

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

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# FARM



# BUREAU

SANTA CRUZ COUNTY

Between The Furrows is a monthly  
publication of the SCCFB.  
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## Santa Cruz County Farm Bureau Named Organization of the Year!

*Farm Bureau Also Wins Several State Awards*

We are being honored as **"Organization of the Year"** by the Santa Cruz Area Chamber of Commerce. The presentation will be made at their 125th Annual Community Recognition Gala on Friday, November 14th.

We have been also named by the California Farm Bureau Federation as **2014 County Farm Bureau of the Year** in our membership class and will receive **five County Activities of Excellence Awards** in these areas: Membership, Policy Implementation, Leadership, Ag Education and Public Relations.

In addition, we have been chosen as a **finalist for the Innovator Award** and invited to display our program/project at the CFBF Annual Meeting in Anaheim, December 6 - 10.

The presentation of these awards and the announcement of the Innovator Award will take place during the Awards Dinner on Monday, December 8th

**Congratulations everyone, these honors couldn't be achieved  
without everyone's hard work!**

## Introducing David Van Lennep

### 1. Where did you grow up?

*I was born in San Gabriel CA, which is near Pasadena, and lived there until about 5 years old. My family then moved to San Diego where we lived for 8 years, then to the high desert of Los Angeles County until graduating high school.*

### 2. How and when did you decide to pursue a career in forestry?

*By my junior year of high school I had decided to pursue a career in forestry. This came about from years of camping with my family, and involvement in Scouting, where I cultivated an appreciation and love for the outdoors. I realized fairly early that a career behind a desk was not going to suit me well.*

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# President's Message

DAVID VAN LENNEP, PRESIDENT

**"...U.S and California farmers produce the safest, most efficiently produced local food. As we see the many downsides of having other resources and products come in from abroad, having a plentiful well-regulated local food supply is a good idea."**

## Introducing David Van Lennep

### 3. What brought you to Santa Cruz County?

*In 1993, my wife (we were not married then) was accepted to San Jose State University. We moved to San Jose to be close to school and I commuted to Santa Cruz to work as a forester. Neither of us liked living in San Jose and moved to Santa Cruz less than a year later.*

### 4. What is the most important issue facing the timber industry?

*The timber industry suffers from many of the same issues as other agriculture. We are constantly struggling against unnecessary regulations and restrictions, public perceptions, endangered species and increasing urbanization. One unique problem is the devastating impact of recent catastrophic fires statewide.*

### 5. How did you become involved in Farm Bureau?

*I was approached by another forester who has been very involved in our Farm Bureau over the years. He made a great pitch for Farm Bureau as an organization, and the importance of having timber represented on the Board.*

### 6. Why is it important to be a member of the Santa Cruz County Farm Bureau?

*For someone in agriculture, the Santa Cruz County Farm Bureau provides a voice on a wide range of issues. Farm Bureau advocated for agriculture on issues from invasive pests, to groundwater, to county regulations. For those not in agriculture, Farm Bureau provides a great inside look at*

*local farming, how and where to access local produce and information about important local issues.*

### 7. Why is it important for non-farmers to support farmers?

*Put simply, because everyone needs to eat. More specifically, U.S and California farmers produce the safest, most efficiently produced local food. As we see the many downsides of having other resources and products come in from abroad, having a plentiful well-regulated local food supply is a good idea.*

### 8. What are you most proud of regarding the Santa Cruz County Farm Bureau?

*The people. Farm Bureau members are*  
Introducing David Van Lennep..Continued on Page 7

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# ASK LAURA

Laura Tourte, Farm Management Advisor, UCCE

## Learn More About Local Farms And Crops In Santa Cruz County?

**Q:** Do you have any resources that can help me learn more about local farms and crops in Santa Cruz County?

**A:** We have a brand new resource guide, titled "Fresh • Starts • Here", that can help with your question! The guide highlights Santa Cruz County agriculture, and includes short profiles of five of the area's many farmers, what they grow, where they farm, some background on their farming operation, and a link to their website. The guide also has portraits of some locally grown crops, for example, apples, berries, broccoli, leafy greens, onions and leeks, and tomatoes, among others. Each crop portrait includes information on how to choose and store the product, as well as some preparation ideas.

There is more! In addition to information about local farms, farmers, and crops, the guide contains nutrition information, and highlights some of the health benefits associated with eating fruits and vegetables. Four physicians and a registered dietitian from the Palo Alto Medical Foundation (PAMF) Santa Cruz are also profiled in the guide, in which they share health and healthy eating tips.

