

Between the Furrows

A Santa Cruz County Farm Bureau Monthly Publication

SEPTEMBER 2024
VOLUME 48, ISSUE 9

INSIDE this issue

- 3 Ask Mark**
How Does Lygus Damage Strawberry Fruit
- 4 Water Nanny**
Conversation Killers
- 5 Recipe**
Posole Chili
- 9 President's Message**
- 12 Calendar**

 LIKE US ON FACEBOOK

 FOLLOW US ON TWITTER

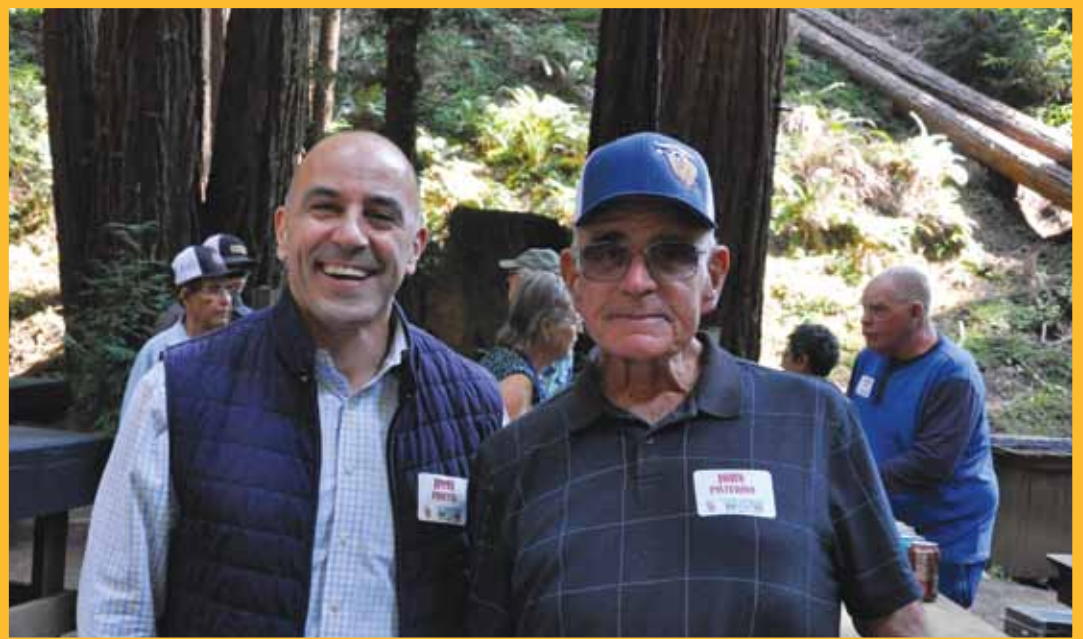


Between The Furrows is a monthly publication of the SCoCFB. Members receive a subscription as part of their membership investment.

Mary Walter, Editor
Jess Brown, Managing Editor

141 Monte Vista Avenue
Watsonville, California 95076.
(831) 724-1356
sccfb@sbcglobal.net
Website: www.sccfb.com

16th Annual Testicle Festival



(L-R) Jimmy Panetta, US House of Representatives, and John Pisturino enjoying this great annual event.

The 16th Annual Testicle Festival was held at Estrada's Deer Camp on Saturday, August 24th. This year's event was held in memory of Frank Estrada. A great crowd of nearly 200 people attended the event and enjoyed a beautiful day in the redwoods with rocky mountain oysters prepared by Loretta Estrada and crew. Following the hor d'oeuvres, a delicious tri-tip barbecue was prepared by Derek Witmer and his team. Matt Ryan prepared the tasty side dishes. Live music was provided by the No Respect Band. The "All in the Sauce Contest" was held again this year and the results can be found on page 8.

Santa Cruz County Farm Bureau **CULTURE**

- The SCCFB is firm in its **COMMITMENT** to provide responsive and effective services to its members, and to be a positive and integral part of the broader community through collaboration, education and social interaction.
- The SCCFB grows on a foundation of **TRUST**, bringing expertise, experience and good faith action to bear on topics related to agriculture, which can be relied upon by farmers, the agricultural community, and the community at large.
- The SCCFB honors and keeps its **TRADITION** of service to the diverse people, commodities and production systems that comprise the unique and complex agriculture community in Santa Cruz County and the Pajaro Valley.



