

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

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

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(L-R) Outgoing President Thomas Broz looks on as Balam Landaverry is recognized for winning the 2018 National Agriculture Day Poster Contest in March by incoming President Brendan Miele

## Meet Our New President, Brendan Miele

**B**rendan Miele began his two year term as the President of the Santa Cruz County Farm Bureau on November 1, 2018. As an introduction to our membership and readers, we asked him a few questions and below are his answers:

### 1. Where were you born and where did you grow up?

- I was born and grew up in Long Island, New York. In 1989, at the age of 15, my family moved to Southern California. I came to Santa Cruz County in 1992 to attend the University of California, Santa Cruz (UCSC).

### 2. When did you first think of agriculture as a career?

- I took an Introduction to Agroecology class at UCSC and decided to pursue a career in organic farming.

### 3. What was your first job in agriculture?

- I did an internship on a small farm in Live Oak pulling weeds and harvesting crops.

### 4. What job are you currently holding?

- I am currently working at Second Harvest Food Bank of Santa Cruz County where I am Deputy Director / Grower Relations.

### 5. How does that job relate to farming?

- In my role, I oversee a local Community Supported Agriculture (CSA) program which grows crops to support healthy eating and economic justice in the Pajaro Valley by supplying sustainably farmed, affordable produce for people of limited income. It is grown by former farmworkers newly trained in organic practices. I also work with agricultural producers in Santa Cruz County to facilitate

**Meet Our New President - Continued on Page 7**

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PAST

# President's Message

THOMAS BROZ, PAST PRESIDENT



**"With mounting population pressures, skyrocketing real estate prices, more regulations, uncertainties in the market, and unpredictable weather patterns, it is crucial we incentivize and support the next generation of farmers, ranchers and agricultural professionals to help them succeed."**

## Happy Thanksgiving - Grateful For All Your Support!

As the 2018 growing season slows down, so will my two-year term as president come to an end. I feel grateful for the opportunity to have served and to belong to a community committed to keeping Santa Cruz County agriculture vibrant, competitive and sustainable. As president, I couldn't have felt more supported and I want to express my heartfelt appreciation to the wonderful staff, the dedicated board of directors and all of our members and sponsors.

I recently saw a post on Instagram that read: "without farming you would be hungry, naked and sober". For me, it highlights the importance that we collectively continue to make every effort to advocate for the unique and diverse interests of agriculture as it becomes increasingly more difficult and risky to make it in this business. With mounting population pressures, skyrocketing real estate prices, more regulations, uncertainties in the market and unpredictable weather patterns, it is crucial we incentivize and support the next generation of farmers, ranchers and agricultural professionals to help them succeed. Even though much of our agricultural crops are destined

for markets outside our county, many of the solutions to our farming challenges remain local. We live in one of the most fertile and productive agricultural regions in the world, and I know that the innovative resilience in our farming community is our greatest asset to successfully meet the challenges ahead.

Santa Cruz County Farm Bureau is the best organization where we, as a community, can collectively advocate for the needs of agriculture – locally as well as the state and federal level. Please join and become a member of SCCFB today – thank you!

Happy Thanksgiving and best wishes to our new incoming President - Brendan Miele.

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# ASK LAURA

Mark Bolda, County Director and Farm Advisor, Strawberries & Caneberries, UCCE

## Spotted Wing Drosophila

**Q. Can you update me on what research is going on for the spotted wing drosophila? It's still an issue in caneberries and hard to control.**

**A.** Spotted wing drosophila has persisted as a serious pest in caneberries and strawberries ever since its discovery on the Central Coast in 2008. It is indeed a hard pest to get a handle on in the field, and research efforts to develop a better program of management, both at the University of California and industry scientists, have not abated.

Outside of the use of chemical insecticide sprays, we underline that sanitation, that is to say physical removal of as many as possible cull and rotten fruits out of the field, has a key role to play in SWD management. Research done here in Santa Cruz county found that numbers of adult flies in areas where sanitation was practiced dropped significantly below where sanitation was not practiced. It is important to note, however, that since these numbers of flies remained above what one would normally see as acceptable, it needs to be underlined that sanitation still be deployed together with a program of insecticide sprays.