And there is still more! If you are interested in knowing what fruits and vegetables are in season in Santa Cruz County, and how to find local produce, for example, at farmers' markets, u-pick operations, and community supported agriculture operations (CSAs), the guide can help you. If you would like information on family meal planning, or how many servings of fruits and vegetables are recommended each day, the guide can assist you. There are also simple recipes – some from farmers and doctors – to help with home meal preparation and healthy eating.

This unique resource guide was developed in collaboration with UC Cooperative Extension, the Santa Cruz County Farm Bureau and local farmers, and PAMF Santa Cruz. We hope that it will provide you with the information you are looking for. And please stay tuned! Spanish language and internet accessible versions of the guide are planned. If you have additional questions or would like more information, please contact me by phone, (831) 763-8005, or email, [ljtourte@ucdavis.edu](mailto:ljtourte@ucdavis.edu).



Thanksgiving dinners take eighteen hours to prepare. They are consumed in twelve minutes. Half-times take twelve minutes. This is not coincidence.  
Erma Bombeck



# THE WATER NANNY

*"Agriculture, the Original Green"*

## The Grateful Day

Farmers, agriculture and small businesses feel assaulted from all directions. These fears are not fantasies, they exist. But they are mostly fears. We, and our forebearers, always faced challenges. Those who succeed overcame those challenges, and passed on the farm to future generations.

In the 1840's a young man, they were all young then, was traveling from San Juan Bautista to Salinas when he discovered he was being tracked by a grizzly bear. The man ran, as fast as possible, realizing that the bear could not be out run. So, he set a fire to discourage the bear, which worked. (The fire burned down the valley to what is now Chualar). Being eaten is a significant challenge, yet it was overcome.

In the 1880's Claus Spreckels, California's sugar king, built a factory in Watsonville, with land donated by Watsonville, to refine locally grown sugar beets. Sadly, transport to San Francisco was controlled by the Central Pacific Railroad, who was affiliated with his competition. An insurmountable problem, so he built the Pajaro Valley Railroad to supply the refinery, extending it to Moro Cojo ranch and the Moss Landing wharf. Unfortunately, he then moved the refinery to Spreckels, and our farmers moved on to something more lucrative, hops.

Apples were first planted in the Pajaro Valley by C.O. Silliman in 1853. Worked well but consumers wanted blemish-free apples, same as today. Shipments were rejected due to pest defects. Local chemists, E. E. Luther and William H. Volck, came up with an oil based, not "poison based", pesticide saving apples from pests and increasing train car loads east. The company later became Ortho. Problem overcome, but we still have a superfund site on Walker St. where the chemicals were manufactured.

Today farmers confront many challenges ranging from bad markets to regulatory nonsense. We bemoan all these hurdles, yet we can overcome each, and still prosper. Bad markets are nothing new, but recently agriculture has been coming up on the short end in politics. It was not always this way, when California thought of itself as one of the

great agricultural economies the state built the California aqueduct and San Luis Reservoir, farmers benefited. *"Agriculture is a business that has been up to its bib overalls in politics since the first Thanksgiving dinner kickback to the Indians for subsidizing Pilgrim maize production with fish head fertilizer grants."* (P. J. O'Rourke)

The ongoing Ag Waiver and the new groundwater bills place new hurdles before irrigated agriculture. Neither is insurmountable. If you step back from the ridiculous level of paperwork and reporting imposed on some local growers by the Ag Waiver there is an opportunity to leap past this hurdle. The key is to closely tie fertilization and water use to reduce both. The only difference is no one has figured out how to make money selling this service to growers. When that happens compliance will be much easier, and we will move on to curse the next obstacle.

As we approach the holiday season do not let the trauma of the day weigh you down. After all we continue to grow the best, safest and most flavorful produce in the world. Our wines, berries and vegetables, even kale, are savored by consumers throughout the nation. Be thankful that we have the opportunity to raise crops, and children, in such a luxuriant environment. Be thankful you farm and not toil in a cubicle. *"Be thankful for what you have; you'll end up having more. If you concentrate on what you don't have, you will never, ever have enough."* (Oprah Winfrey)





*"Agriculture, the Original Green"*

# FAVORITE RECIPES

## Roasted Cauliflower Soup

**Editor's Note:** After attending Agri-Culture's Progressive Dinner and coming home with a huge amount of fresh, local vegetables, including two beautiful heads of cauliflower from Lakeside Organic Gardens, I decided to make cauliflower soup, which is a favorite with my family. Be sure and mark your calendar for next year's Progressive Dinner - Saturday, October 24, 2015. It's a great event and you'll want to get your tickets early!

