

# 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 2018 "Bounty of the County"



## Santa Cruz County Farm Bureau Fair Photos

**Row 1:** (L-R) Apple Pie participant setting a good example early!; Frank Estrada manning the Farm Bureau fair booth; Apple Pie Judges Doron Comerchero, Lyza Gianelli, Jeanie Johnson and Pablo Barreto.

**Row 2:** (L-R) Enjoying the Opening Day Barbecue are Jeannie Kegebein, Diane Cooley and Susan True, CEO of the Community Foundation of Santa Cruz County; Skyler Tamasini of Aromas, Youth Division 2nd Place Winner; Watsonville Firefighters Association cooks did another great job preparing the meal at the Opening Day Barbecue.

**Row 3:** (L-R) A beautiful apple pie entered in the Apple Pie Baking Contest; The Santa Cruz County Farm Bureau Fair Booth, which again won a silver medal at the California State Fair, staffed by directors and volunteers (L-R) Sam Lathrop, Geri Prevedelli-Lathrop and John Pisturino; Janice Weaver, Adult Division Blue Ribbon winner.

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# President's Message

THOMAS BROZ, PRESIDENT

## Risky Business – Balancing Biology and Economics

The Santa Cruz County Fair marks the end of summer and signs of transition into fall can be seen all around – shorter days, crisp morning temperatures, the colorful foliage on our trees. Apple and grape harvests are in full swing, while berry and other row crops are slowing down. Halloween is just around the corner as produce aisles display pumpkins, winter squash, apples and brussel sprouts.

This year the transition into fall and winter is particularly challenging for many of our berry growers, who for much of the season had to face disappointingly low prices and struggled to make a profit. Financial decisions are particularly challenging right now when many of the investments and preparations need to be made to stay in production for another season. Predicting the future is always risky and in farming the unpredictable nature of that calculation is magnified by having to balance biology and economics. We accept that there are good years and bad years, it comes with the territory, we prepare as best we can but ultimately we have limited control over market prices and even less control over what nature has in store.

What is puzzling to me is that when I walk down the grocery aisle, the price for a clamshell of strawberries hasn't changed to reflect the low prices at the farmgate. I don't claim that I understand the marketing complexities of the berry industry, however as a consumer, if prices are

significantly lower at the farm gate one would expect a proportional drop in prices at the retail level. Farmers don't give up easily. We love what we do, we learn from our losses and adapt to build more resilient operations. We can only hope that farmers receive their fair share to be able to ride out uncertainties and minimize the frequency at which these will cause financial losses.

As consumers, every meal should be a reminder that farmers make up less than two percent of the population, growing food for the rest of us. It would seem logical that we want our food dollars to support a

[President's Message - Continued on Page 4](#)

**"Farmers don't give up easily. We love what we do, we learn from our losses and adapt to build more resilient operations. We can only hope that farmers receive their fair share to be able to ride out uncertainties and minimize the frequency at which these will cause financial losses."**

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# ASK LAURA

Laura Tourte, Farm Management Advisor, UCCE

## USDA's Agricultural Marketing Service (AMS)

**Q:** Where can I get more information about market prices and sales for berry and vegetable crops?

**A:** Market News, from the USDA's Agricultural Marketing Service (AMS), is a great resource. The website is: <https://www.ams.usda.gov/market-news>. Market news provides timely price and sales information for conventional and organic fruits, vegetables and other specialty crops. Information related to livestock, poultry and dairy can also be accessed at this website.

Here are some of the ways in which you can use Market News:

If you are interested in only one crop and price, for example strawberries, you can click on the specialty crop and then fruit links, and then search by commodity. There you will find information on price and sales for terminal markets, for example San Francisco, or you can search by shipping point, for example Salinas-Watsonville. You can further search for information by specifying date(s), and whether you are interested in conventional or organic prices and sales—or both.

Another way to search, which can be particularly helpful, is to go to the Market News Portal under the Specialty Crops link, where you can request a number of custom reports. For example, there are reports available for terminal markets, shipping points, organic, or more specifically, a "custom average pricing" report. Again, if you are interested in prices and sales of strawberries, you can select the "snapshot average prices and graphs" tab, and then "shipping point averages" tab. You can select a report by week, month or year (for current and historical data), product

type (conventional and/or organic), district (Salinas-Watsonville), and package type (different flat sizes), among several other choices.

Besides strawberries and other fruit, there are reports that are available in various formats for vegetables, herbs, nuts, ornamentals and honey. There is information on product movement in California and others part of the US, and world, and national shipping point trends, to name just a few other options. News releases and other announcements that may be of interest can also be easily viewed from the Market News Portal.

