

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

OCTOBER 2013  
VOLUME 37, ISSUE 10

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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.

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## All-Around Cowboy Wins

Justin Strickland awarded 2013 Jeannie Witmer Memorial Scholarship



Justin Strickland, the All-Around Cowboy for 2012 in District 4 for the California High School Rodeo Association, was awarded Agri-Culture's Jeannie Witmer Memorial Scholarship for 2013. The Scholarship is a \$1,000 award for a student (past or present) who has participated in the California High School Rodeo Association District 4, or a California 4-H Horse program within the same geographical boundaries – Alameda, Contra Costa, Monterey, San Benito, Santa Clara, Santa Cruz, San Francisco, and San Mateo counties.

Justin is currently in his first year at West Hills Community College where he is working toward a degree in Agricultural Science. Justin has participated in 4H for over 10 years and has been a member of the California High School Rodeo Association for the last four years. In 2012 he was named All-Around Cowboy. He was the Cutting Champion for 2012 and 2013 as well as the Tie-Down Champion for both years.

Agri-Culture President Bill Ringe stated, "There were several good applicants this year, I wish we could have given them all a scholarship." Ringe further stated, "Justin is an outstanding individual. He is a well-rounded student. He will be a great addition to our agriculture community when he returns from college."

An announcement of Justin winning the scholarship was made at this year's Santa Cruz County Fair during the Jeannie Witmer Memorial Roping awards.

For more information about the Jeannie Witmer Memorial Scholarship or other scholarship opportunities, please contact Agri-Culture at 722-6622 or see the website at [www.agri-culture.us](http://www.agri-culture.us).

**Special Gift !**  
La Ganga Especial is providing each person a free Adult Admission ticket to the Monterey Bay Aquarium!

You're invited to  
Agri-Culture's 17th Annual Progressive Dinner

## Ocean, Outreach and...OMG!

Agri-Culture's major fundraiser of the year! This unique event transports 100 guests to three farm related destinations not normally open to the public for hors d'oeuvres, dinner and dessert.  
Only 100 tickets will be sold so reserve early. This event sells out quickly.

**Saturday, October 26, 2013**

Your ticket(s) will tell you where to meet the bus and when to be there.

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For more information contact Agri-Culture at (831) 722-6622 or visit us online at [www.agri-culture.us](http://www.agri-culture.us)

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



# President's Message

CYNTHIA MATHIESEN, PRESIDENT

Someone is asking OUR opinion about OUR future. What do you think? Are you ready to answer these two questions? This limited time offer ends October 31<sup>st</sup>. Let's take the time to provide input and have our voices heard. Let's make some noise. OUR future depends on your participation.

## Let's Make Some Noise

What are the major economic opportunities or challenges facing Santa Cruz County?

What are the top strategies you believe the County should pursue to enhance economic vitality throughout Santa Cruz County for all residents?

These are not easy questions to answer yet Barbara Mason, Santa Cruz County Economic Development Coordinator, is asking. And she really wants to hear from you.

Last month, I attended the first of several meetings Barbara was hosting to elicit answers from county residents on where we believe the county should train its focus for our future.

Let me set the stage so you can answer these questions. Santa Cruz County hired BAE Urban Economics from the San Francisco bay area to study our county's population, strengths and weaknesses. This is a snippet of what they found.

Santa Cruz County and Watsonville, in particular, has some unique features.

- Agri-Business
- Agri-Tourism
- Young people

All of the growth is in Watsonville, otherwise the county would have negative growth.

We lost 11,000 jobs during the Great Recession.

