

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

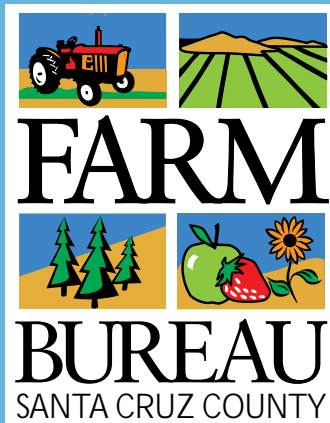
AUGUST 2014  
VOLUME 38, ISSUE 8

INSIDE  
this issue

- 3 Ask Laura**  
The Value of Santa Cruz  
County Agriculture
- 4 Water Nanny**  
City Mouse - Country  
Mouse
- 5 Recipe**  
Sour Cream Rhubarb Pie
- 12 Calendar**

 LIKE US ON FACEBOOK

 FOLLOW US ON TWITTER



Between The Furrows is a monthly publication of the SCCFB. Members receive a subscription as part of their membership investment.

Mary Walter, Editor  
Jess Brown, Managing Editor

141 Monte Vista Avenue  
Watsonville, California 95076.  
(831) 724-1356 or (831) 763-4450  
Fax: (831) 724-5821  
Email: [sccfb@sbcglobal.net](mailto:sccfb@sbcglobal.net)

Web: <http://www.sccfb.com>

## Booth Wins Silver Medal at California State Fair

*Highlights 2014 County Fair Theme "Sew It, Grow It, Show It"*



An elaborate exhibit featuring Santa Cruz County received a Silver Medal at the California State Fair in Sacramento. The exhibit was among many county displays that were shown at the State Fair. More than 750,000 guests came to see "The Best" of California on display during the 17-day State Fair (July 11-27).

As one of the featured exhibits, Santa Cruz County showcased our county fair's 2014 theme, "Sew It, Grow It, Show It". This unique program was first introduced at the State Fair in the 1870's and has evolved into one of the most favored attractions because of its unique ways of highlighting California's agriculture, diverse landscape, economy and culture. It is the only competition of this kind in the country to showcase all of the counties within a single state.

"We are extremely pleased to have a presence at the State Fair and to receive this award," said Steve Bontadelli, President of Agri-Culture. The Santa Cruz County Farm Bureau Young Farmers and Ranchers Committee and the organization Agri-Culture coordinated the exhibit along with the professional booth designers at Mikon Productions. The agricultural education organization, Agri-Culture, serves as the lead organization in the fundraising drive within Santa Cruz County and fashions the design.

The counties exhibits are a cherished favorite at the State Fair and were viewed by over three quarters of a million people during the fair. "This is a huge marketing and outreach tool," said Bontadelli.

For those local residents who didn't make it to the State Fair this year, the Santa Cruz County exhibit will be on display as part of the Santa Cruz County Farm Bureau booth at the Santa Cruz County Fair in Watsonville (September 9-14). See Fair Booth Sponsors on Page 8.

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



# President's Message

CYNTHIA MATHIESEN, PRESIDENT

## Driving Around in Circles

**A**t any given time on any given subject, I am often asked, "How do you know about these things?" It's amazing what you learn as President of the Farm Bureau! I figure by the time I finish my presidency I should be entitled to a degree in any number of subjects; political science, education, agronomy, journalism, engineering, or environmental studies, just to name a few.

In the past year and a half I've had the privilege of being involved with Santa Cruz County committees and the California Farm Bureau Federation committees. The most recent committee experience was the CFBF 2014 Transportation, Health & Education Policy Recommendation Committee. Among other things, the big topic of discussion was CalTrans and the US Department of Transportation's implementation of roundabouts.

For anyone who has traveled in Canada or Europe, you've experienced a number of roundabouts. They are common and efficiently control traffic. In the United States we are more reluctant to employ the use of roundabouts and when we do, the design often isn't well thought out. Well, that is about to change. The Federal Highway Administration has released a technical summary on the benefits and applications of roundabouts and is rolling out a plan to implement these types of intersections in the US.

