

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

MAY 2013  
VOLUME 37, ISSUE 5

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## FARM



## BUREAU

SANTA CRUZ COUNTY

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

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](mailto:sccfb@sbcglobal.net)

Web: <http://www.sccfb.com>

## A Game of Dodge Ball

President's Message by Cynthia Mathiesen

It's less than a month away from our June 4<sup>th</sup> elections and the fate of Measure T – the annexation of the Sakata-Kett property into the City of Watsonville for the purpose of .... providing jobs?

Hmmm. Have you seen this piece of property? It is providing jobs NOW. The farming operation on this property is established, profitable, and employs numerous local residents with well-paying jobs. This is a business with a solid plan.

The Farm Bureau has been opposed to this annexation from the beginning.



Vote No On T

Some members of our Board of Directors and I have received comments about our strong opposition and asked, if we don't like this annexation plan what are WE proposing for revitalizing our city. Our answer has never wavered.

**Revitalize Watsonville's Main Street – Downtown area before taking over more prime farmland.**

I've heard various stories from the "empty" downtown buildings are not actually empty as they are being used for storage to the vacant buildings are "functionally obsolete". This all sounds like a game of Dodge Ball – avoid the obvious and move somewhere else.

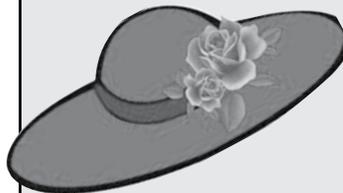
Continued on Page 2

Down to Earth Women

## Do the DEW Luncheon

Thursday, May 16th

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



For Reservations Call  
Agri-Culture at (831) 722-6622  
or visit [www.agri-culture.us](http://www.agri-culture.us)



This event supports Focus Agriculture, the Jimmie Cox Memorial Scholarship Fund and the Santa Cruz County Farm Bureau school programs

Please Join Us!

VISIT OUR WEBSITE AT [WWW.SCCFB.COM](http://WWW.SCCFB.COM)

# President's Message

CYNTHIA MATHIESEN, PRESIDENT



**Ideas are great but any successful business owner will tell you, if you don't have a solid strategic business plan, all of your great ideas aren't worth the piece of paper on which they are written.**

## A Game of Dodge Ball Continued from Page 1

With these answers, two questions come to mind:

1. Is storage the best use of downtown business space?
2. Shouldn't we be focusing on rehabilitating the functionally obsolete buildings?

**Develop the Manabe-Ow property that was annexed into the City of Watsonville in 2002.** To date, nothing has been done with this property that was supposed to be an Industrial and Retail Business Park.

And, what is the plan for the Sakata-Kett property after annexation? There is no plan; only a bunch of ideas that will compete with the remaining downtown businesses. Ideas are great but any successful business owner will tell you, if you don't have a solid strategic business plan, all of your great ideas aren't worth the piece of paper on which they are written. What's more, the landowner does **NOT** want to sell his land and the grower does **NOT** want to stop farming this land. So then what?

Our elected council members and city officials should focus on developing a solid, long-range, strategic business and management plan for our city and not grasping at financial quick-fixes. No one ever said these city jobs would be easy. You have to bite the bullet and do the hard work. No more Dodge Ball. The pay-off can be a thriving and revitalized economy. **Measure T is just a bad idea with no plan to support it.**



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# ASK LAURA

Laura Tourte, Farm Advisor, UCCE

## What Exactly Does 'Local Foods' Mean

**Q:** *I hear so much about 'local foods' and 'local food systems'. What exactly does that mean?*

**A:** *An excellent question, but one not so easily answered. The bottom line is that there is currently no one 'set definition' for local foods and local food systems.*

Many think of both in terms of geography, for example location, region or distance that 'food' or agricultural products travel to market. Others may think of local in terms of farm size, for example small or mid-scale farms; or type of market, for example farmers' markets or community supported agriculture. Still others, when attempting to characterize local foods and food systems, may include production method, for example organic or sustainable agriculture. One thing most everyone agrees on, however, is that local foods and local agricultural products and markets are part of a growing segment of the overall agricultural industry. That said, it is also important to note that local foods and markets are still small in value when compared to the total value of all agricultural production in California (and the U.S.).

