

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

JANUARY 2017
VOLUME 41, ISSUE 1

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SANTA CRUZ COUNTY

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

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Jess Brown, Managing Editor

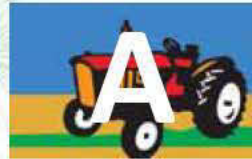
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National Agriculture Day Spring Luncheon
Heritage Hall, Santa Cruz County Fairgrounds
March 15, 2017 • 11:30 a.m. to 1:30 p.m.

100th Annual Meeting
Watsonville Slough Farms
June 22, 2017 • 5:45 p.m.

24th Annual Golf Tournament
Spring Hills Golf Club
July 7, 2017 • 12:00 p.m. Shotgun Start

*Plus watch for 100 agricultural things you can do in
Santa Cruz and the Pajaro Valley in 2017*

VISIT OUR WEBSITE AT WWW.SCCFB.COM

President's Message

THOMAS BROZ, PRESIDENT



Testament To Santa Cruz's Vibrant Agriculture Santa Cruz County Farm Bureau Turns 100

Santa Cruz County agriculture is a sophisticated and dynamic industry continuously challenged to adapt to an ever more regulatory environment; while at the same time, adjusting to variations in the climate, changes in the market, pest problems, the ebb and flow of new crops, the adequate supply of resources such as water, energy, labor and transportation...you name it. Agriculture is continuously asked to anticipate and adapt.

For being the second smallest county in the State, after San Francisco, Santa Cruz boasts of a remarkably robust and entrepreneurial agricultural industry-albeit stiff competition from other sectors such as computers, electronics, software, tourism and construction. Since it's founding in 1850, agriculture remains the county's most consistent economy, valued at over \$600 million in annual agricultural production and probably much higher, counting other activities, services and ancillary products. These statistics sound impressive and the importance of agriculture in Santa Cruz is undeniable; however, we all know there is an equally important cautionary tale.

In an ever more urbanized society with only a fraction of a percent of the population actively involved on the ground raising our food and fiber, it could be argued that we have to be cautious not to reach a tipping point past which agriculture is no longer feasible,

practical or even enjoyable in our county. Urbanization is of course not the only reason for such a shift, but what is increasingly important is that the voice of agriculture is not drowned out. This is where Santa Cruz County Farm Bureau's mission continues to be so important - to make sure the voice of agriculture is heard and the interests of agriculture are represented. Farm Bureau's Centennial Celebration is an opportunity to highlight how it's 100-year history has been intertwined with agriculture's dynamic evolution. It seems to me that anyone who enjoys the vibrant agricultural scenery, eats or purchases any of the hundreds of crops produced here in Santa Cruz, should also

President's Message - Continued on Page 8

"You have the opportunity to join us throughout 2017 in Farm Bureau's Centennial celebration. You can participate at our many events, join us by becoming a member and get involved in the hundreds of food and farming activities (a list to be published soon) offered by farms, businesses and agriculture related organizations throughout the year.."

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ASK LAURA

Mark Bolda, Farm Advisor, Strawberries & Caneberries, UCCE

Environmental Monitoring for Disease Management

My strawberry planting is all done for the year, but I'm a little worried now what happens next with all this rain. Won't this moisture become a source of disease and other problems?

Now that strawberry planting is more or less over for the fall, and we have been subjected to significant amounts of rain, your question is not at all uncommon and worth our while to address.

Leaf Blotch Disease: Leaf blotch disease of strawberry, caused by the fungus *Zythia fragaria*, normally is found all over Central Coast strawberry fields this time of year. Being the case that it is dependent on splashing water, it's pretty likely we are going to start seeing some of this fairly soon this year.

Generally the lesions of leaf blotch disease consist of tan to gray leaf blotches that commonly, but not always, develop along the margin or edge of the leaflets. The leaf blotches are irregular in shape and are very often surrounded by a purple margin. Affected areas can grow to some size and are able to expand and cover from 1/4 to 1/2 of the leaflet surface. To distinguish leaf blotch disease from salt damage one needs to look for the presence of tiny, brown to black, fungal fruiting bodies in the gray to tan blotches.