Some of the benefits include reduced traffic delays, fuel

consumption, vehicle emissions, less noise, and fewer air quality impacts, along with lower costs for traffic signal operations and maintenance. Traffic safety studies have shown total crashes are 35% lower and injury crashes are 76% lower than those at conventional intersections.

Roundabouts, which fall into three categories, mini, single lane, and multi-lane, are often near schools to reduce speeds and offer safety measures. At interchanges a roundabout is a more efficient use of the bridges between ramp terminals and in commercial developments aesthetics is the common reason for use.

Driving Around in Circles..Continued on Page 9

**"Of course, one way of embracing the new roundabouts is to continue to drive around in circles until your family gets the picture of the center giant raspberry sculpture like I did in Abbotsford, Canada, two weeks ago. My family thought it was such fun, but it brings up another issue. What kind of artwork will go in the center of these roundabouts?!"**

**Scurich Insurance**  
**Services**  
 License #0436405  
*Servicing the Agricultural Community Since 1924*

320 East Lake Avenue  
 Watsonville, CA 95076  
 Phone: (831) 722-3541  
 www.scurichinsurance.com

Allied Insurance  
 a Farmers Group company  
 On Your Side

**SSS**  
 SINCE 1924

OFFICERS

CYNTHIA MATHIESEN  
PRESIDENT,  
STATE DELEGATE, BERRIES

DAVID VAN LENNEP  
FIRST VICE-PRESIDENT,  
STATE DELEGATE, TIMBER

TOM BROZ  
SECOND VICE-PRESIDENT,  
ALTERNATE STATE DELEGATE  
ORGANIC VEGETABLES

CHRIS ENRIGHT  
PAST PRESIDENT,  
ALTERNATE STATE DELEGATE, ORCHIDS

DIRECTORS

STEVE AUTEN Timber, Crops & Cattle

MATTHEW BISSELL Timber

STEVE BONTADELLI Brussels Sprouts

JOHN E. EISKAMP Berries

FRANK ESTRADA Cattle

NITA GIZDICH Apples

KEVIN HEALY Berries

WENDY O'DONOVAN Berries

JOHN PISTURINO Cattle

DICK PEIXOTO Organic Vegetables

SILVIA PREVEDELLI Apples

JJ SCURICH Berries

CARMELO SICAIROS Berries

ADRIANA SILVA Organic Vegetables

ARNETT YOUNG Vegetables

EX-OFFICIO

MARY LOU NICOLETTI

Ag Commissioner

ELIZABETH GIANNINI

CFBF Field Representative

BILL RINGE Agri-Culture

LAURA TOURTE

UCCE Farm Advisor

JAN GARROD

CFBF Director, District 10

STAFF

JESS BROWN

Executive Director

MATTHEW GIANELLI

Assistant to the Executive Director

CAROL LEGRANDE

Bookkeeper, Special Events, Membership  
Records, Newsletter Advertising Rep.

ROGER MARIN

Program Assistant

MARY WALTER

Newsletter Editor

# ASK LAURA

Laura Tourte, Farm Management Advisor, UCCE

## The Value of Santa Cruz County Agriculture

**Q: How valuable is Santa Cruz County agriculture in relationship to California and U.S. agriculture?**

**A:** The timing of your question couldn't be better! In May of this year the United States Department of Agriculture (USDA) released the 2012 Census of Agriculture. The census is currently conducted every five years, and includes a significant amount of detail for all agriculture, and more recently, organic agriculture. Included here are just a few summary statistics, which show the value of agricultural products sold for the U.S., California, and Santa Cruz County. As you will see, both California and Santa Cruz County are important contributors to the nation's and the state's total and organic agricultural sectors. This is in part explained by the high value specialty crops – such as berries, vegetables, and horticultural products – that are characteristic of the state and county.

Table 1. Top Five States with Organic Product Sales in the United States\*

	Organic Product Sales (\$1,000)	Market Value of Agricultural Products Sold (\$1,000)	Percent Organic
United States	3,120,717	394,644,481	0.8
1. California	1,355,207	42,627,472	3.2
2. Washington	291,410	9,120,749	3.2
3. Oregon	194,358	4,883,674	4.0
4. Wisconsin	121,527	11,744,476	1.0
5. New York	97,177	5,415,125	1.8

\*Product sales are before taxes and/or production costs.

