

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

DECEMBER 2024
VOLUME 48, ISSUE 12

INSIDE this issue

- 3 Ask Mark**
Understanding the Increased Cost of Labor for Strawberry Growers
- 4 Water Nanny**
Dr. Nanny's Couch
- 5 Recipe**
Apple Cinnamon Rolls with Brown Butter Maple Icing
- 11 President's Message**
- 12 Calendar**

 LIKE US ON FACEBOOK

 FOLLOW US ON TWITTER



Between The Furrows is a monthly publication of the SCoCFB. 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
sccfb@sbcglobal.net
Website: www.sccfb.com

Focus Agriculture Class 33



Back Row: (L-R) Amy Ross, Liz Disher, Meggie Rhodeos, Sara Lozano, Jenna Rivera, Vance Landis, Irma Freeman, Sarah Newkirk Front Row: (L-R) Jess Brown (ED, Agri-Culture, Inc.), Steven Allen, Ramon Gomez, Drew Clowser, Forrest Revere, Zeke Fraser, Peter Detlefs, Lois Sones, Nicholas Solano, Hilary Bryant, Tracey Weiss, Matt Sparks

The History of Focus Agriculture

as told by Thomas Am Rhein, Director Emeritus

Today we are celebrating 35 years of the Focus Agri-Culture Program. I would like to say a few things about the history of the Focus Agriculture Program and the organization that operates it, Agri-Culture.

In the 1980's, Santa Cruz County agriculture was undergoing enormous change. The El Nino of 1980/81 essentially destroyed the apple industry. New crops were coming into the valley. There was increasing urban encroachment onto ag lands. Urban folks were unhappy with the sights, sounds and

occasional smell of agriculture. The aquifer in the Pajaro Valley was overdrafted. Big changes in immigration policy were moving forward. Farm labor housing was in short supply and permits for construction were not being issued. Greenhouses were under attack. Timber operations were under attack. The vegetable processing industry was



Tom Am Rhein speaking at 2024 Farm Dinner

Continued on Page 8

Focus Agriculture, Class 34, Applications are available now.

Please contact Agri-Culture (831) 722-6622

Email: agri-culture@sbcglobal.net Website: www.agri-culture.us

Early application deadline: December 13, 2024

Final application deadline: January 9, 2025

Apply Early!

Agriculture Law
 Business & Taxation
 Construction
 Creditor's Rights
 Estate Planning
 Labor & Employment
 Litigation
 Personal Injury
 Public Agencies
 Real Estate & Land Use

**NOLAND
 HAMERLY
 ETIENNE
 HOSS**

Attorneys at Law



**Client Focused. Relationship Driven.
 A Tradition of Excellence Since 1928**

333 Salinas Street, Salinas, CA 93901 831.424.1414
 470 Camino El Estero, Monterey, CA 93940 831.373.3622

nheh.com



- Gas & Diesel
- Red Dye Diesel
- Cardlock Fueling
- Packaged Lubes/Bulk Oil
- Diesel Exhaust Fluid (DEF)
- Tank & Equipment Installations



1511 Abbott St.
 Salinas, CA 93901

831-422-8801
www.sturdyoil.com

**Our wishes for a very Merry
 Christmas and a Happy and
 Healthy New Year!**

Scurich Insurance Services

License #0436405

Servicing the Agricultural Community Since 1924



783 Rio Del Mar Blvd., Suite 7
 Aptos, CA 95003
 (831) 661-5697
www.scurichinsurance.com



**2024/2025
BOARD OF DIRECTORS**

OFFICERS

DENNIS WEBB
PRESIDENT
STATE DELEGATE, TIMBER

PETER NAVARRO
FIRST VICE-PRESIDENT
STATE DELEGATE, BERRIES

JOHN PISTURINO
SECOND VICE-PRESIDENT
ALTERNATE STATE DELEGATE, CATTLE

ARNETT YOUNG
PAST PRESIDENT
ALTERNATE STATE DELEGATE
ORGANIC VEGETABLES

DIRECTORS
SEAN BAIRD Cattle
THOMAS BROZ Organics
JAMES CUNNINGHAM Cannabis
AARON DILLON Citrus Plants
GREG ESTRADA Cattle & Timber
NITA GIZDICH Apples
CYNTHIA MATHIESEN Berries
BRENDAN MIELE Ag Support Industry
CJ MILLER Berries
AMANDA PEIXOTO-CASTRO Organics
ERIC PETERSON Berries
SAM LATHROP Organic Apples/Berries
ADRIANA SILVA Organics
DAVID VAN LENNEP Timber