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



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

**NOLAND
 HAMERLY
 ETIENNE
 HOSS**

Attorneys at Law

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

nheh.com



See You At The Fair!!



- 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

Many great events coming up!
 Hope to see you all there!
 Santa Cruz County Fair - Fun!
 Apple Pie Baking Contest - Yummy!
 Opening Day BBQ - Delicious!

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



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
GREG ESTRADA Cattle & Timber
NITA GIZDICH Apples
CYNTHIA MATHIESEN Berries
BRENDAN MIELE Ag Support Industry
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, Farm Advisor, UCCE,
Santa Cruz County

How Does Lygus Damage Strawberry Fruit?

Q. Lygus is such a topic all the time in strawberries, so I wonder if could you elaborate on it more? How does it damage strawberry fruit, how much is this damage causing loss to growers and what does the future look like for managing this pest?

A. Yes, I can answer your questions since I have more than twenty years of experience working on lygus in strawberry and, thanks to some very strong collaboration with colleagues in the pesticide industry and academia, have been able to make great strides over the past three years in optimizing management of this pest.

Most of the damage to strawberry is done by the nymphal stages of lygus, which undergoes what is known as an incomplete metamorphosis, meaning there is no pupal stage and the younger stages look a lot like the full grown adult. These nymphal stages are feeding on the delicate parts of the just opened strawberry flower, and the resulting destruction results in an aborted or unformed achene (what most people call the seed, but which is actually the fruit) and that missing space oftentimes results in an unsightly (and unmarketable) twisting of the fruit. What's more, this unformed achene doesn't necessarily always result in twisting, but can also result in a smaller, fewer seeded fruit.

While lygus damage to individual growers varies, with those in warmer areas and second year strawberry culture experiencing more than others, the extent of the damage caused by lygus across the California strawberry industry has been difficult to quantify. The shorthand used by industry spokespeople has always been

around 20% of the total harvest lost per year or half a billion dollars in farm gate value, but this is sheer speculation and has no grounding in empirical data.

However, the advent of an extremely effective and fairly environmentally benign insecticide still in the stages of field research has this year enabled me to compare large plots with nearly no lygus to plots having quite a few of them through the entire season, with the net result of knowing how much fruit has not been lost because of the near elimination of lygus bugs in plots directly next to where they are thriving in great numbers. In short, this work will be quite valuable in unpacking the dynamics of lygus bugs and strawberry through a whole season.

The above has been a short summary of the impact of lygus bugs in strawberry, from their feeding on flowers to the larger consequence of their infestation to the strawberry industry as a whole. For questions of this topic and others concerning the culture of berries in California, please contact UCCE Farm Advisor Mark Bolda at mpbolda@ucanr.edu or 831-763-8001. ■

THE WATER NANNY

Conversation Killers

Every once and a while you meet someone at a party and ask what they do for a living. Most of the time both of you enter into a stimulating conversation. There are two areas that can kill of any follow through; software design or farming. Almost no one has any idea about these professions, so the conversation changes to the 49ers Super Bowl aspirations as a fall back. Maybe 2% of the population, outside our valley, is related to agriculture, more to software design. Well now I will give you a surefire conversation buzz kill, green ammonia and substrate raspberries. (See right there half my readers turned the page.)



Raspberries may be the most labor intensive crops, with the highest initial annual planting costs, so why would a farmer opt for a more expensive and innovative

technique? Obviously, potentially larger profits, or at least a better yield per dollar than their competitors. So here is the quick review, you can start the cane transplanting process in a greenhouse prior to placing the tiny plastic pots, maybe two canes per pot, out in the field, under a hoop house, which gives you a head start on seasonal harvesting. No plants are placed in the soil, so the medium is coconut coir or peat, maybe some sheep wool, really a hydroponic operation. A whole new way to farm.

Instead of traditional field crop horticulture, we are dealing with chemistry. Instead of pounds per acre, maybe 150-30-200#/ac NPK, plus other nutrients, irrigation is high volume and low frequency. Substrate crops receive low irrigation volumes with high frequency, many times per day with fertigation in parts per million, with a focus on pH and EC. Micro dosing means greater crop yields, less water, less nitrate fertilizer, and maybe less regulatory review by the Water Board. The proof may be in the pudding, with more substrate acres planted throughout the Pajaro Valley than the year before. Hopefully, dreams of profitability come true.

