

# 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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## Santa Cruz County Fair



The Santa Cruz County Fair, "Cows, Plows & Oh Wows" highlighted the month of September. The Apple Pie Baking Contest gave bragging rights to Karen Allyn for the next year. Pictured above are guests (L) tasting an apple pie entry during the contest. Pictured right are apple pie volunteers (L-R) Lorraine Mathiesen, Jane Nelsen and Laura Rider, Chairperson of the event. Violet Gianelli (C) enjoyed the arrival of our award winning Santa Cruz County Farm Bureau booth which won a silver medal at the State Fair in July. The Opening Day Barbecue sponsored by the Santa Cruz County Farm Bureau was a popular event and brought many fairgoers to the table to celebrate the start of the fair. (See page 5 for Karen's recipe along with all of the winners and page 6 for more pictures.)

## Farm Bureau Endorses Panetta For Congress

The Santa Cruz County Farm Bureau Board of Directors announced it has endorsed **Jimmy Panetta** for United States Representative, 20th District.

In making the announcement, President **David Van Lennep** stated, "Jimmy has taken an active interest in learning about local agriculture for the past three years." Van Lennep continued, "He also was a participant in the national award-winning program, Focus Agriculture, which teaches community leaders about local agriculture over a nine-month period."

Van Lennep further stated, "We look forward to working with Jimmy Panetta when he assumes office on important issues that affect the number one industry in the 20th District, agriculture."



The **Santa Cruz County Farm Bureau** is the largest agricultural organization in Santa Cruz County.

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



# President's Message

DAVID VAN LENEP, PRESIDENT

## What To Do With Measure D

**“Significant portions of the tax are earmarked for the Highway 1 and 9 corridors, both state highways. According to Caltrans, Californians pay about 3 billion in taxes to state road funds, 36% of which should be returned to cities and counties. It is a familiar trend for government to double-dip with taxpayers, though not necessarily the fault of the county.”**

Measure D, which local voters will have a chance to reject or approve in November, is a detailed transportation tax with a mixed bag of both necessary and frivolous projects. Money from the one-half percent sales tax increase will be used for numerous undertakings from long overdue repairs and improvements for basic transportation, to bicycle and pedestrian pathways and bridges on an unprecedented scale. Over the 30-year period, it is projected that roughly \$500 million dollars will be generated, with about 25% of that directed to non-essential transportation projects such as the rail trail.

Several issues kept floating to the surface while reviewing the spending allocations for this tax. One of the key problems from our perspective was the amount of funding directed to non-essential transportation. Our crumbling rural road network will get little help from the measure, while \$40 million goes to the rail trail. This seems like an inequitable way to direct this money. Fixing and improving what we have should be the first priority.

Taxation is always sticky, as people generally do not like to pay more. This is especially true for services they believe they are already paying towards. Look at the sales tax rates around the county: Watsonville, currently the highest, will continue to top the charts, while carrying higher unemployment rates than Santa Cruz County

as a whole. Significant portions of the tax are earmarked for the Highway 1 and 9 corridors, both state highways. According to Caltrans, Californians pay about \$3 billion in taxes to state road funds, 36% of which should be returned to cities and counties. It is a familiar trend for government to double-dip with taxpayers, though not necessarily the fault of the county.

At best, we see minimal benefit for agriculture and for the rural road infrastructure farming utilizes most frequently. At the worst, some of the projects will harm farming at both ends of

President's Message - Continued on Page 8

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# ASK LAURA

Mark Bolda, Farm Advisor, Strawberries & Caneberries, UCCE

## Post Harvest Reddening Of Blackberry Fruit

**C**an you talk a little bit about why blackberries will sometimes turn red in the cooler after harvest? It's a bit of a downer to collect a nice crop, only to have it rejected later on because it's turned red.

What you are seeing with the post harvest reddening of blackberry fruit is the well-known phenomenon in blackberries called reversion.