Experimental work with attractant bait sprays was not sufficiently impressive when we first ran the tests almost ten years ago, most likely because the formulation of spray was not specific to spotted wing drosophila. Nevertheless, the concept for an attractant bait spray makes a lot of sense, since it avoids putting pesticide on the fruit as well as reducing contact with honeybees and other beneficial insects. In turn, we continue to look at it, and as a matter of fact UCCE Santa Cruz has been testing material specifically formulated for spotted

wing drosophila this very autumn, and it is showing promise.

Another process growers can use in the field to reduce fruit problems with spotted wing drosophila has been being careful about the maturity of fruit harvested. Work done in other states clearly shows that fruit which is harvested even a day beyond marketable maturity has much higher odds of being infested with spotted wing drosophila eggs and should not be picked. Too, research by public and private researchers has found that a very large reduction of fruit contamination will be realized by prompt and extended periods (meaning 3 or 4 days) of cooling at temperatures a little above freezing, and indeed this is common practice.

Looking at mechanical solutions such as large vacuums to remove flies from fruiting canes have, of course, been tested in a number of variations, but while these methods reduce a large number of adult flies, the fields are quickly repopulated by the larvae and pupae which remain. The use of netting with a small enough mesh to keep flies out of the field has worked to very much reduce larval infestation of blueberries in the eastern United States. Although the effort would be on a much larger scale, these exclusionary nets can be made compatible with tunnel system we use in California for caneberry production and would need to be placed before flies become very active in the early spring.

The above has been a discussion of management of the spotted wing drosophila in caneberries and strawberries on the Central Coast of California. For questions on these, and any other concerning berry farming, please contact Mark Bolda at (831) 763-8025 or [mpbolda@ucanr.edu](mailto:mpbolda@ucanr.edu).

# THE WATER NANNY

## B.O.Z.E.O.

There was once a government agency with the task of regulating traffic, the Bureau of Zero Enforcement and Obfuscation, commonly known as the BOZEO. Its legislatively mandated task was regulating traffic throughout the land. It had many employees and a large cubicled office overlooking a busy freeway. Its college trained staff came to work every day to enforce and obfuscate. The bureau had no cars, motorcycles, airplanes or drones to travel the highways of the land, so they came up with a clever idea of enforcement from the cubicles with windows overlooking the freeway.

As cars would pass by they noted the license plate numbers, and sent the owners questionnaires, most of which were promptly discarded. Occasionally BOZEO would follow up on the questionnaires with a letter imposing a fine for not promptly returning the form. Information from the few returned questionnaires was entered into a database. Throughout the land the roadways deteriorated from pastoral drives to blood alleys. More questionnaires were sent.

Soon everyone realized questionnaires were only sent to drivers on one small section of roadway, and avoided it. Traffic elsewhere deteriorated, poor driving behavior was unimpeded. The BOZEO team celebrated victory, fewer cars below their office windows meant fewer questionnaires, a clear statistical win.

Of course no legislature would intentionally create a BOZEO. But as they used to say on early *Dragnet* TV shows, "all the names have been changed to protect the innocent." California does have agencies of all sizes that converted to the religion of "Big Data". We need big data to study why lines at DMV are too long, which bleeds away funds that could have hired more front line clerks. The 25 story Cal EPA building is Sacramento is stuffed with environmental studies grads

studying all the big data. If there is an environmental shortcoming somewhere in the state, the first step is a multi-question form, to feed the big data. The old school approach would be to send someone out to observe the problem first hand, and

maybe work to solve the problem. This occurs because agencies have a hard time scoring their success on project outcomes, it is easier to show progress due to the ever increasing terabytes of data.