2 heads cauliflower, cleaned and separated into florets

1 bay leaf

3 gloves garlic, chopped

1 teaspoon dried thyme

2 shallots, chopped

2 cups heavy cream

1 Tablespoon olive oil

salt and pepper to taste

3 cups chicken broth

1 cup Emmentaler cheese, shredded (you can also use a good white cheddar or a Gruyere)

1 cup water

Preheat the oven to 425 °F. In a bowl, toss the cauliflower pieces with olive oil, garlic and shallots. Spread out on a cookie sheet or roasting with sides. Roast in the preheated oven until toasted and tender, about 30 minutes.

When the cauliflower is done, transfer to a soup pot and pour in the chicken broth and water. Season with thyme and the bay leaf and bring to a boil. Cook over medium heat for 30 minutes. Remove and discard the bay leaf.

Puree the soup in the pot using an immersion blender, or transfer to a blender and puree in batches, then return to the pot. Stir in the cheese, and then the cream and season with salt and pepper. Heat through before serving but do not boil.

Serve and enjoy!



### FOOD FOR THOUGHT

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its soils destroys itself.  
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and giving fresh strength  
to our people.**

**Franklin D. Roosevelt**



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## Weights and Measures



Some of you may know that the office of the Agricultural Commissioner includes the division of Weights and Measures. Every day inspections are performed to ensure that people get what they pay for: at the gas pump,

at supermarkets, and at other retail establishments. We check devices such as scales and gas pumps for accuracy; we check packages to make sure the net contents are the same as shown on the label; we check price look-up systems to see that the lowest advertised price is the amount the customer is being charged. You may not have realized that weights and measures also protects the agricultural industry when there are purchases made of agricultural products based on weight, measure, or volume. In fact, two years ago the state's Division of Measurement Standards conducted a statewide Agricultural Production Materials Survey. Forty participating counties (including Santa Cruz) randomly selected 678 items in 22 subcategories and tested them for net contents. The subcategories included fertilizers, seeds, lumber, plastic products, and nuts and bolts. Of the 678 items tested, over 25% were found to be under-filled. Under-filled products were followed up with official lot inspections and out of compliance lots removed from sale.

I hope you were able to spend some time at the Weights and Measures booth at this year's County Fair. Our booth was theme related, engaging, and educational. It included examples of downsizing, in which the containers look the same, the labels accurately reflect the contents, but one container holds a smaller amount of the product than the other. Our booth included a mannequin dressed like an Egyptian. One of the earliest standard measures was from ancient Egypt, and was called the royal cubit (the length of the forearm from the elbow to the tip of the middle finger). We also had examples of some of the testing equipment that we use, and even a contest with mathematical clues to help guess the number of gumballs in a three gallon container. Our weights and measures staff did a fantastic job, and the booth won a Best Overall Commercial Exhibit Award!



*Happy Thanksgiving!*



## Growing with Less

Last January Governor Jerry Brown released the California Water Action Plan which analyzed all aspects of California's water supply and consumption. Results of the study/plan found that from 2003-2010, 2.5 million acre feet (1 acre foot ~ 327,000 gallons of water) of groundwater water was used by California consumers. By 2013, after 2 years of drought, this number jumped to 8 million acre feet and has remained at that level ever since. As over 60% of California now experiences an "Exceptional Drought" (worst category of drought) growers and other water users are relying more heavily on groundwater sources and reserves.

Groundwater aquifer levels have been seriously depleted especially in the Pajaro Valley as a result of the drought and increased demand but also because of crop changes and inefficient use over the years. Groundwater depletion has

led to sea water intrusion in the Valley but could also lead to other issues, such as: a permanent reduction of water for agriculture and other uses; increased pumping costs; ground subsidence; loss of land for farming; and other impacts that could affect both the local and State economy.

There are a number of practices, often overlooked by growers, (*Note: some of which are not irrigation system or water management related*) that can actually increase water use efficiency and/or water supply on the farm without affecting crop quality or production. These practices include: seasonal fallowing; crop rotation; reduced tillage; and water harvesting/treatment systems as well as many more. Learn more about these practices and others that can help protect our water supplies by contacting the USDA Natural Resources Conservation Service at 831-475-1967.