This is most often reported when blackberry harvest is taking place on hot days. Studies have shown that generally temperatures in the fruit over 72.5 degrees Fahrenheit prior to cooling are those that show the reddening symptoms most often. Mind you, this is the internal temperature of the fruit, and fruit exposed to the sun heat up fairly rapidly, especially on warm days.

While we know that the blackberry fruit in reversion is losing anthocyanin pigment (the pigment which makes the fruit dark) in the affected drupelets, we do not know exactly why this is happening.

Some work shows that drupelets which have been bruised show the reddening disorder the most, while other work shows that the sudden cooling a warm fruit experiences in forced air refrigeration first swells and then shrinks the cells resulting in the loss of pigment.

There are ways to mitigate this issue, the biggest one being sure to pick fruit and get it to the cooler during the cool of the day. As with all berries, fruit once harvested should not be allowed to sit in the sun for long, again especially on warm days. Such treatment raises internal temperatures quickly and can lead to other quality issues beyond just reversion.

Going forward, experimental work overseas is looking into a graduated cooling of freshly harvested fruit; in other words letting the fruit cool slowly by exposing it to gradually colder temperatures. There has been some work done on the role of nitrogen fertilizer levels and blackberry color reversion, but no conclusive results have been yet made here.

The preceding article has been written by Mark Bolda, UCCE Farm Advisor in strawberries and caneberries. For questions about fruit color reversion in blackberries and other questions on berries, please feel free to contact him at 831-763-8025 or [mpbolda@ucanr.edu](mailto:mpbolda@ucanr.edu).



# THE WATER NANNY

*"Agriculture, the Original Green"*

## Merry-go-round

For almost five years now we have all been on the same ride. Like an old merry-go-round we have gone round and around with our water regulators perusing compliance with the 2012 Ag Order. Some sit on colorful horses going up and down, but most are stuck, just circling. Long ago the brass rings ran out, leaving no thrill, or possible victory, just more revolutions. Take heart, the ride is almost over, the calliope music stops in March of next year.

Maybe once a year, back in school, we would get to go to the Boardwalk. The yellow bus would drop us off and, as a herd of children, we would move from the arcade to the rides. Each change in event would be somehow negotiated between the student collective and teacher, working from the funhouse to the coaster and eventually the caveman ride. How any individual event was chosen is still a mystery, whether it was consensus of the crowd, unanimity, or the tired chaperones dictate.



Between 2010 and 2012 agriculture pretended to negotiate the existing Ag Order. We behaved like petulant children, saying NO loudly, defying change and reluctantly accepting the final order, a somewhat better alternative than the first draft, only due to

the fatigue of the Water Board staff. As a result the Order is marginally functional. It really does little to reduce surface water pollution, or lessen contamination of the groundwater with fertilizer. Larger growers are mandated to fill poorly designed annual questionnaires under pain of enforcement fines. And around we go until the next year.

The ride is almost over. We may never be able to return to the funhouse, but we could avoid a trip through the house of horrors. It is really a question of the group's will and leadership. By now we all know the goals of water regulators; eliminate surface water impairment from pesticides, fertilizer and sediment and reduce (elimination may be a fantasy) nitrates percolating into our aquifers. Regulators have totally bought into "big data", more reporting will bring nirvana. The State Water Board is poised to require detailed business

records, unrelated to water quality, to "track" farm progress, which in the name of governmental transparency will be available to the public. Your competitors, and buyers, will know how efficient your farm is, what an advantage in negotiating future sales. The house of horrors looms large, unless we avoid that ride.

Better that the gaggle of farmers take note of, if not to heart, the water quality goals and propose a better route to get there. The good news is the next Ag Order, called version 3.0, is mostly the same merry-go-round we have been on for a few more years, giving farmers and their associations time to develop and reach consensus around a better path. Let's not be taken for a ride by a few petulant growers who insist on unanimity, a veto of everything by a minority. Better to look to known Ag leadership, the Farm Bureaus, Western Growers and Grower Shipper, to step into the void with a detailed proposal for Ag Order version 4.0 before all the good ride seats are taken. *"There are basically two types of people. People who accomplish things, and people who claim to have accomplished things. The first group is less crowded."* Mark Twain



"A man should never be ashamed to own he has been in the wrong, which is but saying, in other words, that he is wiser today than he was yesterday."

