

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

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INSIDE  
this issue

- 3 Ask Laura**  
Worth Looking Out For  
Invasive Pests
- 4 Water Nanny**  
Data Farming
- 5 Recipe**  
Cranberry Salsa
- 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.

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>

## Directors' Celebrate the Success of the Farm Bureau's Centennial Year



Matt Bissell, 2005/2006 President, retires from the Board of Directors

The Annual Directors' Dinner was held at the **California Grill Restaurant** on Thursday, November 2nd. It was organized by Public Relations and Information Committee Co-Chairs, **Brendan Miele** and **Adriana Silva**.

President **Tom Broz** welcomed the 40 directors and staff members attending this year's event. He highlighted the 2016/2017 year and the completion of the 100th Anniversary celebration. President Broz thanked **Lakeside Organic Gardens** for being the lead Centennial sponsor and **Driscoll's** as the other major sponsor.

Two directors leaving the Board after many years of service, **Chris Enright** and **Matt Bissell**, were presented with a gift and a certificate of appreciation. New directors added to the board are **Brie Reiter-Smith**, **Nita Gizdich** and **Mike Jani**.

Appreciation was also shown to three directors who have 100% attendance at the Farm Bureau Board meetings. They are **John**

### Pisturino, Gordon Classen and Matt Bissell.

The Farm Bureau is very fortunate that when the organization began in 1917, the original leaders, and those who followed, developed a sustainable plan to have the organization last this long. It is now their responsibility to do the same for the next 100 years. They have been provided with a unique opportunity as part of Past President **Cynthia Mathiesen's** doctorate program to focus on creative sources that will sustain the organization. With her guidance, the Executive Committee will continue to look for entrepreneurial ideas that stay within the mission. Thank you to all for a successful **100th Anniversary Celebration!**



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# President's Message

THOMAS BROZ, PRESIDENT



**“ One can only hope that the temptations of this potential agricultural gold rush does not fall prey, like in a fevered dream, to visions of enormous wealth and jeopardize our current agricultural system.”**

## With A NEW CROP Come Greater Opportunities... Or Headaches

**M**arijuana once the primary target in “the war on drugs” is experiencing an unprecedented turnaround with California’s legalization and designation of cannabis as an agricultural crop. This opportunity has thrown the doors of a potential economic boom wide open and will undoubtedly have an impact on the State’s agricultural industry; but more so in Santa Cruz, where cannabis has always enjoyed a unique popularity.

Different from other traditional food and nursery crops, cannabis’ recreational and medical uses are derived from the “crop’s” inherent psychoactive properties. Grown outdoors for decades, today the preferred, most intensive and profitable form of cannabis production is based on specially bred strains and very sophisticated, high input, indoor production methods. Growing “weed” has taken on a whole new meaning and with the recent release of a draft Environmental Impact Report (EIR) and request for public comment, Santa Cruz is well on its way to develop their own ordinances to regulate production, processing and distribution of cannabis.

In January of 2018, with the onset of legal recreational cannabis production, it is plausible that cannabis farmers will compete for field workers in what has become a very tight ag labor market in the last few years. I sure hope it’s never going to come to a situation where it’s a choice between

weed or berries, weed or timber, weed or lettuce, or Brussel sprouts, or any other of the many crops traditionally grown in our county.

Like for most agricultural crops the best suited land is that which is zoned for commercial agriculture (CA). Cannabis growers may have the means to compete for prime CA land leases, especially in areas where greenhouse space is available. Additionally, it would seem in the interest of cannabis growers to access CA land to secure approval of county and state licenses and more easily meet the new rules and

[President's Message - Continued on Page 11](#)

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# ASK LAURA

Steve Tjosvold, Farm Advisor, Environmental Horticulture, UCCE

## Worth Looking Out for Invasive Pests

**Question:** Are there new pests that could impact the nursery industry in Santa Cruz County?

**Answer:** Gypsy moths were found in Santa Cruz County this year. The first detection in early August was an Asian gypsy moth (AGM) in Santa Cruz and the second detection later in August was a European gypsy moth (EGM) near Nicene Marks State Park. These are closely related moths whose caterpillars feed voraciously on numerous ornamentals and native plants. When first detected by regulatory authorities in selective insect traps, trapping was greatly intensified in a detection area around the original find. If another moth was found in this area, then a quarantine could be triggered that would limit the movement of nursery stock, host plants, and other host materials outside the quarantine area. So far there has not been another moth found in the two established detection areas.