Table 2. Top Five Counties with Organic Product Sales in California\*

	Organic Product Sales (\$1,000)	Market Value of Agricultural Products Sold (\$1,000)	Percent Organic
California	1,355,207	42,627,472	3.2
1. Sonoma	196,782	974,393	20.2
2. Monterey	150,835	2,979,735	5.1
3. Imperial	106,171	1,888,639	5.6
4. Santa Cruz	76,790	565,835	13.6
5. Fresno	68,783	4,973,041	1.4

\*Product sales are before taxes and/or production costs.

Here are some notes of interest. California represents roughly 11% of the market value of U.S. agricultural products sold, and roughly 43% of U.S. organic product sales – the top state in the nation in both categories. Though Santa Cruz County has a small share of the state's total agricultural product sales, it ranks fourth in organic product sales, with roughly 6% of the state's share! It is surpassed by only three counties, Sonoma, Monterey, and Imperial, which have larger agricultural land bases. Note too, that organic product sales account for close to 14% of Santa Cruz County's agricultural product sales. If you have other questions, please feel free to contact our office, or visit the USDA 2012 Census of Agriculture website: <http://www.agcensus.usda.gov/>.

# THE WATER NANNY

## City Mouse - Country Mouse

Once there was a city mouse who went to visit his cousin in the country. The floor was dirt and the cuisine, though plentiful, was plain. The suave city rodent invited his bumpkin relative to see life on the high side...

This year Santa Cruz County has been working on their Economic Vitality Strategy (EVS). Santa Cruz, "The sunny side of Monterey Bay", periodic revitalization plans for a county notorious for an anti-business attitude is like a tourist ad for Coalinga; fanciful. It was written for the city mouse, with transit corridors, internet backbones, infill, higher density, low income housing and pabulum for business.



This comes hat in hand, like on Pacific Garden Mall, with exploration of a "modest business license tax commensurate with business size to recover public service costs." One only wonders if business size is based on gross sales, square feet or number of employees. Farms will be stung if it is based on employment.

- Consider a Business License Program in the unincorporated areas of the county to be able to create a list of businesses by type and size.
- Support sustainable development and availability of housing, including making the planning department customer friendly. At the same time new zoning tools should "accommodate development projects at densities which achieve fiscal neutrality."(?)
- The Ag section includes: monitor deliberations regarding water supply that affect agriculture, consider code amendments to support agricultural and identify sites for "modern" distribution facilities. This section also supports everything else from bed and breakfast, restoration of the Brookdale Lodge, existing business retention and a hotel in the medical corridor.(?) There is more support for tourism, as it generates lodging and sales taxes.
- Mom and apple pie are in there too with a pledge to enhance growth opportunities for emerging sectors of tech, arts and small businesses. Let's not overlook the

high speed internet backbone running from Santa Cruz clear down to Soledad, hopefully it will connect to the wider world as well.

A country cousin in Felton agreed that all the ideas were fine, but what we really need is for the county to fix its roads, and maybe improve them. Even business spoke of losses from traffic delays. The solution will be higher density infill along Soquel Drive, which would somehow move the traffic off Highway 1.

These are not new ideas. A golden oldie, the revelation that dealing with the county planning department is painful and discourages new businesses. This was also raised in 1994 in the Economic Development Action Plan. Both documents foretell vast improvements in the quality of life for locals, if only they are implemented.

So let's summarize, 20 more years of hope, a plan which rationalizes spending on politically unattainable goals, no solution for traffic gridlock or water for urban development, but a new tech backbone (look we already own a railroad, but that is so 19<sup>th</sup> century.) Infill and housing, an expedition of the planning department and revitalization of community centers (like the forever prophesized Aptos Town Center) within our lifetime. No road improvements, but it's OK, we can feel secure with new business licensing.