Alexander Pope



# FAVORITE RECIPES

## “Best of Show” 2016 Apple Pie Baking Contest

Karen Allyn, Watsonville

### Crust:

- 3 cups flour
- 1 1/2 sticks butter
- 1/3 cup shortening
- 6 to 8 tablespoons water
- 1 teaspoon salt

### Filling:

- 14 Pippin apples
- 1 1/2 cup sugar
- 1 teaspoon of cinnamon
- 1/2 lemon (juice)

1. Blend flour, salt, shortening, add water. Toss & form into 2 balls. Chill.
2. Cut & peel apples
3. Roll out dough & bake 350° for 1 hour.



The Santa Cruz County Farm Bureau's 40th Annual Apple Pie Baking Contest was held during the Santa Cruz County Fair. Karen Allyn, after over 26 years of entering the Annual Apple Pie Baking Contest, won “Best of Show”! Ms. Allyn has won other awards in the contest but not “Best of Show”. In 1990, she won first in the Adult category. In 1999, she won first in the Masters category. This year she won both first in the Masters category and the “Best of Show”.

The judges for this year's contest were **Juan Hidalgo**, Ag Commissioner, Santa Cruz County; **Catherine Fantozzi**, Chef, Monterey Bay Caterers; **Lolly Belanger**, Executive Director, Santa Cruz County Bay Association and Lawyer Referral Service; **Grant Estrada**, Troubleman, PG&E .

The Pajaro Valley apple producers, growers and pie lovers sponsor the annual event in cooperation with the Santa Cruz County Farm Bureau. Laura Rider, Farm Bureau Member, is Chair for this very popular opening day event.

### Event Winners Are

	Youth Division	Adult Division	Masters Division
1st	Emma Jo Fischer Watsonville	Linda Brackenbury Santa Cruz	Karen Allyn Watsonville
2nd	Emilie Stevens Santa Cruz	David Kikuchi Watsonville	Cheryl Pettigrew Watsonville
3rd	Skyler Tomasihi Aromas	Benjamin Henderson Santa Cruz	Janice Visel Santa Cruz



40th Apple Pie Baking Contest judges, (L-R) Lolly Belanger, Juan Hidalgo, Catherine Fantozzi and Grant Estrada



Emma Jo Fischer wins first in the Junior division



# SANTA CRUZ COUNTY FAIR



The Opening Day BBQ at the Santa Cruz County Fair was again a huge success. Well over 200 guests dined on a delicious barbecue lunch before they ventured out to enjoy the fair. The menu included tri tip, beans, salad and french bread served with coffee or lemonade. Be sure you put this on your calendar for next year so you don't miss out!



Watsonville Fire Captain Matt Ryan is one of many members of the Watsonville Firefighters Association who prepares and serves the Opening Day Barbecue.

# "Agriculture, the Original Green"

# NATIONWIDE SUMMER SAFETY TIPS

Margie Piercy, Director, Business Development

## How to Prepare Your Home or Business for Wildfire Season

**Y**ou don't have to live near a canyon or forest for your property to be threatened by wildfire. Nearly 1/3 of U.S. homes are in wildfire-prone areas, according to the Insurance Institute for Business and Home Safety (IBHS).

The impact of a wildfire can be tragic and expensive. For instance, in 2014, the U.S. Forest Service and U.S. Department of the Interior spent a staggering \$1.8 billion combating fires.

Key to lessening the damage to homes and businesses is knowledge and preparation.

