

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

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INSIDE this issue

- 3 Ask Laura**
Frost And Strawberries
- 4 Water Nanny**
Big Whiff
- 5 Recipe**
Mixed Berry Cheesecake
Chimichanga

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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2018 - The Year of the Membership

The Board of Directors has designated 2018 as the "Year of the Membership". The initial effort will be to increase the number of agricultural members. Farm Bureau is the largest agricultural organization in Santa Cruz County. The organization's success over the last 100 years is attributable to its commitment to ensure that agricultural interests are represented, the industry stays competitive and the fertile, rich farmland is preserved. The organization has been a leader in developing innovative educational programs, hosting events, and most importantly, actively

advocating for the grower so their crops can remain competitive and profitable.

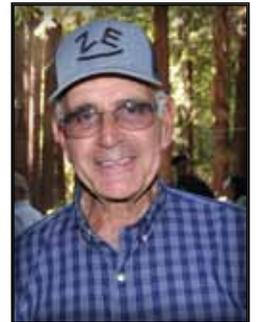
Everyone who is involved in farming benefits from the work carried out by the Santa Cruz County Farm Bureau. If you are not already a member, please join today!

To join the Santa Cruz County Farm Bureau, please stop by our office at 141 Monte Vista Avenue, Watsonville, CA between 9:30 a.m. and 4:00 p.m., call us at (831) 724-1356 or visit our website at www.sccfb.com.

I'm a Farm Bureau Member because...

"Farm Bureau helps farmers, ranchers and timber producers when they need it. They follow legislation and regulations at local, state and national levels. It's good for those in agriculture to be a member of this organization."

John Pisturino, Cattle Rancher and Timber Producer



You're Invited to the 11th Annual Down To Earth Women Luncheon

Thursday, May 10, 2018

11:30 a.m. - 1:30 p.m.

Driscoll's Rancho Corralitos

\$100 per person

For reservations contact Agri-Culture at (831) 722-6622
or visit www.agri-culture.us or www.eventbrite.com
and search for "Down to Earth Women Luncheon"

Get your reservations early!!

VISIT OUR WEBSITE AT WWW.SCCFB.COM

President's Message

THOMAS BROZ, PRESIDENT



“As we look ahead, I believe Farm Bureau is well positioned at the local, state and federal level to help shape policies to fuel this young, passionate generation of farm entrepreneurs. Santa Cruz County in particular, the cradle of the organic farming movement, serves as a model incubator where young people have the opportunity to follow their passion but more importantly acquire the tools to become the next generation of farmers.”

Passionate Millennials – The Next Generation Of Farmers!?

A recent article got my attention when I read that among the millennial generation (people between the age of 25-35) farming is becoming one of the fastest growing careers and fields of study. According to the USDA's latest census, the number of farmers under the age of 35 is growing and here in California the number of beginning farmers has grown by more than 20%. Although we are still losing farmers more rapidly due to age than are being replaced by younger ones, the fact that there is an increase at all among younger farmers, felt like exciting news to me. According to the article, it is something that hasn't happened in years; only twice in the last century.

The question some may ask is whether these often college educated and passionate millennials, with little farming background, will succeed to feed our growing population here and across the world.

At the moment the great majority of these “fledgling” farmers operate small, mostly organic farms, contributing to the growth of what's known as the local food movement.

I can somewhat relate to this new demographic of millennial farmers who often seem to be driven more by a deep seated passion than by hands-on experience and knowledge. When my wife and I started our organic farm twenty-three years ago, organic was considered a fad, nicknamed “hippie” farming. Little did we know

organic would grow into the fastest growing sector in agriculture (8.4% increase in sales in 2016) reaching annual sales of close to \$50 billion. Today, organic farms come in all sizes; from tiny urban gardens to operations farming thousands of acres.

In large part, millennial consumer habits have increased the demand for organic food and may be one of the incentives why young folks are trying to get into farming themselves.

For young farmers, the hurdles to start or scale up a farming business are many. Not only is it a complex and steep learning

President's Message - Continued on Page 6

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ASK LAURA

Mark Bolda, Farm Advisor, UCCE

Frost And Strawberries - Is There Something Growers Can Do To Prevent Too Much Damage?

Q. The call for frost these upcoming days has me thinking what is going to happen to the strawberries? Will they be all right and is there something growers can do to prevent too much damage?

A. Strawberries, being plants from temperate regions, have adaptations to handle colder temperatures, including those below freezing. They can, however, experience set backs when these freezing temperatures occur once the plants are actively growing, like they are now in the early spring.

