

Silvia Prevedelli: 2016 'Farmer of the Year'

by Santa Cruz County Farm Bureau

APTOS TIMES 7/15/16

Silvia Prevedelli has been selected by the Santa Cruz County Farm Bureau as the 2016 "Farmer of the Year". This award is presented annually to the farmer(s) who have contributed beyond their normal farming duties to help the community.

The presentation was made during the Farm Bureau's 99th Annual Meeting held Thursday, June 23, 2016 at Live Earth Farm in Watsonville.

The board of directors felt it was appropriate to honor Silvia because of her dedication to the community and their significant contributions within Santa Cruz County and the Pajaro Valley.

Featured speaker for the evening was Tom Am Rhein, 2004 Farmer of the Year, who spoke on the topic "History of the Local Hops Industry." Master of Ceremonies was David Van Lennep, President, Santa Cruz County Farm Bureau.

Other activities of the Annual Meeting included the election of:

Directors:

1st term, three-year director, Gordon Claassen - Cattle • Cynthia Mathiesen - Berries • Dennis Webb - Timber

1st term, one-year director, John Pisurino - Cattle & Timber

2nd term, three-year director, Wendy O'Donovan - Berries

2nd term, one-year director, Frank Estrada - Cattle & Timber

3rd term, three-year director, Dick Peixoto - Organic Vegetables

There are 19 directors on the board



From Left: CJ Miller, Brooke Martinez, Adam Martinez, Kara Miller

and all terms commence on November 1, 2016

Officers:

President and State Delegate, two-year position, Thomas Broz - Organic Vegetables

1st Vice President and State Delegate,

two-year position, Brendan Miele - Herbs & Vegetables

2nd Vice President and State Delegate, two-year position, Arnett Young - Vegetables

Past-President and Alternate State Delegate, two-year position, David Van Lennep - Timber ■



Rita, JJ, and Addie Scurich

Farm Bureau holds annual dinner

Silvia Prevedelli
named farmer of the year



Santa Cruz County Farm Bureau President **David Van Lennep** presents the farmer of the year award to **Silvia Prevedelli**.

With a sweeping view of verdant Pajaro Valley farmlands in the distance, and the sun slipping behind the horizon through cloudless skies, dozens of people gathered at Live Earth Farms on June 23 for the 99th annual dinner meeting of the Santa Cruz County Farm Bureau.

The meeting has long been a way to bring the agriculture community together to celebrate the coming harvest.

It is also a time to name the farmer of the year, an honor that this year went to Prevedelli Farms matriarch Silvia Prevedelli.

Prevedelli came to the U.S. from her native Italy in 1966. She married Frank, whose parents started the farm in 1945.

With no farming experience, she began helping her husband on his farm, growing apples, plums and vegetables for which the farm is still known.

She is now involved in nearly every aspect of the farm's operation.

Wanting to switch to the "natural" farming methods of her homeland, Prevedelli helped the farm become organic just over 10 years ago.

Prevedelli is currently involved

in a project that links the health care industry with the agriculture community.

She participates in the "Day on the Farm" program, and gives tours and presentations for the annual Eco Farm Tour, which draws farmers from around the world.

She sits on the Board of Directors of the Santa Cruz County Farm Bureau, and the Agri-Culture Down to Earth Women's Luncheon Committee.

She is active with the Sons of Italy and the California Small Farms Conference.

A fourth-generation family farm, the Prevedelli family has been in Watsonville since 1945.

They grow nearly 40 types of apples and other produce including beans, squash and berries, and have been using organic farming methods for nearly a decade.

The farm was certified as organic more than 10 years ago.

Prevedelli said the award surprised her.

"It's incredible," she said. "A lot of other people deserve it too. I love what I am doing. Farming is a part of my life."