Some of you may be skeptical of my typically caustic view of government inspired betterment, so check it out for yourselves at <http://www.sccoplanning.com/PlanningHome/EconomicDevelopment/EconomicVitalityStrategy.aspx> . The current draft comment period ends on August 15<sup>th</sup>.

*The country mouse returned to his rustic lifestyle after experiencing the wonders, stress and congestion of the city. He returned to a life of comfort in simple security compared to the uncertainty of the high life.*





*"Agriculture, the Original Green"*

# FAVORITE RECIPES

## Sour Cream Rhubarb Pie

**Editor's Note:** My husband, Jerry, and I are on an extended cross-country trip. Along the way we are stopping to enjoy other communities across the United States. One of the areas we explored was Sumner and Puyallup, WA. They are two communities side by side about 30 miles south of Seattle, WA. We discovered that Sumner is the Rhubarb Pie Capital, so I thought maybe it would be fun to share one of the local recipes with all of you. So here it is folks... sure hope you enjoy!

I will preface the recipe with a little history of Sumner, Washington. It was settled in 1853. Agriculture played a central role in it's growth. Fertile valley soil has been home to a variety of fruits, vegetables and flowers. Sumner's first field of rhubarb was produced in 1893 and by 1908 local farmers had organized the Sumner Rhubarb Growers Association to market the crop. In 1915, farmer Bill Dobson found a way to force rhubarb plants to grow in sheds. Since then, Sumner's shipments of hothouse rhubarb are still a signal of early spring in many regions throughout the nation.



Downtown Sumner is a bustling few blocks dotted with antique shops, specialty stores and cafes. The cafes all have a special rhubarb dessert on the menu. We only tried one cafe, The Berryland Cafe, owned by Nolan & Lola Burslie. They make 18 different rhubarb pies and I understand they are all quite good. We only tried one though. Here is Lola's recipe for Sour Cream Rhubarb Pie.

Pour 1/2 cup sugar over 3 cups cut-up rhubarb in an unbaked 9-inch pie shell. Set aside.

### Mix together:

- |                  |                     |
|------------------|---------------------|
| 1 cup sour cream | 1 teaspoon cinnamon |
| 3/4 cups sugar   | 1/8 teaspoon salt   |
| 3 eggs           | Dash of cloves      |

Beat with egg beater until well blended. Pour over rhubarb and bake at 450° for 10 minutes and then 350°F for 40 minutes or until firm.

### Pie Crust Recipe: Combine in a large bowl

- 3 cups all purpose flour
- 1/2 teaspoon salt

### Cut in until the texture of cornmeal:

- 1 1/2 cup Crisco

### Whip together in a large measuring cup:

- 5 Tablespoons ice water
- 1 egg, beaten
- 1 Tablespoon vinegar

Make a well in the middle of the flour. Add liquids into the well. Work until a dough forms. Separate into 5 balls. Will make 2 - 8" pies and 1 extra crust. Can be covered tightly in plastic and kept in the refrigerator up to 3 weeks. May also be frozen.

If you are interested in more Rhubarb recipes, there are many on the Washington Rhubarb Growers Associations website: [http://www.rhubarbpiecapital.com/Growers\\_Recipes.htm](http://www.rhubarbpiecapital.com/Growers_Recipes.htm). Hope you enjoy the pie.

We are on to Minnesota to visit family. I know there are a lot of good cooks in this area and many a backyard garden. I'll keep my eyes open for must-have recipes that use the local produce. Until next month...

# FROM THE AG COMMISSIONER

Mary Lou Nicoletti, Agricultural Commissioner

## FARMERS' MARKETS



**T**hese days the nine farmers' markets in our County are brimming with colorful fresh fruits and vegetables. Many of my friends first do their food shopping at these markets; then they plan the week's meals around the produce that they choose—a

very healthy way to eat! In addition to providing access to seasonal produce, the markets promote interaction between grower and consumer. One of the great benefits of the markets is the direct link between grower and consumer. People return week after week to the markets. They may have favorite vendors for various fruits and vegetables, and often form friendships with the growers and employees. It is also fun to buy something new, a vegetable or herb that one has never tried.