Recent reports highlight the increasing consumer demand for local foods and products marketed. Consumers express many reasons for this demand, which range from wanting to know the source of the farm products they purchase, the quality and variety of the products, and a wish to support local farmers and businesses, among other reasons. The

March 2013 Economic Report of the President mentions local food and farm businesses and states that "local goods are also good for the economy", citing a USDA study indicating that local produce farms and markets support higher numbers of jobs than do those that market products outside the local or regional economy.

In addition to the snapshot of local foods and food systems noted above, the Sustainable Agriculture Research and Education Program at UC Davis works on issues and topics related to communities and food systems. They define a sustainable community food system as "a collaborative network that integrates sustainable food production, processing, distribution, consumption and waste management in order to enhance the environmental, economic, and social health of a particular place".

If you are interested in learning more about local foods and food systems, here are links to some of the reports mentioned above:

<http://www.whitehouse.gov/administration/eop/cea/economic-report-of-the-President/2013>

<http://www.ers.usda.gov/publications/err-economic-research-report/err128.aspx>

<http://webarchives.cdlib.org/sw1tx36512/http://www.ers.usda.gov/publications/err97/>

<http://www.sarep.ucdavis.edu/sfs/def>

# THE WATER NANNY

## Three Stooges

**M**oe, Curly and Larry are three of the most haphazard actors ever to grace the silver screen. They slapped each other around for our entertainment without much plot and clearly no goal other than mirth. They have a cult following locally, just look at the discussion of desal in Monterey County, a real slapstick comedy. First we have the regional plan, which went down in flames due to self-dealing by board appointees and agency managers. Then we have the Cal-Am proposal to slant drill into the sand off Marina, which, if it ever gets off the ground, may also steal water from the 180 aquifers Monterey farmers have been working, and paying, to restore since the 60's (see November *Nanny*). Now we have the latest version, Deep Water Desal (DWD) to be constructed behind the power plant in Moss Landing.

If it were not for the mandated end of pumping from the aquifer along the Carmel River by 2016 otherwise rational people would be discussing the merits of multiple costly concepts to provide more water to the Monterey Peninsula. But the press of time and immediate need for more water has forced the issue and distorted reason. DWD has a plan that will not only cure the water shortage, it will provide jobs, build massive ocean water cooled internet data centers, lower electrical rates for Salinas, build an aquaculture facility

and bring high-speed internet service to Salinas agriculture (which we need, right?).

None of the above will happen without pumping cold ocean water out of the Monterey submarine canyon a 1½ miles west of Moss Landing. The

promoters of DWD solve every local problem, except an end to gang violence. Without public need, demand, for drinking water and therefore desal, there would be no hope of obtaining permits from the Monterey National Marine Sanctuary, Coastal Commission, Monterey County, Moss Landing Harbor District, Water Board and State Lands

Commission to build a pipeline into the ocean's deep.

Here is how it all works. Pump ocean water up from the canyon, a great source of very cold and very clean water, in a 48 inch pipeline. Run it through massive data centers full of hot computers for cooling replacing electrical refrigeration. Heating up the water reduces the cost of eventual desal. Then use it in aquaculture, where it will be cleaned as it is no longer pristine due to fish effluent. Finally, up to 25,000 ac/ft. of formerly cold clean water will be desalinated for drinking water for customers in Monterey, Santa Cruz and North Monterey County. Undiluted desal brine discharge will be piped back to the deep. Costs are reduced by having the City of Salinas set up a municipal electrical utility, allowing Salinas to buy at wholesale rates and sell at the cheaper rate to DWD for both the desal and the datacenter. All of this will be up and running by 2016. Just do not read the fine print, compare recent presentations with the DWD website (website could have been hacked?), submittals to the Monterey Peninsula Regional Water Authority or prior presentations; after all it is a project "in development". If you think about it too long it may not happen.

*"The secret of being a top-notch con man is being able to know what the mark wants, and how to make him think he's getting it."* (Ken Kesey, *One Flew Over the Cuckoo's Nest*)





*"Agriculture, the Original Green"*

# FAVORITE RECIPES

## Broccoli Salad with Cabbage and Walnuts

This recipe comes from **Willy Elliott-McCrea**, Chief Executive Officer of the **Second Harvest Food Bank**. Willy, who was chosen as the Pajaro Valley Chamber of Commerce and Agriculture 2012 **Man of the Year**, has been working with Second Harvest Food Bank for more than 30 years. The organization has expanded under Willy's leadership from not only feeding the less fortunate in our region, but now includes a large warehouse, refrigerated storage spaces and a nutrition education program, "Passion for Produce". A website address has been provided below which will allow access to additional healthy recipes with the fresh produce available to everyone in our area. Thank you Willy!

