

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

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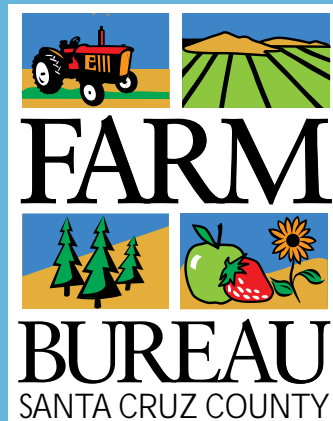
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Between The Furrows is a monthly  
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## Cowboy Boots & Country Roots

The Santa Cruz County Fair begins on Tuesday, September 10th and runs through Sunday, September 15th. The Farm Bureau's Gold Medal winning booth will be located in the Harvest Building and will be staffed by members of the Farm Bureau's Board of Directors and volunteers. Be sure to stop by and say "Hello", pick up your copy of the Country Crossroads Map and enjoy this beautiful and informative display. Local apples and honey sticks will be available for sale as well as many other interesting items. Don't miss the opportunity to come by! See you at the Fair!



The **37th Annual Santa Cruz County Farm Bureau Apple Pie Baking Contest** will be held Tuesday, September 10th, the opening day of the Santa Cruz County Fair. Have your apple pie announced as the "Best in the Pajaro Valley" and hold bragging rights to the "Best Apple Pie in the County" for the next year. This contest is sponsored by Pajaro Valley apple growers, shippers and related industries as well as pie lovers throughout Santa Cruz County and the Pajaro Valley. This much anticipated event has been organized by the **Santa Cruz County Farm Bureau** since 1977.

Winners will be announced in three divisions; Juniors, Seniors and Masters. Just follow your nose to Paddy Smith Park for this event. Hope to see you there!

The **Opening Day Barbecue** starts at **12:00** noon on **Tuesday, September 10th**. This annual event is organized by the Santa Cruz County Farm Bureau. **Watsonville Firefighters Local #1272** will be cooking up a delicious barbecue lunch. On the menu will be barbecue **tri-tip, beans, salad, french bread** and coffee or lemonade to drink. Cost is **\$14 for adults, \$13 for seniors and \$7 for children ages 5-11**. Lunch will be served at the fairgrounds at Paddy Smith Park located between the Arts Building and Crosetti Building. Lunch will be available until the food runs out, usually about 3:00 p.m. Be sure to join us for a great lunch and a great way to kick off "fair week". See you there.

You're Invited to a



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



# President's Message

CYNTHIA MATHIESEN, PRESIDENT

## Still the Best Deal in Town

**W**hen your farm equipment runs like well-oiled machines, life is good; but, when things break down and you have to stop and make repairs, life isn't so good – in many ways. So it is with the Farm Bureau. When you stop to think about everything this organization does and how efficiently it all gets done, it will boggle your mind. It runs like a well-oiled machine.

Twenty-five years ago, we were just one organization – Santa Cruz County Farm Bureau. Since then, especially in the last ten years, we helped develop Agri-Culture and its nationally recognized Focus Ag program, Down to Earth Women (DEW) with its emphasis on raising funds for agriculture education and Young Farmers & Ranchers (YF&R) helping young farmers and ranchers grow and develop their leadership skills. Every month, we plan and execute several significant events from our annual Ag Day Luncheon, DEW Luncheon, and Testicle Festival, to

our annual Golf Tournament, Progressive Dinner, State and County Fair Booth, and Annual Dinner, all sprinkled with monthly Focus Ag classes, legislative meetings, water meetings, and board meetings. Not to mention the occasional political campaign, supervisors meetings, city council meetings, and ballot measure battles (most recently, "No on Measure T"), website and twitter updates, newsletters, and correspondence. The list is long. And it is all miraculously and seamlessly accomplished by our very small but dedicated staff and volunteers.