**Question:** What is the difference between an Asian Gypsy moth and European Gypsy moth?

**Answer:** They are genetically very similar, and eggs, caterpillars (larvae) and moths (adults) look very much alike too. However, the AGM has a broader host range and the female moth can fly long distances, which gives it a greater potential to spread and establish in an area where it is introduced.

Both the AGM and the EGM prefer forest habitats and can cause serious defoliation

and deterioration of trees and shrubs. The EGM has more than 300 known host plants but prefers oak. The AGM has a much broader host range (over 100 botanical families), including larch, oak, poplar, alder, willow, and some evergreens. In the eastern United States where the EGM has established, it can defoliate an average of 700,000 acres each year, causing millions of dollars in damage. So far AGM is not established in the United States, but if it did establish itself, the damage could be even more extensive and costly.

**Question:** What can I do?

**Answer:** If you notice extensive defoliation of trees, caterpillars with blue and red dots crawling on the branches or leaves, or velvety egg masses, then contact the Agricultural Commissioner's Office.



*Gypsy moth caterpillars. Mature caterpillars can be 1.5 to 2.5 inches long. They have grayish bodies with 5 pairs of blue spots and 6 pairs of red spots along their backs.*

# THE WATER NANNY

## Data Farming

**D**ata farms are typically large refrigerated buildings housing thousands of computer servers to manage gobs of information for Google and Amazon. Wikipedia says data farming is the process of using designed computational experiments to “grow” data, which can then be analyzed using statistical and visualization techniques to obtain insight into complex systems. The State Water Board has just outlined how it wants all the Regional Boards to step up their data farming.

The State Board has released the 2<sup>nd</sup> Draft Order on appeal of the East San Joaquin (ESJ) WDR on October 10<sup>th</sup>. They have been fretting about this since the first ESJ Draft Order was released in February of last year. On a technical basis the 2<sup>nd</sup> Order is an improvement, but from an implementation point of view the requirements mandated on all state farmers will be overwhelming. The problem is that the Water Board can only regulate discharge. It can set rules about any impairments in discharge, but it cannot mandate how to clean up the water quality. This is fine for surface water or point source discharges that can be discretely measured, but it does not work at all for discharges to groundwater, which is water percolating below your fields that may, 10 or 50 years



from now, reach the aquifer. So they have created a proxy, excess nitrate use compared to other growers of the same crop.

The entire logic for this is based on the Nitrate Expert Panel that found the only scientific way to determine how much nitrate was left in the field was to compare the amount applied, from all sources, with the amount removed at harvest. They also clearly stated that this was not an approach that could be applied as a regulatory mandate due to lack of research and uncertainty. However, this is just what the State Water Board did.

Every farmer must calculate the amount of N from fertilizer, compost and irrigation water (and possibly soil N and crop residue) applied, “A”, and divide that by the amount of N removed at harvest, “R” (A/R). In order to accomplish this water, N and the actual harvest from each crop will be reported to the Regional Water Board or an Ag Coalition who

will report it on the grower’s behalf (no such coalitions exist on the Central Coast). There are three problems here.

This may be feasible if you grow 1,000 acres of almonds, which will be the same crop of the same size every year, but it is a record keeping nightmare if your grow multiple vegetable crops of various sizes on 200 acres over the course of a season. Whether you have 40 acres of romaine or ¼ acre of kale, the N applied will need to be calculated individually and reported.



You will report your actual harvest, which could become a public record. Growers with a high A/R ratio will be required to have further education, seek professional help or face regulatory enforcement. The goal may be laudable, reducing N in groundwater, but the result will be similar to requiring all people to report their height and weight, and those over a certain ratio, that is fat people, will have to face the same brave new world mandates.

For most Central Coast crops there is no existing data on how much N is trucked off the field with each harvest, so growers are required to fund the research to determine an equation for N removed with a 20 count box, or crate, or bin or whatever is harvested from the field, with each and every harvest.

I could rant on, as this is only the most onerous provision of the EJS 2<sup>nd</sup> Draft Order. There are other provisions which are of significant concern. The State Board has scheduled a workshop in Sacramento on December 6, 2017 at 9:30 and comments are due by noon December 15, 2017. If you would like to study this on your own, the 2<sup>nd</sup> Draft Order is available at: [https://www.waterboards.ca.gov/public\\_notices/petitions/water\\_quality/docs/a2239/esj2239\\_draft2\\_cleanorder.pdf](https://www.waterboards.ca.gov/public_notices/petitions/water_quality/docs/a2239/esj2239_draft2_cleanorder.pdf).