Market News has a wealth of information—far more than can be detailed in this column. What I would recommend is that you spend some time becoming familiar with the website, and the many options that are available for you to use. It may take a bit of time to learn how to best use the website for your own needs, but your searches may yield unexpected results of value! If you have any questions, please feel free to contact our office.





# THE WATER NANNY

## No Tales Told

**O**nce upon a time a man lived in a small town. People would see him at the post office and market, he attended church, somewhat regularly, and mostly he kept to himself. Seldom did the town gossips speak his name, as he was notorious only for his lack of notoriety. Maybe he was a farrier or fisherman, certainly not a merchant or politician, as he never stooped to self-promotion. Whatever his trade he did well and quietly supported his community with donations to church, scouting and support to students in need of occasional funds for college. Boring was an apt adjective.

For unknown reasons a newcomer to the small town took a dislike to the man, spreading malicious rumors, and other flotsam. None were true, but since no one could remember the man, no one could come to his defense. Although everything was disproved, a lingering stain lasted in the community.



The man was a farmer. We grow food for the nation, provide good jobs and support our community. We are seen every day, in the fields, but unknown.

The Ag economy in just Santa Cruz County provides 11,085 jobs and contributes over \$1.46 billion to the local economy. Monterey County Ag contributes \$8.1 billion, supporting 76,054 jobs. Our farm products are distributed throughout North America, and into Europe and Asia. Several Pajaro Valley labels can be seen in coolers worldwide.

We are high tech. Ok, those newfangled drones need work, but we are early adopters of drip tape, new crop varieties and soils science. We grow more, and more valuable crops, with less water and fertilizer than ever before.

2006 was an interesting year for vegetable growers because of the *spinach scare*. Ag stepped-up, reviewed the research, and implemented farsighted changes in farming, with an eye toward food safety. Because of the scare, Ag had to step up and advocate effective, realistic change, and then implement it. Let's face it, we grow our food in the dirt, with natural sunlight, in the country. There are legions of birds, pigs, rats

and deer. What to do? We did it! Not a single shopper at the local Safeway knows all the trouble we go in pursuit of food safety perfection. We still do good works without any acknowledgement or recognition.

Food safety, a topic not taught until recently at any Ag university, has become the final clearing point for all fresh produce. For leafy greens, all of our summer leafy vegetables, the industry and state government came together to create the Leafy Greens Marketing Agreement (LGMA). With what result, you may ask? Huge leaps in addressing sanitation and pest intrusion. Some parts are predictable; a written compliance plan, trace back, audits, environmental assessments and field sanitation. Growers become very focused on the metrics, because they are audited. Quality went up, problems down and, most importantly, the LGMA achieved visibility and credibility. Achieving the metrics is not easy or simple. To comply one farmer put bird netting over a neighbor's nut tree so crows couldn't carry the nuts onto the crop field. Good audit scores are the final grade.

Soon we will be confronted by nitrogen use mandates from the Central Coast Regional Water Control Board (RWQCB). This problem could be confronted with the same focus as food safety, benefiting all growers, or maybe not.

***Doing good is great, it is even better if well known.***



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

resilient and sustainable agriculture sector, where the risks inherent in farming are lessened to ensure we get to enjoy food that is abundant, healthy and affordable. Wishing you all a happy and not so scary Halloween.



# FAVORITE RECIPES

## 2018 “Best of Show” Apple Pie

Maggie Kasunich, Watsonville

*Organized by Santa Cruz County Farm Bureau*

*Sponsored by Local apple producers, processors and supporters*

### Crust:

2 & 2/3 cups flour  
1/2 teaspoon salt  
1 cup of corn oil  
6 tablespoons of milk

### Filling:

- 6-8 Gravenstein apples
- 1 cup sugar
- 1/2 teaspoon of cinnamon
- pinch of salt
- 2 tablespoons of flour

1. Mix crust ingredients together and divide in half.
2. Roll dough between two pieces of wax paper. Line bottom of pie plate.
3. Mix apples and other ingredients together.
4. Add to lined pie plate and cover with top crust.
5. Bake 450° for 10 minutes.
6. Reduce heat to 350° and bake 50 minutes or until apples are tender.