### WILDFIRE-PRONE STATES

Wildfires can, and do, happen in every state. MSN Real Estate reported in October 2013 that these states face a "very high risk" of wildfires:

- Texas
- California
- Colorado
- Oregon
- Arizona
- New Mexico
- Montana
- Utah
- Idaho
- Nevada

### WILDFIRE SEASON

Wildfire season is not confined to one time of the year or one region of the country. For instance:

**Early spring:** Wildfire season typically begins in Texas and moves across the Southeast to Florida before hitting the Northeast.

**Late spring:** The Southwest

**Mid- to late-summer:** Pacific Northwest and Northern California.

**Fall:** Southern California. A secondary fire season also hits the East and Southeast as leaves begin to fall.

### HOW FAMILIES CAN PREPARE

Residents should create and practice an evacuation plan that includes an agreed-upon meeting spot, a list of who will be notified about your evacuation and where you'll get fire updates.

The Arizona Emergency Information Network's wildfire evacuation guide offers these tips:

1. Know the 5 P's of immediate evacuation
  - People and pets
  - Papers and important documents
  - Prescriptions
  - Pictures and irreplaceable memories
  - Personal computers
  - Prepare your home
2. Move flammable furniture to the center of the home
3. Close shutters, blinds and heavy drapes
4. Close fireplace dampers and screens
5. Shut all interior and exterior doors, and leave them unlocked
6. Put a note on the front door with names of all evacuees, time and date of evacuation, the intended destination and contact information
7. Place a ladder outside for access to the roof

### HOW BUSINESSES CAN PREPARE?

IBHS suggests local businesses prepare a business continuity plan to deal with the potential effects of wildfires and offers a free toolkit to help with disaster recovery.

The organization also recommends:

- Keeping debris and combustible material from accumulating on roofs, gutters and around the structure
- Enclosing the bottom of elevated decks, and not storing combustible materials below the deck

**Prepare for Wildfires- Continued on Page 11**



## Protect Your Eyes At All Times

**E**ye injuries happen much too frequently in the United States. The rate is something like 2,000 per day. According to the U.S. Bureau of Labor Statistics, three out of five workers who suffer eye injuries wore no eye protection at the time of the injury. And of those who did wear protection, two of every five wore the wrong kind.

Experts believe that proper eye protection could have prevented or reduced the severity of injury in at least 90 percent of these accidents. It makes good sense to wear safety eyewear whenever there is a chance that machines or operations present the hazard of flying objects, chemicals, harmful radiation or other hazards.

Here are some steps to follow to help prevent eye injuries either to you or other workers:

Conduct a thorough analysis of the work to be done and the equipment that will be used. Inspect work areas and equipment and identify operations and areas that present eye hazards.

Select protective eyewear designed for a specific operation or hazard. Protective eyewear must meet Occupational Safety and Health Administration standards.

For best protection against eye injury, wear eye protection whenever it is warranted and require workers to do the same. Allow no exceptions.

Protective eyewear that doesn't fit properly and comfortably is not likely to be used. To ensure the eyewear is satisfactory, have it fitted by an eye care professional.

Plan for an emergency. Establish first-aid procedures for eye injuries. Make eyewash stations accessible, particularly where chemicals are used. Train employees in basic first aid and identify those with more advanced first-aid training.

Educate and review. Conduct ongoing educational programs to establish, maintain and reinforce the need for protective eyewear. Continuously review and when necessary revise your accident prevention strategies.

Another thing to keep in mind is that uncorrected vision problems can contribute to accidents. Be sure to have your

eyes examined periodically and encourage workers to do the same. As we grow older, most of us will experience a condition called "presbyopia," which is the slow loss of the ability to see close objects or small print. This is a normal process that happens over a lifetime. Many people do not notice a change until after the age of 40. This situation can usually be corrected with reading glasses.

State Fund has a wealth of information on safety topics available for easy access on our website at [www.statefundca.com](http://www.statefundca.com). Click on "Employers" and then "Resources" to find the extensive list of topics.

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

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

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

the county as they crisscross active farmland.