Unnerving as it is to see this disease come up, beyond superficial damage to fruit calyces in strawberry, we have yet to see this become a major problem in inhibiting plant growth and vigor. When the rains end, this disease invariably goes away.

Anthracnose: The anthracnose pathogen, *Colletotrichum acutatum*, is rather unique in that this fungus can infect virtually all parts of the strawberry plant, though some infections are more

important than others. Most symptoms on above-ground parts of plants consist of dark, elongated lesions. Critically, the disease is known to thrive in wet conditions accompanied by moderately warm weather (65 to 80 degrees F, which is certainly not the case right now), and as such tends not to be as big a problem in the northern regions of California as it is in the southern.

However, this disease can be serious if it shows up, especially during rains when it is warm and growers do need to pay attention to it and address it. See below for the UC IPM link below for managing this pathogen.

Fumigant Toxicity: Although it is not related to rain, fumigation toxicity is another, fortunately not too common, issue that one will see this time of year manifested as plant yellowing, stunted growth, leaf burning and spotting. Every case to which I have been called out has been linked to drip fumigation, and this makes sense, since for several reasons drip fumigants take much longer to exit the soil than shanked in materials like our former methyl bromide. The process of the fumigant moving out of the soil is delayed even more because of cooler temperatures following the fumigant application. Situations like this are notable in that the affects appear across the field in a fairly evenly distributed manner.

Each of the issues above is addressed in more detail on the UC IPM Statewide Integrated Pesticide Management website; access the subheading for strawberries:

<http://ucipm.ucdavis.edu/PMG/selectnewpest.strawberry.html>

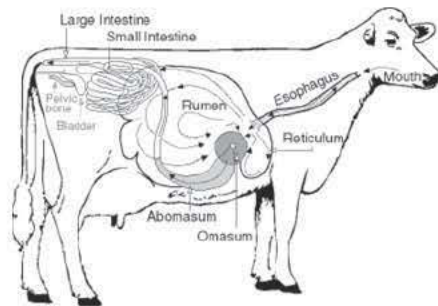
The above has been a brief survey of issues faced by strawberry growers post planting. Please contact Mark Bolda at UCCE Santa Cruz if you have more questions on this topic or any other topics concerning strawberry, raspberry or blackberry production.

THE WATER NANNY

Flatulence

Remember flowers blooming and cows grazing the lush spring grass overlooking the ocean in the Coast Dairy's property? California dairies, such a pastoral and honorable pursuit. Alas, the State Air Resources Board has much darker view of Daisybell as a gross polluter and scourge of global warming.

Cattle were first domesticated over 10,500 years ago in the Taurus Mountains, now southeastern Turkey. Since then they have provided us with milk, meat and hides. Cattle have long served as money through barter, and still today are a symbol of wealth in rural countries. We have benefited mightily over the millennium from our bovine herds.



Cows (and other ruminant animals, buffalo, sheep, goats and camels) in retrospect, have a significant design flaw, cud. As we remember from 4H, cattle have a four section stomach.

This allows them to digest high cellulose plants by rechewing feed regurgitated later in the day, followed by further digestion and fermentation. Methane is produced in a cow's rumen by bacteria as a by-product of the fermentation process. Contrary to popular belief most methane is exhaled, belched up, with cud rather than through flatulence. Off-gassing of methane during decomposition of manure is significant byproduct of confined cattle operations as well.

An EPA study 25 years ago fingered dairies and feedlots as the major source of anthropogenic methane. In search of a "cure" federal researchers outfitted cattle with gasmasks to gather data on belching. In 1994 Mary Nichols, then head of EPA's Air and Radiation program, was asked by an incredulous Midwestern farmer if the EPA spent 11 million dollars studying cow belches. She casually responded, "NO, it was 14 million dollars."