Some farmers who sell at our markets grow on farms in other counties, but there are also many local growers at our markets. There are 149 Certified Producers who grow crops in Santa Cruz County for sale at farmers' markets throughout the bay area. Our office inspects the growing sites and issues the Certified Producer Certificates to growers. Each farmer's certificate shows the commodities that he or she grows. These certificates must be renewed annually, and must be posted by the grower at a prominent location at the stall. Both organically and conventionally grown commodities are sold at farmers' markets. The California Code of Regulations requires that anyone selling organic products or representing products as organic must post a copy of the organic registration at the market.

Some markets also have "non-certified" sections, where coffee, crafts, and other treats are offered for sale.

There are markets in Watsonville, Aptos, Santa Cruz, Live Oak, Felton, and Scotts Valley. Please see our website for dates and times of operation. [www.agdept.com](http://www.agdept.com)

**We protect the people who make California ag work**

Loyalty. Strength. Assistance. Community. Yes, We understand those on the job in California have more on their mind than workers' compensation insurance. So let us put your mind at ease: you can count on the strength and stability of State Fund. We've been protecting those in California ag for 90 years. Visit [statefundca.com](http://statefundca.com) today to learn about the 20 percent discount on premiums we offer eligible Farm Bureau members. Your individual business may be eligible for even more discounts. Thank you for reading...we'll let you get back to work.

Together, we'll help keep California working.  
[statefundca.com](http://statefundca.com)

**STATE FUND**

**CHRIS NIELSEN**  
**TRACTOR SALES**  
SALES • RENTALS • APPRAISALS  
**831-331-0144**  
[christnielsentractorsales.com](http://christnielsentractorsales.com) • [chris@christnielsentractorsales.com](mailto:chris@christnielsentractorsales.com)  
*- Just Keep It Simple -*

## Benefits of Filters Strips on Water Conservation and Soil Quality

**A**s the current drought shows no signs of abatement, it is crucial that Monterey Bay area farmers continue to conserve water and implement soil management practices to ensure sustainable agricultural production, enhance soil quality and further reduce reliance on dwindling groundwater supplies. One of many different methods that allows for this is the use of vegetative filter strips which are essentially strips of grass planted between agricultural fields and water bodies (streams, ponds, wetlands, etc.) aligned perpendicular to the direction of runoff.

Filter strips offer countless benefits. They naturally slow runoff, which in turn reduce erosion hazard, trap and/or reduce sediments and/or other pollutants, and reduce top soil loss. Grass strips can also help to improve soil structure and soil organic matter allowing for better water infiltration and irrigation water use, especially in crop rotation systems and/or when seasonal filter strips are incorporated back into the soil prior to spring planting.

There are no set dimensions for filter strips but test results have shown that 10-foot wide filter strips are optimal and may reduce sediment transport by 90%. One test also showed phosphorus absorption rates close to 80%. Along with all the conservation benefits there are also economic benefits of filter strips including: reduced labor, energy and erosion repair expenses, as well as improved crop production because of improved soil conditions.

For more information and/or financial assistance related to the installation of seasonal or permanent filter strips on your farm, contact the USDA Natural Resource Conservation Service at 475-1967.

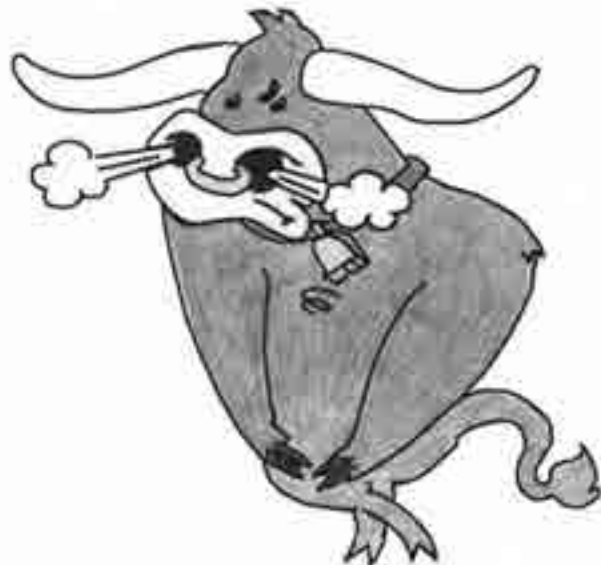
---

## 6th Annual Testicle Festival - Date Change

**Saturday, September 20th**  
**3:00pm – 7:00pm**

**It will be held again at the beautiful  
Estrada Deer Camp.**

For more information or event tickets...  
Call Agri-Culture (831) 722-6622  
or visit their website at [www.agri-culture.us](http://www.agri-culture.us)



