

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

SEPTEMBER 2017  
VOLUME 41, ISSUE 9

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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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## 9th Annual Testicle Festival



Greg Estrada (C) was the winner of the Testicle Festival's "It's All in the Sauce" Contest with his special sauce "Nuttin' Special". Shown here with CJ Miller (L) and Sarah Hulick (R)

The **Young Farmers & Ranchers** Committee of the Santa Cruz County Farm Bureau announced that **Greg Estrada**, recently retired Cal Fire Battalion Chief from Watsonville, won the "It's All in the Sauce" contest at the **9th Annual Testicle Festival** held in Watsonville on Saturday, August 26th. The contest invites attendees to prepare and bring their favorite dipping sauces for everyone to try out with the Rocky Mountain Oysters served as appetizers. Greg's sauce, "**Nuttin' Special**", was the favorite of the sauces entered in the competition. **Karen Pisturino** of Watsonville won the coveted "Best Sauce Name" section of the contest with her "Gonad Goo" sauce.

There was also a competitive horseshoe contest at the Testicle Festival. The winning team was comprised of **Ricardo Am Rhein** and teammate **Scott Gorham**.

All contest winners were presented with plaques memorializing their triumphant performances.

The 9th Annual Testicle Festival was held at **Estrada Deer Camp** in Watsonville. The Rocky Mountain Oysters were served as hors d'oeuvres and the sauces were enjoyed and judged by the record-crowd attending. A full chicken barbeque was served for dinner, with s'mores, made around the campfire, for dessert. The event also included a raffle, live and silent auction.



Horseshoe Contest winners (L-R) Scott Gorham and Ricardo Am Rhein

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



# President's Message

THOMAS BROZ, PRESIDENT



**“... a friend a couple of weeks ago asked me who and why someone should join an organization like SCCFB? The answer was simple – everyone should, because it helps one understand how food and agriculture is important to the wellbeing of our community and environment. As a grassroots level organization it gives an opportunity to participate and advocate for a healthy, economically viable, and just food system in our county.”**

## Building Bridges And Working Together To Keep Agriculture Strong

To start a farm is a giant leap of faith; so, before our young family of three started Live Earth Farm in 1996 here in Watsonville, I was fortunate to come to Santa Cruz to first take a few small learning steps by enrolling in the six-month hands-on organic farming apprenticeship program offered at the Farm and Garden at UC Santa Cruz. While I was getting my hands dirty learning about organic farming, our one year old son David learned how to take his first baby steps among rows of vegetables and strawberries. In those days the organic farming movement was beginning to spread its wings and the Farm and Garden program at UCSC was an important incubator for beginning organic farmers like me. The program has since evolved into a Center for Agroecology and Sustainable Food Systems (CASFS), widely recognized as a pioneer in research and development of organic farming practices, policy work and, maybe most importantly, the training ground from where more than 1500 organic farmers and gardeners have graduated.

This year, CASFS is celebrating its 50<sup>th</sup> anniversary and since it coincides with SCCFB's 100<sup>th</sup> anniversary celebration, Jess Brown, SCCFB's Executive Director, reached out to interview Daniel Press, Executive Director of the Center and George Blumenthal, Chancellor of UCSC. The interview was published in "The Coastal Grower 2017-Summer issue". The article gives an excellent overview of the history and highlights how CASFS

has played an important role in the local organic agriculture industry. Many practices developed there are now widely used both locally and beyond. A few important ones are: pheromones to control codling moth in apples, anaerobic soil disinfestation to control soil borne diseases and pests in strawberries, and specific techniques such as the use of trap crops, beneficial insects, and crop rotations all have been tested at the Center, published and passed on to growers. As Daniel Press pointed out in the interview, "...for years we have provided a de facto organic extension service to local organic growers and those interested in transitioning to organic."

*President's Message - Continued on Page 5*

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# ASK LAURA

Laura Tourte, Farm Management Advisor, UCCE

## Cost of Berry and Vegetable Production on the Central Coast

**Q:** How much does it cost to produce berries and vegetables along the Central Coast?

**A:** The timing of your question is excellent. Through a collaboration of UC Cooperative Extension farm advisors, UC Davis researchers and specialists, and local growers and industry, we recently completed three new cost and return studies. They are: strawberries for the 2016 growing season, and iceberg lettuce and broccoli for the 2017 growing season. The studies are available to view or download from our office's website, <http://cesantacruz.ucanr.edu>, and through the Agricultural Issues Center / Department of Agricultural and Resource Economics at UC Davis, <https://coststudies.ucdavis.edu>.