EX-OFFICIO
DAVID SANFORD
Ag Commissioner
MARK BOLDA
UCCE Farm Advisor
JAN GARROD
CAFB, District 10 Director

STAFF
JESS BROWN
Executive Director

MATTHEW GIANELLI
Assistant to the Executive Director

ROGER MARIN
Program Coordinator

DEBBIE SOARES
Bookkeeper

MARY WALTER
Newsletter Editor

ASK MARK

**Mark Bolda, Director & Farm Advisor, UCCE,
Santa Cruz County**

Understanding the Increased Cost of Labor for Strawberry Growers

Q. Do you have any information that would help us understand what increases in the cost of labor could mean for strawberry growers?

A. There has been a lot of interest of late concerning possible increases in the cost of labor in strawberries, we have persistent inflation but then also movements for example a proposal in Santa Barbara county to raise the minimum wage for agricultural laborers there to \$26 an hour, along speculation about what actions on the part of the incoming Trump administration in Washington DC could do to the availability and subsequently the cost of agricultural labor nationwide.

A good place to get some sense of how these dynamics could affect California strawberry growers are the cost and return studies recently published by UC Cooperative Extension and UC Davis Department of Agricultural and Resource Economics. These two 2024 studies can help growers and other readers estimate costs and potential returns for these production systems.

The two studies provide growers and others a baseline to estimate their own costs, which can help when applying for production loans, projecting labor costs, securing market arrangements, or understanding costs associated with water and nutrient management and regulatory programs.

<https://coststudyfiles.ucdavis.edu/2024/04/04/2024Strawberry-FULL-FINAL-March2024.pdf>

<https://coststudyfiles.ucdavis.edu/2024/05/10/2024OrgStrawberries-FINAL-May2024.pdf>

On point with labor in strawberries, the studies estimate an average seasonal harvest cost of \$4.80 per tray to harvest for conventional and an average seasonal harvest cost of \$5.00 per tray for organic; organic is higher since there is less fruit per unit area and subsequently picking is less efficient and more expensive. For both production systems, this works out to an average of \$16.50 hourly wage to the worker and a total overhead cost of \$24.42 per hour to the grower, which includes the employer's share of Federal and state payroll taxes, worker's compensation and other benefits. Piece rate, which is compensation based on amount picked per worker and commonly used by when yields are higher during the fruiting peak, is not explicit in these studies but reflected in the average seasonal cost per box.

Given that approximately 60% of the cost of production for strawberries on the Central Coast is labor, even small increases in compensation to workers can mean a difference in profitability or no. For example, going to the "Net Returns After Total Costs" table towards the end of each of the two studies one sees that even at very high yields for each system (11,000 trays per acre and \$12 return per tray in conventional and 6000 trays per acre and \$15 per tray in organic), growers are only profiting a little over \$1000 an acre. Meaning that even ostensibly small increases in cost will tip their operations into unprofitability.

The above has been a short examination of the consequences of increases in the cost of field labor to strawberry growers. For questions on this topic and others concerning berries or other crops in Central Coast agriculture, please contact Mark Bolda at mpbolda@ucanr.edu. ■

THE WATER NANNY

Dr. Nanny's Couch

How are you? No really, are *you* OK? Our recent election that caused anger before November 5th, has not changed to jubilation, but to angst and worry. Everyone, both sides, is truly afraid; some of phantom threats, some of deportation, some of a chaos of the unknown and unanticipated. As your doctor, there are no drugs or yoga positions that are universal cure-alls (although cannabis farms may open smoking lounges in Santa Cruz County next year.) All true, but we need to get on with our lives, raising children, and being kind, helpful, brave and cheerful with people we meet. Like a phoenix, we will arise from the ashes of our current despair. Breath deeply and move on.