Historically county grand juries conduct effectiveness audits of local agencies, the results of which are mostly ignored, as citizen jurors just don't understand. Big Data is the best excuse, as NO ONE understands what it means, or even why the questions were asked. Agencies seem to have forgotten their purpose, solving a problem, in lieu of remotely observing the problem, through centralized data. Local police still focus on solving problems. If you want to find speeding drivers, look around high schools, not old folks homes. Questionnaires are not as good as a few car stops and tickets to "incentivize" good behavior. Agencies should be graded on how they meet their mandates, not their inflated data.

It is the month to give thanks. We are always thankful that the BOZEO, one of my more perverse fantasies, does not exist. For our own mental health we should turn our backs on the bureaucracy and be thankful for our land, our climate, our excellent farm workers and our world renowned crops. Maybe give a prayer for more a bountiful and prosperous season next year. *"What we're really talking about is a wonderful day set aside on the fourth Thursday of November when no one diets. I mean, why else would they call it Thanksgiving?"* (Erma Bombeck)



Happy Thanksgiving!



# FAVORITE RECIPES

## Spiced Upside-Down Apple Bundt Cake

Serve up a delicious cake for the holidays in your family. This recipe came from Food & Wine. It takes a little bit of work but the end result is worth it. Happy Holiday Season to you all!!

### STREUSEL TOPPING:

- 1/4 cup pecan halves
- 2 tablespoons rolled oats
- 1/2 cup plus 1 tablespoon all-purpose flour
- 2 tablespoons packed light brown sugar
- 3/4 teaspoon kosher salt
- 1/4 teaspoon freshly ground black pepper
- 1/8 teaspoon cinnamon
- 4 tablespoons unsalted butter, melted

Preheat the oven to 325°F. On a parchment paper-lined baking sheet, toast the pecans for about 12 minutes, until lightly browned and fragrant. Let cool. In a medium skillet, cook the oats over moderate heat, tossing frequently, until fragrant and lightly toasted, about 4 minutes. Let cool. In a food processor, pulse the flour with the toasted pecans until the nuts are finely ground. Transfer to a medium bowl and stir in the oats, light brown sugar, granulated sugar, salt, black pepper and cinnamon. Using a fork, stir in the butter until large clumps form. Spread the streusel on the parchment-lined baking sheet in a single layer and bake for about 25 minutes, until golden brown. Let cool.

### CAKE:

- 2 1/4 cups granulated sugar
- 1 1/2 teaspoons cornstarch
- 1/2 teaspoon freshly grated nutmeg
- 1/2 teaspoon cinnamon
- 1/4 teaspoon allspice
- 4 Granny Smith apples (2 pounds), peeled, cored and cut into a 1/2 inch dice
- 2 sticks plus 3 tablespoons unsalted butter, at room temperature
- 3 cups all-purpose flour
- 1/2 teaspoon baking soda
- 1 teaspoon kosher salt
- 1 cup buttermilk
- 1/4 cup Calvados (Apple Brandy)
- 1/2 teaspoon pure vanilla extract
- 2 teaspoons finely grated orange zest
- 3 large eggs

DIRECTIONS: Increase the oven temperature to 350°F. Generously butter and flour a 10-inch Bundt pan. In a large bowl, combine 1/4 cup of the sugar with the cornstarch, nutmeg, cinnamon and allspice. Add the apples and toss until the apples are thoroughly coated.

In a large skillet, melt 3 tablespoons of the butter. Add the spiced apples and cook over moderately high heat, stirring occasionally, until they are almost tender, about 6 minutes. Scrape the apples onto a baking sheet and refrigerate until they are cool, about 15 minutes.

In a medium bowl, whisk the flour with the baking soda and salt. In a measuring cup, mix the buttermilk with the Calvados and vanilla. In the bowl of a stand mixer fitted with the paddle, beat the remaining 2 sticks of butter and 2 cups of sugar with the orange zest at medium-high speed until fluffy,

about 2 minutes. Add the eggs one at a time, beating well between additions. At low speed, in 3 alternating additions, beat in the dry ingredients and buttermilk mixture; scrape down the side of the bowl as necessary.