Fast forward to 2017, Mary Nichols is now the chair of the California Air Resources Board (since 2007). The ARB, already the farmers' friend due to diesel engine restrictions,

has weighed into burp and flatulence regulation. Here's the rub; of the nine largest sources of methane in California, cattle produce over 55%. This is a combination of dairy manure, 25%, dairy enteric (belches, etc.), 20% and non-dairy livestock, 10%. The other significant sources are landfills, pipelines, industry, oil and gas extraction, wastewater and rice.



California is the nation's largest dairy state. Yet, dairy farmers have been hammered by low milk prices, high feed costs and overwhelming air and water regulations. The ARB will now mandate a 40% reduction of cattle methane production below 2013 levels by 2030. To add perspective, it costs over \$4,000,000 for a 1,500 cow dairy to build a methane digester for manure, a whopping sum for a small farmer.

Under the category of science will save us all, studies conducted at Penn State's dairy barns reveal that dairy cow methane emission can be reduced by 30% with a feed supplement, 3-nitrooxypropanol (3NOP). Cattle gained 80% more weight and had no change in feed consumed nor milk produced. However, the FDA has yet to approve 3NOP as a feed additive.

It is January and we welcome in the New Year with another relevant quote from the old cowboy Will Rogers: "Never slap a man who's chewing tobacco. Never kick a cow chip on a hot day. Never miss a good chance to shut up."



"Goal setting is similar to travelling from point A to point B within a city. If you clearly understand what the goal is, you will definitely reach the destination because you know its address."

Thomas Abreu, Science of Success



FAVORITE RECIPES

Tomato Basil Soup

This is one of my all-time favorite tomato soup recipes. I serve it with either a green salad or a grilled cheese sandwich or just by itself. It is an original Ina Garten (Barefoot Contessa) recipe that I found and we've been enjoying this soup for the past several years. I sometimes serve it with a drizzle of cream and a few good croutons. It truly warms you up on these cold winter nights. Hope you enjoy!

3 pounds ripe plum tomatoes, cut in half lengthwise
1/4 plus 2 tablespoons good olive oil
1 tablespoon kosher salt
1 1/2 teaspoons freshly ground black pepper
2 cups chopped yellow onions (2 onions)
6 garlic cloves, minced
2 tablespoons unsalted butter
1/4 teaspoon crushed red pepper flakes
1 (28 ounce) can plum tomatoes, with their juice
4 cups fresh basil leaves, packed
1 teaspoon fresh thyme leaves
1 quart chicken stock or water

Directions: Preheat the oven to 400°F. Toss together the tomatoes, 1/4 cup olive oil, salt and pepper. Spread the tomatoes in one layer on a baking sheet and roast for 45 minutes. In an 8-quart stockpot over medium heat, saute the onions and garlic with tablespoons of olive oil, butter and red pepper flakes for 10 minutes until the onions start to brown. Add the canned tomatoes, basil, thyme and chicken stock. Add the oven-roasted tomatoes, including the liquid on the baking sheet. Bring to a boil and simmer uncovered for 40 minutes. Pass through a food mill fitted with the coarsest blade (or use an emulsifier right in the stockpot). I choose to keep the soup with a little texture instead of well blended. Season to taste. Serve hot or cold.

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Letter of Intent



Before you make a business deal you sometimes first receive a term sheet or a "Letter of Intent" with the basic business terms of a deal. A letter of intent is usually not but can sometimes be a binding contract, depending on whether it has the right words.

Letters of intent are used mostly to set forth the terms a buyer and seller may soon make into a contract. Many people feel more comfortable investing the time and expense that it takes to negotiate a legally binding contract if they first know that there is a general meeting of the minds concerning price, financing, conditions and other critical elements of a deal.