When a strawberry plant has broken dormancy, cold temperatures no longer offer a benefit through the further accumulation of chill, and therefore, there should be no expectation of enhancement of plant vigor or fruiting from these freezes. The plant has broken dormancy and further cold conditioning does not offer a positive benefit.

Early season freezes will normally not kill strawberry plants here on the Central Coast; but, can present a setback to fruiting. The crown of the plant, being a fleshy organ full of water mostly submerged below the surface of the soil, is well protected. Not so with flowers, and on occasion younger leaves, which are fully exposed to the cold and can die back in a hard freeze. Even if a flower is not killed outright by below freezing temperatures, pollination very likely will be affected and subsequent fruit will be misshapen.

Growers can take measures to mitigate the damage of freezes to strawberries. If one is concerned about an upcoming freeze, saturating the bed with the drip

irrigation before the frost is expected can do a lot. Having the bed full of water accomplishes two things; the first being that the irrigation water being well above freezing will warm the bed and insulate against freezing and second, the cells of the plant in a well watered condition will become turgid with water and this insulates them as well against freezing.

The above has been a discussion of spring freezes and what they mean to strawberries on the Central Coast of California. For more questions on this topic and others in berry production, please contact Mark Bolda, Farm Advisor, UC Cooperative Extension, Santa Cruz County, 831-763-8025.



"Give a man health and a course to steer, and he'll never stop to trouble about whether he's happy or not."

George Bernard Shaw

THE WATER NANNY

Big Whiff

Old does not necessarily mean old school. As much as I should credit all I know to what I learned sitting on Pappy's knee around the pot belly stove, not all has served me well in the 21st century. So, with that in mind, I read in the *Farmer's Almanac* that February would be cool with above normal rain. The coldest February 4-8, which is when I saw a lot of shorts at Pebble Beach. Hopefully you are not using the *Almanac* as you plan your crop schedule for 2018. Even Pappy found its forecasts suspect.



As of February, the Department of Water Resources declared that this winter was the third driest on record, drier than 2013. The *San Francisco Chronicle* is calling for urban water use restrictions, in February. The *L.A. Times* had a different spin with an editorial "Drought, What Drought?" This was not the typical bikini clad head in the sand puff piece from our desert neighbors to the south, but a well-reasoned article that we really have returned to a period of "normal" climate for our arid state, that the period of canal and dam building represented an abnormally wet period, which is now over. Prepare for more State mandates on water use this spring.

So how are Pajaro farmers doing? We draw all of our water from an aquifer which can provide for residents and farms during droughts, provided it is recharged in wet years. In order for the aquifer to become sustainable, a few more major projects need to be completed by the Pajaro Valley Water Management Agency (PVWMA) and farmers need to reach their conservation targets. The largest "project" in the PVWMA master plan is 5,000 ac/ft. of conservation compared to the 2006-2010 base average of 56,383 ac/ft. Last year residents, industry and farmers used 48,762 ac/ft. Great, we blew by the target, but in 2013, a big drought year, use was 61,601. Over the past five years, on average, we only consumed 1,575 less than the base year, or 31% of the goal. The master plan has a ten year scope, so this is not too bad for the first 3 years, but water use in 2018 will be more like 2013 than 2017, and we will fall back.

The PVWMA is ahead of schedule on several of their other big projects. They are also under budget due to several multi-million dollar grants. Indeed, they are much farther along the master plan than anyone expected when it was adopted. However, conservation still remains the biggest part. The PVWMA needs to step up their game, particularly if drought is the new normal.



The Sustainable Groundwater Management Act (SGMA) places great pressure on agencies that manage the various groundwater basins to bring them into "sustainability", including the ability to ration water usage. It also gives the PVWMA the ability to mandate conservation. This is a big stick that should never be used, or necessary. However, the alternative requires a greater push from the agency. The first step, and this was the first step in 2014, is to understand how many acres are irrigated from each metered Ag well. Their action to date are a big whiff.

Subtle encouragement is not a conservation program. There needs to be real outreach, and an understanding of where excess water is applied. Face it, most of us use some type of drip system, so it is not like in days of yore where sprinklers cleaned car windshields on Riverside. So their program needs to be able to seek out excess and be able to educate individual growers that they can do better, without a loss of yield. After all, many of their neighbors already have. The first step is for the PVWMA to complete the survey of acres per metered well. Baby steps are not enough.