Maggie Kasunich

The Santa Cruz County Farm Bureau's 42nd Annual Apple Pie Baking Contest was held at the Santa Cruz County Fair last week. **Maggie Kasunich** wins “Best of Show” for the ninth time! Maggie won best of show in 1986, 1988, 1991, 1996, 2008, 2012, 2013, 2015, and 2018. The Apple Pie Judges are different every year. The judges for this year's contest were **Lyza Gianelli**, Company Store Manager, S. Martinelli & Co; **Doron Comerchero**, Executive Director, FoodWhat?; **Jeanie Johnson**, Publisher, Register Pajaronian; Fire Chief **Pablo Barreto**, City of Watsonville. The connection of all the judges was 150th: S. Martinelli & Co., Register Pajaronian, and City of Watsonville are all celebrating their 150th anniversary. FoodWhat?! had marked the 150th community supported agriculture basket that had been given to one of their students for their participation in their program.

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.

### 2018 Winners Are:

#### YOUTH DIVISION

1st: **Kaia Harroh**, Aptos  
2nd: **Skyler Tamasini**, Aromas  
3rd: **Audrey Parmenter**, Felton

#### ADULT DIVISION

1st: **Janice Weaver**, Santa Cruz  
2nd: **Jolisa Lamoreaux**, Watsonville  
3rd: **Rita Hewitt**, Santa Cruz

#### SENIOR DIVISION

1st: **Maggie Kasunich**, Watsonville  
2nd: **Janice Visel**, Santa Cruz  
3rd: **Cherice Titus**, Aptos

# MORE NEWS



## Participate in Santa Cruz County's AgTech Conversation

The 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.

October - Processing & Shipping

December - Planning and Resource Allocation

February - Land Preparation

April - Planting

June - Production

August - Harvesting, Productivity Solutions.

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/>



# Smile

Wisdom has two parts:

1. Having a lot to say.
2. Not saying it.

*A Wise Person*

# FOOD FOR THOUGHT

"The world is plentiful with honey, but only the humble bee can collect it."

Ralph Waldo Emerson



## 100th ANNUAL MEETING

December 4-7, 2018 • Hilton San Diego Bayfront



### ALL MEMBERS WELCOME



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**Witness** the policy process unfold on the delegate floor.



**Experience** the Farm Bureau tradeshow.



**Connect** with old friends and make new ones.



**Visit** [cfbf.com/am2018](http://cfbf.com/am2018) to register.

[www.cfbf.com/am2018](http://www.cfbf.com/am2018)



## Industrial Hemp Update



The Agricultural Commissioner's Office has continued to receive questions and inquiries about the requirements to plant and produce industrial hemp and it is time for a brief update on this topic. The passing of Proposition 64 in 2016 made Division 24 of the Food and Agricultural Code (FAC) operable.

This section of law in the FAC sets overall requirements for industrial hemp cultivation in California. While the law establishes the basics for hemp cultivation, the Industrial Hemp Advisory Board is tasked with making recommendations to the Secretary of Food and Agriculture on matters related to seed cultivars, enforcement, and laws and regulations. To put it simply, the Board's recommendation will help to craft the regulations necessary to move the program forward. The Board has met several times since it was convened to address some initial key issues including a registration process for cultivators, sample collections and testing procedures for THC in hemp, approved testing laboratories, and the enforcement role of Agricultural Commissioners. At this point no final recommendations have been made to the Secretary on these issues. The introduction of Senate Bill 1409 earlier this year may also alter the recommendations made by the Board if signed by the Governor. SB 1409 would make changes to Division 24 and would remove the requirement that hemp be densely planted, would require that established agricultural hemp research institutions provide GPS coordinates of cultivation sites to the Agricultural Commissioner, would remove any prohibitions against the tending, pruning and culling of individual hemp plants, and would allow the California Department of Food and Agriculture to designate approved labs to sample hemp for required THC levels as well as setting sampling guidelines. The passing of this bill could conceivably allow the process of developing regulations for industrial hemp to continue to move forward at a faster pace since key issues that had until now not been resolved will be addressed. Unfortunately for now, growers interested in cultivating hemp will need to wait until regulations are finalized, hopefully sometime in 2019. More information on CDFA's Industrial Hemp Program can be found on their

website at: [www.cdfa.ca.gov/plant/industrialhemp/index.html](http://www.cdfa.ca.gov/plant/industrialhemp/index.html)

The Industrial Hemp Advisory Board meets almost every month and their meetings are webcast. For more information on the Board's meeting schedule or to live stream the meetings visit:

[www.cdfa.ca.gov/plant/industrialhemp/meeting-info.html](http://www.cdfa.ca.gov/plant/industrialhemp/meeting-info.html)

## CFBF BENEFIT UPDATE:



JOHN DEERE

John Deere now offers John Deere Rewards to members of California Farm Bureau. Farm Bureau members receive discounts, special low rate financing, and all other benefits associated with John Deere Rewards Platinum 2 status.