A letter of intent may be interpreted as a legally binding contract unless certain steps are taken to make it clear that a contract is not intended. Letters of intent should therefore contain the following clauses with words that say:

- the parties do not intend to be bound to a legally binding contract by the letter of intent
- the parties will attempt to negotiate a binding contract,

but that unless a contract is negotiated to conclusion within a specified period of time, the letter of intent is void

- the letter of intent does not include all terms required for there to be a contract, and a provision setting forth those missing essential terms
- either party can walk away at any time, with or without cause, and that the parties are not required to use their best efforts, or even good faith efforts, to negotiate a binding agreement

Letters of intent should not be taken lightly. This letter can be drafted to make the document binding or non-binding, as you see fit. It can also be used to accomplish both objectives - you can make certain provisions binding upon the parties, while avoiding a binding agreement upon all of the terms and conditions of a purchase and sale.

And even if the letter of intent is not binding, it gives you something to show your lawyer to draft into a legally binding contract for the parties to consider. It's not good to reach a meeting of the minds only to find out there are major bad legal consequences to the proposed deal.

Jimmie Cox Memorial Scholarship An Agri-Culture Scholarship

Agri-Culture is now accepting applications for the 2017 Jimmie Cox Memorial Scholarship. The \$4,000 award is for a student entering or currently attending college and majoring in agriculture. This award will be allocated for the remaining years in college (max. 4 years) with verification of registration for each session of full time classes. This award is made possible through the Jimmie Cox Memorial Scholarship Fund and a \$2,000 contribution from American AgCredit.

To be eligible for the scholarships, students must live in Santa Cruz County or within the Pajaro Valley Unified School District boundaries, or be a member of the Santa Cruz County Farm Bureau. Criteria for the scholarship are based on student leadership skills, a demonstrated commitment to the industry, grades and financial need.

The DEADLINE for submitting applications for the Agri-Culture Scholarship Program is:

Wednesday, February 22, 2017

To request an application, please contact the Financial Aid office at your school or call or visit:

Agri-Culture

141 Monte Vista Ave.
Watsonville, CA 95076

(831) 722-6622 or (831) 818-1193

Email: agri-culture@sbcglobal.net.

Applications are available on our Website:

www.agri-culture.us

New Year Reminders



Happy New Year from all of us here at the office of the Agricultural Commissioner. As the new year begins, I want to remind growers that it is time again to renew your agricultural Restricted Materials Permit or Operator Identification Number (Operator ID). If

your permit or Operator ID expired last year or expires early this year please call the Agricultural Commissioner's Office to make an appointment for renewal. During your appointment we will also be providing you with updates to new regulations and requirements that have become effective or come into effect at the beginning of the new year. Some of these new regulations include changes to the Worker Protection Standards and Closed Mixing Systems requirements.

For several years we have been using the internet based CalAgPermits program to issue permits and Operator IDs. This program provides growers with the ability to see his or her permit and site maps, and also allows entry of pesticide use records, via the internet. We really want to encourage all growers to submit electronic pesticide use records either by using CalAgPermits or any of the many different companies that provide this service. To access CalAgPermits, you must provide us with a valid email address, and we will issue you a log in name and password. If you have not yet done this, we can sign you up during your permit renewal appointment. In addition, by providing us with your email address we are able to quickly and effectively keep you up to date of important information. Starting in 2017, we will be moving away from doing field inspections using paper and pen, and these will be performed using a tablet. Inspection reports will be kept in an electronic format, and copies will be provided to growers via email so having a current email address on file with our office will be very important.

If your Private Applicator Certificate (PAC) has expired,

you can renew it with continuing education classes or by taking the PAC recertification exam. If you will be using continuing education, please remember to bring the certificates of the continuing education classes to our office. If your PAC card was previously issued for three years, you will need a minimum of six hours of continuing education, which include at least two hours in laws and regulations. The continuing education must have been completed before the PAC card expired. The PAC card must be renewed at the Agricultural Commissioner's Office within 90 days after expiration or you will have to take the PAC re-certification exam in order to renew.

