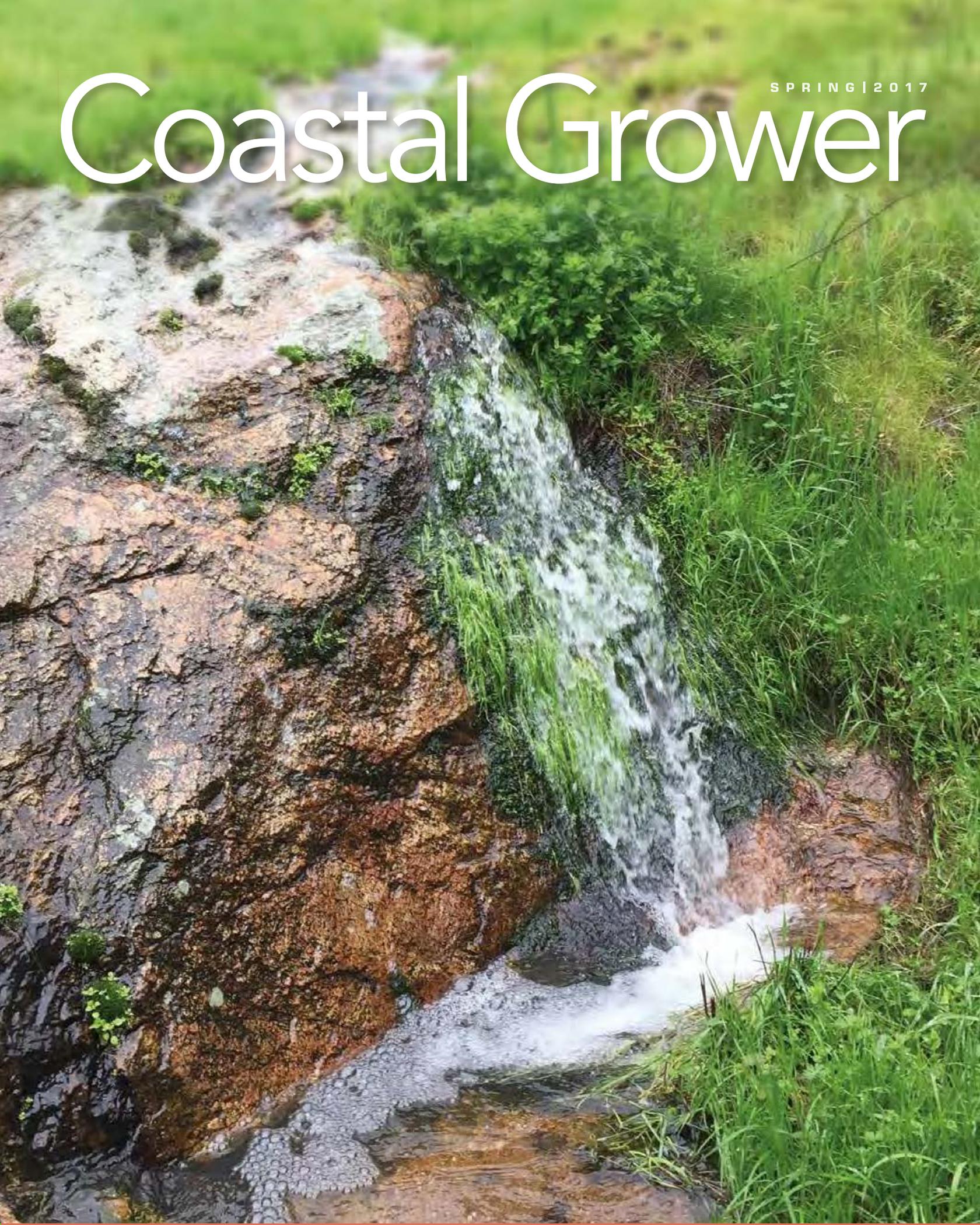


# Coastal Grower

SPRING | 2017



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### LAS ESTRELLAS DEL VALLE

Women's Trail Ride

APRIL  
28-30



*Availability is based on a first come, first serve basis; participants must be 21 years of age or older.*

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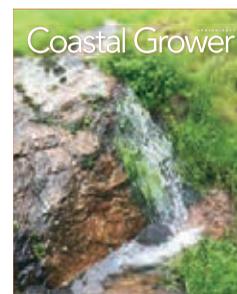
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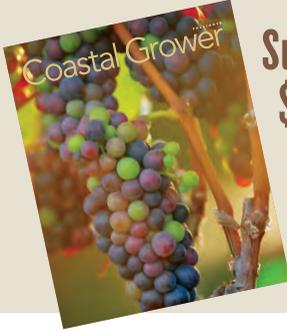
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# Working Out—At Work

It's been said: sitting is the new smoking. Dr. James Levine, director of the Mayo Clinic-Arizona State University Obesity Solutions Initiative (and inventor of the treadmill desk) has been studying the adverse effects of our increasingly sedentary lifestyles. He's summed up his findings: "Sitting is more dangerous than smoking, kills more people than HIV and is more treacherous than parachuting. We are sitting ourselves to death."