### Ingredients:

1 head of broccoli florets  
1 yellow onion, diced  
2 cups of red cabbage, sliced thinly  
1 cup of walnuts  
2 tablespoon olive oil

1 tablespoon sea salt  
1 teaspoon cinnamon  
1 tablespoon cayenne/chili powder  
1 tablespoon ginger  
1 cup of water



### Directions:

Heat 1tablespoon olive oil in saucepan on medium heat. Add onions and saute until soft. Add sliced cabbage, broccoli florets and water and cook until all water is evaporated (8-10 minutes). Add sea salt and keep warm.

Place walnuts in a bowl and toss with 1tablespoon olive oil, cinnamon, cayenne/chili powder and ginger. Place on baking sheet and bake in oven at 350 for 20-25 minutes. Alternately, toast in a frying pan on low heat for five to ten minutes until lightly toasted, stirring often. Put the broccoli mixture in a bowl and sprinkle the walnuts on top.

The recipe provided above is part of Second Harvest Food Bank's "Passion for Produce" program. Launched in 2010, the goal of the Passion For Produce program is to increase the overall health of low-income residents in Santa Cruz County by providing nutrition education and fresh produce—a combination that will help them sustain healthy habits throughout their lives. Over 750,000 pounds of produce is distributed through the program to more than 6,500 households annually.

The Food Bank has more than 200 Nutrition Ambassadors trained in nutrition, distribution logistics and support at 27 sites. Every month, they provide bilingual lesson plans, tip cards and a healthy recipes featuring fresh seasonal produce. Additional recipes can be found at <http://www.thefoodbank.org/category/category/foodbank-cookbook/>



A man walks into his boss's office and says, "Sir, I know the economy isn't great, but I have three companies after me, and I'd like to respectfully ask for a raise."

After a few minutes of haggling, the boss agreed to a 5 percent raise, and the man got up to leave. "By the way," the boss asked, "which three companies are after you?"

"The electric company, the water company and the phone company."



## New Form I-9 Released

U.S. Citizenship and Immigration Services on March 8 issued its much-discussed and long-awaited revised Form I-9 to verify the employment eligibility of newly hired employees.

Employers have 60 days – until May 7 – to transition to use of the new form, which is dated 03/08/13. While USCIS says employers should start to use the new edition now, they may nonetheless continue to use versions dated 02/02/09 and 08/07/09 until May 7.

In revising Form I-9, USCIS set out to create a version that can be used as a fillable PDF form, to clarify its instructions, and generally to simplify its use.

While a Spanish version of the new Form I-9 is available, it may be used for employment verification in Puerto Rico only. However, employers in other jurisdictions may use that version as a tool to help Spanish-speaking employees understand and complete the English version.

As with its other versions, the new Form I-9 includes lists of documents acceptable for proving an employee's identity and employment authorization.

Differences between the new and prior versions of Form I-9 include a new two-page format and new data fields for foreign passports and the nation issuing that passport, and the employee's telephone number and email address.

You can obtain the new Form I-9 at [uscis.gov/files/form/i-9.pdf](http://uscis.gov/files/form/i-9.pdf) or [fels.net/find](http://fels.net/find) or by calling the USCIS National Customer Service Center at 1-800-375-5283.

USCIS also issued on March 8 a revision of its Handbook for Employers: Guidance for Completing Form I-9 to match the new form.

FELS is analyzing the new form and will provide helpful information about using it as information becomes available. If you have any questions or comments, please contact us by email at [binfo@fels.net](mailto:binfo@fels.net) or call 800-753-9073.

## Save the Dates

**Down to Earth Women Luncheon**  
Thursday, May 16, 2013

**96th Annual Meeting** - Thursday, June 27, 2013

**20th Annual Golf Tournament** - Friday, July 12, 2013

**California State Fair** - July 12 - July 28, 2013

**YF&R Testicle Festival** - Saturday, August 24, 2013

**Santa Cruz County Fair** - September 10 - 15, 2013

**17th Annual Progressive Dinner**  
Saturday, October 26, 2013

**Annual Directors' Dinner** - November 7, 2013

**California Farm Bureau Federation Annual Meeting**  
December 7 - 11, 2013 (Monterey)

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*Together, we'll help keep California working.*  
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## LBAM EXPORT UPDATE



Most of you are aware that detection of a light brown apple moth (LBAM) larva in a strawberry shipment to Canada last fall resulted in an investigation and clarification of export requirements by the United

States Department of Agriculture (USDA). Most commodities are required to meet something called "ISPM-10". This is basically a pest free place of production including an appropriate buffer zone. Commodities grown more than 1.5 miles from a positive LBAM trap are considered to have an appropriate buffer zone.