- We have predominately 70% small businesses with less than 10 employees
- We have more residents than jobs available

---Continued on Page 6



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# ASK LAURA

Mark Bolda, Farm Advisor, UCCE

## What Can You Tell Me About Farmers Markets?

**Q:** What can you tell me about farmers markets?

**A:** National Farmers Market Week was just celebrated in August! As part of the festivities, USDA Secretary Tom Vilsack proclaimed the value and importance of farmers markets to agriculture and our communities by stating that, among other things, they "provide increased marketing opportunities for agricultural producers, offer consumers fresh, affordable, convenient and healthful products direct from the farm, and play a key role in developing local and regional food systems that support the sustainability of family farms". Indeed, an interesting graphic, *The Food Chain Reaction from a Farmers Market*, illustrates how markets positively contribute to the expansion of local and regional food sales, support area businesses, increase access to fresh healthful products, and provide important links between rural and urban communities. It is worth noting here, too, that a report written by the USDA Economic Research Service maps and discusses the competitive nature of operating farmers markets, which can be especially intense in some metropolitan and surrounding areas.

During the week of recognition a few additional notes were shared and statistics highlighted. In a USDA blog post, the first known farmers market in the US was identified as Pennsylvania's Lancaster Central Market, which began its life in 1730 and is still in operation today. Nationwide growth in farmers markets has been remarkable, increasing in number from 2,863 in 2000 to 8,144 in 2013. Not surprisingly, California has the largest

number of farmers markets in the US, at 759, or roughly 9 percent of the national total for 2013. The San Francisco Bay Area, the South Bay, and the Central Coast all have many seasonal and year-round farmers markets in operation.

If you are interested in learning more about a particular farmers market in this area, in California, or the US, there is a searchable directory available, which is maintained at the USDA's Agricultural Marketing Service web site: <http://search.ams.usda.gov/farmersmarkets/>. Once there you may search by market name, state, zip code, and distance. Information for each market can then be displayed including the address, contact information, schedule, number of vendors, and if credit cards and other benefits payments are accepted. A listing of the various products offered at each market is also provided. Finally, there is a mapping feature, which is very helpful in determining market locations. The information is voluntarily supplied by managers and other representatives of farmers markets and market associations.

Here are two additional USDA web site links to reports and information mentioned above:  
<http://blogs.usda.gov/2013/08/05/farmers-markets-as-community-centerpieces/>  
<http://www.ams.usda.gov/AMSV1.0/farmersmarkets>

Please feel free to contact us at (831) 763-8040 if we can assist with other questions.

# THE WATER NANNY

*"Agriculture, the Original Green"*

## Not a River in Egypt

The 19<sup>th</sup> century was an age of discovery, everything from the headwaters of the Nile in 1858 to the height of Mount Everest in 1856. Even in the 21<sup>st</sup> century discoveries remain to be made. Just last month the world's largest undersea volcano was discovered in the north Pacific. Last month we also discovered that State water regulators know no more about farming than our coastal bureaucrats, not much.

Do we know how to improve water quality? Do we know how to achieve regulatory mandates? In some cases, yes. In others it is still unknown, awaiting future discoveries.



The Regional Water Board adopted new nutrient TMDL's this year setting tough future goals. The 12 year objective is for all surface discharge water, whether agricultural or urban, to reach the drinking water standard

of 10 mg/L (N). All standards are based on **concentrations** with no stated consideration of reductions in load (the L in TMDL). This is a real problem for agriculture where some farms showed improvement in N load (flow x concentration) between 2005 and 2011 greater than 95%, while N concentration increased slightly to about 30 mg/L. To put this in prospective, a concentration standard values a teaspoon of salt as equivalent to a truck load of salt, even though the weight (load) of salt is substantially different.

That was the easy part. The TMDL establishes for the first time biostimulatory standards. This is to reduce the level of nutrients, primarily nitrate, to such a low level that it will not stimulate algae, etc. in the receiving water. The time target is 20 to 30 years, standards vary, they range from low to ridiculous; as low as 1.8 mg/L (N), or over 5 times cleaner than drinking water.

Presently nitrate in the Pajaro River (Main Street Bridge) ranges between 1.98 mg/L and 12.3 mg/L. San Juan Creek, a tributary to the upper Pajaro, is between 22 and 48 mg/L. Areas in the Salinas Valley with only tile drained farms test at 23 to 94 mg/L.