Extreme you might say? Perhaps not. According to the Center for Disease Control, nearly 80 percent of American adults don't get the recommended amount of exercise each week (2.5 hours of moderate aerobic activity or 1 hour and 15 minutes of vigorous activity).

We sit in our cars, on the train and in airplanes. We sit on the couch with the remote control in our hand watching TV. We sit just about anywhere we want to binge watch shows on our portable devices. For the majority of Americans, given the rise of electronic communication, we spend a great deal of our day sitting at work behind a computer. So...if sitting is becoming so bad for us, why not do something about it where we tend to do it most? At work!

The topic of Employee Wellness is not new and many progressive employers have programs in place. The high-tech companies of the Silicon Valley seem to be pretty progressive in this area. Bicycles are often available to help employees get from building to building. Gyms are commonplace along with various fitness classes and whole food, organic fare in the employee cafeteria. I'm not advocating we should all go out and put slides in our lobbies and let employees bring their dogs to work, but should employee wellness and fitness be a part of your business plan? It could not only be good for your employees—but good to your bottom line.

A study presented to the American College of Sports Medicine found that workers who spent 30-60 minutes at lunch exercising reported an average performance boost of 15 percent. Sixty

percent of employees said their time management skills, mental performance and ability to meet deadlines improved on the days they exercised. Workers in the study were less likely to suffer from post-lunch energy dips after exercising and also reported improvements in mood.

Now I can feel the vibe of some business veterans reading this and thinking to themselves, "employees should exercise on their own time and their own dime." Yet study after study indicates they simply are not doing so—and the results are likely hurting your company's performance.

Healthy, active employees take fewer sick days and bring more energy to the workplace. A 2011 study published in the *Journal of Occupational & Environmental Medicine* showed that incorporating just 2.5 hours of exercise per week led to a noticeable reduction in absences. Perhaps most importantly, fit and healthy workers are less prone to exactly the kinds of preventable, debilitating illnesses that take such a heavy toll on families and on society.

Sure, finding space and putting in a gym with professional equipment is an expense perhaps a lot of companies cannot undertake, but organizing a walking group mid-morning and mid-afternoon to circle the parking lot requires nothing but time, coordination and a corporate culture that supports it.

Think about it—as a business leader—have you actually ever told your employees that it's OK to work out—at work?

My family's business currently put in place a Wellness Committee with representatives across multiple departments. We are fortunate to have a gym available, but I would say a corporate culture of fitness (and fun) at work didn't really kick in until this committee went into action.

We are fortunate to have a large employee lunch/multi-purpose room that substitutes perfectly after hours for circuit training and Zumba classes—along with Pilates at lunch. We purposely purchased tables and chairs that are easy

to move and reassemble so the space remains flexible for use. You don't need a professional gym for this—all we needed was a large space with a flat surface. The company sponsors the instructors, but employees are more than happy to bring in their own exercise mats and towels—not to mention a playlist or two. And, yes, there is a ping pong table. (We are having a tournament this month!).

We have some employees that taught fitness classes in college and—until we asked—never thought about asking them to lead a class at work. Maybe you have some too?

We started our Wellness journey by first bringing in the Visiting Nurses Association, which did voluntary health-assessments (sponsored by the company) for employees called: Know Your Numbers. Over 200 employees participated and it gave us an indicator on what type of health ailments our employees were at risk for and what we, as an employer, could help them do to mitigate them.

Lack of physical activity was at the top of every list—for every ailment (obesity, diabetes, high blood pressure) and while the gym was put in place and the classes scheduled—a real CULTURE of well-being is turning plans into progress.

Of course this boss is trying her hardest to lead by example. I'm starting to get the hang of all those fast-paced Zumba moves and I no longer curse at Carla under my breath during circuit training classes (insert winking emoji here...). I can't really put my finger on it, but there has been a cultural shift at our company. We lift weights, squat, lunge, salsa, sit up and push up together. It certainly is bonding all of us on a different level. There's more energy around the office and a palpable, upbeat mood.

For me, there is something about working out at work—that seems to be working.



# Contributors



## AMY WOLFE

Amy is the President and CEO of AgSafe, the educational leader for the food and farming industries in supporting their commitment to a healthy and safe workforce and a sustainable wholesome food supply. She currently sits on the Board of Directors for the Association of Fundraising Professionals and is actively involved in Modesto Rotary Club and the Girl Scouts Heart of Central California. Amy received her Master of Public Policy and Administration from CSU, Sacramento, her Bachelor of Science from Cal Poly, San Luis Obispo and possesses her Certified Fundraising Executive accreditation. She, her husband, a high school ag teacher, their daughter and their Great Dane live in Escalon, CA.