## Environmental Groups Filed A State Court Lawsuit On July 8



Several environmental groups filed a state court lawsuit on July 8, 2014 in Alameda County Superior Court against the California Department of Pesticide Regulation challenging the State's environmental review of certain neonicotinoid pesticides

before use. See *Pesticide Action Network, North America, Center for Food Safety and Beyond Pesticides v. California Department of Pesticide Regulation* (July 8, 2014) Alameda County Superior Court Case No. RG14731906

Neonicotinoids are a form of pesticide that has gained popularity recently. Neonicotinoids are neuro-active insecticides chemically similar to nicotine which were developed in the 1980s. Neonicotinoids have less toxicity compared to similar earlier pesticides but some studies have linked use of neonicotinoids to honey bee collapse disorder and loss of birds due to smaller insect populations.

In March 2012, the Center for Food Safety, Pesticide Action Network and Beyond Pesticides filed an emergency petition with the EPA in March 2012 asking the EPA to suspend the use of one type of neonicotinoid but the EPA denied the petition. Then in March 2013, the EPA was sued by the same group, along with the Sierra Club and the Center for Environmental Health alleging the EPA performing inadequate toxicity evaluations and allowed insecticide registration based on inadequate studies. The case, *Ellis et al v. Bradbury et al*, was stayed as of October 2013.

This new suit in state court seeks an order blocking approval of new recently approved neonicotinoids and of all neonicotinoids until it conducts a more thorough environmental review of their effect on bees and other pollinators under the California Environmental Policy Act and the California Agricultural Code

Meanwhile, the Natural Resources Defense Council (NRDC) petitioned the Federal EPA under the Federal Insecticide, Fungicide, and Rodenticide Act and Administrative Procedure Act. to undertake "urgent interim administrative review of

neonicotinoid pesticides in light of serious potential harm to honey bees and native bees." The petition also asks the agency to "initiate cancellation proceedings for all neonicotinoid pesticide products, beginning with those for which safer alternatives are available."

NRDC claims that EPA has proposed deferring its evaluation of how this class of pesticides affects bees "until the completion of registration review in approximately 2019". NRDC asserts that evidence has linked neonicotinoids to the decline in bee populations in recent years, compelling urgent agency review of neonicotinoids' effects on bees." The NRDC requested the EPA complete this review within one year. The July 7, 2014 petition was filed under the Federal Insecticide, Fungicide, and Rodenticide Act and Administrative Procedure Act.

Santa Cruz County State Fair Booth

### Thank You Sponsors!

**Driscoll's • J.E. Farms • Ethnobotanica**  
**S. Martinelli & Company**  
**Lakeside Organic Gardens**  
**Creekside Farms**  
**T.H.A.N.K.S. Education Fund**  
**Naturipe Berry Growers**  
**Bontadelli, Inc. • Cowles Berry Farm**  
**Gizdich Ranch • Sambrailo Packaging**  
**Country Crossroads Map**  
**McSherry & Hudson Insurance**  
**Live Earth Farms**  
**Times Publishing Group**  
**Marty Ackerman • Lou Calcagno**  
**David Doolin • Terry Medina**  
**Laura Owens • Jim Warren**  
**National Ag Day Luncheon Donations**



# SAFETY FIRST

By Mike Burns, Farm Bureau Group Manager

## President's Message - Driving Around in Circles

Continued from Page 2

**H**aving said all of this, certain constraints may adversely affect the feasibility of a roundabout in a specific area, including pedestrians and agricultural concerns. A farmer moving equipment or even trying to navigate a large truck through a roundabout may find the experience difficult, hazardous, if not impossible. The same can be said for buses or emergency vehicles. These concerns should dictate the roundabout's dimensions.