Just sign up for John Deere Rewards program using a valid member number and zip code for membership verification, and become a Platinum 2 level by visiting [www.johndeere.com/FarmBureau](http://www.johndeere.com/FarmBureau)

New Farm Bureau members will need to have an active membership for 30 days from the date they join to utilize the John Deere Rewards discount program

## 2018 CALENDAR OF EVENTS

### Santa Cruz County Farm Bureau

#### **Annual Directors' Dinner**

Location to be determined  
November 1, 2018  
5:45 p.m.

#### **CFBF 100th Annual Meeting**

San Diego, CA  
December 4 through December 7, 2018

#### **Agri-Culture**

#### **22nd Annual Progressive Dinner**

Location: Top Secret!  
October 27, 2018  
3:00 p.m. to 9:00 p.m.

## WHEN CAN YOU RECORD A CONVERSATION OR PHONE CALL?



**V**ehicle phones, short wave radios, cell phones, office phones and digital recorders allow anyone to easily record just about any form of communication. The purposes may be evil or innocent; to document a conversation in the middle of a field for follow up or to blackmail.

Many states, including California, have strict laws regarding recording conversations. Aside from possible illegality, violating your employee's, friend's, your boss' or your family member's conversation violates their right and expectation of privacy,

California Penal Code § 632, in the California Invasion of Privacy Act, makes it illegal for an individual to monitor or record a "confidential communication" whether the communication is among the parties in the presence of one another or by means of a, telephone or another device. California is known as a "two-party" state, which means that recordings are not allowed unless all parties to the conversation consent to the recording. (Contrast New York as reported in the news over the past few months)

Under Penal Code § 632(c), "confidential communication" includes any communication carried on in circumstances as may reasonably indicate that any party to the communication desires it to be confined to the parties, but excludes a communication made in a public gathering or in any legislative, judicial, executive or administrative proceeding open to the public, or in any other circumstance in which the parties to the communication may reasonably expect that the communication may be overheard or recorded.

Violation of *Penal Code* § 632 can mean a fine of up to \$2,500 and/or imprisonment for up to a year. The violator may also be subject to civil liability in the amount of \$3,000 or three times the amount of any actual damages sustained as a result. Under the California Public Utilities Commission General Order 107-B(II)(A)(5), a recording is allowed if there is a "beep tone" warning. We have all heard those. Under California Penal Code § 633, state law enforcement officials

may eavesdrop and record telephone conversations.

Some other states are "one-party" states in which the consent of only one party to a conversation is required for the conversation to be legally recorded. Federal law also allows recoding of telephone conversations if there is consent of at least one party to the call. 18 U.S.C. 119, § 2511(2)(d).

So, its fine to use that cell phone to make sure you remember what everyone agreed when you met in that field or office or coffee shop. But make sure everyone says they agree. And then record their consent.

**YOUR VOTE IS  
YOUR VOICE**

**November 6, 2018**

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

"I love being a part of  
connecting agriculture with  
the community it lives in."



**Adriana Silva**, Tomatero Farm, Organic Vegetables  
SCCFB Director



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### Como estimar la tasa de aplicación de agua de un sistema de riego por goteo o por aspersión

Decidir cuánto tiempo regar puede ser complicado porque las recomendaciones sobre cuanto regar están en unidades de *lámina* de agua (lámina es la profundidad del agua riego y se mide en pulgadas o pies). Para convertir la cantidad de riego que requiere su cultivo de pulgadas (lámina) a horas de riego diarias o semanales, necesita saber la tasa de aplicación de agua de su sistema.

La tasa de aplicación es la profundidad de lámina aplicada por un sistema de riego en un periodo de tiempo, y esta expresada y normalmente se mide en unidades de pulgadas por hora. Por ejemplo, si un sistema de riego tiene una tasa de aplicación de 0.1 in/hr (pulgadas por hora), el sistema de riego aplica un décimo de pulgada en una hora, o una pulgada en diez horas. Cabe notar que la tasa de aplicación es independiente del área, o sea un bloque de un acre tiene la misma tasa de aplicación que un bloque de diez acres en el mismo sistema de riego.

En sistemas de riego por goteo, las variables que determinan la tasa de aplicación son el ancho de las camas, el número de cintas por cama y el caudal de la cinta. El caudal de la cinta se puede encontrar en la etiqueta del rollo de cinta (por ejemplo como la etiqueta en figura 1) y tiene unidades de gpm/100ft (galones por minuto por 100 pies de cinta). El caudal de la cinta es correcto solo si la cinta esta operada a la presión recomendada, 8 o 10 psi (libras por pulgada cuadrada). Si se opera a una presión más baja el caudal es menor.