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## IRWIN SPEIZER

Irwin is a freelance writer, communication consultant and conference programmer with a specialty in finance. He is a long-time resident of the Monterey Peninsula and a former business editor of The Fresno Bee, where he managed that newspaper's agriculture coverage. His writing has been widely published in newspapers, magazines and web sites. Most recently his financial coverage has focused on hedge funds and he is a regular contributor to Institutional Investor's Alpha magazine, which covers the hedge fund industry. Irwin also works as a writer and communications consultant with Armanasco Public Relations in Monterey.



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Stephanie is a registered dietitian and owner of SB Nutrition Consulting. She holds a BS in nutritional science from Cal Poly, San Luis Obispo and an MS in dietetics with a dietetic internship from Cal State University, Northridge. Since 1993, Stephanie has practiced in the field of nutrition with specialized board certifications in weight management, diabetes and sports nutrition. She offers individualized nutrition consultations, group style classes, athletic team presentations and wellness coaching services. As a native of Salinas, Stephanie returned to the area to raise her own family. For more information visit [www.sbnutrition.net](http://www.sbnutrition.net).



## JAKE REISDORF

Jake Reisdorf is the Owner and Lead Beekeeper of Carmel Honey Company. He is currently an 8th grade student at Carmel Middle School and regularly gives educational presentations to kids and adults about honey and honey bees. Jake enjoys traveling to bee conferences, talking with chefs and visiting restaurants where his honey is served. If you are interested in learning more about honey or bees, email Jake at [info@carmelhoneycompany.com](mailto:info@carmelhoneycompany.com) or visit [www.CarmelHoneyCompany.com](http://www.CarmelHoneyCompany.com).



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**JESSICA HARRIS HANDLEY**

A native Northern California, Jessica has been living in Southern Monterey County for more than 10 years and enjoys the warm sun of Arroyo Seco. Following graduation from Chico State with a BS in Agricultural Business and a BA in Journalism, she started working in produce marketing and currently is employed as a Senior Customer Marketing Manager. She has worked on numerous Committees for the Produce Marketing Association and received the Produce Business 40 under 40 honors in 2011. She enjoys helping to better her adopted community and volunteers her time on many local non-profit boards including the Salinas Valley Fair Heritage Foundation and Ag Against Hunger.



**LUIZ ALVAREZ**

When Luis founded Alvarez Technology Group in 2001 he envisioned creating a professional information technology services firm that would cater to the specific needs of small and mid-sized companies, affordably providing the same IT support for which Fortune 100 companies pay a premium. The company is now recognized as the premier IT leader on the Central Coast. Luis has a B.S. in information technology and M.B.A. from the University of Phoenix. He is a retired non-commissioned officer of the U.S. Air Force where he spent his career working in the field of Intelligence.



**LAURA NESS**

Laura Ness, "HerVineNess," is a wine journalist, critic and judge, whose passion is writing about wines of character and the characters who make them. She enjoys spending time in vineyards and farm fields, where the magic of food and wine begin. Laura writes extensively for industry and consumer publications, including Wine Business Monthly and Vineyard and Winery Management, as well as consumer publications like Uncorked, Wine Country This Week and Edible: Monterey. She also has a weekly wine column in several newspapers and writes regularly for Wine OhTV and winefoodexplorer.com.



**VALENTIN MENDOZA**

Valentin Mendoza, member of Yosal's Board of Directors, has been working in media for over 15 years: He was News Producer and News Director at Univision in Monterey. He also worked as Production Coordinator at KION, KCBA, CW and Telemundo in Salinas. Valentin worked for The Salinas Californian as a Bilingual Reporter and Editor of the Spanish newspaper El Sol de Salinas. Currently, he is working as a Digital Media Teacher at Millennium Charter High School in Salinas.



**ANDREW AUSONIO**

Central Coast native Andrew Ausonio received his B.S. degree in Civil Engineering from Cal Poly, SLO. Andrew is President/CEO of Ausonio Incorporated, a design/build and construction management company headquartered in Castroville with offices in Monterey and Santa Cruz. Over the years, Ausonio Incorporated has earned a number of valued industry and trade awards, as well as community involvement and leadership awards. Due to Andrew's commitment to building a healthier, sustainable future, Ausonio has become known as a 'Green Builder' with 10 certified LEED projects in their portfolio.



**PAUL ROVELLA**

Paul, a Hollister native, received his Juris Doctor degree in 2006 from Rutgers University School of Law, Camden. Paul is a partner at L+G, LLP and a member of the firm's Ag, Business and Land Use departments where he has earned considerable experience in the fields of state and federal food safety standards, agricultural law, corporate formations, and real estate transactions. Paul is licensed to practice in California and the United States District Court, Northern and Eastern Districts of California.

# Contributors



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Melody, a lifestyle consultant and owner of MY DESIGNS, provides custom-tailored home, personal and professional services to meet each client's unique needs. With many years' experience as a designer and organizer, Melody acts as the liaison between her clients' real world and their perfect world. Services include home design, organization and event planning, as well as custom gifts and accessories and concierge services. She is a member of the National Association of Professional Organizers and donates time to various charities in Monterey County.