Dear Jess 7/16
and the S. C. Farm Board

Thank you so much for
the Farmer of the Year
award that I received.
I am truly honored to
have been chosen this
year. It has always been
a pleasure to work
throughout the years
with the board, and Jess
you are a true leader
Thanks again Silvio
Prevedelli

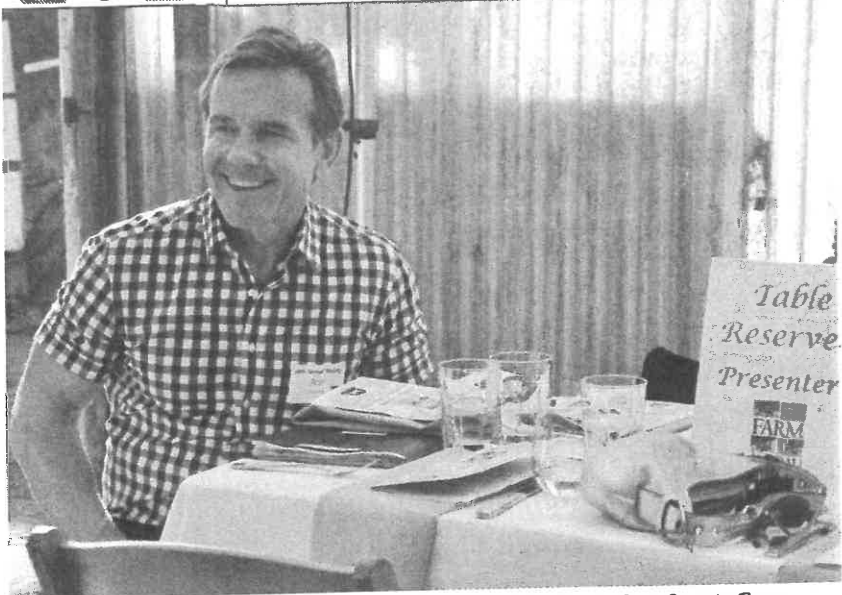
EDIBLE MONTEREY BAY 7/6-7/12

Tom Broz to head Farm Bureau

Live Earth Farm's **Tom Broz**—selected 2016 Farmer of the Year by the readers of *Edible Monterey Bay*—has been tapped to serve as president of the **Santa Cruz County Farm Bureau**. It's the first time that a strictly organic grower has headed the bureau. His term, which



begins Nov 1, runs for two years. At the same meeting, **Silvia Prevedelli** was honored as the Farm Bureau's farmer of the year. **Live Earth's Farm Discovery Program** is getting ready for its annual fundraising dinner. The theme this year is "Farm to Sea: Feast in the Fields" and chef **Andrea Mollenauer** will prepare an intimate dinner on a hilltop overlooking the Pajaro Valley. Tickets just went on sale for the September 24th event. [*Click here for more info and to buy...*](#)



AG AUTHORITY Jess Brown, executive director of the Santa Cruz County Farm Bureau, at their annual meeting. PHOTO: PAMELA MATHIESEN.

Good Times 7/6-7/12

Finding Farms

The Farm Bureau is making it easy to buy produce direct **BY AARON CARNES**

Did you know there are more than 50 farms in the area that you can buy directly from? Sure, farmers markets are cool, but so is driving up to a farm and buying your produce a few feet from where it was grown. The Santa Cruz County Farm Bureau has been maintaining a map for residents of where they can find these farms. It's been updated every year for the past 41 years, and focuses primarily on Santa Cruz and Santa Clara counties, with a few farms in Monterey and San Benito counties. Just a few years ago, they even developed an interactive mobile app version. We spoke with Santa Cruz County Farm Bureau Executive Director Jess Brown about this cool local farm guide.

What inspired this map?

JESS BROWN: What has really changed over the past 41 years is the strong interest in the public in dealing directly with the growers. People want to know exactly where their food comes from. Forty-one years ago the farmers market hadn't really started. This was at the forefront of this public interaction directly with

the farmer. Slowly farmers markets started sprouting up. It was a slow process. Now we have several farmers markets within the map.

What kinds of foods are available to get fresh off the farm?