USDA conducted bilateral negotiations with Canada late in February. As a result, Canada revised the Directive D-07-03 governing LBAM commodities to British Columbia. Commodities that are 1.5 miles away from a trap with an LBAM find remain eligible to ship to Canada under the Directive. However, an additional "path" for growers in counties such as ours that are generally infested with LBAM, was added to the directive. Harvested fruits and vegetables from our county may now be shipped under the "path" of a Compliance Agreement issued by the Agricultural Commissioner. Included in the requirements of that Compliance Agreement are: an IPM program aimed at Tortricids, weekly scouting by an authorized entity, an appropriate treatment if Tortricids are detected, and final quality inspections. Our office has contacted shippers and companies and instructed them to have growers from whom fruits and vegetables for British Columbia will be sourced contact our office to obtain a Compliance Agreement. We are working to post copies of the Compliance Agreement and other pertinent information on our website.

(Those who grow *Brassica oleracea* for shipment to Canada are not affected by this change. Those commodities grown within 1.5 miles of a positive find are already shipped to British Columbia under a separate Compliance Agreement for *Brassica oleracea*.)

Unfortunately, Canada did not change requirements for

nursery stock, cut flowers, and cut greens. Those commodities must still meet ISPM-10, including the appropriate buffer zone. We have asked the California Department of Food and Agriculture (CDFA) and USDA for assistance with this issue. It is my understanding that CDFA is working on a scientifically based certification proposal for submission to USDA that eliminates trapping as a certification requirement from the Federal Order. If successful, negotiations with trading partners could be re-opened to get them to accept the change. This will not be a quick fix. In the meantime, both CDFA and USDA are open to evaluating how nursery premises can qualify as a pest free place of production with appropriate buffer zone, under the current Canadian directive. Our office will continue to be an advocate for keeping the channels of trade open while protecting importing entities by ensuring that requirements are met.

The USDA has submitted a proposal to Mexico similar to the one negotiated with Canada. To date, no response has been received. Unless (or until) Mexico agrees to the proposal, we are not be able to certify nursery stock or harvested fruits and vegetables for export to Mexico.

Also, on April 2, 2013, the USDA added cherry and conventionally produced strawberry fruit to the LBAM exempted host list. This means that these commodities are no longer regulated by USDA for interstate and intrastate shipments. However, strawberries and raspberries are still regulated by Canada and Mexico.

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## Food For Thought



"The limits of the possible can only be defined by going beyond them into the impossible".

Arthur C. Clarke

# SAFETY FIRST

Mike Klimenko, State Fund Farm Bureau Group Manager

## Take Care When Handling Agricultural Chemicals

**A**s springtime gives way to summer on California's farms and ranches, producers find themselves being confronted with crop pests and diseases. For many, this may mean utilizing agricultural chemicals such as herbicides and insecticides.

While all agricultural chemicals registered for use in California come with safety instructions, it is sometimes tempting to gloss over the precautions to get the job done more quickly. I encourage you to avoid that temptation.

Agricultural chemicals perform an important function on today's farms and ranches, and there are many situations where these products are relied upon to get the job done.

Farm chemicals come in many forms, such as a mist, vapor, liquid, dust, fume or gas. Some of these products may present health and safety hazards, and for that reason it is important that persons applying the chemicals and working around them take some basic safety precautions.

Farmers, ranchers and their employees who work with these chemicals should all be knowledgeable about the products, the potential risk, and what should be done to avoid harmful exposure. Everyone should have clear understanding of the method used for identifying hazardous chemicals, and should be trained in their proper use, storage and disposal.

Here are some other tips to read and share with others on your farm or ranch.

- Know what to do in an emergency. If there is a leak or spill, keep away from the area and instruct others to do the same, unless you know what the chemical is and how to safely clean it up.
- Always use appropriate protective clothing such as glasses, apron, boots and gloves.
- If clothing becomes contaminated by a chemical, shower or wash the exposed skin areas. Change and decontaminate clothing or dispose of it if it is designed for one-time use.
- When working with chemicals, always remember to wash hands thoroughly before eating, and if necessary, shower and change clothes before going home.