We look forward to working with you during 2017 and we'll do our best to assist you. Please don't hesitate to call us.



SANTA CRUZ COUNTY FARM BUREAU RECEIVED STATE HONORS

Received five County Activity of
Excellence Awards and is a finalist for the Innovator Award



Georgeann Cowles-Eiskamp (R) with daughter, Lisa Eiskamp (L) with the Innovator Award finalist display during the CFBF Annual Meeting

The Santa Cruz County Farm Bureau was honored with **five County Activities of Excellence Awards** in the categories of **Membership, Policy Implementation, Leadership, Ag Education** and **Public Relations** at the California Farm Bureau Federation's 98th Annual Meeting. The county is a **state finalist** in the "Innovator Award Contest"

for its involvement with the Down to Earth Women Luncheon.

A local delegation of **eight attended** the State's 98th Annual Meeting in Monterey, California, December 4-7. The official delegates representing the Santa Cruz County Farm Bureau were **Thomas Broz, President** and **Brendan Miele, 1st Vice-President**. The Alternate Delegates were past Farm Bureau President **David Van Lenep**, and **2nd Vice-President Arnett Young**.

Also attending from Santa Cruz County were Farm Bureau Board Members **Cynthia Mathiesen, Matt Bissell** and **Nita Gizdich** along with Executive Director **Jess Brown**.

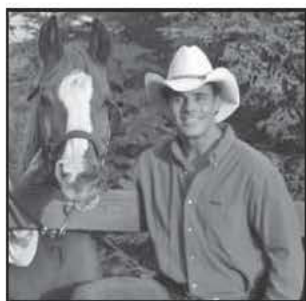
"We are very honored to receive the Activities of Excellence awards," said Thomas Broz, Farm Bureau President. He further stated, "The Annual Meeting was a great opportunity for Farm Bureau members throughout the state to discuss mutual issues that affect farming. It is an opportunity to meet, make new friends while preparing our organization for the legislative issues that lie ahead in 2017." There are 53 County Farm Bureaus in California.

President's Message - Continued from page 2

understand issues and challenges involved in keeping such a vibrant food system healthy and financially sustainable.

You have the opportunity to join us throughout 2017 in Farm Bureau's Centennial celebration. You can participate at our many events, join us by becoming a member and get involved in the hundreds of food and farming activities (a list to be published soon) offered by farms, businesses and agriculture-related organizations throughout the year.

RICH CASALE RETIRES AFTER NEARLY 43 YEARS



Rich Casale, District Conservationist with the USDA Natural Resources Conservation Service (NRCS) is embarking on his next journey in life following a successful career with NRCS here in Santa Cruz County. Rich's last day on the job is January 3rd.

Rich helped reopen the local NRCS office back in 1979 after a 10-year NRCS office absence from the County recognizing the need for NRCS presence and services. Since 1975, Rich has worked with a vast number of local growers on a host of conservation issues affecting soil, water and related natural resources on their farms and ranches.

Rich is especially proud of having helped producers restore damaged farm and ranch lands following storm events and the numerous natural disasters that have plagued our County over the past four decades. He has also enjoyed his participation on the more recent grower-initiated Pajaro Valley Community Water Dialogue. As many Farm Bureau members know, Rich has been a regular contributor to the *Between the Furrows* Newsletter having written scores of articles over the past 30 years. He was also the 2008 recipient of the Farm Bureau's Al Smith Friend of Agriculture Award.

Rich plans on continuing his work with NRCS as a volunteer and to work with his successor to ensure a smooth transition. A retirement reception is being planned for January 6th, from 3-6pm in Heritage Hall at the Santa Cruz County fairgrounds. The reception is open to all those who know or have worked with Rich over the years. Rich's personal email is: richcasale3@gmail.com to RSVP (by January 3rd); for further details; and/or for those interested in keeping in touch with Rich following his retirement.