## BURTON ANDERSON

Burton is an author and historian whose works include *The Salinas Valley: A History of America's Salad Bowl*, *California Rodeo Salinas: 100 Years of History*, and numerous other articles and studies. A contributing member of the Monterey County Historical Society, Burton is a speaker on topics related to the environment, culture and world agriculture. Burton is a member of the board of governors at the UC Berkeley College of Natural Resources (formerly the College of Agriculture).



## KAREN NARDOZZA & TERRY FEINBERG

Karen and Terry own Moxy Marketing, one of Salinas' premier marketing agencies. They specialize in working with ag, food and beverage companies; associations; government agencies and professional service providers who need a fresh approach to their branding, packaging, online and offline communications. Current clients include Braga Fresh, Duncan Family Farms, Smith Family Wines, Uesugi Farms, Tondre Wines, Monterey County Ag Commissioner's Office, Monterey County Farm Bureau and SmartWash Solutions. Karen was named Small Business Entrepreneur of the Year in 2006 and ATHENA Business Woman of the Year in 2010. Terry is past Chairman of the Salinas and Gilroy Chambers of Commerce. [www.getmoxy.com](http://www.getmoxy.com).



## PATRICK TREGENZA

Patrick operates a thriving commercial photography studio in downtown Monterey. Celebrating his 25th year in business, Patrick is proud that his list of clients and interesting projects continue to grow. Targeting the agriculture industry as being one of the most dynamic areas of local commerce, Patrick carved out a niche and is recognized as a leader in photographing food and produce. Most recently, he has expanded his repertoire to apply his lighting and compositional skills to live action video so he can accommodate the ever increasing demand for compelling web content.



## STEVE MCSHANE

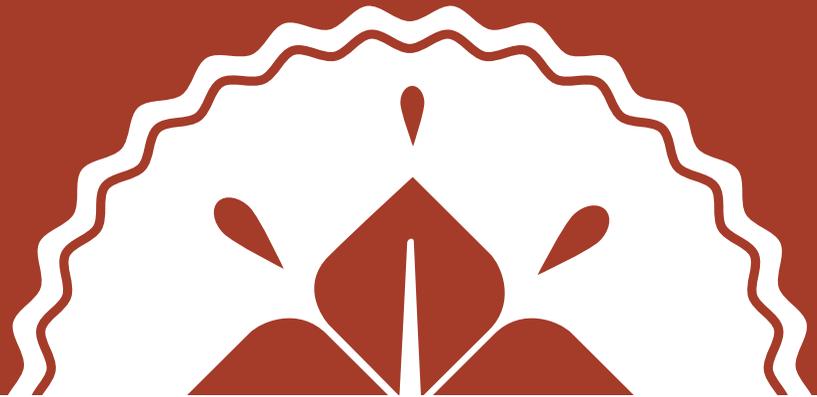
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## MATT PRIDEY

Matt Pridey is a Professional Golfer residing on the Monterey Peninsula. He plays on several professional tours, trying to make his way onto the PGA Tour. Through the help of his generous sponsors, Matt is able to play golf full time and travel to tournaments. He is originally from South Dakota, and played collegiate golf in both South Dakota and Arizona. He turned pro in 2011 and eventually moved west to the home of his wife, Whitney. He has had many successes at the professional level and looks forward to many more!

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## Carmel Honey Company and the Importance of Bees

BY JAKE REISDORF

### “Busy as a bee.”

That phrase is typically used to describe someone who is focused on a task, using every resource available and stopping only when completed.

That also describes a honey bee. With flight precision and Viking vision, they use the sun to navigate and travel from flower to flower, sometimes up to 100 flowers in a single trip, gathering pollen and nectar.

Some pollen and nectar is magically turned into bee bread to feed their young, while the rest is stored in cells for future use. But most of that incredible nectar is mixed with unique bee enzymes and proteins which is ultimately transformed into wax and pure, sweet, delicious honey.

These social and hardworking insects produce six hive products in total: honey, pollen, royal jelly, beeswax, propolis, and venom, all of which are used by humans for their therapeutic and nutritional value. But surprisingly, the greatest gift from the honey bee isn't a product of the hive, it's their work as crop pollinators. You see, honey bees are an essential part of the agriculture industry.

Believe it or not, honey bees are critical to the production of so many of the fruits and vegetables we love to eat. Almonds, apples,



avocados, asparagus, blueberries, broccoli, celery, cherries, cranberries, cucumber, oranges, peaches, squash, and sunflowers for oil, and many other crops.

These social insects also pollinate clover and alfalfa, which are fed to cattle, so they actually support the dairy and meat industries, too. In addition, honey bees also contribute to cotton and flax crops. In fact, about 35 percent of our global food production is dependent on animal pollinators.

And yet the bees are dying. Pollination beekeepers lost an alarming 44 percent of their colonies last year. They call it Colony Collapse Disorder and scientists all over the world have been conducting research since 2006, when beekeepers started reporting high colony deaths. We are learning that CCD is a combination of poor nutrition, parasites, and pesticides, among other factors.