Plants are not algorithms. Farming is hard enough without forcing a Pajaro farmer to be compared to a King City grower and penalizing the one that failed the math test.



# FAVORITE RECIPES

## Cranberry Salsa

### INGREDIENTS:

- 12 ounce package frozen cranberries
- 1/2 to 1 cup granulated sugar, to your taste
- 6 green onions (chopped)
- 1/2 cup fresh cilantro leaves (chopped)
- 1 jalapeno pepper (seeded and finely chopped)
- 1 Tablespoon fresh lime juice
- 2 tablespoons grated orange peel
- 1/2 teaspoon salt, optional

### DIRECTIONS:

Place cranberries and sugar into the bowl of a food processor. Pulse until coarsely chopped.

In a medium bowl, stir together cranberry mixture, green onions, jalapeno, cilantro, orange zest and lime juice.

Cover and refrigerate for several hours or overnight for optimal flavor.

Note: This is an old recipe that has been around for years and is always good during the holidays. It's great with turkey, pork or served over cream cheese with your favorite cracker.

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## RCD News: Opportunities for Pest Management Assistance

Written by Lisa Lurie, Resource Conservation District of Santa Cruz County

The Resource Conservation District of Santa Cruz County (RCD) is working with growers and partners in the Pajaro River watershed to manage pests through methods that minimize unintended impacts of pesticides on waterways.

The RCD understands that pest management decisions amongst growers are dynamic and made based upon many factors including efficacy, pest resistance, worker safety, impacts on non-target organisms, residues, water and air quality concerns. We also know that effective strategies exist to minimize use or reduce off-farm movement of pesticides without compromising crop quality.

Technical and financial assistance is available, including:

- Assessments to understand site-specific pest management needs and potential management practices.
- Sprayer calibration and equipment upgrades to improve uniformity and efficiency of pesticide application.
- Integrated Pest Management assistance to reduce pesticide use and/or off-farm movement of pesticides using source control methods such as hedgerows, irrigation water management, cover crop, conservation

crop rotation, insectary plantings, or vacuums. These practices can also help with meeting organic transition requirements.

- Assistance designing and installing practices to collect and treat water from one or multiple ranches through sediment traps, vegetated treatment and/or activated carbon filtration. Data have shown that pyrethroids are effectively removed by sediment basins and vegetated ditches because these pesticides readily adhere to sediments and plants. Neonicotinoids such as imidacloprid are more soluble and require additional treatment steps. Research has demonstrated that granulated activated carbon is effective at removing more soluble pesticides, and this material is used on a large scale in municipal drinking water systems, as well as home drinking water filters.

For more information or to schedule a site assessment, contact: Lisa Lurie, Resource Conservation District of Santa Cruz County, (831) 464-2950 x 27 [llurie@rcdsantacruz.org](mailto:llurie@rcdsantacruz.org)

*Funding for this project is provided by the California Nonpoint Source Pollution Control Program Federal Clean Water Act Section 319(h), administered by the Central Coast Regional Water Quality Control Board.*



## “A Backward Glance - 80 Years in Review” - Part 2

Ronald H. Tyler, UC Farm Advisor, Emeritus\*

The Farm Bureau became very active in county politics, electing three members to the Board of Supervisors in 1956. Four Farm Bureau members were on the Planning Commission. The Legislative Committee reported that the County Planning Commission, for the first time, gave consideration to agricultural land use. The threat was a “current tendency to take up the best agricultural land for housing and urban development”.

The 1960s brought adoption of a general plan and zoning, which actually benefited agriculture. Water was a big issue. The San Felipe Project was being planned and water was promised to the Pajaro Valley. Unfortunately, this county pulled out of the project because some thought it would be growth inducing. Flood control along the Pajaro River was undertaken.

Farm Bureau did a member survey! Compulsory unionization of farm workers was opposed (180 to 7). Reducing the cost of government was favored and Farm Bureau opposed air pollution controls.

Fairs were always supported by Farm Bureau. Originally the farm centers competed, but now there is but one county Farm Bureau. And, of course, the Apple Pie Contest.