The lower Salinas west of Castroville and Pajaro farms along Beach Road are farmable only due to tile drains. This keeps perched water below the root zone from drowning the crop by draining the field. Drains release both excess irrigation, as well as water flowing up from below. Without tile drains these farms would still be swamps.

How are farmers with tile drains going to be able to meet the TMDL objectives? NO ONE KNOWS. The problem is we don't know enough about the watershed or farm drains. We don't know:

- If the drained farm land is left fallow, what is the drain effluent quality?
- What is the total water volume and flow within these shallow perched aquifers?
- What are the water sources for this water?
- What changes in farm practices will change the drain discharge in 5, 10 or 30 years?
- How will changes in inputs like irrigation and fertilizer impact yield and quality of the harvest?

Only if farmers work with researchers to discover answers to these questions will water quality in tile drain dominated regions improve. This is far better than Regional Board mandates for more pointless and expensive reporting of farm practices. If we don't have some answers by 2017, when the Ag Order will be up for renewal, the burden on tile farms may become too oppressive to remain productive. Change may be possible within our lifetime, so live long and hopefully prosper.

Denial may not be a river in Egypt and it won't help improve water quality. We need to seek answers. As Shakespeare penned it: *Ignorance is the curse of God; knowledge is the wing wherewith we fly to heaven.*





*"Agriculture, the Original Green"*

# FAVORITE RECIPES

## 2013 Apple Pie Baking Contest 2013 Best of Show Winner Maggie Kasunich

Sponsored by the Apple Growers, Processors & Suppliers

Organized by the Santa Cruz County Farm Bureau

### **Crust:**

2 1/2 cups flour  
1 cup butter chilled  
1 teaspoon salt  
2 to 4 Tablespoons ice water

### **Filling:**

6 - 8 tart apples, peeled, cored and sliced  
1 cup sugar  
2 Tablespoons flour  
Pinch of salt  
1/2 teaspoon cinnamon

1. Preheat oven to 425°F.
2. Mix apples, sugar, flour, cinnamon and salt. Set aside.
3. Mix dry crust ingredients together, add chilled butter and blend with a pastry blender till crumbly. Add water 1 tablespoon at a time until dough just holds together. Divide dough into two even balls.
4. Roll out one of the dough balls, then line pie plate. Fill with apple mixture, then top with second rolled-out ball.
5. Bake at 425°F for 15 minutes, then reduce temperature to 350°F and bake 45 minutes or until apples are soft.



Apple Pie Judges Duf Fischer, Santa Cruz Area Chamber of Commerce  
and Caroline Eiskamp, J.E. Farms



Apple Pie Judges Mary Anne Carson, Santa Cruz County Bank  
and Thomas Broz, Live Earth Farms

### **Thank You 2013 Apple Pie Baking Contest Sponsors !**

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# WHAT'S HAPPENING

## *President's Message...*Continued from Page 2

- People are working out of their homes or are self-employed
- 38% of the residents hold Bachelor's degrees or higher
- Agriculture provides 12,700 or 13.5% of jobs

We are known for our:

- Organics
- Sustainability
- Technology and Innovation
- Water management
- Farm to Table

We need a strong strategic blueprint to stimulate long-term job growth and improve the quality of life in Santa Cruz County. This blueprint should include:

- Organized programs
- Incentives
- Watsonville needs to provide incentives to bring in businesses
- Focus on values, sustainability, equality, innovation
- Culturally diverse businesses – capitalize on the widely various ethnic groups in Watsonville
- Watsonville needs a total and complete marketing strategy that connects Santa Cruz and Monterey with Watsonville
- Education – We provide 11,300 jobs in training, technology and innovation
- Health Care – We currently offer 11,600 jobs
- Leisure and Hospitality – This was one of the hardest hit areas over the last 10 years. We lost in tourism, arts, hotels, recreation and entertainment
- Infrastructure
- Old canning buildings need to be repurposed
- We have limited broadband access
- Urbanized road, transit, water
- Need to update long-term Master Plan