I began studying honey bees in fifth grade as a student at Carmel River School. Now, three years later, I have around 100 hives. I am now in the eighth grade at Carmel Middle School and attend beekeeping conferences on a regular basis all over the United States. I am a member of the American Beekeeping Federation, California State Beekeepers and a part of the UC Davis Master Beekeeper Program.

I've met thousands of the unsung heroes of agriculture, the pollination beekeeper. I am proud to call some of the largest beekeepers in the country, friend. They move their honey bees from crop to crop, working with farmers to provide food to communities, large and small. Sure, honey is produced along the way but it is actually a byproduct of the necessary pollination services. Yes, I collect honey from my hives, but only when it's more than they need.

You can find my honey at local stores on the Monterey Peninsula and at more than a few environmentally conscious restaurants. I also place hives on properties of bee-friendly supporters and I have my own “Jake Gives



**Above:** Jake in the almond orchard. **Queen Bee.**  
**Right:** Carmel Honey Company products.

Back” program.

Throughout the year, I speak to local groups and clubs about honey bees and answer questions for as long as possible. I also give a donation each year to a honey or bee research group. So when you purchase a jar of honey from Carmel Honey Company or place a CHC hive on your property, you just contributed to future honey & bee research and education.

But you don't have to be a scientist or beekeeper to make an impact. To help save the bees we just need to consider how we interact with the environment around us. For example:

- ▶ Plant bee-friendly plants: Pollinators need natural habitat and by choosing a variety of plants rich in pollen and nectar for your garden, you can help recreate that habitat. Consider growing more wildflowers and plants that bloom during each season to increase your impact and make your garden a beautiful, and more importantly year-round, habitat.
- ▶ Don't use pesticides: Scientists are proving that pesticides, herbicides and the new

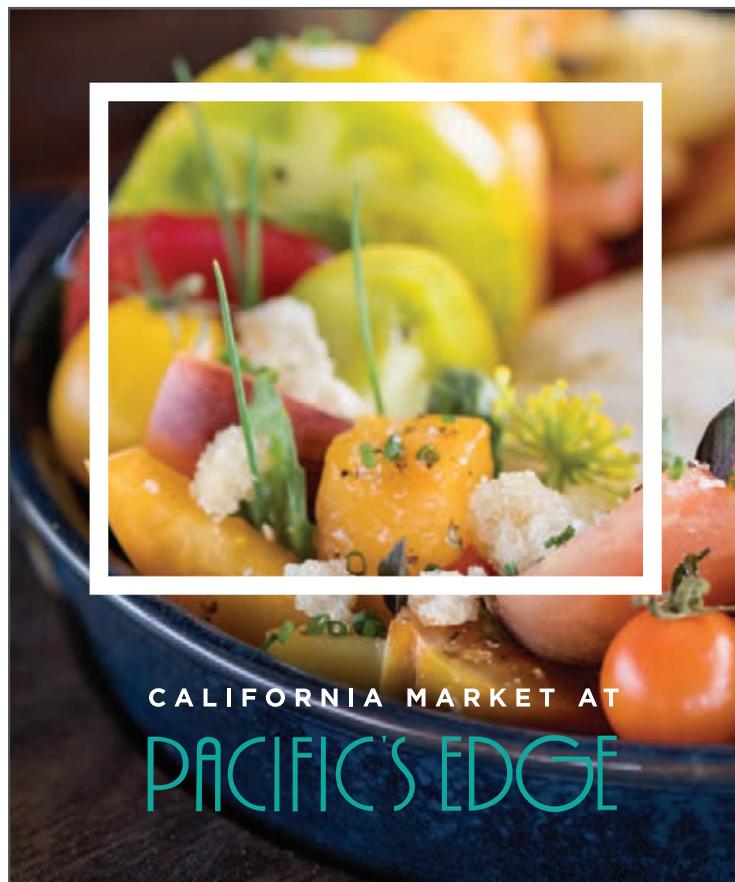
neonicotinoids have emerged as one of the leading causes of pollinator decline. Keep in mind that there are beneficial insects and beware of plants and seeds that have been pre-treated with chemicals. Ensuring that bees and other pollinators have food sources that are free of pesticides throughout the year can make a dramatic difference.

- ▶ Provide a water source: Just like humans, pollinators need water too. A simple shallow container with a few rocks or corks,

for bees to land on, is all you need. It may take a while to be discovered, but pollinators will find it and “bee” very grateful!

- ▶ Support your local beekeeper: Attend a beekeeping talk to learn about the importance of honey bees or support the beekeeping industry by purchasing real honey from a beekeeper you know and trust. [ce](#)

To learn more or if you are interested in having Jake speak to your class, visit: [CarmelHoneyCompany.com](http://CarmelHoneyCompany.com).