Along with everyone else caught in this Great Recession over the last few years, the Farm Bureau has tightened its belt, cut expenses,

---Continued on Page 5

**The list is long. And it is all miraculously and seamlessly accomplished by our very small but dedicated staff and volunteers.**



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# ASK LAURA

Mark Bolda, Farm Advisor, UCCE

## A Little Bit About Two Soil Diseases

**Could you fill us in a little bit about the two soil diseases that have been showing up more lately in local strawberry fields?**

The two soil pathogens being found with increasing frequency in local strawberry fields are charcoal rot, caused by *Macrophomina phaseolina* and Fusarium wilt, caused by *Fusarium oxysporum* f. sp. *fragariae*. These are very challenging diseases for strawberry growers, so it is a good thing that one takes a little bit of time to learn about them.

Both diseases were discovered in southern California strawberry fields in 2005-2006, and then the first find of charcoal rot in our area was in 2011, closely followed by the first find of Fusarium rot. The two diseases are now becoming much more prevalent, with close to a dozen finds on the Central Coast of either disease right now.

Although these two pathogens are different genera and species, their disease symptoms in the field are the same. The diseases will first become noticeable as wilting and drying out of foliage, especially of the older, outer leaves. Cutting open the crowns of *Macrophomina* and Fusarium infected strawberry plants will show that the internal tissues are discolored dark to orange brown rather than the usual healthy white. These diseases will first be seen in infested fields when plants are subjected to stresses such as weather extremes, water stress (shortage of water), poor soil conditions, or heavy fruit loads. In fields where these pathogens are not controlled, the diseased patches of infected strawberry plants can be quite large and appear to continue to spread from the initial problem area of the previous year. Even though charcoal rot

and Fusarium wilt are separate diseases, they may both infest the same field.

It goes without saying that the management of these two diseases is imperative for growers. First of all, one should be not planting strawberry in fields having a known history of either of these two diseases. The second option is pre-plant fumigation, and it should be emphasized that bed-applied fumigants may not provide complete control because of disease inoculum remaining in the furrows and bed shoulders. Plant stress should be avoided as much as possible, because even though infected plants will eventually develop the disease once infected with either pathogen, stress will nevertheless hasten the development and increase the severity of symptoms. It is important too that growers and field operators more than ever pay attention to sanitation. The two fungi here won't spread so much with dust and the small amounts of soil transmitted by shoes and incidental contact, but will certainly be moved around as the clods of soil invariably clinging to farm implements and machinery. Starting ground work in uninfested fields and cleaning machinery well between fields are two highly recommended procedures as we confront the two challenges of charcoal rot and Fusarium wilt diseases in strawberries on the Central Coast.

Readers looking for a more complete description of these diseases and their effects in strawberries are encouraged to refer to the "Strawberries and Caneberries" blog, which contain several recent articles regarding *Macrophomina* and Fusarium in strawberries on the Central Coast.

[http://ucanr.org/blogs/strawberries\\_caneberries/](http://ucanr.org/blogs/strawberries_caneberries/)

# THE WATER NANNY

## The *Leviathan*

The great *Leviathan* lumbered across the strawberry field, a gleaming contraption of stainless steel and laser beams carefully plucking only red ripe strawberries, six beds at a time. Way back in 2012 it became apparent that there were insufficient field workers available to meet the demands of the harvest. With fits and starts produce farms figured out how to follow their corn growing brethren, and harvest the field mechanically. Clearly the seeds of inventive genius which created the *Leviathan* have their roots back then.



OK, it is only 2013 and no *Leviathan* exists, we still need and cherish our employees for the excellent jobs they perform. Unfortunately, many of the elected legislators in Washington

do not understand why self-deportation is not the solution to anything. Good ideas on immigration reform are met by deafening babble. Action is at a standstill.

*"In any moment of decision, the best thing you can do is the right thing, the next best thing is the wrong thing, and the worst thing you can do is nothing."* Theodore Roosevelt

Let's look at the impact of no action. This spring Oxnard strawberry growers lost about \$50 million dollars in sales due to labor shortages. The season is not over here, but lost harvest will be substantial. Not only do we have a declining labor force, it is aging and the next generation will not fill the gap.

The Senate passed an immigration bill. Like all things, it could be better, but it is not bad as it addresses the 11 million undocumented individuals already in the U.S., provides for future seasonal Ag workers who can be brought into the country, and builds taller fences on the border. Key provisions for agriculture include:

Existing undocumented Ag worker can qualify for a **Blue Card** if they can document working in agriculture for at least 100 days or 572 hours in two years prior to the end of 2012.