The studies are an in-depth evaluation of the estimated growing and harvest costs for each crop. Each study contains a narrative that describes how the costs were calculated and a series of tables that include costs per acre for land preparation, fertilization and pest management practices, material inputs, labor, business overhead and investments, along with harvest practices and costs. The studies also have what we call a "ranging analysis", which shows potential net returns per acre for a variety of different yield and price combinations. Also included are estimated costs for food safety and regulatory (air and water quality) programs for each crop.

New for these studies: an expanded discussion about labor, including two tables that show the 2016 to 2022 phase-in schedules for the new minimum wage and overtime laws in agriculture.

And we are pleased to report that the 2016 strawberry cost and return study is now available in Spanish, *Muestra de costos para producir y cosechar fresas*.

If you are not currently producing one of these crops, the studies can help you decide if they might be a good "fit" for your farming operation. If the crops are part of your current farm plan, they can help you project cash flow, manage finances, consider risk, and determine when or if production loans may be necessary for your operation. The ranging analysis can also help you understand the potential profitability of each crop.

At our UC Cooperative Extension offices in Watsonville (for Santa Cruz County) and Salinas (for Monterey County) we work on a number of different studies that estimate growing and harvest costs, along with potential net returns, for area farmers and industry. The most recent studies for vegetables, berries, and other crops – in our area and for other areas in the state – are updated periodically, and can always be accessed via the above websites. If you have any other questions, would like more information, or would like a print copy of the studies, please let us know.





# THE WATER NANNY

## Ghost of Apples Past

One hundred years ago the view of the Pajaro Valley from Hecker Pass was apples. Freight trains left Watsonville filled with boxes of hand-packed apples wrapped in thin paper. The aroma of vinegar wafted over downtown, masking the still lingering aroma of horse manure in the streets. Ah, the good old days. No one then would have foreseen the transformation of tiny crops like strawberries and raspberries to become our agricultural leader, changing the view from Mount Madonna to hoop houses and berry fields, with apples only providing a brief accent.

Foretelling the future is easy, most will forget that your bet was wrong five or ten years later. When the Pajaro Valley Water Management Agency (PVWMA) adopted the current Basin Management Plan two years ago the biggest element necessary to reach groundwater sustainability by 2025 was, and still is, water conservation of 5,000 acre feet per year of water, every year, by farmers, residents and industry. It was agreed that conservation was achievable and more cost effective than building more projects. The engineers advising the PVWMA were skeptical about conservation as it could not be quantified like a million gallon water tank or pipelines. The PVWMA worked with UC Davis and the Ag Extension to determine if our crops could be grown with less water; that is, are enough farmers over irrigating to make a difference. Models and scenarios were created, reviewed and adopted. Conservation was a viable project. Watsonville residents stepped up first and saved more than expected. However, long term water use overall may not have really changed.



The target is 5,000 less than the 2006-2010 average water use. The 2006-10 period includes both dry and wet years, so it is a representative touchstone. Last year, 2016 a very wet year, saw a savings of 7,412 ac.ft, well over the target. 2017 should be even better, but the five year average of 2012-2016, again including a long drought and some rainy years, shows conservation of a mere 248 ac.ft. Not much progress. To be fair, the recent five year period includes years prior to adoption of the conservation goal, but the showing is weak never the less.

What if the models are wrong? What if climate change and change resistant growers stymie conserving 5,000 af/yr? You know this happens in Washington all the time, "if we cut tax rates federal tax revenue will increase", or so the model predicted. The PVWMA needs to complete a task it committed to three years ago, determining how much water is used per acre of actual irrigated farm land. Only if they know the exact number of acres can analysis be completed to accurately see if this target is possible. Someone over there in their loft office needs to put on the green eyeshades and get to work.



John Martinelli, of apple juice fame, has another solution, plant and grow more apples. Established apple orchards need about 1/3 to 1/2 the water of other crops. Problem solved, Apple City reborn.

Apples are our heritage. The first area Fair was the Apple Annual. Our County Fair, which as you know since your kids have a 4-H goat is this month, has changed over time. Last year there were only a few commercial apple boxes exhibited. On the other hand there are now departments for Legos, Homebrew, maybe soon local cannabis buds (in a locked case?). Fairs still celebrate local agriculture, although I have no idea where Legos grow. Who cares, it is the Fair. Enjoy the racing pigs, cotton candy and check out the livestock auction; but, most importantly invite your city friends as they can use more exposure to the perfume of fresh manure in the afternoon.