The 1970s were also eventful. Labor unrest was a hot issue. Clint Miller (as your then president) was trying to get the Pajaro River cleaned out and dredged. Farm Bureau started the “Farmer of the Year Award” in 1979. Annual meetings were still a barbecue and Jess Brown was hired off a hog farm in Riverside.

The 1980s brought the Medfly and the formation of the Pajaro Valley Water Management Agency. You also elected



(L-R) Clint Miller, 1985 Farmer of the Year and Sherry Mehl

your first woman president, Sherry Mehl, to the Board of Directors; also, with grave reservations, supported the annexation of the Franich property if certain conditions were met. Then you adopted a growth policy concerning Watsonville that future annexations should preferably be north and/or north west of the present city limits”. In 1983, you started the Friend of Agriculture Award (now the Al Smith Friend of Agriculture) and in 1987, Farm Bureau started recognizing Farm Families. This decade jolted to a close with the Loma Prieta earthquake.

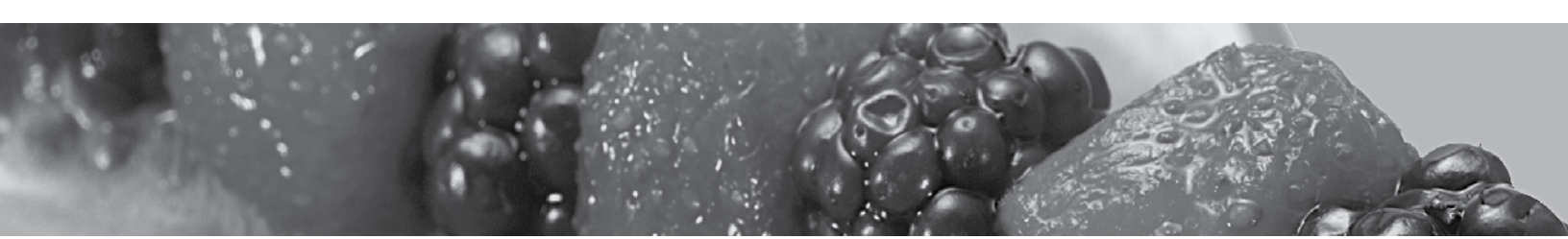
In the 90s, Agri-Culture was formed to educate the public. The Farm Bureau office was moved to its present location. Water again is a dominant issue as is labor. Watsonville growth onto agricultural land is still an issue. Too bad Farm Bureau didn't have a map handy when writing the growth policy adopted in the 80s because north of Watsonville lies good ag land. A revision has been made to correct this error. Oops, a flood occurred in 1995. Guess who was hit hard! Does the name Miller come to mind. “Toxic” blue barrels got a lot of press. In ‘96 and ‘97, the United Farm Workers targeted the strawberry industry. Lots of “celebrity” farm labor experts were brought in to help solve the problem. Some issues just won't go away.

Why has Farm Bureau survived? Let me read a stanza from a song. *“The American Farm Bureau Spirit”, from the AFBF song book of 1942, “From the cotton growing southland, To the northern fields of grain, From the eastern farms and dairies, To the western fruited planes, Thru the realm of agriculture advancing fearlessly. Moves the great Farm Bureau spirit of progressive unity”.*



1994 Farmer of the Year, Frank Estrada

This series will conclude in the December issue



## CALIFORNIA FARM BUREAU, JOHN DEERE ANNOUNCE NEW DISCOUNT PARTNERSHIP

**F**arm Bureau members in California will qualify for special access to the John Deere GreenFleet™ Loyalty Rewards program, under a new partnership between the California Farm Bureau Federation and John Deere.

The program provides Farm Bureau members with a free, two-year Platinum 2 membership. Along with equipment discounts, GreenFleet Loyalty Rewards Platinum members are eligible for special parts savings, Home & Workshop Products discounts and other members-only promotions.

Typically, a customer must initially purchase five pieces of qualifying equipment within 12 months to reach Platinum 2 status. Farm Bureau members will automatically qualify by signing up through [JohnDeere.com/FarmBureau](http://JohnDeere.com/FarmBureau) for these benefits:

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- **Exclusive Member Promotions:** New, exclusive offers and promotions, along with insider tips and ideas for enhancing members' equipment experience.