"I can accept failure, everyone fails at something. But I can't accept not trying." (Michael Jordan) The PVWMA needs more experience at trying.

Smile



The human brain is a wonderful thing.
It starts working the moment you are born,
and never stops until you stand up to speak in public.



FAVORITE RECIPES

Mixed Berry Cheesecake Chimichanga

This says everything about Easter and Spring. Fresh berries and cheesecake wrapped up in crispy flour tortillas warm from the oven on Easter morning. The recipe was given to me recently by a friend, and although I haven't tried it yet, I wanted to share it. Enjoy!

Ingredients:

6 (8 inch) soft flour tortillas
8 oz. softened cream cheese
2 Tablespoons sour cream
1/3 cup powdered sugar
1 teaspoon vanilla
1 cup diced fresh strawberries (4-5 oz.)
2/3 - 3/4 cup fresh or frozen blueberries (3 oz.)

2 Tablespoon unsalted butter-melted
1/2 cup sugar
2 teaspoon cinnamon

FOR SERVING:

2.5 oz. white chocolate or white chocolate chips-melted
Fresh strawberries-sliced
Fresh blueberries



Instructions:

1. Place the wire rack in the center position and preheat the oven to 400°F. Line baking sheet with parchment paper and set aside.
2. In a shallow bowl, stir together cinnamon and 1/2 cup sugar, set aside.
3. In a bowl, cream together softened cream cheese, powdered sugar, sour cream and vanilla.
4. Fold in strawberries and blueberries.
5. Divide the mixture evenly between 6 tortillas. Spoon the filling in the lower third of each tortilla, fold the two sides of each tortilla toward the center and then roll up tightly (like a burrito) leaving seal side down (you can secure it with a toothpicks if you want).
6. Brush whole chimichanga (top, bottom and sides) with melted butter and roll in cinnamon-sugar mixture to coat well. Arrange on baking sheet.
7. Bake about 8-10 minutes until light golden and crispy. Keep an eye on them after 6-8 minutes or they might burn easily.
8. Drizzle with melted chocolate and garnish with fresh fruits if desired.



President's Message

Continued from Page 2

curve to learn the trade, it's also hard to find good farmland, it's financially risky (try to get a bank loan as a beginning farmer) and often physically very demanding – to name a few!

Since many of today's farmers are to retire in the next ten to twenty years, it is imperative we support and encourage the interest and passion of young, tech-savvy millennials who want to start or have already started farming. It is encouraging to see how many young people view agriculture as the new frontier for today's technological innovations (drones, satellites, autonomous tractors, robotics, social media) with the intention of meeting the double bottom line: a.) profit and b.) solving the planet's societal and environmental challenges.

As we look ahead, I believe Farm Bureau is well positioned at the local, state and federal level to help shape policies to fuel this young, passionate generation of farm entrepreneurs. Santa Cruz County, in particular, is the cradle of the organic farming movement, serving as a model incubator where young people have the opportunity to follow their passion; but, more importantly acquire the tools to become the next generation of farmers.



Happy Easter

2018 Calendar of Events

Santa Cruz County Farm Bureau

National Agriculture Day Spring Luncheon

Heritage Hall, Santa Cruz County Fairgrounds

March 14, 2018

11:30 a.m. to 1:30 p.m.

101th Annual Meeting

Location to be determined

June 21, 2018

5:45 p.m.

California State Fair

Cal Expo, Sacramento, CA

July 13 through July 29, 2018

25th Annual Golf Tournament

Seascape Golf Club

12:00 p.m. Shotgun Start, July 13, 2018

Santa Cruz County Fair

September 12 through September 16, 2018

Annual Directors' Dinner

Location to be determined

November 1, 2018

5:45 p.m.

CFBF 100th Annual Meeting

Reno, NV

December 2 through December 5, 2018

Agri-Culture

11th Annual Down to Earth Women Luncheon

Driscoll's Rancho Corralitos

May 10, 2018

11:30 a.m. to 1:30 p.m.

10th Annual Testicle Festival

Estrada Deer Camp

August 25, 2018

3:00 p.m. to 7:00 p.m.

21st Annual Progressive Dinner

To be determined

October 27, 2018

3:00 p.m. to 9:00 p.m.

FROM THE AG COMMISSIONER

By Juan Hidalgo, Agricultural Commissioner,
Sealer of Weights and Measures

Now Accepting 2017 Crop Report Surveys!