Blue card holders who have paid all taxes, not been convicted of a felony or violent crime and pay a \$400 fine would be eligible for a Green Card after five years.

Ag workers who apply for a Blue card can file a family application for their spouse and children.

Ag employers would be held harmless and can assist the employee in proving past work in agriculture. This is key so growers can help their employees qualify.

Ag employers are required to use E-Verify starting four years after the date of enactment.

A new visa would be established in 2016 to enable workers to come to the U.S. for 3 to 6 years to work in agriculture. Specific wage and housing rules would apply. 112,333 visas would be available in 2016.

The legislation was sent to the other side of Congress, the House of Representatives, where it was ignored. Some Republicans, who earlier this year recognized a need to reach out to Hispanic voters, launched a bill to make all people who entered the country illegal felons. In order to receive a Blue Card, no felonies are allowed. Maybe Mark Twain was spot on when he said: *Suppose you were an idiot. And suppose you were a member of Congress. But I repeat myself.* Now, that is a whale of a problem.

See you at the Fair!





*"Agriculture, the Original Green"*

# FAVORITE RECIPES

## Dessert From the Garden

### Chocolate Zucchini Cake

Emma Bishop, 27, biology teacher at San Lorenzo Valley High school and avid baker takes pride in a recipe passed down to her by her mother. Emma's chocolate zucchini cake is a great summer treat. She says, "It was always a favorite among the kids, mostly in the summer and fall time because my mom would use zucchinis from the garden." Who knew dessert could be grown right in the backyard.

1/2 Cup Soft butter  
1/2 Cup Oil  
1 3/4 Cups Sugar  
2 Eggs  
1 teaspoon Vanilla  
1/2 Cup Buttermilk  
2 1/2 Cups Flour  
4 Tablespoons Cocoa

1 teaspoon Baking soda  
1/2 teaspoon Salt  
1/2 teaspoon Cinnamon  
1/2 teaspoon Ground cloves  
2 Cups Finely shredded zucchini  
1/4 Cup Semi-sweet chocolate chips  
1/4 Cup Chopped walnuts (optional)

Heat: 325° F. Grease and flour a 9"x13" pan. Cream butter, oil, and sugar, add eggs, vanilla, and buttermilk. Beat on high until light and fluffy. Stir together in a separate bowl the flour, cocoa, soda, salt, cinnamon, and ground cloves. Add to creamed mixture and beat until well blended. Stir in zucchini. Spoon into prepared pan. Sprinkle with chocolate chips and nuts. Bake for about 45 minutes, or until cake springs back when touched. Cool slightly and serve warm. Enjoy!

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

and made some necessary budget adjustments. In the past nine years we have reduced our support staff expenses by 55%, which does not include eliminating dependent care insurance, salary raises, etc.

The most recent casualty to our budget is a result of the new Obamacare health program. Effective August 1, 2013 we are no longer able to partner our healthcare insurance with memberships resulting in a loss of almost \$15,000 this year alone. Since we cannot afford to cut our budget further, we asked John E. Eiskamp to lead a discussion about our options to fill this shortfall. The conclusion – we have decided to raise our Agricultural Membership dues by \$50 to \$325 a year. While this is not an ideal situation, we all feel our programs

are vital to the ongoing educational and legislative work we do here in Santa Cruz County are certainly worth more than an additional \$4 a month.

To put this in further perspective, our neighboring county Farm Bureau's Agricultural Membership dues and Western Growers dues are \$400 a year, United Agribusiness League dues are \$720 per year, and Grower-Shipper dues are \$800 - \$1,600 a year. For **everything** Santa Cruz County Farm Bureau accomplishes, \$325 a year is still the best deal in town. And it still runs like an incredibly well-oiled machine. Thank you to each one of you who makes this possible.

# WHAT'S HAPPENING

## 5th Annual Testicle Festival

### Café Sparrow Wins "It's All in the Sauce" Contest

#### Shadowbrook is Runner-Up

**T**he Young Farmers and Ranchers Committee of the Santa Cruz County Farm Bureau held its 5th Annual "Testicle Festival" on Saturday, August 24th, 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 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.