To participate, Farm Bureau members can visit the CFBF website at [www.cfbf.com/member-benefits#agriculturalsupplies](http://www.cfbf.com/member-benefits#agriculturalsupplies) or [JohnDeere.com/FarmBureau](http://JohnDeere.com/FarmBureau). Once registered, the member will receive a GreenFleet member number and can instantly access program benefits. Members can purchase online at [JohnDeere.com/BuyOnline](http://JohnDeere.com/BuyOnline) or by visiting a local John Deere dealer. To find out more about GreenFleet Loyalty Rewards, visit [JohnDeere.com/GreenFleet](http://JohnDeere.com/GreenFleet).

The California Farm Bureau Federation works to protect family farms and ranches on behalf of more than 48,000 members statewide and as part of a nationwide network

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**FROM THE AG COMMISSIONER**

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

## Looking Ahead to 2018



As the 2017 agricultural season begins to wind down in our region, I find myself thinking about new pesticide regulatory changes occurring at the state level that will become effective in 2018. It is not uncommon for the New Year to bring updates to current pesticide laws and regulations, and for the most part these are relatively minor, serving primarily to clarify existing regulation. My office will be working to help educate Santa Cruz County growers on how the revisions may impact their agricultural operations. Noteworthy among the changes that 2018 will bring are modifications to the Worker Protection Standards (WPS) and the new Pesticide Use Near Schoolsites regulation.

Changes to the WPS include the removal of the definition for application exclusion zone and revised requirements for notice of completed applications. In addition, there will be new requirements for fieldworker training and fieldworker access to onsite decontamination supplies, posting requirements for treated fields, and revisions to the training program requirements for employee pesticide handlers.

The new Pesticide Use Near Schoolsites regulation will add sections 6690, 6691, 6692 and 6693 to Title 3, California Code of Regulations. These sections will require growers to provide annual notification to school principals, child day care administrators and the Agricultural Commissioner for any pesticides that may be used on agricultural fields within a quarter mile of a schoolsite (public schools and child day care facilities) and will prohibit certain pesticide applications Monday through Friday from 6:00 a.m. to 6:00 p.m. The Pesticide Use Near Schoolsites regulation will require that growers meet specific notification deadlines and that notification information include maps that show the location of the farm and its proximity to schoolsites. Options are being explored to help growers provide this information in an easy and effective manner to school officials using electronic notification. My office will also be working closely with growers during the permit renewal process to identify any of their agricultural fields that may trigger the school notification requirements

and discussing the restrictions and notification options.

These regulatory changes are expected to be adopted before the end of the year. The text of the proposed regulations can be found on the California Department of Pesticide Regulation website ([www.cdpr.ca.gov](http://www.cdpr.ca.gov)) by searching the key words "proposed and recently adopted regulations." We hope to provide more specific information regarding these new regulatory changes this winter during our continuing education class workshops. Please check our website ([www.agdept.com](http://www.agdept.com)) or call our office for dates and times for these workshops.



"The most wasted of all days is one without laughter."

e. e. cummings

### I'm a Farm Bureau Member because...



"As a small grower in Pajaro Valley, the Santa Cruz County Farm Bureau represents and informs me of current issues in agriculture that directly affects my financial security. It is also a means and opportunity to educate and support our young and future farmers in our community."

Georgeann Eiskamp



## How Often Do Governors Say No?



**G**overnor Brown vetoed just 118 of 977 bills that came to his desk in 2017, one of his lower veto rates in recent years. His veto rate — 12% — is lower than the 15% he rejected in 2016. He vetoed 159, or 15% in 2016. That was his highest since returning to Sacramento

in 2011. His six-year average veto rate for bills approved by the Legislature is just 13%. This is nearly triple his veto rate during his first two terms in 1975-1982 (4.6%). In 1982, Governor Brown vetoed just 30 of the 1,674 bills he considered, setting the record for the lowest number of vetoes and the lowest veto rate (1.8%)

In the last 50 years, the lowest number of vetoes was Jerry Brown with 1.79% in 1982 and the highest was Governor Schwarzenegger at 35.17% in 2008.

Governor Brown declined to sign a bill this year that would have required presidential candidates to release their tax returns to appear on California's primary ballot. President Trump has broken with tradition and kept his returns secret.

"Today we require tax returns, but what would be next?" Brown wrote in his veto message for Senate Bill 149. "Five years of health records? A certified birth certificate?"