However, like the Boy Scouts, we need to be prepared. We prepare for winter, we prepare for cold weather, or lack thereof, we even prepare for bad markets. We also need to prepare our companies and employees for possible deportation confrontations and be willing to recognize that this will impact their extended families. Preparation can assure your employees that your farm is a safe place to work. President Reagan instituted an amnesty program in 1986 and your Farm Bureau sent people out to your farm to sign up any employees without a green card. This was successful and placed employees, and farmers, at ease. While 2025 is not 1986, just relax and move on.

For some year round farmers, we also need to be prepared for import delays at the border in Mexico. This is a real wild card; will a uniform Mexican tariff be applied to fresh produce? Will this change your cropping pattern between Yuma and San Luis in Mexico? Will the daily workers who commute from San Luis be stopped, even with green cards? What about berries in San Quintin, Baja? Will the border crossing be so congested that it will take days longer to cross, making winter berries more expensive and less marketable? Listen to the soothing waterfall music and move on.

Most of our nitrate fertilizer is manufactured overseas. Fertilizer already spiked with the start of the Ukraine war and the cutoff of Russian natural gas, the raw ingredient. Will tariffs add to our costs next year. Will other countries impose countervailing tariffs so our own exports will be impacted.

This is a hard item to book, as it may happen well after the crop is planted with future exports in mind. Try yoga in your truck cab and just move on.

Be of Good Cheer We live here on the Central Coast, a wonderful place to live and farm. The weather forecast is for mild La Nina; not as much rain as last year, but plenty to nourish our crops. New varieties of berries are being planted now which should deliver greater harvests and a possibly longer season. There is even a new romaine-spinach lettuce that is crispy like romaine and has a better flavor, maybe a prewashed salad opportunity. Visitors are forever amazed by our scenic views, mild summers and acclaimed recreation. A recent visitor this summer from Alabama was walking through the San Jose Airport parking lot and was heard to shout: *Howd Da Do Dat, Howd Da Do Dat* in a belief that our climate was air conditioned by high technology, bringing joy, and we all moved on.



Happy Holidays and have a Wondrous New Year "Don't let yesterday take up too much of today" (Will Rogers) ■



Strange But Impossibly True!

The shortest war in history lasted 38 minutes. In 1896, the Sultan of British-protected Zanzibar, died and a new one took over without British approval. The Brits were not happy especially when Sultan Khalid bin Barghash refused to step down. British warships spent less than 40 minutes bombarding the palace before Khalid fled, marking the end of the (very quick) Anglo-Zanzibar War.

Excerpts from the Readers Digest



FAVORITE RECIPES

Apple Cinnamon Rolls with Brown Butter Maple Icing

I was given this recipe several years ago and have been making them for special family gatherings such as Thanksgiving and Christmas morning. The recipe comes from Half Baked Harvest and has become a family favorite. They are easy to make ahead of time and are always a cozy treat along with a warm cup of coffee, or tea if you prefer. Hope you enjoy!

DOUGH

1 cup warm milk

2 1/4 teaspoons active dry yeast

1 tablespoon brown sugar

4 tablespoons salted butter, at room temperature

3 large eggs

3 1/2 -4 cups all-purpose flour

1/2 teaspoon kosher salt

APPLE FILLING

1/2 cup brown sugar

1/4 cup granulated sugar

1 tablespoon cinnamon

6 tablespoons salted butter, at room temperature

2 Honeycrisp apples, chopped

BROWN BUTTER MAPLE ICING

4 tablespoons salted butter, at room temperature

6 ounces cream cheese, at room temperature

1/4 cup maple syrup

2-3 cups powdered sugar

2 teaspoons vanilla extract

INSTRUCTIONS:

1. In the bowl of a stand mixer fitted with the dough hook, combine the milk, yeast, and brown sugar. Let sit 5-10 minutes, until bubbly on top. Add the butter, eggs, 3 1/2 cups flour, and salt. Using the dough hook, mix until the flour is completely incorporated, about 4-5 minutes. If the dough is still sticky, add the additional 1/2 cup flour, adding more as needed until the dough is smooth to touch.
2. Cover the bowl with plastic wrap and let sit at room temperature for 1 hour or until doubled in size.
3. Meanwhile, mix the filling. In a bowl, combine the brown sugar, granulated sugar, and cinnamon. Butter a 9x13 inch baking dish.
4. Punch the dough down and roll out onto a lightly floured surface, creating a large rectangle about 12 x 18 inches. Spread the butter evenly over the dough. Sprinkle on the apples and cinnamon sugar. Starting with the long edge closest to you, roll the dough into a log, keeping it tight as you go. When you reach the edge, pinch along the edge to seal. Using a sharp knife, cut into 12-15 rolls. Place the rolls into the prepared baking dish. Cover with plastic wrap and let rise 20-30 minutes.
5. Preheat the oven to 350° F. Bake the rolls for 25 to 30 minutes, or until golden brown.
6. Meanwhile, make the icing. Add the butter to a pot set over medium heat. Allow the butter to brown lightly until it smells toasted, about 2-3 minutes. Remove from the heat. To a bowl with the cream cheese in it, whisk in the maple syrup, powdered sugar, vanilla, and a pinch of salt. Spread the icing over the warm rolls. Serve and enjoy!

Notes: To Make Ahead: prepare the rolls through step 4. Do not let the rolls rise at room temp. Cover the rolls and place them in the fridge (up to overnight). When ready to bake, remove the rolls from the fridge 30 minutes prior to baking, then bake as directed.

To Prepare and Freeze: assemble the rolls through step 4. Then cover the pan and freeze for up to 3 months. Thaw the rolls overnight in the fridge or on the counter for a few hours. Once thawed, bake as directed.

To Bake and Freeze: bake the rolls as directed and let cool completely. Cover well and freeze for up to 3 months. Thaw and warm, then frost before serving. ■

"Agriculture, the Original Green"

BECOME A FARM BUREAU MEMBER

Join the Santa Cruz County Farm Bureau



The Santa Cruz County Farm Bureau is an important voice for the Santa Cruz County and Pajaro Valley agriculture industry. Everyone is eligible to be a member and receive the many benefits and services available. By joining the Santa Cruz County Farm Bureau you help support agriculture in Santa Cruz County and the Pajaro Valley.

How to Join

Go to www.cfbf.com and click on the "JOIN" button. No need to log in on this page. Go to the bottom of the page and click on NEVER BEEN A MEMBER to set up a new account.

Questions? Contact the Santa Cruz County Farm Bureau
sccfb@sbcglobal.net
(831) 724-1356
(831) 818-1193 - Text



Santa Cruz County Farm Bureau

CFBF Annual Meeting

Saturday, December 7 to Tuesday, December 10, 2024
Monterey Conference Center & Monterey Marriott



The Santa Cruz County Farm Bureau & Agri-Culture offices will be closed for the Christmas holidays on December 25th and January 1st.

We hope you all have a very Merry Christmas and a Happy New Year with your family and friends.

We support the Santa Cruz County Farm Bureau because:

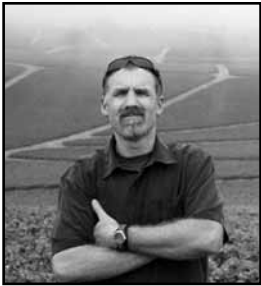
"The Farm Bureau has been an invaluable partner to us over the years, offering essential support and resources that have enhanced our farming operations, helped us to advocate for the interests of farmers and farmworkers, and strengthened our community's agricultural economy."

Reiter Affiliated Companies



"The road to success is always under construction." —Lily Tomlin

NEW YEAR'S RESOLUTIONS



David Sanford

The approach of a new year brings with it the chance to set some resolutions on what you would like to accomplish over the next twelve months (or sometimes goals you want to reach generally, and the new year is a great opportunity to make the pledge to "get 'er done"!)

Just as a person can make these resolutions, I figure so can a whole department... so here are some resolutions from the Santa Cruz County Agricultural Commissioner's Office for 2025 (and one for the end of 2024!).