2017 Calendar of Events

Santa Cruz County Farm Bureau

National Agriculture Day Spring Luncheon

Heritage Hall, Santa Cruz County Fairgrounds

March 15, 2017

11:30 a.m. to 1:30 p.m.

100th Annual Meeting

Watsonville Slough Farms

June 22, 2017

5:45 p.m.

California State Fair

Cal Expo, Sacramento, CA

July 8 through July 24, 2017

24th Annual Golf Tournament

Springs Hills Golf Club

12:00 p.m. Shotgun Start, July 7, 2017

Annual Directors' Dinner

Location to be determined

November 2, 2017

6:15 p.m.

CFBF 98th Annual Meeting

Reno, NV

December 3 through December 7, 2017

Agri-Culture

10th Annual Down to Earth Women

Luncheon

Driscoll's Rancho Corralitos

May 11, 2017

11:30 a.m. to 1:30 p.m.

9th Annual Testicle Festival

Estrada Deer Camp

August 26, 2017

3:00 p.m. to 7:00 p.m.

21st Annual Progressive Dinner

To be determined

October 28, 2017

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

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2017 National Agriculture Day

Poster & Poetry Contest

THE POSTER CONTEST IS OPEN TO GRADES K-6

THE THEME IS "GROWN IN SANTA CRUZ COUNTY AND THE PAJARO VALLEY"
THE ABOVE WORDING MUST BE INCLUDED, LEGIBLY, ON THE FRONT OF THE POSTER
AND MUST REFLECT THE ACTUAL CROPS GROWN IN THE REGION

First prize receives \$200

Second and Third place winners will be given a special prize and ribbon

Winning entry will be featured on 15,000 placemats and distributed to county restaurants next year!!

Contest Rules

Contest theme to be included, legibly, on front of poster

Crops shown on poster must be grown in the Pajaro Valley

Entries should be drawn on white paper no larger than 16" x 20"

Each poster must be produced by one student; no team entries allowed

Any medium may be used (crayon, pencil, felt pen, paint, etc.)

The top three (3) entries from each grade level will be included in the final judging

On back of poster, please print full name, grade and school

One entry per student

THE POETRY CONTEST IS OPEN TO GRADES 7-12

(top poem from grades 7-9 division and 10-12 division will be judged for best poem)

Any style poetry may be used and should not exceed 12 lines.

THE THEME IS "GROWN IN SANTA CRUZ COUNTY AND THE PAJARO VALLEY"
THE ABOVE WORDING MUST BE INCLUDED, LEGIBLY, ON THE FRONT OF THE POSTER
AND MUST REFLECT THE ACTUAL CROPS GROWN IN THE REGION

The winning entry receives \$200

Winning entry will be featured on 15,000 placemats and distributed to county restaurants next year!!!

All entries must be submitted to: Santa Cruz County Farm Bureau, 141 Monte Vista Avenue, Watsonville, CA

PLEASE PRINT FULL NAME, GRADE AND SCHOOL ON BACK OF ENTRY

Deadline: Wednesday, February 22, 2017, 4:00 pm

For more information about agriculture in Santa Cruz County,
please call (831) 724-1356 or (831) 722-6622



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CALENDAR

THURSDAY - JANUARY 26
Agricultural Policy Advisory
Commission meeting

THURSDAY - JANUARY 26
Board Retreat

WEDNESDAY - FEBRUARY 1
• Legislative Committee
meeting
• Executive Committee
meeting
• Membership Committee
meeting

WEDNESDAY - FEBRUARY 8
Young Farmers & Ranchers
meeting

MONDAY - FEBRUARY 13
Public Relations &
Information Committee
meeting

TUESDAY - FEBRUARY 14
Happy Valentine's Day

MONDAY - FEBRUARY 20
Presidents' Day observed
Office Closed

WEDNESDAY - FEBRUARY 22
Deadline for Jimmie Cox
Memorial Scholarship
applications

*Happy
New Year*

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