- Land Uses and Regulations
- Review General Plan for Santa Cruz County and revise outdated and antiquated regulations
- Lack of road connectivity – how easy is it to get where you want to go
- Need walking and biking trails – Watsonville, Santa Cruz County and Monterey County have been improving these trails.
- Innovation and Micro-enterprises
- Technology and start-ups
- Home-based businesses
- Ag-technology
- Food technology
- Conservation
- Sports equipment
- Marine science
- Incubators
- Arts, Recreation and Tourism
- Values, lifestyle, cultures, food
- Environmental products
- Winery expansions
- Workforce
- Training, education
- Workforce Investment Board – county organization
- Community Foundation

As you can see, the possibilities are just about endless. Someone is asking **OUR** opinion about **OUR** future. What do you think? Are you ready to answer these two questions? This limited time offer ends October 31<sup>st</sup>. Let's take the time to provide input and have our voices heard. Let's make some noise. **OUR** future depends on your participation.

# 2013 Santa Cruz County Fair

Cowboy Boots and Country Roots



Agri-Culture and Santa Cruz County Farm Bureau  
Booth Wins "Best Professional/Commercial Exhibit"



The Opening Day BBQ was a success thanks to the  
Watsonville Firefighters Association

## 37th Apple Pie Baking Contest

### JUNIOR DIVISION

- |     |                               |
|-----|-------------------------------|
| 1ST | Jordan Biddle, Felton         |
| 2nd | Reed Stevens, Santa Cruz      |
| 3rd | Noelle Downing, Scotts Valley |

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| Denise Rossi, Watsonville |
| Monika Corey, Aptos       |

### MASTERS DIVISION

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|------------------------------|
| Maggie Kasunich, Watsonville |
| Janice Visel, Santa Cruz     |
| Karen Allyn, Watsonville     |

### **Best of Show**

Maggie Kasunich, Watsonville

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# FROM THE AG COMMISSIONER

Mary Lou Nicoletti, Agricultural Commissioner

## Researchers Say Fruit Flies are Established in California



Research published (August 7, 2013) in the journal Proceedings of the Royal Society B states that at least five species of tropical fruit flies, including the infamous Medfly, are permanently established in California and inexorably

spreading, despite more than 30 years of intervention and nearly 300 state-sponsored eradication programs aimed at the flies. In the new published study, the researchers report that several lines of evidence now indicate that the fruit flies have become self-sustaining, and thus established in California.

"Despite due diligence, quick responses, and massive expenditures to prevent entry and establishment of these insects, virtually all of the fruit-fly species targeted by eradication projects have been reappearing in the same locations — several of them annually — and gradually spreading in the state," said UC Davis entomology professor James Carey, an international authority on fruit-fly invasion biology and co-author of the study. He served on the California Department of Food and Agriculture's (CDFA) Medfly Scientific Advisory Panel from 1987-1994.

Insect population biologist George Roderick, the chair of the Division of Organisms and Environment at UC Berkeley and an expert on biological invasions is not affiliated with the new study. "The strength of the study lies in the use of multiple lines of evidence — population modeling, molecular genetics, ecological trapping, border control/airport detections — and that it studies the same phenomenon in 17 species," Roderick said.

Carey says the data suggests that the tropical fruit flies can be present in low numbers for decades; California can be harboring very small, established populations of these pests with periodic captures that reveal their presence.

You may recall that during the early 1980's hundreds of medflies were found in Santa Clara County, and three medflies were trapped in Santa Cruz County. Exotic fruit

flies are still being trapped frequently in southern California, especially Los Angeles, Orange, and San Diego Counties; they are also often trapped in the south San Francisco Bay area. So, are these new introductions, brought into these hubs of commerce by cargo or travelers carrying contraband fruit? Or are they, as Carey suggests, low level infestations that emerge periodically?