- Ensure our office is helping our growers and the public address their questions and concerns. 2024 was a busy year for ag in California and in our county. There are issues regarding invasive agricultural pests, ag commodity export/shipping requirements, changes to commercial apiary/beekeeper rules being finalized, and new and updated regulations being put in place for the possession and use of agricultural pesticides. The Ag Commissioner's Office is here to help address these and other matters locally, and to help people navigate any of these issues that might impact their businesses (or daily lives!).
- Make the interactions and contact with our office more efficient and helpful after our recent move to our new Watsonville location (South County Government Center, located at 500 Westridge Drive). Our office move (which occurred this past May) has posed both some great benefits as well as a few challenges as we have transitioned to operating from this new facility. Please contact us at 831-763-8080 or email to agc002@agdept.com for more information or with any questions about our services.
- Complete a re-working of our department website. This is a specific goal, and we are invested into updating and upgrading our website into a far more user-friendly 'place' to visit. When finished, our objective is to have a website that functions with much greater ease, clarity and usefulness with respect to our divisions, services, and contacts.

- Increase public awareness of our Weights & Measures (W&M) Program and what it means for our local businesses and the community. Our W&M Program, which is mandated through the California Department of Food and Agriculture/Division of Measurement Standards (CDFA/DMS), is critical to ensuring equity in the marketplace and that both businesses and consumers are completing transactions that meet the standards set forth in the California Business & Professions Code.
- And finally (and this is one for *this year*) – Have a successful, well-attended and informative grower continuing education class in December (yes, *this month*). Our grower/appliator continuing education class will be held on **Thursday, December 19th, 2024, at the South County Government Center Community Room** (located within our new facilities at 500 Westridge Drive in Watsonville.) We will hold two sessions throughout the day – a morning session in English; and an afternoon session in Spanish. Please call our office at 831-763-8080 or visit our website at www.agdept.com for information about the agenda and times.

Thank you for all you do and have done for agriculture in Santa Cruz County over the past year... Thanks to you, our small county (geographically, we're the second smallest in the state, after only San Francisco County!) is one of the most agriculturally productive in California, growing an amazing variety of fruits and vegetables and generating thousands of jobs and economic opportunities.

From my department to you, we wish you a very Happy Holiday Season and a great and productive New Year! ■



EVAN J. BENEVENTO, CPA
YOUR AG ACCOUNTANT

<https://evanjcpa.com>

831-920-5273 P.O. Box 429
info@evanjcpa.com Watsonville, CA 95077

A HISTORY OF FOCUS AGRICULTURE

Thomas Am Rhein,
Agri-Culture Director Emeritus

A History of Focus Agriculture - Continued from Page 1

declining. It did not look like urban and farm interests could co-exist and collaborate in moving the community forward.

The Santa Cruz County Farm Bureau (SCCFB) realized that there was a general lack of knowledge about agriculture in the County among important sectors of the community, including education, social services, regulatory agencies and elected officials. Beginning in the 1970's, the Farm Bureau had been holding an annual all-day farm tour in the Pajaro Valley called Farmerama. It was designed for government officials and community leaders. This tour was quite popular, but participants always wanted to know more.

In the meantime, disaster struck the county in the form of the Loma Prieta Earthquake. Suddenly the SCCFB was flooded with spontaneous donations of money from around the U.S. to help farm workers who were devastated by the event. The SCCFB could not receive and distribute tax deductible donations, so we set up a 501(c) (3), thinking about the many policy and regulatory challenges we had been facing. We knew that we needed an organization with a greater purpose than simply a one-time disaster relief. We needed an organization that could develop through education and outreach; a network in the county that could facilitate and promote community collaboration in terms of support for the farm industry and the people who depend on it. And so the organization Agri-Culture was born. The Focus Agriculture Program is the major educational program of Agri-Culture. As a side note, Agri-Culture continues to hold funds to facilitate housing solutions for farm workers. We have used these funds carefully over the years to help create permanent and secure farm worker housing in the county.

Speaking specifically to the development of the Focus Agriculture program, in order to understand the issues of importance to the non-farm community in Santa Cruz County, we hired a Bay Area polling firm that surveyed residents about local agriculture. I started out by describing how agricultural in Santa Cruz County saw itself in a fairly negative way in the 1980's and early 1990's. But, the polling confirmed wide support for local agriculture, and a desire to know more about it. It turns out there was a lot of positive energy in the community outside of agriculture relative to food.