Para estimar la tasa de aplicación en un sistema de aspersión (sprinklers) se necesita saber la distancia entre líneas de riego (que normalmente es entre 30 y 40 pies), el tamaño de las boquillas de los aspersores y la presión del agua. Esta se puede medir con un manómetro ("reloj" de presión) y un tubito *pitot*. La distancia de los aspersores en la línea de riego es siempre 30 pies.

En la Tabla 1 se reportan tasas de aplicación estimadas para sistemas de goteo, y en Tabla 2 tasas de aplicación para sistemas de aspersión. Por ejemplo, en la Tabla 1, se puede

encontrar que la tasa de aplicación de un sistema de goteo para fresa con camas de 52 pulgadas, dos cintas por cama y un caudal de 0.5 gpm/100 ft, es de 0.22 in/hr. En cambio, en la Tabla 2 se encuentra que un sistema de aspersión para lechuga con boquillas de 7/64" y una distancia entre laterales de 33.3 pies, distancia entre aspersores de 30 pies, y presión de 55 psi, tiene una tasa de aplicación de 0.27 in/hr.

Una tasa de aplicación de 0.27 in/hr significa que si el sistema se prende por una hora, se aplican 0.27 pulgadas de agua; si se prende por 45 minutos, se aplican 0.2 pulgadas (0.27 ÷ 60 x 45).

Como referencia, en un año promedio, en el Valle de Pajaro, un cultivo de fresa necesita una pulgada de agua por semana en Agosto y alrededor de 28 pulgadas en una temporada entera. Un rancho con una tasa de aplicación de 0.22 in/hr como en el ejemplo anterior, necesitará cuatro horas y media semanales (1 inch ÷ 0.22 in/hr = 4.5 hr) y necesitará 127 horas de bombeo para toda la temporada (28 in ÷ 0.22 in/hr = 127 hr).

Esta hoja le ayuda a estimar la tasa de aplicación cuando no hay mediciones directas disponibles. Para medir directamente su tasa de aplicación, reserve una evaluación gratuita de su sistema de riego con el Distrito de Conservación de Santa Cruz llame al 831-464-2950, o envíe un correo a: info@rcdsantacruz.org.

Tape Flowrate [gpm/100 ft]	1 Dripline Per Bed Bed Width 48 inch	2 Driplines Per Bed	
		Bed Width 48 inch	Bed Width 52 inch
0.25	0.06 inch/hour	0.12 inch/hour	0.11 inch/hour
0.3	0.07 inch/hour	0.14 inch/hour	0.13 inch/hour
0.4	0.1 inch/hour	0.19 inch/hour	0.18 inch/hour
0.5	0.12 inch/hour	0.24 inch/hour	0.22 inch/hour
0.63	0.15 inch/hour	0.3 inch/hour	0.28 inch/hour
0.67	0.16 inch/hour	0.32 inch/hour	0.3 inch/hour

Tabla 1. Tasas de aplicación en pulgadas por hora (in/hr) para sistemas de goteo con diferentes caudales y distancia entre camas

**Note: Para ver el artículo completo, y las tablas con tasas de aplicación calculadas para diferentes caudales (gpm) en sistemas de aspersión y goteo, visite la pagina web <http://rcdsantacruz.org/agriculture>**

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# Ag News

COMING  
SOON!



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Saturday, October 27, 2018

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## CALENDAR

**MONDAY - OCTOBER 8**  
Public Relations &  
Information Committee  
meeting

**WEDNESDAY - OCTOBER 10**  
Young Farmers & Ranchers  
meeting

**FRIDAY - OCTOBER 19**  
Focus Agriculture, Session 8

**THURSDAY - OCTOBER 25**  
Agricultural Policy Advisory  
Committee meeting

**THURSDAY - OCTOBER 25**  
Board of Directors meeting

**THURSDAY - NOVEMBER 1**  
Annual Directors' Dinner

**WEDNESDAY - NOVEMBER 7**  
• Legislative Committee  
meeting  
• Executive Committee  
meeting  
• Membership Committee  
meeting

**MONDAY - NOVEMBER 12**  
Public Relations &  
Information Committee mtg.

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

**THURSDAY - NOVEMBER 22**  
Thanksgiving Day Observed  
Office Closed

**FRIDAY - NOVEMBER 23**  
Thanksgiving Holiday  
Office Closed

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