As I mentioned above, there are some beneficial components of Measure D that should be implemented, and money for roads and other necessities will provide some benefit. However, based on the allocations, little will filter out to places where the roads are in most need of repair.

Ultimately, Santa Cruz County Farm Bureau cannot offer support for Measure D.



## RCD Provides Services to Growers

Several programs are now available from the Resource Conservation District of Santa Cruz County (RCD) for growers interested in improving irrigation efficiency, looking to implement conservation practices or seeking to implement cover crops this winter. First, the RCD recently launched a program providing irrigation efficiency audits to growers in the Pajaro Valley. Conservation is a critical component of addressing groundwater overdraft in the Pajaro Valley, and the irrigation audits will help growers become part of the solution while saving time and money by ensuring that they are irrigating efficiently and effectively. Funded through several sources including PV Water, the State Water Resources Control Board and the United States Department of Agriculture, the services are currently being provided free of charge to interested growers. An evaluation only takes two days, and participants can expect a full report

within one month that includes results of the evaluation along with recommendations for system improvements. Additionally, growers may be able to take advantage of targeted funding for the implementation of recommended improvements or other conservation practices through the Natural Resources Conservation Service's Environmental Quality Incentives Program. Finally, the RCD is providing cost-share assistance to growers wanting to implement cover crops this winter. With funding from the State Coastal Conservancy, the RCD will provide growers rebates of up to \$500 for the cost of seed for cover cropping.

The RCD is a non-regulatory special district that works voluntarily with landowners to provide stewardship for natural resources. If interested in any of these opportunities, please contact the RCD, (831) 464-2950 X11 or visit [www.rcdsantacruz.org](http://www.rcdsantacruz.org).

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## Farm Team Legislative Update

Governor Jerry Brown announced he has signed AB 1066 (Gonzalez), regarding overtime for agriculture employees.

California agriculture fought this bill hard - defeated it once this year in the Assembly, held it to a narrow one-vote win in the Senate and generated bipartisan opposition to the bill in both Houses. We appreciate the efforts of our FARM TEAM members for every letter, call and visit made in regards to this legislation. Without it, we would have never kept it to such a slim margin.

We will continue to make the case to California's political leaders that this legislation will be harmful to farm families, including employees and employers alike. Those who work on our farms and ranches will see fewer work hours and lower wages because of AB 1066. We won't stop fighting politically-inspired mandates that hobble the competitiveness of California's farmers and ranchers.

## Farm Team Action Alert

A proposed IRS regulation could make it much more difficult for family-owned businesses to avoid federal estate taxes when assets exceed the current per-person limit of \$5.45 million. The regulation proposes to eliminate a common practice of discounting stock of minority shareholders in family-owned operations.

The Administration has looked at every way possible to make changes to the estate tax since 2011, including proposals to repeal the stepped up basis in multiple proposed budgets. This proposed rule is a backdoor attempt to capture more estate taxes.

Farm Bureau, along with the Family Business Estate Tax Coalition is collecting signatures on a letter to be sent to Treasury Secretary Jack Lew, asking for the proposed regulations to be withdrawn. [Click here](#) to simply add your name and contact information to the letter.

While the proposed rule is very involved and technical, it will have significant impacts on the way farms and ranches are able to plan the transfer of their estate and likely lead to increased estate taxes. Help us express our opposition to Secretary Lew.

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# AG NEWS

## Prepare for Wildfires- Continued from Page 7

- Covering attic and crawl space vents with metal mesh screens to reduce entry points for wind-driven embers
- Creating **defensible space** up to 100 feet from the structures that serves as a layer of protection between the business and wildfire
- Have a disaster kit ready

Homes and businesses should also have an emergency disaster kit, containing at the minimum:

- First aid supplies
- Emergency tools
- Medications
- Battery-powered radio
- Flashlight and extra batteries
- Car keys
- Cash and credit cards
- Water
- Non-perishable food
- Blankets or sleeping bags

Communities in wildfire-prone areas need to be prepared. Following these steps can help protect your family, home or business from a wildfire.