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# Empowering Others: Being a Blessing

BY ESMERALDA MONTENEGRO OWEN

In my office, right across from my desk and in between two chairs, on the wall, is a sticky note that reads 'Be a Blessing.' I look at it every day and I make it my goal to be just that, a blessing to anyone who comes through my door, calls, or emails me.

Most of those who enter my life in some way or form happen to be women, and it is my honor and pleasure to actually be their go-to girl for advice, a soft ear, or a shoulder to cry on.

Helping others is important in our daily lives. You never know how something you do or say will impact someone's life.

Nowadays, girls and women need extra support; we need mentors. Going through life becomes a bit easier when we have someone holding us up. Sharing knowledge to get someone up the ladder of success is amazing. Advising a friend to be patient or to forgive is humbling. When we use our heart and experience to give good advice, the rewards come back ten-fold.

It is easy to tell a co-worker to write a complaint about a peer when things are not going right among them, but isn't it better to promote self-reflection and sympathy for a person who might be going through hard times?

As women, we need one another at all stages of our beings. We can support our promotions by celebrating all the wins. There is no room for jealousy, just space for well wishes and even more uplifting.

Since I came to this country 32 years ago, women of all ages have been instrumental in my personal and professional development. From Miss Peverinni back in 6th grade, who was the most patient with me as I learned English, to Colleen Bailey who opened the doors of the National Steinbeck Center to prove I was capable to be much more than a broadcast journalist. There are many more. These women opened their hearts and souls to help me blossom into a professional in marketing and public relations.

So many others in between have held my hand and lit my path to be the professional and caring woman I am today.

I do have to also credit my parents for showing me what giving of oneself really means. Their values, morals, and Christian faith have shaped me to be a junior philanthropist with a heart that longs to give more and more each day.

Some examples of good deeds come to mind and I see it fitting to share them with you as examples of how one act of kindness can transform a person, a family, a community, and the world. The names of the individuals will be changed to protect their identity.

## A CHANCE AT A DREAM

"I always believed that one woman's success can only help another woman's success"—Gloria Vanderbilt

For many years, Kimberly dreamed to be a broadcast journalist. She received her bachelor's degree and delved into radio promotions. But she felt stuck with not many opportunities to make it into the world of television news. An opportunity opened up to become a reporter/anchor. This was her dream! Not many people in the news department agreed she had what it takes to be in that position and did not believe in her potential. But one person did.

The day of the on-camera test, she was to sit at the anchor desk and read the teleprompter. This can be intimidating and nerve-wracking if this is only your first time doing so, plus not knowing the material you will be reading.

The co-worker came in to her area and brought along the script for that test. Kimberly was beyond appreciative. This would at least calm her nerves a bit.

She got the job. She was in her element as a reporter and later became the news anchor for the station. When it came to negotiating salary,

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**Clockwise from top left: Working together and supporting our dreams. Be a blessing sticky note. Taking time to counsel others is a blessing in itself.**

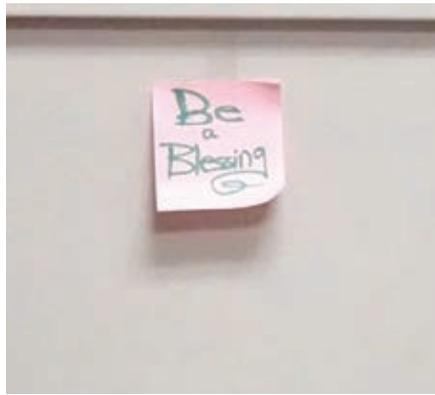
that same co-worker helped her through to get the best compensation for her work. It was amazing; two women in a cutthroat industry helping one another; one by trusting, the other by exercising love and compassion.

This is a great example of sharing one's success. If we did this more often, our communities would thrive in celebrating all of our successes. What a great recipe! I often wonder, why it is so difficult for some of us to be like this? I encourage you; I challenge you to help someone advance in her career today.

Well, Kimberly's story gets even better. She formed a really nice relationship with that co-worker (ex-coworker now). An opportunity arose for her to become the news director at that station but at the same salary schedule. This is actually common in the industry. Work more, get more responsibilities and get paid the same. She entrusted her worries with her friend, who told her to not accept without receiving a significant bump in her pay. They created a plan of action and when it came down to negotiating, the plan worked and she got more than she expected. This is the power of sisterhood!

### **BREAKING THROUGH THE GLASS CEILING**

"There is no tool for development more effective than the empowerment of women"—Kofi Annan



With so many women now holding important positions in the workforce, it is sometimes hard to fathom the difficulties these individuals encounter along the way.

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### **You never know how something you do or say will impact someone's life.**

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It is not easy to (sorry guys!) navigate in a man's world. Nathalie knew this all too well. She is an excellent professional in education, a great mentor to students, and a caring colleague and friend. Her position was in middle management and she desired to move up to a director level as soon as a good fit came about. When that opportunity came, she was so excited. It was a great fit! A coworker

encouraged her to apply and gave her tips on how to present herself. She already knew what to do – but the extra boost of confidence from a colleague energized her. She even went the extra mile to prepare a portfolio for her second interview under her friend's advice.