**Café Sparrow** of Aptos won the Commercial Division of the "It's All in the Sauce" contest at the 5th Annual Testicle

Festival held in Watsonville. This was the first year there was a commercial division in the contest. **Shadowbrook Restaurant** was the runner-up. In the Amateur Division, **Sue King** of Watsonville won first place and **Lance Greig** of San Juan Bautista took runner-up. All of the entries had creative names for the title of their sauces. There was a co-chair's award for Best Name which went to **Annie Hines** of Santa Cruz. The Annual Horseshoe contest was won by the team of **Stuart Yamamoto** and **Aaron Magenheim**.

If you haven't tried a rocky mountain oyster, put next year's event on your calendar, **August 16, 2014!**

Visit the Testicle Festival Facebook Page for additional information: <https://www.facebook.com/pages/Testicle-Festival>



Pictured above are members of the **Young Farmers and Ranchers**. A great time was had by all.

Pictured upper left are (L-R) **Sue King**, winner of the "It's All In The Sauce" Amateur Division, and hosts **Janet Estrada** and **Loretta Estrada**.

Lower left (L-R) are future Young Farmers and Ranchers **David Vasquez**, **Zachary Estrada**, **Joe Harvey** and **Josh Silva**.



## PG&E Reminds Customers to Always Call 811 before Digging

**D**uring National Safe Digging Month, Pacific Gas and Electric Company (PG&E) reminds local businesses to always call 811 before any construction or excavation project, big or small. Whether it's planting a tree, installing a sprinkler system or building a fence, business owners and professional excavators need to know where gas and electric lines lie underground.

The 811 hotline is a free service that provides important information on where utilities exist beneath excavation areas. Natural gas pipelines, electric power lines and other utilities buried underground can lie within just a few feet of the surface. These lines can easily be damaged, even during shallow digging projects. Accidental contact with these lines can be dangerous, with the potential to cause serious injury, property damage and outages.

Calling 811 puts customers in direct contact with Underground Service Alert (USA), a free utility notification service for anyone who plans any type of excavation project. USA notifies local utility companies to go out and mark the approximate location of their underground facilities in and around the excavation site. When underground lines are marked, customers can avoid them and prevent serious accidents from occurring.

Customers can call USA from 6 a.m. to 7 p.m., Monday through Friday, except for holidays. California law requires customers to notify utilities at least two working days before digging.

PG&E offers these tips for a safe excavation:

- Call 811 **at least 2 working days before** and up to 14 days in advance of an excavation.

- Customers will receive a list of notified utilities that may have underground lines in the area. If you believe a utility may not have marked their lines, call 811 again to notify USA.
- On paved surfaces, mark the proposed excavation area with white chalk-based paint. Business owners can also use other white substances such as sugar or flour.
- On unpaved surfaces use flags or stakes to mark the proposed excavation area.
- Carefully **hand excavate within 24 inches on either side** of a utility-marked facility.
- Be careful not to erase facility marks while working. If you cannot see the markings, call 811 and request a re-marking.
- 811 requests are active for 28 days. Notify USA if work continues beyond that time.
- Immediately notify utilities about any type of contact or damage to its wires or pipes.
- If there is any type of damage to PG&E electric wires or gas pipelines, or if there is a possible gas leak, take these steps:
  - Move to a safe location
  - Call 911
  - Call PG&E at 1-800-743-5000



Know what's below.  
**Call before you dig.**



# FROM THE AG COMMISSIONER

Mary Lou Nicoletti, Agricultural Commissioner

## Grower Responsibilities for Field Fumigations



**A**s we find ourselves in another field fumigation season it is important to briefly re-identify some grower obligations. Many of these tasks are performed by the pest control businesses but there are areas where the

grower is responsible.

**Fumigation tarps:** For 2013, in Santa Cruz County all fumigants that contain chloropicrin (except when applied in combination with methyl bromide) **MUST** be made using tarps listed on the EPA website that are eligible for a 60% buffer zone reduction. This includes chemigation applications as well as shanked applications. A list of eligible tarps can be found at [www.tarpcredits.epa.gov](http://www.tarpcredits.epa.gov). Growers who plan to do bedded applications should discuss this requirement with the pest control company before ordering the tarp, so the correct type of tarp is ordered.