### President's Message: Introducing David Van Lennep

*Continued From Page 2*

*a great group of people. They are dedicated, generous and willing to help those in need. They are always looking for new adaptations and innovations to improve practices and economic viability. As a result, Santa Cruz County, the 2<sup>nd</sup> smallest county in the state, can boast some of the most well known names in the industry.*

#### **9. What would you like to accomplish during your two year term as President?**

*This organization is well run and very involved in issues affecting agriculture. My goals are to continue the successful Farm Bureau involvement in education, public outreach, and policy formation both local and statewide.*

#### **9. What are the three most important issues affecting agriculture in Santa Cruz County and the Pajaro Valley?**

*Three issues that are both important and recurrent are:*

- *ever increasing regulations*
- *development pressure on viable agricultural land*
- *public awareness or perceptions of agriculture and agribusiness.*

*These are not strictly local issues, but often have a larger impact here.*

#### **10. We understand you have an interest in cars. Is there a particular type of car you collect or restore?**

*I was raised in a hobby car family, and began helping my father early on with his automotive passions for both American and British cars. My first car was our family's 1966 Barracuda, which I still own. I also have a 1970 Dodge, slated to be the next project. Though I am partial to Chrysler Products from the 60's and 70's, I can appreciate many different brands and visions that people undertake in the hobby.*

#### **11. What other things does David Van Lennep do when not working?**

*Generally, things related to cars and motorsports. However, recently my wife and I have been busy raising an toddler.*

#### **12. Tell us one thing about yourself that most people do not know.**

*My wife and I have been Giant's fans for the last 10 years or so, and really enjoy getting to baseball games. We are really looking forward to next season, and getting the three of us to some games.*

## When Is The Right Time To Use A Respirator

**T**he need for respiratory protection may exist in many agricultural operations, and it is the employer's responsibility to determine if the work being done should be performed while wearing a respirator.

Respirators are a type of personal protective equipment used to provide protection against worker exposure to airborne substances. Respirators are devices worn over the mouth, nose and sometimes the eyes that help a person breathe safely in a hazardous area.

As an employer, you are required to provide your employees with the right respirator for the job. Before a worker may use a respirator, he/she must be pass a medical evaluation, be trained in the use, maintenance, inspection, and care of the respirator, and be fit-tested.

Prior to the use of respiratory protection, selection of the proper type of respirator by the employer should be based on the following:

- Identify the substance or substances against which protection is necessary.
- Determine the hazards of each substance.
- Evaluate the conditions of exposure and the air concentrations of the substances.
- Verify that there is adequate oxygen in the air.
- Provide each employee who will be wearing a respirator with a medical evaluation prior to using a respirator.

- Fit the respirator carefully and instruct the worker in its use.
- Know the limitations of the respiratory protective device.

There are three basic types of respirators.

- Air-purifying respirator—these respirators remove air contaminants by filtering, absorbing, adsorbing, or chemical reaction with the contaminants as they pass through the respirator cartridge. This respirator is to be used only where adequate oxygen (19.5 to 23.5 percent) is available.
- Supplied-air respirator—these respirators provide breathing air separate from the environment. The breathing air is supplied to the respirator through an airline. This type of respirator is to be used when the hazardous substance has little odor, taste, warning properties, or when the substance is in such high concentration or toxicity, that an air-purifying respirator is inadequate to protect you.
- Self-Contained Breathing Apparatus—this type of respirator allows the user complete independence from an airline and offers the greatest degree of protection. However, it is also the most complex type of respirator. Training and practice in its use and maintenance is essential.

## *Smile!*

**A** man in Phoenix calls his son in New York the day before Thanksgiving and says, "I hate to ruin your day, but I have to tell you that your mother and I are divorcing; forty-five years of misery is enough.

"Pop, what are you talking about?" the son screams. We can't stand the sight of each other any longer," the father says. "We're sick of each other, and I'm sick of talking about this, so you call your sister in Chicago and tell her." Frantic, the son calls his sister, who explodes on the phone. "Like heck they're getting divorced," she shouts, "I'll take care of this,"

She calls Phoenix immediately, and screams at her father, "You are NOT getting divorced. Don't do a single thing until I get there. I'm calling my brother back, and we'll both be there tomorrow. Until then, don't do a thing, DO YOU HEAR ME?" and hangs up. The old man hangs up his phone and turns to his wife. "Okay," he says, "they're coming for Thanksgiving and paying their own way."