All the arrows pointed to her. She should get the promotion. She should take on this leadership role. She has the knowledge, the expertise, and the passion needed to succeed.

It turns out she was let down. Someone else got the offer. Someone from out of state and someone who turned out to be of the opposite sex.

It is difficult to handle such disappointment. But her colleague and friend encouraged her to not let this stumble discourage her from applying for a director position in the future. Things do happen or not, for a reason and in due time all the blessings will come our way if we are patient.

Soon enough, that other opportunity arose. It was even better than the previous one. Without hesitation and with the support of her dear friend, she went for it. There was no question that she should be the recipient of this new role. She was cautiously enthusiastic and made it to the second interview. She was excited once again and felt good about it.

A few days went by and she waited patiently and began to doubt. Her good friend continued to encourage her and to motivate her. Sometimes good things take time, but for her it was hard to play the waiting game. Finally she was called into her superior's office and the first thought in her mind was that someone else was selected. She was wrong. The position was hers and with much enthusiasm, she has delivered on all the promises she made during the interview process and more.

I can share example after example of women encouraging other women, but these are two of my favorites. When we stick together as human beings, we all benefit in so many ways. My faith, heart, and soul control all I do and it is always my goal to be the best version of myself for others. **CG**





## All in the Family: Kevin Tottino & Glen Alameda

BY JESSICA HARRIS HANDLEY

The Tottino Family's commitment to Salinas Valley agriculture has been growing strong for four generations. Their legacy carries across many different farming operations and their history of innovation and strong leadership has helped shape the face of agriculture in the Salinas Valley.

In the early 1900's Alfred Tottino joined Daniel Pieri and cousins Amerigo and Angelo Chiaros to create the California Artichoke & Vegetable Growers Association. Today, the second, third and fourth generations of the Tottino Family continue to work in this family farming operation that was renamed Ocean Mist Farms in 1995.

Cousins, Kevin Tottino and Glen Alameda, who represent the fourth generation of the Tottino Family legacy, bring reinvigorated commitment and leadership to the family business and its place in the Salad Bowl of the World.

Both Kevin and Glen attended local high schools before getting their college degrees - Kevin from Arizona State and Glen from Cal

Poly, SLO. Both worked school vacations and breaks, interning in multiple business functions across the produce industry, building a strong foundation for their future success.

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**This foundation, and family history, has allowed Kevin and Glen to come into the business with a hands-on experience and understanding of the produce business, both locally and globally.**

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This foundation, and family history, has allowed Kevin and Glen to come into the business with a hands-on experience and understanding of the produce business, both locally and globally.

Today, both work in positions that are relatively new to the company; value added operations and logistics. Working in these business areas allow each to showcase their

ideas and leadership abilities.

"We are getting to set a course for our careers," Kevin said. "With a lot of guidance from employees and advice from our Ocean Mist Farms family. Their confidence and support helps us to do our jobs better every day."

As Ocean Mist's Value Added Manager, Kevin is able to draw on all of the different positions he has held to work with cross-functional teams that are part of the development of new and innovative products, like the Season & Steam Brussel Sprouts and Kalettes items. Adding a value added portfolio to the Ocean Mist Farms business was a need that Kevin supported and believed in.

"We are trying to figure out how to make the vegetables we grow accessible to more people like me, like us," Kevin said. "People who have a young family are looking for ways to eat healthy but save time, too. We can help them with that."

Glen is currently the Logistic Manager, working closely with the cooler, transportation departments, sales and customers. He is also leading the implementation of a new software system across the entire company.

"A project like this is helping to shape the way that we do business," Glen said. "We are going to be able to improve internal operations, and improve customer service and communications. It's a win-win for everyone."

While the projects that Glen and Kevin are working on help shape the future of Ocean Mist Farms, the roots of this company run deep in Castroville.

"Castroville is one of the last great company towns," Glen said. "So many of the people who work at Ocean Mist Farms are from Castroville. We have second and third generation employees with us, and you just don't see that anymore. It's a special place to work and we want to carry on the family and company legacy."

"We've been given, and definitely realize a strong sense of responsibility to help everyone at Ocean Mist, and in our community, succeed," Kevin said. "There is definitely passion for this

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**Above: Kevin and Glen, with grandfather, Hugo.**



“All across California,  
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— Matt Allen  
Food & Ag Relationship Manager  
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Kevin Tottino.

company, and community, that we are lucky to be a part of.”

Ocean Mist Farms’ strong sense of place also carries a strong set of family values. Kevin and Glen’s grandfather, Hugo Tottino, is still involved in the business, and one of the biggest influences on the pair. “We still see him in the office almost every day. He always has advice and wisdom he is willing to share,” Glen said. “One of my favorite Hugo sayings is, Buy land. They aren’t making that anymore. True words of wisdom.”

“We get to come to work every day with our grandfather,” Kevin said. “There aren’t many people who can say that. It’s a special environment for us to learn and grow in. He’s definitely one of our biggest advocates and his door is always open.”