The Legislature passed a package of 15 bills aimed at jump starting the state's inadequate housing supply and help homeless get off the street. Senate Bill 2, by Sen. Toni Atkins, narrowly passed by a two-thirds vote on the final day of the session. It will provide roughly \$250 million a year for the construction of affordable housing. Senate Bill 3, by Sen. Jim Beall, D-Campbell, will put a \$4 billion affordable housing bond on the ballot next year. The Governor signed all 15 bills.

He vetoed legislation that would have extended the statute of limitations for some sex abuse victims. Senate Bill 131, by Sen. Jim Beall, D-San Jose, would have opened a yearlong window for sex abuse victims who were excluded from a 2003 law that extended the statute of limitations. Governor Brown's veto message reminded us of his classical education. "Statutes of limitation reach back to Roman law and were specifically enshrined in the English common law

by the Limitations Act of 1623," he wrote. "Ever since, and in every state, including California, various limits have been imposed on the time when lawsuits may still be initiated. Even though valid and profoundly important claims are at stake, all jurisdictions have seen fit to bar actions after a lapse of years."

"There comes a time when an individual or organization should be secure in the reasonable expectation that past acts are indeed in the past and not subject to further lawsuits," he wrote. "With the passage of time, evidence may be lost or disposed of, memories fade and witnesses move away or die."

Brown also vetoed labor union-backed legislation that would have limited the use of paid signature-gatherers to qualify statewide ballot initiatives. Assembly Bill 857 would have required persons seeking to qualify an initiative for the statewide ballot to use non-paid volunteers to collect at least 10 percent of signatures.

Critics said the bill would give labor unions, with their large memberships, an unfair advantage in California's initiative wars. Brown, who was successful in Proposition 30, his own initiative to raise taxes last year, said "requiring a specific threshold of signatures to be gathered by volunteers will not stop abuses by narrow special interests – particularly if 'volunteer' is defined with the broad exemptions as in this bill."

For more statistics about the use of the California Governor's use of the veto. see the October 16, 2017 report by California Senate Office of Research found here: <https://goo.gl/LnyyMm>

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# President's Message

## Continued from Page 2

regulations that other commercial farmers are subject to.

One can only hope that the temptations of this potential agricultural gold rush does not fall prey, like in a fevered dream, to visions of enormous wealth and jeopardize our current agricultural system. It is important that any economic gain from the legalization of cannabis will not be monopolized but instead achieve the greatest public benefit by improving the environmental, economic and social well being of our community.

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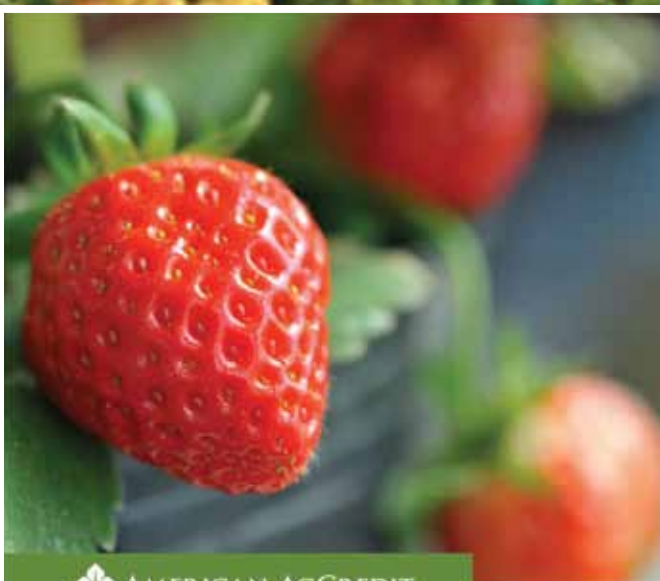
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# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication



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## CALENDAR

**THURSDAY/ FRIDAY - NOVEMBER 23 - 24**

Thanksgiving Observed  
Office Closed

**WEDNESDAY - DECEMBER 13**

Legislative Committee meeting  
Executive Committee meeting  
Membership Committee meeting

**WEDNESDAY - NOVEMBER 8**  
Young Farmers & Ranchers meeting

**SUNDAY - DECEMBER 3-6**  
CFBF Annual Meeting

**MONDAY - NOVEMBER 13**  
Public Relations & Information  
Committee meeting

**MONDAY - DECEMBER 11**  
Public Relations & Information  
Committee meeting

**WEDNESDAY - DECEMBER 13**  
Young Farmers & Ranchers meeting