There was a desire for connection about where food came from and an excitement about local food production. Farmers markets were approaching 15 years of being weekly events. Cooking shows were more popular. The food channel started on TV. Martha Stewart was becoming well known. Alice Waters had become a household name in our area. Santa Cruz County agriculture was Ground Zero for the organic movement, which was interesting to our community. Both UC Santa Cruz and Cabrillo College had horticultural programs. The Ag History Project was rapidly developing with community support.

We knew we needed an innovative educational program to engage the greater community with our agricultural community. There were model programs which typically chose young up and coming agricultural leaders to participate in intensive programs to learn about social, cultural, and political topics outside of agriculture.

We decided we wanted to create a reverse program locally, whereby community leaders who may not be familiar with local agriculture, would be able to take an extended program to learn about farming in Santa Cruz County. We wanted to create a forum where complex issues could be addressed in a comprehensive way. We wanted program participants to come out of the program feeling part of the total social, political, economic and cultural fabric that is food production in Santa Cruz County. That new program, operating under the organization Agri-Culture, would be Focus Agriculture.

We now have had 660 participants and graduates from Focus Agriculture. These are leaders from all fields in our community. One of our graduates, Congressman Jimmy Panetta, often speaks about how he has used the knowledge that he learned in Focus Agriculture in his work on the House Agriculture Committee.

The CEOs of all three of the local hospitals have graduated from the program. Their understanding of local agricultural issues allowed us to implement a first-in-the-nation vaccine effort for farmworkers during COVID.

We are appreciative of the Community Foundation, Second Harvest Food Bank, Community Bridges and all of the other non-profit leaders who graduated from the program.

[Continued on Page 9](#)

HOLIDAY GIFT IDEA!



You are invited to join



Unique experiences



QUESTIONS:
SANTA CRUZ COUNTY
FARM BUREAU
(831) 724-1356 (O)
(831) 818-1193 (C)
SCCFB@SBCGLOBAL.NET

Tiers & Benefits

TIER 1

\$40 per person/ \$65 per couple

- 1 Yearly event organized for T1 members *Behind the Scenes of Local Agriculture* (Spring) -
- Invitations to all SCCFB events -
- 1 Newsletter a Year (PDF version) -

TIER 2

\$100 per person/ \$150 per couple

- 1 Yearly event organized for T1 members *Behind the Scenes of Local Agriculture* -
- 1 Yearly event organized for T2 members *Ag Technology and/or Education* (Summer) -
- Invitations to all SCCFB events -
- 2 newsletters a year (PDF version) -

TIER 3

\$200 per person/ \$250 per couple

- 1 Yearly event organized for T1 members *Behind the Scenes of Local Agriculture* -
- 1 Yearly event organized for T2 members *Ag Technology and/or Education* -
- 1 Yearly event organized for T3 members *Unique Tour of Local Farm w/Lunch* (Fall) -
- Invitations to all SCCFB events -
- 4 newsletters a year (hard copy) -



QUESTIONS:
SANTA CRUZ COUNTY
FARM BUREAU
(831) 724-1356 (O)
(831) 818-1193 (C)



A History of Focus Agriculture - Continued from page 8

We also are grateful to all of the business leaders, and community volunteers who have taken the time to go through this program. We thank everyone in the agriculture community who opens up their farms and businesses to this group. Others around the country have started similar programs by using our program as a template.

In the future, when those of us who helped start the program are no longer around, we want to ensure this

program continues. The hope is to develop a permanent endowment specific to the Focus Agriculture Program. As agriculture has opened its doors to the community in order to help the community better understand agriculture, agriculture has learned a great deal about community needs as well. With a well-informed, community wide collaborative effort, agriculture will continue to be an important and enriching part of the fabric of life in Santa Cruz County long into the future. ■

"Agriculture, the Original Green"



Nationwide[®]
is on your side

Check out our products:

Nationwide.com

This Space is Available for Advertising!
Call Debbie Soares at (831) 724-1356 for more information