Green Ammonia is not just an agricultural issue, it impacts global warming, electrical use and international politics, but we only need to look at fertilizer production. Ammonia production consumes 2% of global energy, produces 1.4%

of CO₂ emissions, and manufactures almost all of the conventional nitrate fertilizer. Here is the new research: **“electrochemical nitrate reduction to ammonia represents a promising route for water treatment and ammonia generation, one critical challenge in the field is the need for high-concentration supporting electrolytes in this electrochemical system. ... a three-chamber porous solid electrolyte reactor design coupled with cation shielding effects for efficient nitrate reduction reaction without supporting electrolytes”** seems to be a possible solution.



The key innovation lies in the use of a porous solid electrolyte, which with sustainable power makes the process carbon neutral. (Now everyone has turned the page to read the *Ag Commissioner's* report.)

However, this is way cool cutting edge research that can produce ammonia, the key to nitrate fertilizer, while cleaning up nitrate in tailwater or groundwater, a win-win for crops and the environment. In essence water with high nitrogen concentrations can be turned into ammonia at room temperature, not the typical Haber-Bosh process which runs at high temps and pressure conditions, at a reasonably small scale. As the only input is water with high N concentrations and electricity, solar panels may make this feasible, so no carbon footprint. However, the N concentrations, in early studies, could be 2,000 ppm, far higher than farm tailwater, but research is ongoing so cleaning up N impaired water through ammonia production may be a real win for agriculture.

Alas, my friends told me to stop making chemistry jokes, but then I told just one more. I got no reaction, and now all my friends Argon. ■



FAVORITE RECIPES

Posole Chili

Notes from the editor: With Fall quickly approaching, I went on a search for a recipe that would warm one up on a cool evening or following an afternoon football or soccer game. I came across this recipe for Posole Chili in the Fall issue of Cuisine At Home. Whether you're just relaxing on a Sunday afternoon, watching a little football or coming in from the fields, this soup/chili might just hit the spot! And it feeds a crowd...Makes 14 cups. Hope you try it and enjoy!

2 pounds boneless pork shoulder, cut into 1-1/2-inch pieces	1/4 cup canned chopped chipotle peppers in adobo sauce
4 teaspoons kosher salt, divided	1 tablespoon ground cumin
1 teaspoon ground black pepper	1 teaspoon chopped fresh oregano
2 tablespoons olive oil	1 dried bay leaf
2 cups chopped yellow onion	2 (15.5 ounce) cans white hominy, drained
4 cloves garlic, chopped	1/4 cup fresh lime juice
1 (6-ounce) can tomato paste	Sliced radish, lime wedges, chopped red cabbage, creme fraiche and fresh oregano, to serve
2 (32 ounce) containers low-sodium chicken broth	
1 (28 ounce) can fire-roasted diced tomatoes	

Toss together pork, 2 teaspoons salt and black pepper in a large bowl.

Heat oil in a large Dutch oven over medium-high heat. Add half of pork; cook, stirring occasionally, until browned, about 8 minutes. Remove from pot; let drain on paper towels. Repeat with remaining pork.

Add onion and garlic to pot and cook over medium-high heat, stirring frequently, until golden brown, 3 to 5 minutes. Add tomato paste and cook, stirring frequently, for 2 minutes. Add pork, broth, tomatoes, chipotle peppers, cumin, oregano, bay leaf and remaining 2 teaspoons salt, scraping browned bits from bottom of pot with a wooden spoon.

Reduce heat to medium-low; cover and cook, stirring occasionally, until meat is tender, about 2 hours.

Stir hominy and lime juice into pork mixture, cook for 20 minutes. Discard bay leaf.

Serve with radish, lime cabbage, creme fraiche and oregano. ■

Strange But Impossibly True!

Astronauts can cry in space. But with no gravity to pull the tears down their faces, the water just pools into a ball on the astronauts' cheeks. Even more annoying: "No-flow crying "stings a bit," says astronaut Chris Hadfield.