Spoon the cooled apples in the bottom of the Bundt pan, spreading them out. Scrape the cake batter over the apples and smooth the surface with a spatula. Bake the cake in the center of the oven for about 1 hour, until a toothpick inserted in the center of the cake comes out clean. Let the cake cool for 5 minutes.

Set a cooling rack on a baking sheet. Invert the cake onto the rack and scrape any apples stuck to the pan back onto the cake. While the apples are hot, pack the streusel topping over the top of the cake. Let stand until cool. Slice and serve!





## Participate in Santa Cruz County's AgTech Conversation

**T**he Santa Cruz County AgTech Meetup was formed in March, 2015, to facilitate the conversation between produce growers-shippers, and technologists in Santa Cruz County. We meet every other month with an agenda that rotates to reflect the "process" growers-shippers go through.

December - Planning and Resource Allocation

February - Land Preparation

April - Planting

June - Production

August - Harvesting, Productivity Solutions.

October - Processing & Shipping

The meetups are held in Watsonville on the last Wednesday of the month from 5:30pm to 7:30pm. Food & Refreshments are provided and the speakers start at 6pm.

Please attend and promote attendance to these unique AgTech conversations. More information can be obtained at: <https://www.meetup.com/Santa-Cruz-County-Ag-Tech-Meetup/>

## Attention Farm Bureau Members



**E**ffective immediately, **Ford** and **Lincoln** are offering a **limited time offer** of an additional **\$500** off on the purchase or lease of a 2018/2019 vehicle to Farm

Bureau members. From now till **January 2**, members that purchase a **Ford or Lincoln** vehicle can **stack an additional \$500 on top of the existing Farm Bureau discount of \$500 (Ford)/\$750 (Lincoln) Bonus Cash Offer.**

That's a savings of **\$1,000 for members that purchase a Ford vehicle and \$1,250 for members that purchase a Lincoln vehicle.**

To get the discount, Farm Bureau members must simply prove ownership of a non-Ford, Lincoln or Mercury vehicle that is 1995 or newer and must have had the vehicle in their name for 30 days. Members do not need to trade in

their conquest vehicle to receive the Conquest Cash Offer. Ownership and documentation are verified through Ford's internal system. Below is a listing of acceptable proof of ownership and/or lease:

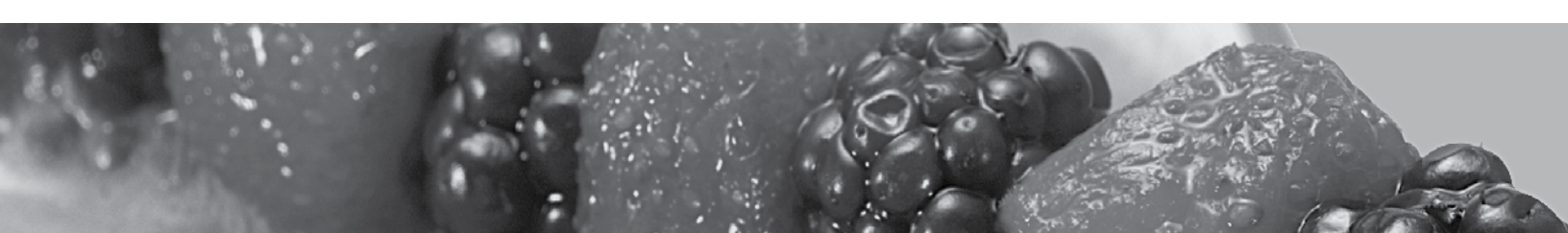
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- Active Finance Contract

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- Active Lease Contract
- Active Lease Payment Coupon

For full program rules and to verify proof of ownership, members must work through their Ford dealer or Lincoln dealer. **Visit [cfbf.com/memberbenefits](http://cfbf.com/memberbenefits).**



## Meet Our New President - Continued from Page 1

crop donations. This helps growers move product that would otherwise not be sold and provide food security to residents of Santa Cruz County who are in need of food.