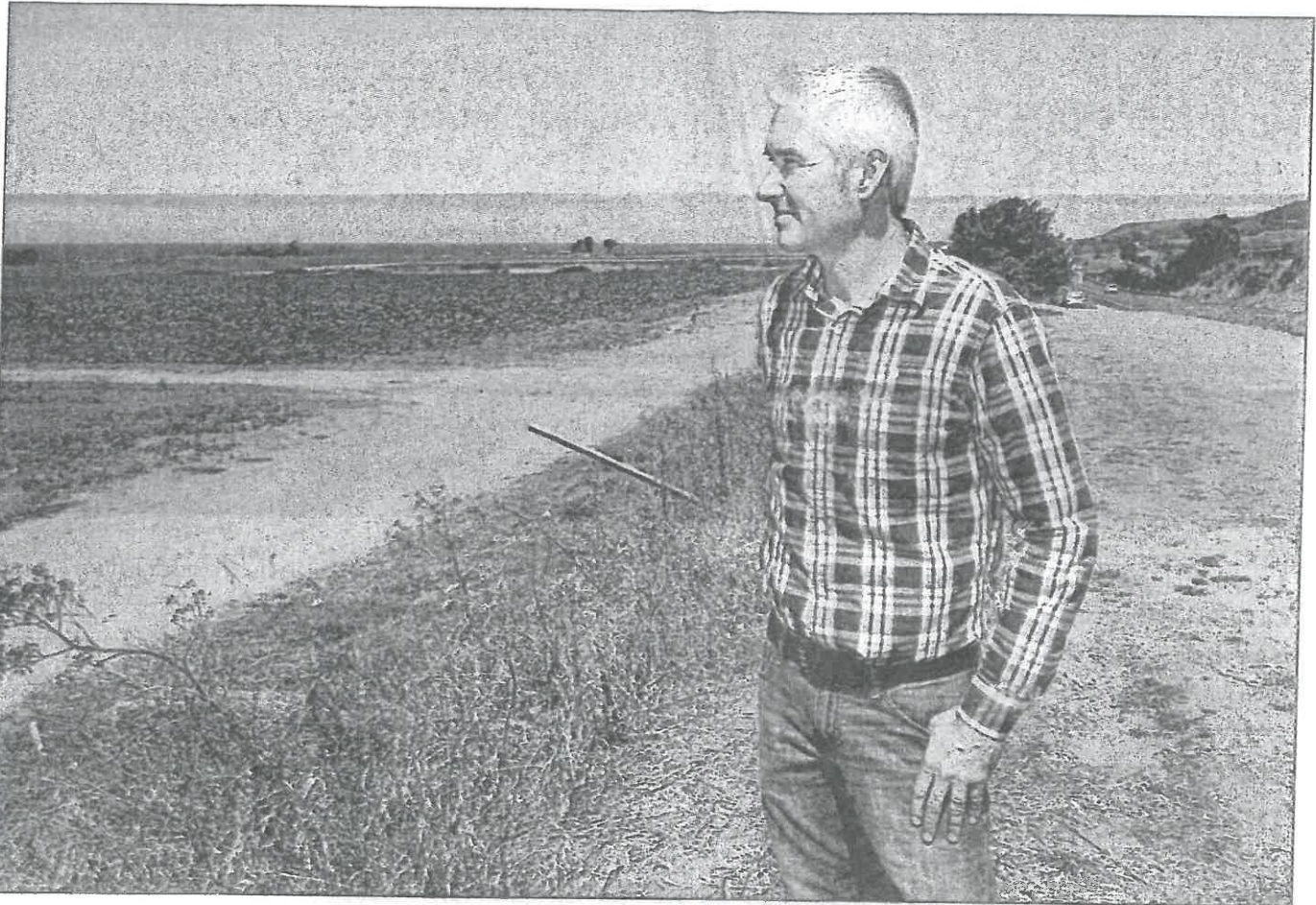
It depends on the season. In the spring there's this big surge for berries because people know that those are being picked fresh, and some of the places have "U-Pick" operations where you can go out and actually pick yourself. Of course when you get to the fall, people want to go where the pumpkins are. You move into Christmas and there's Christmas trees. Apples are a big deal here. Row crops, meaning vegetables, are a big deal. We have egg farms. You could create a menu—breakfast, lunch and dinner—from those farms.

Why have farms always thrived here?

Agriculture has always been a leading industry in this area because the cool coastal climate makes it conducive to grow a lot of the crops, like Brussels sprouts, artichokes, cauliflower, apples.

724-1356, sccfb.com.

COAST DAIRIES MONUMENT PLAN CONCERNS LOCALS



DAN COYRO — SANTA CRUZ SENTINEL

Farm Bureau President David Van Lennep, overlooking a farm north of Santa Cruz, weighs in on the effects of a Coast Dairies National Monument.