The Agricultural Commissioner's Office has been in the process of delivering crop report surveys to all our growers to collect production data for 2017. We hope to begin receiving completed surveys over the next few weeks. The data received is used to prepare our annual crop report. The data is compiled solely for the purpose of reporting total county-wide statistical averages. Nothing in the report details information specific to any grower, property operator or business. The surveys themselves are destroyed upon completion of the crop report. Providing a report of the acreage, production, and value of agricultural products grown in our County is one of the functions of the local agricultural commissioner. The annual crop report is an important record. The report provides a window of information on agricultural production and economics in Santa Cruz County and serves as good indicator of the health of the local farming community. The statistical data contained in the report allows our growers and our community to get a sense of agriculture in Santa Cruz County. In 2016, the total gross production value for our county was \$637,332,000 with the number one commodity being strawberries valued at \$229,107,000!

Last year's crop report, and crop reports going back more than 30 years, can be found on the Santa Cruz County Agricultural Commissioner's website at www.agdept.com

Information gathered at the county level is used by the National Agricultural Statistics Service (NASS) to assess the value of agriculture statewide. This is particularly important due to the varying climate we find in our state and the more than 400 commodities grown here. Nine of the Nation's top 10 producing counties are in California. California agriculture was valued at \$45.3 billion dollars in 2016, making California the leading state in cash farm receipts. California growers produce more than a third of our nation's vegetables and two-thirds of the nation's fruits and nuts. Commodities grown in Santa Cruz County that are in the state's top ten list include:

Cattle, calves – valued at \$2.53 billion

Lettuce – valued at \$1.96 billion

Strawberries – valued at \$1.83 billion

The importance of California's agricultural production cannot be understated. California's agriculture is so important that our state receives more support and funding from the federal government for its protection than any other state. This is all thanks to your participation at the local level. Your contribution is essential in helping to create a more thorough and accurate report and to continue to promote and support agriculture in our county, California, and our nation. Please email your completed survey to agc060@agdept.com or fax to (831) 763-8255. Thank you for your participation.

A Few Facts About March

- March was known as Hlyda, or Lide in Old English, which means 'loud. This was referring to the March winds, which were considered very noisy.
- It was on 15 March 44BC that Julius Caesar was assassinated in the Senate chamber in Rome – the assassination was led by Marcus Junius Brutus.
- The flower of March is the daffodil and the birthstone is the aquamarine
- It was in March 1889 that the Eiffel Tower was officially opened to the public. It was the tallest building in the world for 41 years before being surpassed by the Chrysler Building.
- Alexander Graham Bell made the first ever phone call on 10 March 1876. He called his assistant and said "Mr. Watson, come here. I want to see you."
- It was on 29 March 1886 that Coca-Cola was developed. The original formula included a small amount of cocaine to give the drinker a bit of a buzz.
- Famous people born in the month of March include Albert Einstein, Vincent Van Gogh, Daniel Craig, Justin Bieber and Bruce Willis.

New 2018 Laws on Parental Leave and Salary History



SALARY HISTORY: California employers no longer can ask a job applicant to reveal their past or present salary, compensation or benefits. The employer must provide a pay range for the open position if the applicant asks.

The law is intended to level the playing field for women, who are sometimes paid less than men for the same job. Woman working full time in California reportedly make a median income of \$43,335, compared with a median of \$50,562 for a man. In theory, the new law will boost the total mean pay of women statewide by almost \$79 billion.

Employers are prohibited from “orally or in writing, personally or through an agent,” asking about your present or previous pay. However, if the employee provides such info “voluntarily and without prompting,” the employer can legally use it “in determining the salary for that applicant”.

PARENTAL LEAVE: Employers with between 20 and 49 employees must now provide up to 12 weeks of unpaid maternity or paternity leave for new parents. And new parents can't lose their job and healthcare benefits while bonding with baby. An employee is not eligible for this leave if they are eligible for state family and medical leave and the federal Family and Medical Leave Act.

The United States is reportedly the only developed country that doesn't require businesses to provide paid parental leave, although the federal Family and Medical Leave Act requires companies with 50 or more workers to allow up to 12 weeks of time off — without pay.

Beginning in January 2018, working parents will now be able to take twelve weeks of unpaid job-protected leave to bond with their newborns. This includes mothers and fathers and biological, adopted and foster children. The law does allow an employee to use vacation time, sick leave or other paid or unpaid time off benefit programs. While an employee is out on leave, the employer must maintain their benefit

coverage. Upon return from leave, the employer must have a guaranteed job that is comparable or the same position the employee held prior to the leave. To be eligible the employee must have worked:

- More than 12 months of service with the employer;
- At least 1,250 hours during the previous 12 month period; and
- At a worksite where the employer has at least 20 employees within a 75 mile radius

Take A Walk To Grow Your Brain

In a study funded by the National Institute on Aging, one hundred twenty people ages 55 to 80 were divided into two groups, with half instructed to walk for forty minutes a day, three time a week. The other half did exercises to stretch and tone their muscles.