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

• The big three issues are, and likely will continue to be; land, water and labor. As populations continue to grow in the county, more pressure will be placed on developing agricultural land for housing, shopping and schools. Preserving agricultural land will continue to be a priority with these pressures. Water needed to support agriculture will require innovation to ensure adequate quantity and quality. Growers will have to continue to innovate to be more efficient with irrigation; developing and securing comprehensive water supply plans will ensure long time viability of agriculture in the county. With an aging population of workers and reduced influx of migrant workers agricultural labor in Santa Cruz County is critically low. Technology and policy need to be developed to address these challenges. While work is advancing on increasing automation, we also need an effective guest worker program to ensure we are able to continue to have agriculture remain viable as the county's largest industry.

### 8. How do you envision farming in the Pajaro Valley 50 years from now?

• Agriculture in Santa Cruz County in 50 years will be much more technified. The shortage of agricultural labor will necessitate increasing automation. The total number of people involved in agriculture will likely shrink as farms are operated by fewer people who are deploying drones and robots.

### 9. Why is it important that non-farmers support farmers?

• Non-farmers should support farmers to protect the producers of their food and keep the agricultural industry viable. By supporting farmers, people will not only be making sure their food can be grown locally, but also further support economic development throughout the local economy. Farms and farmworkers all drive economic activity beyond the farm gate by using support industries and

shopping at local businesses.

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

• it is important to be a member of the Santa Cruz County Farm Bureau, whether you are a grower or member of the community at large, so that we ensure agriculture remains viable in Santa Cruz County. As the county's largest economic engine, keeping agriculture viable will keep Santa Cruz County viable.

### 10. Are you looking forward to your two year term as President?

• I am very excited about my term as President of the Santa Cruz County Farm Bureau. I am looking forward to working with the board of directors and staff to grow our membership, improve our fundraising effectiveness, and cultivate a positive impact across all of Santa Cruz County.

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## Express Hold Harmless, Defense And Indemnity



### INDEMNITY

Case law and statutes allow contract parties to pre-determine certain obligations in case the contract causes either contracting party to be sued by an outsider.

Indemnification clauses can be written broadly or narrowly. Areas of concern are who will be indemnified, under what circumstances and when the indemnification obligation will arise.

Who will be indemnifying and indemnified should be set out in the contract along with what will be indemnified. Clauses may include a higher standard of "gross negligence" or recklessness rather than just "negligence." Carefully consider the risk of the other party causing damage before you agree to take on a higher level of negligence. Also consider if the same standard applies to the other party – in other words, is the indemnification the same for both contracting parties. This so called "express indemnification" is determined by the words in the contract and state statutes.

### HOLD HARMLESS

A hold harmless agreement means that someone agrees that the other will not be liable for certain damages. This bars

the party responsible for indemnification from bringing suit against the party being indemnified. Generally, it is best to include both indemnification and hold harmless language in a contract.

### DEFENSE

A defense clause requires the other party to pay for an attorney to defend you in the lawsuit. This obligation is triggered when there is a claim rather than after a judgment is entered or loss has been proven. This is a huge distinction because the cost of paying a lawyer to defend can be high. The duty to indemnify is often independent from the duty to defend.

The duty to defend is a huge undertaking and should be carefully considered because of the amount of time, effort, and resources that can go into preparing for trial.

### -O-

Indemnification, hold harmless, and defense clauses dictate the degree of liability and limit or expand or shift risk. Some risks are insurable and some not so you should also consider your insurance coverage.

When reviewing this language, consider the worse possible scenario under the contract. It is best to engage counsel early in the negotiation to ensure the contract is drafted to meet your need.

# 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.

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

"Santa Cruz County Farm Bureau is the best organization where we, as a community, can collectively advocate for the needs of agriculture – locally as well as the state and federal level. Please join and become a member of SCCFB today!"



**Thomas Broz**, Past President  
Live Earth Farms, Organic Vegetables,



## The Future Of The Farm

*The following information is provided by Nationwide®, the #1 farm and ranch insurer in the U.S.*

Our attention is pulled in a lot of different directions; and that is especially true in our busy seasons. Finding time to talk to your family about the future of the farm may be difficult. You may also be uncomfortable with the thought of selling your farm or handing over control to family members.