*"I love going to the county fair and seein' all the city folk face to face with their steak and bacon. They need to be reminded that it ain't all something they make in the back of the grocery store."* (unknown)





# FAVORITE RECIPES

## Zucchini Loaf

This recipe comes from Lucy Selak via a cookbook published by the California Grey Bears of Santa Cruz County in 2003. Lucy was a longtime member of the Santa Cruz County Farm Bureau, a membership that spanned well over 50 years. Lucy was born in 1912 and passed away in Watsonville in July of 2015 at the age of 103.

- |   |                                |
|---|--------------------------------|
| 3 eggs  | 2 teaspoons baking soda        |
| 1 cup salad oil                                     | 1 teaspoon salt                |
| 2 cups sugar  | 1/2 teaspoon baking powder     |
| 2 teaspoons vanilla                                 | 1 1/2 teaspoon ground cinnamon |
| 2 1/2 cups zucchini, coarsely shredded              | 3/4 teaspoon ground nutmeg     |
| 1 can (8 1/4 ounce) well drained, crushed pineapple | 1 cup chopped nuts             |
| 3 cups flour  | 1 cup currants (small raisins) |

Preheat oven to 350°F. With a rotary beater, beat the eggs. Add the oil, sugar and vanilla. Beat until thick and foamy. With a spoon, stir in the zucchini and pineapple. Combine the remaining ingredients and gently stir into the zucchini mixture until blended. Divide the batter equally between 2 greased and floured 5" x 9" pans. Bake for 1 hour. Cool in pans 10 minutes. Turn out on wire racks to finish cooling. Makes two loaves.



"The trick is growing up without growing old."

Casey Stengel

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

Maybe the time has come for UC Agriculture Extension Service to create a position for an Organic Agriculture Extension Agent. It would seem to me that Santa Cruz County would be the perfect home for such a position.

This makes me think when a friend a couple of weeks ago asked me who and why someone should join an organization like SCCFB? The answer was simple – everyone should, because it helps one understand how food and agriculture is important to the wellbeing of our community and environment. As a grassroots level organization it gives

an opportunity to participate and advocate for a healthy, economically viable, and just food system in our county.

A great way to get a glimpse and learn more about SCCFB and local agriculture is to come and visit us at our booth at this year's Santa Cruz County Fair. You can pick up a list of "100 Ag related Activities to enjoy in Santa Cruz County" and talk to farmers and folks who have been members of this organization for a long time. Join us and we'll see you all at the Fair!

# The History of the Santa Cruz County Farm Bureau: Memories

By Shepard Quate\*

The first month on the job in 1955, we had eight center meetings to explain how the new Social Security law would affect farmers. Henry Washburn, the first farm advisor in Santa Cruz County, handled the Social Security issue. This was his last center meeting before he retired.

Membership in 1955 was about 350 and the Executive Secretary was paid for only 10 months. We figured if we could get over the 500 member mark we would have it made.

We did make good membership gains and passed the previous all time high of 722 members. The all time high was set back in the early 1920s.

Committee work was an integral part of our County Farm Bureau operation. The apple committee was very active and very successful. The committee made several trips to Sacramento working on a law to allow the Ag Commissioner to set the date when apple picking could start. We wanted the Ag Commissioner to set the date when the apple reached the optimum state of maturity and prevent picking the unmaturing apple and flooding the market with green apples and ruining the price. The highlight of this effort was when we took a bus load of apple growers to Sacramento for an all out effort. The effort was successful, but on the way home the bus broke down at Crows Landing. The one bar in Crows Landing did a big business that night and we all had a great time. We did get home around 4 in the morning.

Another successful committee was our bushberry



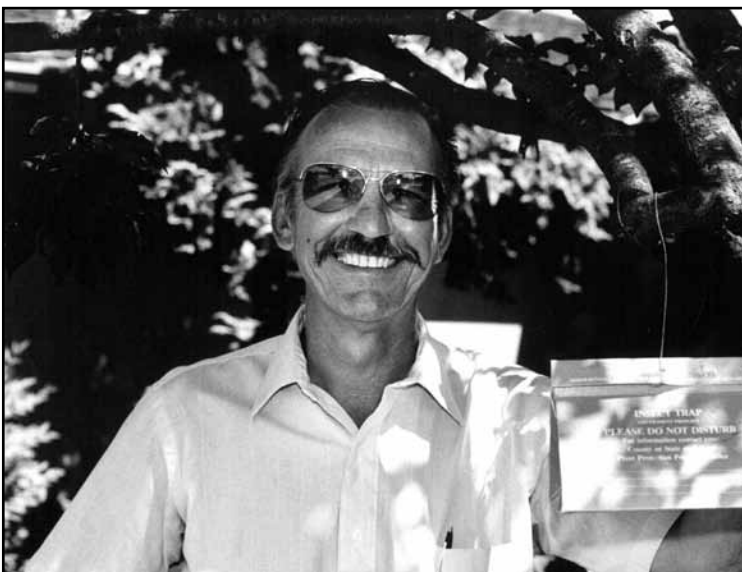
Lealand Ford, Farm Bureau President 1947-1948