## Is Workplace Texting Protected from the Employer?



Cell phones have changed and texting is changing the employment environment and the nature of the employer-employee relationship. Texting as a form of communication is not new but its popularity and social acceptance challenge employers. Texting is

useful in the field. Sometimes a text message will get through when there is bad cell coverage. And text messages allow time shifting and are convenient. You never get a busy signal.

The US Supreme Court found a right to privacy "implied" in the Bill of Rights and then used the implied right of privacy to regulate conduct of state and local government. California's state right to privacy however is found "expressly" stated in the California Constitution and it regulates not just state and local government but also businesses, non-profits and individuals. So under the California Constitution and state labor statutes enacted by the legislature and State agencies, California gives employees a heightened right of privacy not always found in other states.

The junction of texting and California's right to privacy is found in California Labor Code Section 980. Section 980 came from Assembly Bill 1844 (Statutes of 2012) which became effective January 1, 2013. This section regulates employer use of social media. The statute broadly defines social media to include text messages and then prohibits California employers from requiring or requesting employees to:

- disclose their username or password for the purposes of examining social media;
- access personal social media in the employers presence, or
- divulge any personal social media.

Section 980 has express exceptions which allow employers to require employees to divulge personal social media reasonably believed relevant to an investigation of allegations of employee misconduct, employee misconduct or employee violation of relevant laws and regulations if the

requested social media is used only for that investigation or a related proceeding. Nor does Section 980 prevent an employer from requiring an employee to disclose usernames and passwords so the employer can access employee-issued electronic devices.

Before passage of AB 1844 the securities and financial market industries opposed the legislation. They argued that although they had no interest in accessing employee accounts which were exclusively for personal use, they said the problem is that most people use the same account for both personal and business activity. Therefore unsuspecting employers may have employees who text business activity but then the employer is prevented from accessing the information. And then the employer may find it difficult to determine if certain employment related text messages were sent to a supervisor, for example for CFRA leave if they are sent close in time to National Labor Relations Act protected communications which the employer may not want to see and may be prohibited from seeing. In other words, certain industries are concerned this law will prevent them from seeing business communications because they are next to (close in time to) personal communications,

These problems will be resolved in the workplace over the next few years.



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# Agriculture News

## Agri-Culture's 18th Annual Progressive Dinner "Celebrating 25 Years of Focus Agriculture"

The educational organization, Agri-Culture, held its 18th Annual Progressive Dinner on October 25th and it was a success. The event raised over \$35,000. The purpose of Agri-Culture is to educate the public about local agriculture in Santa Cruz County and the Pajaro Valley. This year's theme was "Celebrating 25 Years of Focus Agriculture." The event is limited to 100 guests, and each year it sells out early. Guests are transported (via buses) to three different locations not normally open to the public. The hors d'oeuvres were served at the **Community Foundation of Santa Cruz County** – welcomed by **Robin Larsen** and hosted by **Ralph and Kerri Miljanovich**. Robin spoke about the connection between the ag community and the Community Foundation. Dinner was served at **Kitayama Brothers** – welcomed by **Robert and Stuart Kitayama**. The guests were provided a tour of the greenhouses growing Gerbera Daisies and gardenias. A wonderful dinner was prepared by **Barbara & Company**. During dinner, Robert and Stuart spoke about the history of Kitayama Brothers. The dessert location was **Del Mar Food Products Corp.** – welcomed by its President, **PJ Mecozzi**. PJ spoke about the history of Del Mar Food and their increased product lines. A tour of the operating spinach line was provided. Guests enjoyed caramel cheesecake and peaches provided by Del Mar Food. Later, guests were given a bag and a box of local produce to take home and enjoy.

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A Santa Cruz County Farm Bureau Monthly Publication

**FRIDAY - NOVEMBER 14**  
Santa Cruz Area Chamber  
of Commerce Recognition  
Gala - SCCFB to receive  
"Organization of the Year"  
Award

**THURSDAY - NOVEMBER 20**  
Agricultural Policy Advisory  
Commission

**THURSDAY - NOVEMBER 27**  
Thanksgiving Day Observed  
Office Closed

**FRIDAY - NOVEMBER 28**  
Thanksgiving Day Observed  
Office Closed

**WEDNESDAY - DECEMBER 1**  
Young Farmers & Ranchers -  
Testicle Festival Appreciation  
Reception

**WEDNESDAY - DECEMBER 3**

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

**CFBF ANNUAL MEETING**  
**DECEMBER 6 - 10**  
Hyatt Regency Orange County

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