Just as you plan every spring so that your farm can have a successful year; you should consider planning long-term so your farm can be successful for years to come. Developing a solid transition plan for your farming business will help ensure that your family's wishes are met, and emotional stress is minimized.

Here are a few things you should know about transition planning:

- Transition planning is different from estate planning. Estate planning is concentrated on tax liabilities and ways to lessen your tax burden. Succession plans have a broader focus and that is on planning for the future of the farm. Estate planning can be just a piece of a larger succession planning effort.
- At retirement a farm succession plan can include many things. This can include an arrangement to sell or transfer ownership to a family member, and a plan to liquidate farm assets like equipment, livestock or land at auction. A transition plan may also include other options for your land like renting or leasing.
- You can plan for your desired result. By concentrating on the desired outcome you can feel comfortable and confident in the plan to achieve that outcome. The proper transition plan puts you in control now of the decisions that may be needed in the future. You can plan for your own retirement by deciding what involvement you'd like to continue to have and what income you may need as your retirement age nears. You can also gain assurance that the needs of your spouse, your children and your farm are considered down the line.
- An effective transition plan is able to identify the next

generation of operator. If you have a family member who could and may want to take over the operation, you should be comfortable that they have the knowledge and skills to run it profitably. If it's being passed down to children, you may ask yourself if they all have an interest in having an active role; and if not, how should they be considered.

- Getting it right the first time. Succession plans sometimes fail because certain risks were not considered during the planning stages. These can include inadequate cash flow, liquidation of some assets to provide for retirement, poor farm estate planning and unresolved issues between family members or a successor who's not prepared to lead and manage the farm business.

It's important to enlist the help of qualified professionals who don't have a stake in the final decisions. They can help you make sound, unbiased decisions for your farm estate. Qualified professionals may include your banker, your accountant, your personal attorney or a financial or estate planner who specializes in farm estate planning. If you have questions about transition planning or would like to help in finding a qualified professional to speak with, contact the Nationwide Land As Your Legacy team at [LAYL@nationwide.com](mailto:LAYL@nationwide.com) or toll-free at 1-855-529-2729.

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*~ C&N Tractor, Julie Oliver*

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# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

## CALENDAR

**MONDAY - NOVEMBER 12**  
Public Relations & Information  
Committee meeting

**WEDNESDAY - NOVEMBER 14**  
Young Farmers & Ranchers  
meeting

**TUESDAY-FRIDAY - DEC. 4-7**  
CFBF Annual Meeting  
San Diego, CA

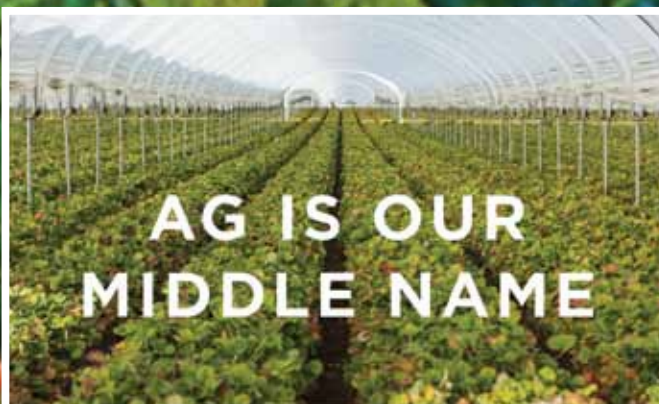
**WEDNESDAY - DECEMBER 12**  
• Legislative Committee  
meeting  
• Executive Committee  
meeting  
• Membership Committee  
meeting

**MONDAY - DECEMBER 10**  
Public Relations & Information  
Committee mtg.

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

**TUESDAY - DECEMBER 25**  
Christmas Observed  
Office Closed

**TUESDAY - JANUARY 1**  
New Year's Day Observed  
Office Closed



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