WEBBS FARM SUPPLIES

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

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

Everything in Power Equipment

(408) 395-2227 • (831) 475-1020

5381 Old San Jose Road, Soquel, CA. 95073



SAMBRAILO[®]
PACKAGING

PACKAGING SOLUTIONS FROM OUR HANDS TO YOUR FARM

800 WALKER ST. WATSONVILLE, CA 95076 PH: 831.724.7581 WWW.SAMBRAILO.COM



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

CARDIFF PEST CONTROL
Locally Owned - Community Involved

2701 Soquel Avenue
Santa Cruz, CA 95062

Roberto Hernandez

FR 23875
OPR 11533
QAL105784



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

ExxonMobil



PAPER

- Towels
- Tissue
- Plates
- Cups
- Bags

CHEMICALS

- Hand Soaps
- Deodorizers
- Disinfectants
- SPA & Pool Supply

JANITORIAL EQUIPMENT

- Vacuums
- Scrubbers
- Buffers
- Extractors
- Gloves

Specializing in Green Products

"We Deliver"

220 Airport Blvd
Freedom, CA
(831) 724-6301 (800) 272-2221

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



President's Message

Vegetables - A Part of the Thanksgiving Tradition

We're in the holiday season (again!) and that means it's time to talk about food. Specifically, veggies grown on local farms! Santa Cruz County farmers grow about \$100 million of fresh vegetables every year, so there's a good chance that you will be eating locally-grown veggies this holiday season. Our major local veggie crops include: artichokes, beets, Brussels sprouts, broccoli, carrots, lettuce and zucchini. Let's take a moment to appreciate all the ways that local veggies help make the holidays special.

Vegetables are at the heart of so many holiday meals, and they have a special way of bringing people together. Think about a colorful platter of roasted veggies, a big dish of creamy mashed potatoes, or a cozy green bean casserole fresh from the oven. These dishes add not just flavor but warmth and comfort to the table.

Cooking vegetables for the holidays often turns into a group effort. Someone's peeling carrots, another's seasoning the Brussels sprouts, and maybe a kid is helping mash the sweet potatoes. These moments in the kitchen are filled with laughter, stories, and a little bit of chaos, making them just as meaningful as the meal itself.

Veggie dishes also make sure everyone feels included. Whether you're a vegetarian, a vegan, or just someone who loves a good side dish, there's always something for you to enjoy. They balance out the heavier holiday foods, too, making the meal feel complete.

Every family has its own veggie traditions—sweet potato pie in one home, roasted squash in another, or even a fresh salad passed down through generations. Sharing these dishes brings a sense of connection, not just to each other but to the memories and cultures they come from.



Santa Cruz Farm Bureau President, Dennis Webb, with Congressman Jimmy Panetta presenting him with the American Farm Bureau Friend of Agriculture award.

In the end, it's not just the vegetables themselves but the love and care that goes into preparing and sharing them that make them so special. They remind us what the holidays are really about—coming together and savoring the time we have with the people we love. ■

Happy Thanksgiving!!



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.

AGRICULTURAL LENDING SOLUTIONS

How Can We Help Your Business Grow?

Approved Lender
Farmer MAC
Business and Industry—BSI
USDA Farm Service Agency—FSA

SCCOUNTYBANK.COM • 831.457.5000

FBIIC LENDER

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

141 Monte Vista Avenue
Watsonville, CA 95076

DECEMBER 2024
VOLUME 48, ISSUE 12

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

*Change Service
Requested*



LIKE US ON FACEBOOK



FOLLOW US ON TWITTER

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

CALENDAR

THURSDAY - DECEMBER 5
Policy & Resource
Committee meeting

DECEMBER 7 - 10
California Farm Bureau
Annual Meeting
Monterey, CA

WEDNESDAY - DECEMBER 25
Christmas Day Observed
Office Closed

WEDNESDAY - JANUARY 1
New Year's Day Observed
Office Closed

THURSDAY - JANUARY 2
Policy & Resource
Committee meeting

MONDAY - JANUARY 20
Martin Luther King, Jr. Day
Office Closed

THURSDAY - JANUARY 30
Board Retreat

MEET
OUR
OWNERS.

**AS COOPERATIVE
MEMBERS, OUR
CUSTOMERS SHARE
IN OUR SUCCESS.**

We're pleased to return a portion of our profits to our customer owners every year, demonstrating the value of ownership in American AgCredit.

Get to know us at
Agloan.com/growyourfuture



American
AgCredit

Your future grows here



SCAN TO
LEARN MORE