Excerpts from the Readers Digest

"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

Santa Cruz County Fair

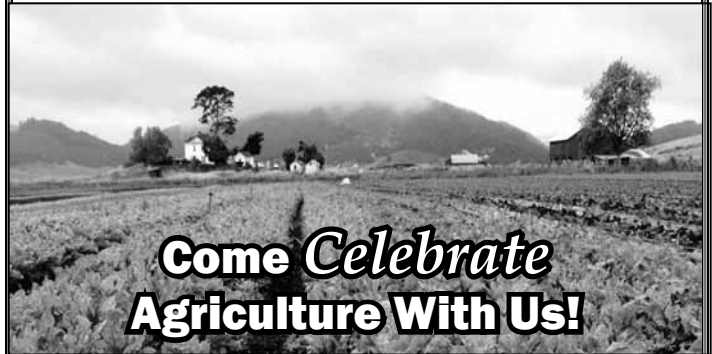
Wednesday, September 11 to Sunday, September 15, 2024
Santa Cruz County Fairgrounds

Annual Directors' Dinner

Thursday, November 7, 2024
Location to be determined

CFBF Annual Meeting

Saturday, December 1 to Wednesday, December 4, 2024
Monterey



**Come Celebrate
Agriculture With Us!**

Agri-Culture

28th Annual Farm Dinner

Friday, October 18, 2024
Land Trust Little Bee Barn



Fall begins on Sunday, September 22, 2024



Federal EPA Takes Action on Dacthal



David Sanford

On August 6th of this year, the United States Environmental Protection Agency (EPA) issued an emergency suspension of the pesticide active ingredient dimethyl tetrachloroterephthalate (DCTPA), which is more commonly known under its trade name

Dacthal. Federal emergency suspensions of commercial pesticide products are rare – this is first such action EPA has taken in almost 40 years – however in this case the decision was made based on findings that Dacthal poses a significant enough health risk that, according to EPA's **Assistant Administrator for the Office of Chemical Safety and Pollution Prevention, Michal Freedhoff**, "it needed to be removed from the market immediately." Freedhoff explained – "It's EPA's job to protect people from exposure to dangerous chemicals. In this case, pregnant women who may never even know they were exposed could give birth to babies that experience irreversible lifelong health problems. That's why for the first time in almost 40 years, EPA is using its emergency suspension authority to stop the use of a pesticide."

Dacthal is a pre-emergent herbicide that, in the Central Coast region, has been primarily used in the production of broccoli, cabbage and cauliflower. Its usefulness was in its efficacy as a pre-plant weed suppression tool in these production systems, often providing a high enough level of initial weed control that further applications of herbicides during the growing season were much less necessary, or potentially not needed at all. Although the use of Dacthal in Santa Cruz County has been exceedingly low in recent years, if you are a grower who has previously utilized this material in any of your production fields, discussing alternatives with a licensed pest control advisor and/or consulting with our local UC Cooperative Extension Farm Advisor Office may be beneficial for you as you consider other options for pre-emergent weed control.

Should you have any questions regarding EPA's suspension of Dacthal, please do not hesitate to contact our office at 831-763-8080. ■

I support the Santa Cruz County Farm Bureau because:



"I recently purchased 21 acres of farmland at 612 Buena Vista Drive in Watsonville, Heritage Farms of the Pajaro Valley LLC. I support the Farm Bureau because it represents the voice of agriculture in Santa Cruz County and the bureau is constantly working behind the scenes to advocate for every aspect of the agriculture industry. Kudos to the Farm Bureau staff for their impressive work."

Vance Landis, Heritage Farms of the Pajaro Valley

16TH ANNUAL TESTICLE FESTIVAL



This year's "It's All In The Sauce" Contest brought out a host of venturesome cooks with clever names to attach to their creations. The crowd, all of which became judges, was eager to try out the sauces with their rocky mountain oysters. The final results were:

Best Sauce:

Shirley Gera - Savory Scrotum Sauce

Best Name:

Megan Tavarez - Big Fellas Sac Sauce

Congratulations to our winners!



YF&R Chairman CJ Miller with Shirley Gera, winner of the "It's All in the Sauce" Contest



Best Name winner, Megan Tavarez, with YF&R Chairman, CJ Miller

**FOOD FOR
THOUGHT**

**"No man has a good enough memory to be a
successful liar."**

Abraham Lincoln



EVAN J. BENEVENTO, CPA
YOUR AG ACCOUNTANT

<https://evanjcpa.com>

831-920-5273

P.O. Box 429

info@evanjcpa.com Watsonville, CA 95077

President's Message

Dennis Webb, President

The Apple's Rich History In Our Area



Last month I shared with readers a few of the many health benefits of strawberries, the Pajaro Valley's most abundant crop. Strawberries, however, were not the fruit that originally built our local economy. Before it was a strawberry capital, Watsonville (and nearby Aptos) were known for being major producers of apples.