After six months, and then again after one year, the scientists measured the size of the hippocampus, a section of the brain that tends to shrink with age.

In the walking group, the volume of the hippocampus had increased by 2 percent at the end of the year, while in the other group the hippocampus had decreased by 1.5 percent.

So whatever your age, remember that taking a brisk walk can keep you physically and mentally healthy throughout your life.

How To Estimate The Amount Of Water To Apply With Each Irrigation Based On Soil Type And Root Depth

The depth of irrigation water that should be applied with each irrigation event depends on the water holding capacity of your soil and on the depth of crop roots. Applying a larger quantity of water than the soil can hold will cause water to drain below the root zone and to be wasted. The tables below provide the quantity of water in inches to be applied in one irrigation event for various root depths. They also provide an estimate of the rooting depth of the most common crops in the area at maturity. The tables are intended as a quick reference tool and not as an alternative to advanced tools such as soil analysis, soil sensors etc.

Clay soils have high water storage capacity (up to 2 inches of water per foot of soil), while sandy soils have low water holding capacity (about 0.5 inches per foot of soil). However, typical irrigation management of berries and vegetables allows only a fraction of this storage capacity to be depleted between irrigations, in order to maintain high soil moisture and to maximize yields. This fraction is called management allowable depletion or MAD. In Figure 1, for strawberry and lettuce, a fraction of 20% of the total water holding capacity of each soil type was used because these crops are very sensitive to water stress. In Figure 2, for broccoli and caneberry we used a fraction of 45%, because these crop are less sensitive to water stress.

As a crop grows, its roots explore a deeper layer of soil and the total water storage capacity of the soil available to the crop increases. Therefore, as the season progresses, larger quantities of water can be applied with each irrigation.

The tables indicate the recommended maximum quantities of water per irrigation, they do not provide the crop water requirement per week or per month, and they do not indicate how often one should irrigate. It is best to use weather-based systems (CropManage, CIMIS) to obtain the crop water requirement or to use soil sensors to decide when to irrigate. Furthermore, the quantities indicated in the tables are averages for each soil type. Keep in mind that the soil water retention capacity is affected not only by soil texture, but also by other factors, including soil structure and soil organic matter content.

For example, Jessica grows broccoli on a loamy sand. She

estimates that the roots of her broccoli are 8 inches deep. From Figure 2, she obtains that she should apply 0.3 inches of water per irrigation. Since her application rate is 0.2 inch/hour, she will run her system $0.3/0.2=1.5$ hours.

Another example. Andrés grows strawberries on fine sand and his crop is at maturity. From Figure 1, he determines that he should apply 0.15 inch per irrigation. His application rate is 0.25 inch/hour so he should run his system for $0.15/0.25 = 0.6$ hours or 36 minutes.

If you don't know your application rate, visit: <http://ucanr.edu/blogs/blogcore/postdetail.cfm?postnum=25303>

For more information, or for a free irrigation system evaluation, contact the RCD of Santa Cruz County: (831) 464-2950, info@rcdsantacruz.org.

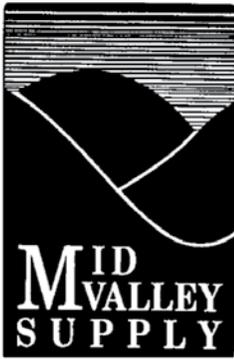
Root Depth [inches]	Clay	Clay Loam	Loam	Sandy Loam	Loamy Sand	Fine Sand	Coarse Sand	
1	0.04	0.04	0.03	0.02	0.02	0.01	0.01	
2	0.07	0.07	0.06	0.04	0.03	0.03	0.02	
3	0.11	0.11	0.09	0.06	0.05	0.04	0.02	
4	0.15	0.14	0.12	0.08	0.07	0.05	0.03	
5	0.18	0.18	0.15	0.10	0.08	0.06	0.04	
6	0.22	0.21	0.18	0.12	0.10	0.08	0.05	
7	0.26	0.25	0.20	0.15	0.12	0.09	0.06	
8	0.29	0.28	0.23	0.17	0.13	0.10	0.07	
9	0.33	0.32	0.26	0.19	0.15	0.11	0.07	
10	0.37	0.35	0.29	0.21	0.17	0.13	0.08	
11	0.40	0.39	0.32	0.23	0.18	0.14	0.09	
Mature Strawberry and Lettuce	12	0.44	0.42	0.35	0.25	0.20	0.15	0.10