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meeting

**FRIDAY - OCTOBER 21**  
Focus Agriculture, Session 9,  
Graduation

**THURSDAY - OCTOBER 27**  
Agricultural Policy Advisory  
Commission

**THURSDAY - OCTOBER 27**  
Board of Directors' meeting

**SATURDAY - OCTOBER 29**  
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**WEDNESDAY - NOVEMBER 2**  
• Legislative Committee  
meeting  
• Executive Committee  
meeting  
• Membership Committee  
meeting

**THURSDAY - NOVEMBER 3**  
Annual Directors' Dinner

**SUNDAY - NOVEMBER 6**  
Daylight Saving Time Ends

**TUESDAY - NOVEMBER 8**  
Election Day - Remember to  
Vote

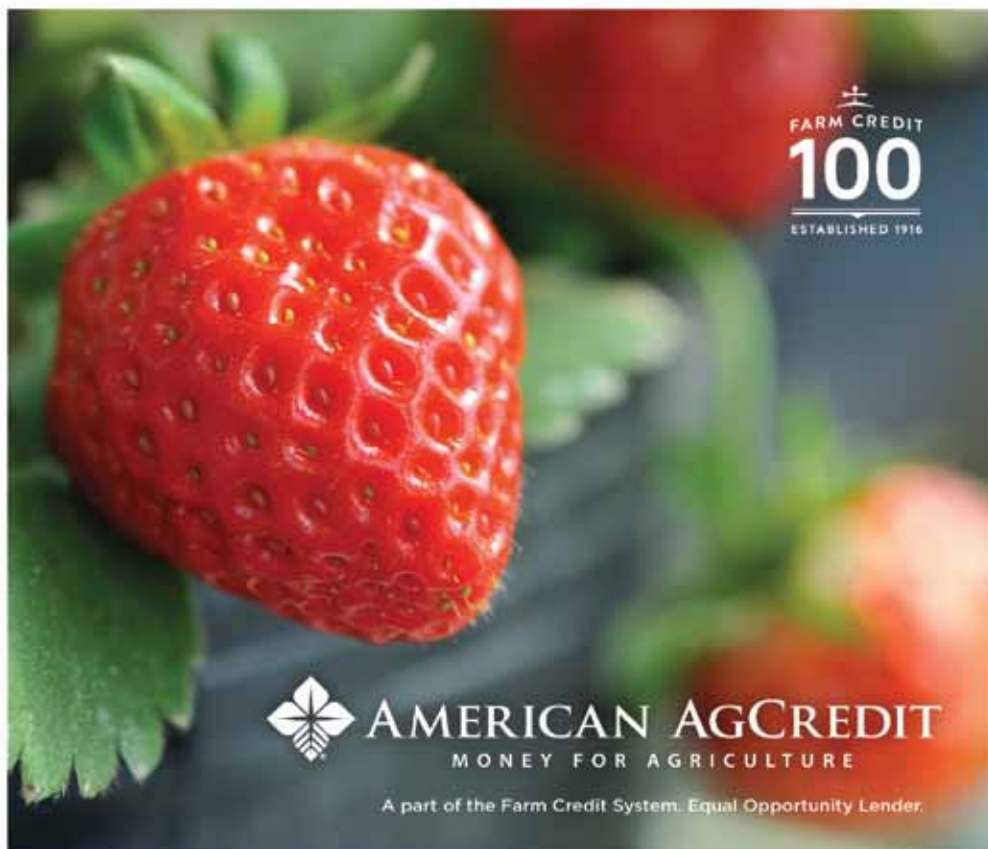
**MONDAY - NOVEMBER 9**  
Young Farmers & Ranchers  
meeting

**THURSDAY - NOVEMBER 11**  
Veteran's Day

**WEDNESDAY - NOVEMBER 14**  
Public Relations & Information  
Committee meeting

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication



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