In response to the recently published research, the CDFA said that California has the most effective fruit fly programs in the world. CDFA added that the programs have the support of growers, the respect of the scientific community, and long-standing acceptance by our domestic and international trading partners.

Frank Zalom, incoming president of the Entomological Society of America and a UC Davis entomology professor, said the new study provides a "careful and systematic analysis of fruit-fly finds and presents a compelling argument that these detections represent continued reoccurrences of resident populations rather than re-invasions of California."

"This study deserves serious consideration, and I hope that it helps lead to new discussions on a long-term approach for dealing with fruit flies and similar exotic pests by the United States and international regulatory authorities," said Zalom, who is an expert on integrated pest management.

Some certificates for export of our commodities include the statement that "This shipment was not produced in areas regulated (quarantine) for fruit flies of quarantine importance".

Here in Santa Cruz County, fruit flies of quarantine importance are trapped very infrequently. Is this because they never became established here, or because we are not a large "commerce hub" for cargo and travelers? I do not know. However, the potential costs and implications for trade associated with "established" fruit fly infestations are substantial. Serious repercussions could result for California in counties where flies are frequently captured, should populations be considered "established" rather than "eradicated".



## Drought Help for Growers

**D**rought is a normal, recurrent feature of climate. It occurs almost everywhere, although its features vary from region to region. Droughts in California typically occur gradually over several years. California's extensive water supply system can mitigate the effects of short-term dry periods, however California's dependence on water for agriculture, industry, and recreation makes drought planning an economic necessity.

When a drought occurs the impacts are felt first by those most reliant on annual rainfall – farmers and ranchers. With more than 10 million acres of cropland and 30 million acres of rangeland, even a mild drought can have widespread effects. The Natural Resources Conservation Service (NRCS) offers free technical and financial assistance to farmers and ranchers, as well as forest owners and communities, to help them conserve and/or develop water resources on the lands under their control.

NRCS can help with your water, land or crop management concerns through on-site consultations and/or with the development of a conservation plan. Conservation plans can include drought planning. Being prepared for a drought and creating a plan will allow you to continue your operation even in the most severe conditions.

NRCS help includes: Improving irrigation systems and delivery; Choosing drought resistant plants; Improving water and water storage; Retaining soil moisture; and Reducing, recycling and reusing irrigation and/or storm water runoff.

All NRCS services and programs are free of charge. Visit us at: [www.ca.nrcs.usda.gov](http://www.ca.nrcs.usda.gov) or contact the Santa Cruz County NRCS office at: 475-1967.

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*- Just Keep It Simple -*

## Food For Thought



*Our opinions become fixed at the point where we stop thinking.*

*---Ernest Renan*

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# Agricultural News

## Farmers Can Save With PG&E's Low Pressure Sprinkler Nozzle Rebate



In most cases, PG&E's rebate covers the entire cost of the low pressure sprinkler nozzle. Replacing high-pressure sprinkler nozzles with low-pressure sprinkler nozzles enables you to reduce your irrigation system's operating pressure, thus reducing the energy it takes to run the pumps—yet still distribute the same volume of water your crops need, with fewer line breaks and less maintenance. Plus PG&E's local energy solutions department will compile the rebate application for you. Please call your local PG&E representative if you've installed low pressure nozzles in 2013 or if you would like more information for future installations. Charlene Iwata, 356 E Alisal, Salinas, CA 95060, (831)784-3407

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## CALENDAR

**THURSDAY - OCTOBER 19**  
 Agricultural Policy Advisory Commission meeting

**SATURDAY - OCTOBER 26**  
 17th Annual Progressive Dinner

**THURSDAY - OCTOBER 31**  
 Board of Directors meeting

**FRIDAY - NOVEMBER 1**  
 Focus Agriculture - Session 9

**WEDNESDAY - NOVEMBER 6**

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

**THURSDAY - NOVEMBER 7**  
 Annual Directors' Dinner

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

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

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SANTA CRUZ COUNTY

**OCTOBER 2013**  
**VOLUME 37, ISSUE 10**

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