Apple farming in Watsonville and Aptos has a rich history dating back to the late 19th century. Our area's fertile soil and favorable climate make it ideal for apple orchards, particularly the Newtown Pippin variety, which thrived in the area early on. By the early 20th century, Watsonville became known as the "Apple City," with a booming apple industry that included packing houses and canneries. The annual Apple Festival celebrated this agricultural heritage. Although the industry has a smaller footprint due to the relative

abundance of other crops, apples remain a significant part of our area's agricultural landscape. There are still many local apple orchards, some producing apples from trees planted over 100 years ago. Apple storage, shipping and processing are still major industries locally.

In addition to the Newtown Pippin, historically Watsonville and Aptos were known for growing several other apple varieties. The region once produced very large quantities of Gravenstein, known for its tart flavor and early harvest, making it ideal for sauces and ciders. Another popular variety was the Rome Beauty, valued for its firm texture, making it a favorite for baking. These varieties contributed to the area's reputation as a premier apple-growing region.

This year when you visit the Santa Cruz County Fair, come sample some local apples at the Farm Bureau's booth in the Harvest Building. If I'm at the booth, I'll be glad to talk (and eat) apples with you! ■



The Legislature and Governor Newsom imposed card check unionization on agricultural employees and their employers in 2022, subjecting you and your employees to union control before you have a chance to discuss the pros and cons of unions in agricultural workplaces. Subsequently, unions and their allies to trick agricultural employees into furnishing personal information. These unions then offer public assistance or information about services available to farm workers from non-governmental organizations, then deceptively convert those signatures to unionization petitions – something hundreds of California agricultural employees have already accused the United Farm Workers of doing.

Now, the California Labor Federation is pushing SB 399 (Wahab, D-Hayward), prohibiting ag employers from educating their employees about unions' deceptive signature gathering practices, or even discussing whether or not union representation of employees would be beneficial. SB 399 threatens an employer educating employees about any political or regulatory matter or proposal or merely for encouraging an employee to be educated about these issues with lawsuits to squelch employer speech.

Ironically, California Labor Federation is pushing SB 399 and simultaneously encouraging their member unions and activists to campaign in workplaces across California for political candidates and on ballot questions – supporting free speech for themselves while taking your freedom to speak from California agricultural employers!

Please contact your Assembly Member and urge opposition to SB 399! ■

"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
- 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



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



FARM DISCOVERY AT LIVE EARTH

Forage Fall Feast



*a farm to table
gathering for nourishment*

9.21.2024

5pm - 8pm

172 Litchfield Lane
Watsonville, CA



farmdiscovery.org/event/forage

FOOD. FARM. NATURE. COMMUNITY.

farmdiscovery.org/event/forage



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

FDIC SCCOUNTYBANK.COM • 831.457.5000 LENDER

MAKE SANTA CRUZ THE CLEANEST COUNTY IN CALIFORNIA

PITCH IN - MANTENGA LIMPIO
SANTA CRUZ COUNTY

pitchinsantacruz.org

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

141 Monte Vista Avenue
Watsonville, CA 95076

SEPTEMBER 2024
VOLUME 48, ISSUE 9

PRSR 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

WEDNESDAY - SEPTEMBER 11
Santa Cruz County Fair Opens
Opening Day Barbeque
Apple Pie Baking Contest

TUESDAY - SEPTEMBER 17
Agri-Culture Board of
Directors' meeting

WEDNESDAY - SEPTEMBER 25
Focus Agriculture, Class 33
Session 8

THURSDAY - SEPTEMBER 26
Board of Directors' meeting

THURSDAY - OCTOBER 3
Policy & Resource
Committee meeting

FRIDAY - OCTOBER 18
Annual Farm Dinner

THURSDAY - OCTOBER 24
Board of Directors' meeting

FRIDAY - OCTOBER 25
Focus Agriculture, Class 33
Session 9 / Graduation

**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

A Part of the Farm Credit System. Equal Opportunity Lender.