committee. We were in the forefront in promoting a state marketing order for bushberries. This required meeting with bushberry growers in Fresno and several other places around the state. One of the official hearings was held in Watsonville, and it was my job to coordinate the testimony of the proponents for the marketing order. After the hearings, the order was put to a vote of the growers. The committee and myself called on every bushberry grower in the Santa Cruz area. I might have even crossed the river into Monterey County to call on growers. We were successful and a bushberry marketing order was voted in.

Our Farm Bureau women's committee was always active and the highlight each year was the new Citizens Dinner. The dinner was held to honor the people who had just received their citizenship.

One of my responsibilities was to attend the County Supervisors and Planning Commission meetings. In 1956, four out of the five county supervisors' seats were up for election. We elected four new supervisors that year. I was very active in Hulda McLean and Lewis Mehson's campaign. Both were elected. As a result of this election, I was appointed to the County Planning Commission along with Avery Shuey and Elaine Reinelt.

One of the major projects of the commission was to number the rural areas of the county from Star Routes and Rural Routes to, as an example, 1366 Empire Grade Road. With the help of the post office, we developed the system and drew the maps; but there was nobody to go out and assign the new numbers to each mail box. So, with the



Lenord L. Craft, Jr., Santa Cruz County Ag Commissioner, 1985-1990





**John (Jack) Simmen, Santa Cruz County Ag Commissioner, 1977-1984**

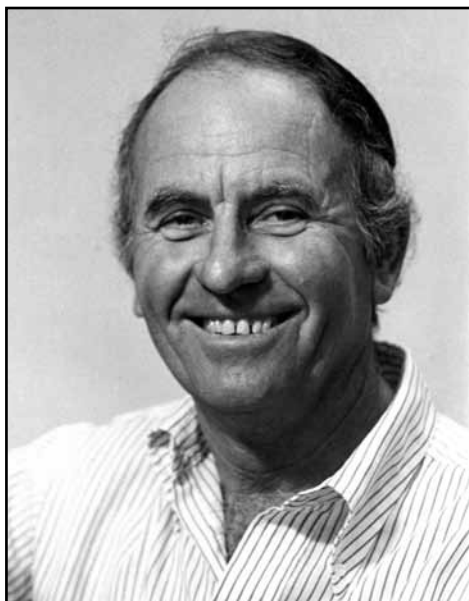
help of our Farm Bureau volunteers, I did the job. We placed a number on every rural mailbox in the county including the village of Aptos. We made one mistake and that was in Aptos where we had to assign one number as 18 1/2.

I was also active in the 1958 re-election campaign for Hulda McLean. Again we were successful.

One of our outstanding annual meetings was held at the fairgrounds where the California Turkey Advisory Board and the Wine Institute prepared a turkey barbecue for the group. We had reservations for 200, but I made arrangements for 300...over 400 showed up. We fed them all, but I will admit that I only got that part of the turkey that went over the fence last.

The County Fair was a big event. We had four or five centers and the Grange that built a booth and competed for cash prizes each year. Highland Center seemed to be the winner each year.

My few years in



**Ernie Bontadelli, Farm Bureau Director, 1984**

Santa Cruz were as good as four years in college and what I learned in Santa Cruz was the base for my career in Farm Bureau, which includes my eight years in several different positions in the California Farm Bureau Federation, ten years as Executive Vice President of the Idaho Farm Bureau and the past six years with the American Farm Bureau.