Coalition says traffic, crime will increase

By Kara Guzman

newsroom@santacruzsentinel.com
@karambutan on Twitter

DAVENPORT » An effort to make Coast Dairies, a 5,800-acre property near Davenport, into a national monument is worrying neighbors, who say that the area doesn't have the public safety resources to support a major tourist destination.

A coalition — made up of the Santa Cruz County Farm Bureau, Friends of the North Coast, the rural Bonny Doon Association, Big Creek Lumber and others — has formed, to increase police and fire protection on the North Coast.

Adding tourists will only exacerbate the area's property crime, vandalism and dumping, as the Santa Cruz County sheriff's resources are already limited, said David Van Lennep, Santa Cruz County Farm Bureau president and one of the coalition's leaders.

Many North Coast residents are farmers, who regularly deal with illegal camping, vandalism and stolen equipment.

"None of that is going to be less when you have a lot of people visiting a national monument potentially that doesn't have adequate infrastructure or adequate limitations," said Van Lennep, who said that increased Highway 1 traffic is also a concern. "It's kind of like building a house without plumbing or electricity and having to put it in after. You need to have the infrastructure in place."

Last year, Rep. Anna Eshoo and U.S. Sens. Barbara Boxer and Dianne Feinstein, both D-Calif., introduced legislation that would include Coast Dairies in the California Coastal National Monument. Those bills

are unlikely to move forward, so whether Coast Dairies becomes a monument likely will be up to President Obama, who can issue a proclamation before he leaves office.

The Santa Cruz County Board of Supervisors unanimously supported a presidential proclamation, but with conditions, such as keeping the name Coast Dairies and ensuring that the property's deed restrictions remain. The Board of Supervisors also wants the Bureau of Land Management, which currently oversees Coast Dairies, to have a management plan that allows for public comment.

Dairies

FROM PAGE 1

The North Coast coalition contends that these local conditions have not been met in Eshoo's, Boxer's and Feinstein's bills, which President Obama would use to draft his proclamation. Coalition leaders say that local voices are not being heard by state leaders.

Supervisor Ryan Coonerty, who represents the North Coast, disagrees.

"We (the supervisors) came up with a series of recommendations. We then got that language to be in Sen. Boxer's bill. And we had Rep. Eshoo introduce a change. We had her change her legislation so that the language is the same in both bills, and that can serve as the basis for the presidential proclamation," Coonerty said. "They're (Sen. Boxer and Rep. Eshoo), from my perspective, both have been very responsive."

Last fall, Supervisor Coonerty met with Eshoo, Boxer and Feinstein, as well as White House and U.S. Dept. of Interior staff, and continues to be in touch, "to make sure that they understood what our conditions were and why they matter and why they

need to be in the presidential proclamation," he said.

Sara Barth, executive director of the Sempervirens Fund, which is leading the Cotoni-Coast Dairies National Monument Campaign, said if a monument is designated, a public process will ensue, to plan for traffic, public safety and other concerns.

Designating the land as a monument will not only add environmental protection, she said.

"To us, a monument has the promise of bringing the kind of financial resources and political attention that this landscape isn't currently getting," Barth said.

BUSINESS MILESTONE

Sentinel 7/21/16

ANNIEGLASS CELEBRATES 20 YEARS OF EXPANSION



PHOTOS BY DAN COYRO — SANTA CRUZ SENTINEL

Annie Morhauser, showing off the new, gray color for this year, marks 20 years in Watsonville for her wildly successful Annieglass Inc. and sponsors a fundraiser for Digital NEST July 30.

Event to benefit Digital NEST

By Jennifer Pittman

newsroom@santacruzsentinel.com
@jenniferpittman on Twitter

WATSONVILLE » When glass designer Annie Morhauser moved operations 20 years ago from a 3,000-square-foot footprint in Santa Cruz to a cavernous warehouse more than five times that size, there was still enough room inside to accommodate her son's skateboard party.

"It was a place to grow into," Morhauser said, recalling the arduous move of the Annieglass headquarters, design studio and manufacturing to South Santa Cruz County.

To celebrate two decades in the largely agricultural community — 33 years in business overall — Morhauser is holding a communitywide open house with live music and dancing; local food and drink vendors; glass artistry; factory tours and a silent auction to benefit Digital NEST, a local tech program for young people.