A few years ago, the Watsonville city public works department installed a roundabout in a Holm Road neighborhood. It caused so much grief for the residents, it was soon removed. Now, the city council has approved two more roundabouts – one at Pennsylvania Drive and Clifford Avenue and one at the large intersection of Main Street and Freedom Boulevard. I can see where a roundabout might work at Main Street and Freedom Boulevard but there will be a lot of frustration and anxiety before it works well, providing it is

constructed correctly. This project is funded by developer impact fees, gas taxes, and a \$198,000 grant from the Monterey Bay Air Pollution Control District.

What I did hear loud and clear from CalTrans is the city should be working with CalTrans in developing the new roundabouts. If a planned roundabout is scheduled on a trade route commonly used by your commercial vehicles and it will not accommodate the size of your vehicles, CalTrans wants to hear from you before construction.

Of course, one way of embracing the new roundabouts is to continue to drive around in circles until your family gets the picture of the center giant raspberry sculpture like I did in Abbotsford, Canada, two weeks ago. My family thought it was such fun but it brings up another issue. What kind of artwork will go in the center of these roundabouts?!



### FOOD FOR THOUGHT

When your work speaks for itself,  
don't interrupt.  
Henry J. Kaiser

**NOLAND  
HAMERLY  
ETIENNE  
& HOSS**

Stability, Service and Commitment  
to our Clients' Needs.  
Creating lasting relationships  
and providing superior legal service  
for 85 years.

*Together we grow.*

333 Salinas Street  
Salinas, CA 93901  
831-424-1414  
www.NHEH.com

EXPERIENCED ATTORNEYS. SPECIALIZING IN A FULL  
ARRAY OF PROFESSIONAL LEGAL SERVICES.

# "Agriculture, the Original Green"



**MID VALLEY SUPPLY**

<b>PAPER</b>	<b>CHEMICALS</b>	<b>JANITORIAL EQUIPMENT</b>
Towels Tissues Plates Cups Bags	Hand Soaps Deodorizers Disinfectants SPA & Pool Supply	Vacuums Scrubbers Buffers Extractors Gloves

**Specializing in Green Products:**

"Eco Deliver"

320 Airport Blvd  
Freedom, CA  
(831) 724-0300 | (800) 273-3223

## Barbara & Company

*A Family Affair*

**CATERING SERVICE**  
Over 20 Years Experience

Owned & Operated by:  
Marina Camarlinghi  
Victor Sanchez

**831-426-6051**  
www.barbaracompany.com

P.O. Box 3155 • Santa Cruz, CA 95063 • Fax: 831-476-8645

## WEBBS FARM SUPPLIES

**Hi-Weed, Brush Mowers and...  
ROTOTILLERS • COMPOST SHREDDERS**

- CHAIN SAWS
- BLOWERS
- POST HOLE DIGGERS
- LOG SPLITTERS
- GENERATORS
- TREE CLIMBING EQUIP.

Everything in Power Equipment  
(408) 395-2227 • (831) 475-1020  
5381 Old San Jose Road, Soquel, CA. 95073

**This Space is Available for Advertising!**

**Call Carol LeGrande at (831) 724-1356 for more information**



**CARDIFF PEST CONTROL**  
*Locally Owned - Community Involved*

Since 1938 (831) 475-4214  
FAX (831) 475-1756

2701 Soquel Avenue  
Santa Cruz, CA 95062

**Michael Reid**  
OPR 8607  
QAL 32132



## TORO PETROLEUM CORP.



**BRIAN HILL**

308 W. MARKET STREET  
SALINAS, CALIFORNIA 93901  
BHILL@TOROPETROLEUM.COM

(831) 424-1691  
(831) 424-0176 FAX  
(831) 970-8437 CELL




**SAMBRAIO**  
PACKAGING

800 Walker Street  
P.O. Box 50090  
Watsonville, CA 95077-5090  
www.sambraio.com

Office 831.724.7581  
Fax 831.722.7459

## MONTEREY BAY CERTIFIED FARMERS MARKET

Celebrating 35 years on the Central Coast  
Your Local Certified Farmers Market

www.montereybayfarmers.org  
www.edibleparadise.com



**For more information (831) 728-5060**



# Membership News

You're Invited

## The Santa Cruz County Farm Bureau and Watsonville Firefighters Association **Opening Day Barbecue** at the Santa Cruz County Fair

**Tuesday, September 9, 2014**

The barbecue will start at noon and continue until the food runs out (normally 3:00 p.m.)