**Applegrower Ed Silva started the Apple Pie Baking Contest at the County Fair in 1977 and it is still a very popular event**

**\*About the Author: Shepard Quate, born in 1922, was a native of Utah and came to Santa Cruz in the 1950s. He served on the Santa Cruz County Planning Commission and in 1955 became the Executive Secretary of the Santa Cruz County Farm Bureau. Over the next 30 years, Mr. Quate would serve as the Executive Secretary of the Idaho Farm Bureau Federation, the poultry specialist for the California Farm Bureau Federation and the Associate Director of the Natural Environmental Resources Division of the American Farm Bureau Federation.**

**He wrote a booklet on land use laws for each state while working for the AFBF along with many other papers regarding agriculture, was a public speaker on U.S. legislation effecting farmers and received the Distinguished Service Award for service to agriculture from the Wyoming Farm Bureau Federation. He died in 1986.**

**Part IV, by Ronald H. Tyler, U.C. Farm Advisor, Emeritus, continues in the October, 2017 issue of *Between the Furrows*.**

*"Agriculture, the Original Green"*  
**FROM THE AG COMMISSIONER**

By Juan Hidalgo, Agricultural Commissioner, Sealer of Weights and Measures

## **COMMUNICATION AND BEING PROACTIVE ARE KEY TO A SAFE HARVESTING SEASON**



**P**eak harvest season is here and everyone is busy synchronizing different agricultural activities in the fields. These activities include determining which fields to harvest, coordinating the best timing of pesticide applications and protecting fieldworkers and others. As you take on this important

work you must keep in mind that **communication** with your own employees and those of neighboring agricultural growers is absolutely essential.

It is strongly recommended that you inform your neighbor of any planned pesticide application at least two (2) days ahead of time so that they can plan their harvesting or other agricultural activities accordingly. Take time to assess any neighboring fields that have recently been treated before you direct your employees to harvest adjacent to those areas. Remember that certain pesticides can have offending odors even after the application has been completed.

It is essential that you and your pesticide handlers remain alert while conducting pesticide work and take a **proactive** approach to keep fieldworkers and other bystanders safe. Remember to continually monitor the weather and wind di-

rection and be familiar with the application equipment you are using. If you or your pesticide handlers see fieldworkers within 100 feet of the application site, **STOP** the application until you can assess the situation and can determine if it is safe to continue. Keep in mind that thanks to the type of commodities we have in our county, rarely do fieldworkers remain in one location for more than one hour. Fieldworker crews are constantly moving from one part of a field to another. It is best to stop an application and wait until fieldworkers have moved to a safe distance. Remember that protecting the well-being of fieldworkers is everyone's priority.

If you are not sure who your neighbors are, please let us help. Call our office at (831)763-8080 and we will be glad to provide you with that information. Remember that it takes all of us working together to have a safe harvest season and to protect one of our most valuable assets: the **fieldworkers** that play a key role in bringing food from farm to table.

## **2017 Calendar of Events**

### **Santa Cruz County Farm Bureau**

#### **Santa Cruz County Fair**

September 13 through September 17, 2017

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

Location to be determined

November 2, 2017

6:15 p.m.

#### **CFBF 98th Annual Meeting**

Reno, NV

December 3 through December 6, 2017

### **Agri-Culture**

#### **21st Annual Progressive Dinner**

To be determined

October 28, 2017

3:00 p.m. to 9:00 p.m.

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

"I work in the industry and I find it interesting to see how farming businesses interact with the local, state and national Farm Bureau. I enjoy seeing the larger picture."



*Cynthia Mathiesen*



## California Supreme Court Issues Day of Rest Decision



The California Supreme Court on May 8, 2017 answered a question posed to it by the Federal 9<sup>th</sup> Circuit Court of Appeals about California's "day of rest statutes" Cal. Labor Code §§ 550–558.1. *Mendoza v. Nordstrom*, S224611 \_\_ Cal.5th \_\_. Day of rest statutes

prohibit an employer from making employees work more than six days in seven except when the total hours of employment do not exceed 30 hours in any week or six hours in any one day. The Court in *Mendoza* said:

1. One day of rest is guaranteed for each workweek. The employer may define the workweek.
2. Employees who work shifts of six hours or less every day of the workweek are an exception.
3. An employer cannot make an employee go without a day of rest, but an employee can "choose" to forgo that right if s/he is fully apprised of the right.

This means there is no rolling seven-day period in which the employer must provide a day off. If an employer's workweek is Monday through Sunday, one day off must be provided in that week. It can be Sunday one week, Tuesday the next week, and Friday the next.