- Never take food into a work area where chemicals are being used or stored.
- A buddy system or emergency communications system should be used when working with toxic substances in case someone becomes dangerously exposed and is in need of immediate assistance.

Remember that most farms and ranches are more than just places of work. In the majority of cases they are also the homes of farm families. Children and others who may not be familiar with the potential hazards could gain access to hazardous materials that aren't stored safely and securely. Everyone on the farm—family and workers—should be made aware of safety hazards and proper procedures to follow in case of an accident.

Mishaps caused by improper use or storage of hazardous materials can be prevented, but it takes everyone doing his or her part to make the farm a safe place to live and work.

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

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

For more information, call toll-free at (800) 773-7667, or check the State Fund Web site at [www.statefundca.com](http://www.statefundca.com).



Middle Age is when broadness of the mind and narrowness of the waist change places.

*"Agriculture, the Original Green"*

# NEWS FROM THE NRCS

Staci Ruffone, RCD of Santa Cruz County

## A WIN Win To Protecting Pajaro Valley Groundwater Supplies

The Pajaro Valley groundwater basin is in an overdraft condition, as documented in numerous studies conducted over the past 55 years. In response to this serious issue, a group of major landowners in the Valley created the Community Water Dialogue (CWD) in July 2010. Since its onset, the group has included a wide variety of stakeholders, including landowners, growers, government representatives, and environmental groups. The CWD and the Resource Conservation District of Santa Cruz County (RCDSCC) have taken a pro-active approach in identifying solutions to the overdraft problem.

Many growers in the valley have and are using irrigation management systems as a tool to safely conserve water without jeopardizing their bottom line by measuring water efficiency in their fields through probes and wireless towers. The towers involved with this technology, if purchased

by individual growers, present a sizable and redundant investment. Through private donors, existing users and a grant from the RCDSCC, these towers have been purchased to create a valley wide network, the WIN Project. This network allows growers to simply rent or purchase the field monitoring equipment, making this technology accessible to everyone.

The WIN Project uses the Hortau, Inc towers and connects with technology to measure soil tension in real time via the internet. Soil tension measures direct water availability and plant stress. This real time information allows growers to anticipate when to irrigate and for how long; keeping crops growing in optimal conditions. This plant based approach to irrigation management has proven to reduce water use by 30% with no detriment to the crop. For more information about the WIN Project contact the RCDSCC at 464-2950, ext.27



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# Agricultural News

## Snippets from Our Friday Review

• A bill was amended last week in the Assembly to end the partial sales and use tax (sales tax) exemption for farm equipment and diesel fuel used in agriculture and in food processing for transportation from the field to the first point of processing. **AB 769 (Nancy Skinner, D-Berkeley)** would repeal this 12-year old exemption on the state portion of the sales tax, currently at 5.5 percent effective June 20, 2017. It would also sunset the full sales tax exemption for feed, seed and fertilizer used to produce food for human consumption on same date. Surprisingly, the bill also targets sales tax exemption on food for human consumption that is purchased for home preparation. Farm Bureau and a broad coalition of agricultural and food processor organizations are opposed to this very regressive tax measure.

• Requiring state institutions to purchase California grown agricultural products so long as the price is within five percent of out-of-state products was approved on a 7-0 vote by the Assembly Agriculture Committee. **AB 199 (Chris Holden, D-Pasadena)** also requires California schools to purchase California grown agricultural products so long as the price is no higher than out-of-state products. The bill now goes to the Assembly Appropriations Committee. Farm Bureau supports.

## CALENDAR

**FRIDAY - MAY 10**  
Focus Agriculture, Session 3

**THURSDAY - MAY 16**  
Down to Earth Women Luncheon  
11:30 a.m. to 1:30 p.m.  
Rancho Corralitos

**THURSDAY - MAY 16**  
Agricultural Policy Advisory  
Commission meeting

**MONDAY - MAY 27**  
Memorial Day Observed  
Office Closed

**THURSDAY - MAY 30**  
Board of Directors' meeting

**WEDNESDAY - JUNE 5**

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

**FRIDAY - JUNE 7**  
Focus Agriculture, Session 2

**MONDAY - JUNE 10**  
Public Relations & Information  
Committee meeting

**WEDNESDAY - JUNE 12**  
Young Farmers & Ranchers  
meeting

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