Watsonville Firefighters Association 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 **\$15 for adults, \$14 for seniors and \$8 for children ages 5-11**. Lunch will be served at Paddy Smith Park located between the Arts Building and Crosetti Building.

Farm Bureau President Cynthia Mathiesen stated, "This barbecue is a tradition to kick-off the county fair. The firefighters do an excellent job in preparing the food. We invite everyone to come to this event."

*How Can We  
Grow Your Business?*

• Agricultural Financing • Farm Service Agency Loans • Equipment Financing  
• Working Capital Lines of Credit • Solar & Energy Efficiency Loans

**SANTA CRUZ  
COUNTY BANK**  
Celebrating 10 Years! 2004-2014

457.5000 • [www.sccountybank.com](http://www.sccountybank.com)

Member FDIC

The Santa Cruz County Farm Bureau (SCCFB) does not assume responsibility for statements by advertisers in *Between The Furrows*, nor for statements or expressions of opinion other than in editorials or in articles showing authorship by an officer of the SCCFB.

### MARINI AND GOLD INSURANCE AGENCY

**MARTY GOLD, LUTCF**  
CA LICENSE 0438827

**WATSONVILLE OFFICE**  
141 Monte Vista Avenue  
Watsonville, CA 95076  
(831) 724-7593  
(831) 724-5821 Fax

**SALINAS OFFICE**  
1093 South Main St. #210  
Salinas, CA 93901  
(831) 754-2722  
(831) 424-4761 Fax



Email: [mariniegold@igs.net](mailto:mariniegold@igs.net)  
[www.mariniandgold.com](http://www.mariniandgold.com)

FOR ADVERTISING INFO AND RATES CONTACT US AT: (831) 724-1356 OR [sccfb@sbcglobal.net](mailto:sccfb@sbcglobal.net)



141 Monte Vista Avenue  
Watsonville, CA 95076

**AUGUST, 2014**  
**VOLUME 38, ISSUE 8**



LIKE US ON FACEBOOK



FOLLOW US ON TWITTER

PSRT STD  
U.S. Postage  
PAID  
Mailed from  
Zip Code 95076  
Permit No.237

Change Service  
Requested

## CALENDAR

# Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

**THURSDAY - AUGUST 21**  
Agricultural Policy Advisory  
Commission

**THURSDAY - AUGUST 28**  
Board of Directors meeting

**WEDNESDAY - SEPTEMBER 3**

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

**WEDNESDAY - SEPT. 5**  
Focus Agriculture, Session 7  
Class XXV

**MONDAY - SEPT. 8**  
Public Relations &  
Information Committee mtg.

**FRIDAY - SEPT. 9 - 14**  
Santa Cruz County Fair

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

**SATURDAY - SEPTEMBER 20**  
Annual YF&R Testicle Festival  
For more information, please  
call (831) 722-6622  
or visit [www.agri-culture.us](http://www.agri-culture.us)

**MAKE YOUR GROWING SEASON MORE FRUITFUL**

Blueberries, strawberries,  
blackberries... and more.

Whatever you're growing, we can help  
finance it with services and programs  
custom tailored to your needs.

Lending, leasing, appraising, insurance  
— American AgCredit does it all

**AMERICAN AGCREDIT**  
MONEY FOR AGRICULTURE

**SALINAS • 831.424.1756**  
924 East Blanco Road  
Call 800.800.4865 today or visit us at [AgLoan.com](http://AgLoan.com)

A part of the Farm Credit System. Always responsibly borrow.