supply water to more than 6.1 million California households every year.

We are pleased with Gov. Jerry Brown's decisive action to help reduce California's water use, while acknowledging the tough sacrifices already made by California's agricultural community. These are difficult times for all of us. Water allocation doesn't have to be a zero-sum game. Rather, by recognizing that every region has different needs, we can invest in projects that help us more efficiently manage our water.

Democrat Henry T. Perea represents Fresno and Republican James Gallagher of Nicolaus (Sutter County) represents Butte, Tehama, Sutter, Yuba, Glenn and Colusa counties.

FROM THE AG COMMISSIONER

By Mary Lou Nicoletti, Santa Cruz County Agricultural Commissioner

DPR Developing Regulatory Concepts For Pesticide Use Around Schools



In California, the regulation of pesticides to protect human health and the environment is the joint responsibility of the Department of Pesticide Regulation (DPR) and the state's county agricultural commissioners. Pesticide use in and around

schools has recently been highlighted by public agencies, both academic and regulatory, the legislature, and public media. Concerns have been expressed about the agricultural use of pesticides near schools and DPR intends to discuss these concerns at several workshops throughout the state. DPR's goal for the workshops is to gather input from stakeholders as it determines what measures are appropriate to enhance protection of California's schoolchildren.

DPR is seeking input on new requirements for pesticide use near schools. There are currently no comprehensive statewide minimum requirements that apply to agricultural pesticide applications near schools. During the months of May and June, DPR is conducting workshops throughout the state to obtain input from school administrators, growers and applicators, and the public. As a starting point for discussion, DPR is considering the concept of increased communication through notification to schools of applications of certain pesticides intended to be made within a certain proximity to the school while school is in session. Additional restrictions on applications made using specific application methods will also be discussed. The Agricultural Commissioners of Santa Cruz, Monterey, and San Benito Counties intend to participate in the workshop held in Salinas on June 2. The DPR will use the informal comments and discussion obtained at these statewide workshops to develop a proposed regulation, and plans to release the regulation for formal public comment late this year.

Since 2011, DPR and the California Air Resources Board have conducted year-round ambient air monitoring for several pesticides in various agricultural communities throughout the state. Three of these monitoring sites are located at schools; one is located at Ohlone Elementary School near Watsonville. DPR monitors a total of 32

pesticides and five pesticide breakdown products. The pesticides being monitored are selected based primarily on potential health risk. The monitoring results for 1,3-D and methyl bromide concentrations at Ohlone School were less than DPR's regulatory targets and screening levels for 1-day, 4-week, and 1-year periods, indicating a low health risk for these time periods. This monitoring will continue through at least 2015 and will provide information that can be used to guide further regulatory action if needed. The DPR and Agricultural Commissioners have given, and will continue to give, special attention to the protection of children and schools in regulatory decision making. This latest effort by DPR to provide statewide uniformity to use of pesticides around schools highlights California's position as the state with the most stringent and responsive pesticide regulatory system in the nation.

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NRCS NEWS

By Daniel Little, USDA Natural Resources Conservation Service

Build and Protect Healthy Soil

When my grandfather graduated from college in 1950, the Dust Bowl and Great Depression were not-so-distant memories. His first job after graduation was with the Agricultural Extension Service in Missouri. His duties included helping farmers lay out terraces on their land. Fast-forwarding a bit over six decades, 21 percent of the contiguous U.S. has fallen into "moderate to extreme drought." It is no surprise that water has become the major topic of discussion: how we can get more, store more, and use less. However, one part of the equation that may be too easily forgotten is the soil. Healthy soil acts as a great water reservoir. Furthermore, soil erosion—the old enemy that my grandfather's generation knew all too well—

is still a threat. This can be especially true during dry periods that are peppered with a few, intense rain events.

As W.C. Lowdermilk discusses in a 1953 Soil Conservation Service (now NRCS) bulletin "Conquest of the Land through 7,000 Years", failure to protect the soil has actually played a part in the collapse of great civilizations throughout history. This bulletin serves as a stark reminder of how precious a resource the soil is. An electronic copy of the bulletin is available online by searching the bulletin title or as a hard copy at the NRCS office in Capitola. For ideas and help on what you can do to build and protect healthy soil, contact the NRCS at (831)475-1967.

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Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

CALENDAR

FRIDAY - JUNE 5
Focus Agriculture, Session 4

WEDNESDAY - JUNE 10
YF&R meeting

FRIDAY - JUNE 19
98th Annual Dinner Meeting
5:45 p.m. Wine Reception
6:45 p.m. Dinner

THURSDAY - JUNE 25
Agricultural Policy Advisory
Commission

THURSDAY - JUNE 25
Board of Directors' meeting

WEDNESDAY - JULY 1
Focus Agriculture, Session 5

FRIDAY - JULY 3
4th of July Observed
Office Closed

WEDNESDAY - JULY 8
• Legislative Committee
meeting
• Executive Committee
meeting
• Membership Committee
meeting

WEDNESDAY - JULY 8
Young Farmers & Ranchers
meeting

FRIDAY - JULY 10
22nd Annual Golf Tournament

MONDAY - JULY 13
Public Relations & Information
Committee meeting

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