**Field Postings:** Both the fumigating company and the grower are responsible for maintaining the required field postings during the fumigation. These include the "Danger/Peligro" signs and any required Buffer Zone signs. After the fumigation is complete the grower is responsible for ensuring that required Buffer Zone signs remain posted for the duration of the Buffer Zone Period and that the "Danger/Peligro" signs remain posted until the tarp has been removed and aeration has been completed.

**Paperwork:** Growers must possess a valid restricted materials use permit with the pesticide and site to be fumigated on the permit. A fumigation plan of the site to be fumigated must be submitted for evaluation before a Notice of Intent (NOI) can be submitted. A complete and accurate NOI and detailed map must be submitted to our office at least 48 hours prior to the proposed fumigation.

**Initial Notification:** When using methyl bromide, at least seven days prior to submitting an NOI, growers must notify property operators within 300 feet of the outer buffer zone containing a school, residence, hospital, convalescent home,

onsite employee housing, or other similar site(s). The written notification must be provided in English and Spanish on the approved form.

Applications using other fumigants **MAY** require notification to surrounding properties. Growers should discuss this requirement with our office and the pest control business. If required, the notification must be made at least seven days prior to the application.

**Specific Notification:** After providing notification to those within 300 feet of the buffer zone, specific notice of the date and start time of the fumigation must be provided at least 48 hours prior to the start of the application to those that contact the grower requesting such specific notification and to property operators that have signed buffer agreements and/or vacating agreements.

**Buffer Zones:** All buffer zone distances are measured from the perimeter of the field to be fumigated. The grower must ensure that no persons are allowed within the buffer zone except to transit by vehicle or bicycle, perform fumigation-handling activities, and commissioner-approved activities described in the work site plan and as identified in the restricted materials permit conditions.

If you have any questions please call our office at (831) 763-8080.

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## Save the Dates

**Santa Cruz County Fair** - September 10 - 15, 2013

**17th Annual Progressive Dinner**

Saturday, October 26, 2013

**Annual Directors' Dinner** - November 7, 2013

**California Farm Bureau Federation Annual Meeting**

December 7 - 11, 2013 (Monterey)



## Measure to Manage...

In a context of over-drafted aquifers and strong regulatory scrutiny around surface and groundwater quality, growers on the central coast are increasingly compelled to find ways to demonstrate good environmental performance while protecting privacy and profitability of their operations. Long-term monitoring and good record keeping can be powerful tools for growers to enhance management decisions, save money, and demonstrate good stewardship of farmland. These three elements are at the core of a pilot program called "Performance-based Incentives for Conservation in Agriculture" (PICA), led by the Resource Conservation District of Santa Cruz County (RCDSCC) with support from a number of private and public partners. PICA is a voluntary program assisting growers to confidentially track and report annual water use and nutrient movement (via surface runoff and leaching below root zone) on their ranches. Participants

in this program can use this information to adjust management decisions, demonstrate environmental performance, and qualify for potential incentives which are currently being developed.

**The RCDSCC is seeking volunteer berry growers in the Pajaro Valley** to pilot test methods for measuring water use, stormwater nitrate runoff and nitrate leaching below the root zone, and to evaluate the appropriateness of performance targets and potential incentives. If you are interested in participating or want to learn more please contact: Sacha Lozano, Program Manager, RCD of Santa Cruz County at 831-464-2950 x 11 or email [slozano@rcdsantacruz.org](mailto:slozano@rcdsantacruz.org). All information about farming operations is handled with complete confidentiality.

## Food For Thought



The greatest accomplishment is not in never falling, but in rising again after you fall.

*—Vince Lombardi*


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LENDER

## CALENDAR

**TUESDAY - SEPTEMBER 10**  
Santa Cruz County Fair opens

**TUESDAY - SEPTEMBER 10**  
Apple Pie Baking Contest

**TUESDAY - SEPTEMBER 10**  
Opening Day Barbecue

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

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

**THURSDAY - SEPTEMBER 26**  
Board of Directors meeting

**WEDNESDAY - OCTOBER 2**

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

**FRIDAY - OCTOBER 4**  
Focus Agriculture - Session 8

**WEDNESDAY - OCTOBER 8**  
Young Farmers & Ranchers meeting

**MONDAY - OCTOBER 14**  
Public Relations & Information Committee meeting

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