- Part-time employees who consistently work shifts of six hours or less can be scheduled to work seven days. However, any shift over six hours would take away the exemption.
- There may still be a question about when an employer makes an employee go without a day of rest. The Court was not as clear. To avoid problems employers should:
- Change their employee handbook to clearly tell employees they have a right to one day of rest per workweek. The employer should also clearly explain and define the workweek. The court explained "...an employer's obligation is to apprise employees of their entitlement to a day of rest and thereafter to maintain absolute neutrality as to the exercise of that right

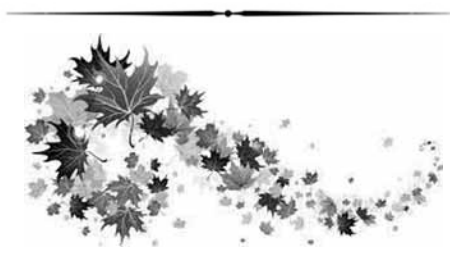
Employers should direct their managers to not pressure employees to work seven days. Nor should employees cover other employees shifts when they only have one day off. An employer may not encourage its employees to forego rest or conceal the entitlement to rest, but the employer is not liable simply because an employee chooses to work on a seventh day

The employer should consider getting something in writing from the employee who works a seventh day in any workweek saying that s/he is doing so by choice.

Everyone should get at least one day of rest per week, however the Supreme Court said: "an employer is not, however, forbidden from permitting or allowing an employee, fully apprised of the entitlement to rest, independently to choose not to take a day of rest." "...[A]n employer's obligation is to apprise employees of their entitlement to a day of rest and thereafter to maintain absolute neutrality as to the exercise of that right. "An employer may not encourage its employees to forego rest or conceal the entitlement to rest, but is not liable simply because an employee chooses to work on a seventh day."

Employers should make and keep written evidence that the employer explained to employees they had a day of rest, but that the employee voluntarily chose to work on a seventh day.

If employees must work seven or more consecutive days due to the "nature of their work," they must get the equivalent of one day's rest in seven over the course of a month. The Court did not define "nature of the work" but it might apply to activities that cannot be put off even one day due to potential damage to the crop. And the employer must pay overtime pay for all work on the seventh day.



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# RCD NEWS

By Chris Coburn, Executive Director,  
Resource Conservation District of Santa Cruz County

## California Launches Healthy Soils Program

California's much anticipated Healthy Soils Program officially launched recently with the release of the first Request for Grant Applications by the California Department of Food and Agriculture (CDFA). The deadline for applications is 5:00 p.m. on September 19th. The first of its kind in the country, the program will provide grants to farmers and ranchers for implementing on-farm practices that reduce greenhouse gas emissions and/or store carbon in soil, trees and shrubs. Types of practices that will be eligible include the addition of mulch and compost, cover cropping, reduced tillage, and the planting of herbaceous and woody plants such as windbreaks, hedgerows, riparian plantings, filter strips, silvopasture and more. I have little doubt that if you're reading this article you know full well that good soil is the foundation to a successful crop production system. But with the launch of the Healthy Soils Program, California is now investing in the role that soil can play in addressing in climate change. Well-nourished soil can help in carbon sequestration, removing carbon dioxide from the air, while depleted soil doesn't have the same carbon-grabbing potential. Three types of grants will be available, direct farmer grants that will provide incentives of up to \$50,000 per farm or ranch for the implementation of one or more new soil and conservation management practice; outreach and education/demonstration grants; and research/demonstration grants. To learn more about this program visit CDFA's website: <https://www.cdfa.ca.gov/oefi/healthysouils/>, and if you're interested in this program you'll need to act fast - applicants will use an online tool called the Financial Assistance Application Submittal Tool (FAAST). FAAST can be accessed at <http://faast.waterboards.ca.gov/>. But if you miss out on this round of funding, there will likely be more to come in the future.

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**Fall is Here!**  
September 22, 2017

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

## CALENDAR

**SANTA CRUZ COUNTY FAIR**  
**SEPTEMBER 13 - 17, 2017**

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

**WEDNESDAY - SEPTEMBER 13**  
Opening Day Barbecue  
Apple Pie Contest

**THURSDAY - SEPTEMBER 28**  
Agricultural Policy Advisory  
Commission meeting

**THURSDAY - SEPTEMBER 28**  
Board of Directors' meeting

**FRIDAY - SEPTEMBER 29**  
Focus Agriculture XXVIII,  
Session 8

**WEDNESDAY - OCTOBER 4**  
• Legislative Committee  
meeting  
• Executive Committee  
meeting  
• Membership Committee  
meeting

**MONDAY - OCTOBER 9**  
Public Relations &  
Information Committee  
meeting

**WEDNESDAY - OCTOBER 11**  
Young Farmers & Ranchers  
meeting



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