Figure 1. Strawberry and Lettuce
Water depth in inch to apply per irrigation for various soil types and root depths, with MAD=20%

Root Depth [inches]	Clay	Clay Loam	Loam	Sandy Loam	Loamy Sand	Fine Sand	Coarse Sand	
1	0.08	0.08	0.07	0.05	0.04	0.03	0.02	
2	0.16	0.16	0.13	0.09	0.07	0.06	0.04	
3	0.25	0.24	0.20	0.14	0.11	0.08	0.06	
4	0.33	0.32	0.26	0.19	0.15	0.11	0.07	
5	0.41	0.40	0.33	0.23	0.19	0.14	0.09	
6	0.49	0.48	0.39	0.28	0.22	0.17	0.11	
7	0.58	0.56	0.46	0.33	0.26	0.20	0.13	
8	0.66	0.64	0.53	0.37	0.30	0.23	0.15	
9	0.74	0.72	0.59	0.42	0.34	0.25	0.17	
10	0.82	0.80	0.66	0.47	0.37	0.28	0.19	
11	0.91	0.88	0.72	0.51	0.41	0.31	0.21	
12	0.99	0.96	0.79	0.56	0.45	0.34	0.22	
13	1.07	1.04	0.85	0.61	0.49	0.37	0.24	
14	1.15	1.12	0.92	0.66	0.52	0.39	0.26	
15	1.24	1.19	0.99	0.70	0.56	0.42	0.28	
16	1.32	1.27	1.05	0.75	0.60	0.45	0.30	
17	1.40	1.35	1.12	0.80	0.63	0.48	0.32	
Mature Broccoli and Caneberry	18	1.48	1.43	1.18	0.84	0.67	0.51	0.34

Figure 2 Broccoli and Caneberry
Water depth in inch to apply per irrigation for various soil types and root depths, with MAD=45%

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CALENDAR

MONDAY - MARCH 12
Public Relations &
Information Committee
meeting

WEDNESDAY - MARCH 14
Young Farmers & Ranchers
meeting

WEDNESDAY - MARCH 14
National Agriculture Day
Spring Luncheon

THURSDAY - MARCH 22
Agricultural Policy Advisory
Committee meeting

THURSDAY - MARCH 29
Board of Directors' meeting

- **WEDNESDAY - APRIL 4**
Legislative Committee
meeting
- **Executive Committee**
meeting
- **Membership Committee**
meeting

MONDAY - APRIL 9
Public Relations &
Information Committee
meeting

WEDNESDAY - APRIL 11
Young Farmers & Ranchers
meeting

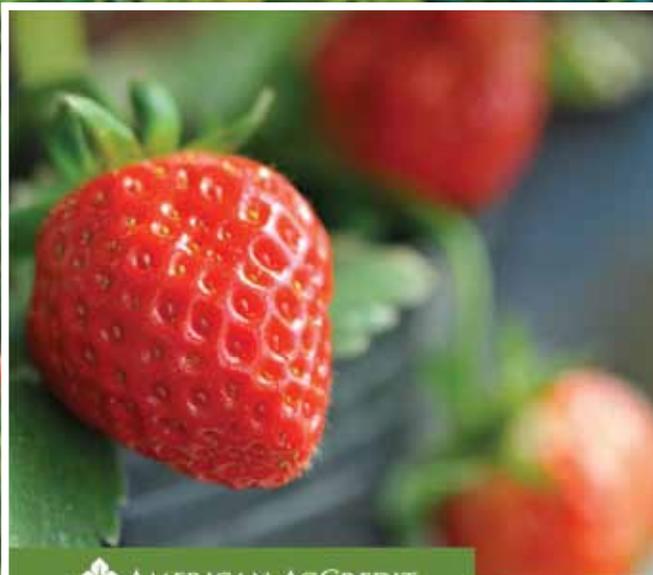
FRIDAY - APRIL 13
Focus Agriculture, Session 2

THURSDAY - APRIL 26
Agricultural Policy Advisory
Committee meeting

THURSDAY - APRIL 26
Board of Directors' meeting

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A Santa Cruz County Farm Bureau Monthly Publication



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