Annieglass, known for its



Annie Morhauser leads a tour of her glass-making facility in Watsonville.

unique, thick glassware with 24-karat-gold or platinum painted trim, undulating edges and draping fluted sides, "was busting at the seams" in the Santa Cruz Sash Mill when it made the move. The growing company needed a particular type of working space that could accommodate frequent 2-ton crane deliveries of glass measuring the size of a queen size bed.

So they moved everything, including about 10 ovens into

the 16,000-square-foot building. Blocks of glass could come in one end of the building and final products went out the other end. Walls made of parachute material initially divided up the space.

Since then, the company has doubled its sales, Morhauser said. About 70 percent of the business is wholesale and includes a host of high-end distributors such as Neiman Marcus, Bergdorf Goodman,

ANNIEGLASS » PAGE 3

Annieglass

FROM PAGE 2

Bloomingdales and hundreds of boutique retailers, hotels and restaurants. She maintains about 500 pieces in her collection.

Last year, Morhauser closed her downtown Santa Cruz location and launched her first store in the upscale Santana Row development in San Jose.

Today, the building houses 30 ovens, small retail and seconds shops, a wine bar and, in the parking lot, an organic farm stand. A couple of hundred pieces may be crafted in a day, depending on size.

"I had very simple goals," Morhauser said. "It's been beyond my wildest imagination. That's for sure. And, it's because of all those people in Santa Cruz and Watsonville who are very loyal customers."

Elegant dining ware looks better accompanied

by local wines and chocolates and olive oil tastings.

The community has been "extremely welcoming," said Morhauser, who frequently collaborates with other local businesses to serve tour groups and create new events. "It's like a hometown feeling here. I love coming to work here and seeing this vibrant community. We are surrounded by growing things."

Morhauser said she plans to participate in the Farm Bureau's progressive dinner and is working on an event with local breweries.

"She's starting to create a hub of different venues in which visitors can go and see things that are produced here locally," said Jess Brown, executive director of the Santa Cruz County Farm Bureau. "It was such a different concept of the type of business that she was bringing here, but she had the vision. I think she was at the forefront of a good thing that's going to be beneficial for the community."

ANNIEGLASS ANNIVERSARY

What: Annieglass open house and silent auction, celebrating 20 years in Watsonville and 33 years in business.

When: Noon to 4 p.m. July 30.

Where: Annieglass Watsonville, 310 Harvest Drive, Watsonville.

Entertainment: Music by Coastal Connection and El Cuarto Verde, hip-hop dance performances, glass-making demos, factory tours every half hour.

Food: Fired Up Fresh, Kickin Chicken, My Mom's Mole, Pastime Meats & Eats and SweetSurf Catering.

Drink: Wrights Station Vineyard & Winery, Santa Cruz Mountain Brewing, Santa Cruz Ale Works, Discretion Brewing, Santa Cruz Cider Co. and Martinelli's.

Cost: Free to attend. Refreshments sold. Raffle tickets.

Benefit: A fundraiser for homegrown Digital NEST, a non-profit, high-tech training and collaboration space for young people.

Parking: Limited space in Annieglass lots, plus on Harvest Drive.

Details: annieglass.com; facebook.com/events/1077339395656952

Annieglass is another example of great things happening in Watsonville, said Jacob Martinez, founding executive director of Digital NEST, a Watsonville-based nonprofit.

"What she's doing as

ANNIEGLASS

What: A glass design and production studio with retail locations in Watsonville and San Jose as well as showrooms in Dallas, Atlanta, New York City, Las Vegas and Los Angeles.

History: After debuting her trademark Roman Antique thick glass plate with a widely painted rim of 24 karat gold, which was dishwasher-safe, glass artist Annie Morhauser founded the company in 1983 with her then-husband, the late-Michael Reinholdt who focused on marketing and sales.

Customers: Products are sold at Neiman Marcus, Bergdorf Goodman and Bloomingdales and boutique retailers, and are used at high-end hotels and restaurants. Items are also on display at the Smithsonian American Art Museum, the Corning Museum of Glass in New York and the Glasgow Museum of Modern Design in Scotland.

Employees: 24 locally, plus 27 national reps.

Headquarters: 310 Harvest Drive, Watsonville.

Information: 831-761-2041; annieglass.com.

well as other companies and Digital NEST is showing people that the community of Watsonville is a major economic driver and has potential to be even greater in the future," Martinez said.