Along with working beside their grandfather, many aunts and uncles work at Ocean Mist Farms and other Salinas Valley grower shippers. “We have a pretty amazing family group text going,” joked Glen. “But whenever we need advice, there is no shortage of people to go to.”

“Everyone at Ocean Mist is family,” Kevin said. “I work with people who used to babysit me. They have seen me grow up and they are always supportive and rooting for me. I have a lot to be grateful for. I couldn’t ask for more.”

With so much support, both Kevin and Glen have been able to learn the business from the ground up. “I think I started working in the cooler when I was 12,” Kevin said. “I’ve done everything in between since then; driving a tractor, moving pipe, driving a forklift. I believe

that the best way for us to learn the business was from the ground up. We had to earn it. It gives us a very strong foundation for what it means to be part of this farming family.”

Glen started moving pipe for his dad’s Hollister based farming operation, Top Flavor Farms, when he was young.

“I definitely started moving pipe when I was around nine years old,” Glen said. “I remember getting on my quad and driving out into the fields and helping the crews. I moved pipe, drove a tractor and really did anything that needed to be done.”

After working after school and summers for his dad, Glen thought he wanted to go into Finance. “I didn’t want to be in farming. I thought I wanted to do something else. Now that I am here, I cannot imagine being anywhere else.”

While Glen no longer works for his dad, he still looks to him for advice and guidance. “I talk to my dad pretty much every morning around 6:30. This daily connection helps me get a sense of what is happening on the farming side of the business and definitely gives me a perspective for improving my job performance every day.”

Aside from Kevin and Glen’s commitment to their work and family, they also have strong ties to several community organizations.

Like many of the Tottino Family members, you can see both Glen and Kevin participating alongside their parents supporting Castroville’s number one commodity and the California State vegetable, the artichoke, through the Castroville Artichoke Food & Wine Festival.

Kevin has also participated in the Grower Shipper Foundation’s Future Leaders Program and Glen currently serves on the Ag Against Hunger Board of Directors. Glen has a special connection to Ag Against Hunger, as his mother, Cathy, was named Ag Woman of the Year in 2016 and was recognized for her outstanding contributions to tri-county agriculture and the community as a whole.

“All of our family members give back to the community in different ways,” Kevin said. “We both want to find the causes that we are passionate about, something that is needed in the community and learn to share our talents in the process. That is what our family taught us and that we want to teach future generations.” **CG**



Glen Alameda.

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## A Note of Hope for the Youth of Salinas

BY VALENTIN MENDOZA

It is not uncommon to associate the Central Coast with fine wines, breathtaking ocean views, amazing walking and hiking trails, and great food. But what also should be noted is the area's musical culture. This area hosts annual events such as Jazz and Reggae festivals, and definitely is proud of the Monterey Symphony and Carmel Bach Festival. Music is an important factor in the life of this community.

As part of this musical culture, right in the heart of Monterey County, resides the Youth Orchestra of Salinas, more commonly known as YOSAL. YOSAL is a nonprofit organization dedicated to inspiring young people to achieve their goals through music. YOSAL serves over 250 children in East Salinas, most of whom come from schools in Salinas' four school districts. YOSAL is managed by ten highly qualified teachers, three program assistants, four drivers and a chief operating officer.

The program teaches music, but also gives children discipline and exposes them to performance of classical ensemble music, which helps them achieve their goals, not only in the musical sense, but in school and, better yet, in

the decisions they will make in life.

### THE HISTORY

YOSAL follows the model of El Sistema program in Venezuela. El Sistema was founded by Venezuelan artist Jose Antonio Abreu in 1975, in response to escalating violence among Venezuelan youth. Abreu had the idea of teaching music to young people to offer an alterna-

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**YOSAL is a nonprofit organization dedicated to inspiring young people to achieve their goals through music.**

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tive, more productive way of life. He started his program with eight kids in Caracas. In his first year, he surprised everyone with a children's concert. Since then, the program has seen a positive and impressive growth not only in Venezuela but other countries as well.

On the Central Coast, Salinas is the branch's home for this program. YOSAL was founded in the summer of 2010 by Joanne Taylor Johnson in association with Donna Alonzo Vaughan.

Since then, "Students engage in rigorous daily practice and rehearsals, perform regularly on stage and throughout the community, and learn the importance of becoming responsible citizens," YOSAL website states.

"In addition to the music education, they learn about the importance of being responsible citizens, as well as respect, teamwork and personal accountability," said Mike Thomas, chief operating officer of YOSAL. "YOSAL also provides a safe and very useful afterschool program for kids in a city with a major gang problem, keeping them out of harm's way, for the most part."

In the beginning, YOSAL started its operation with 40 students at Rancho Cielo, which operates programs for at-risk youth. It moved to Sherwood Hall in Salinas, but the space was withdrawn, forcing the organization to look for other places to rehearse. Los Padres School and Sherwood School gave YOSAL spaces to continue the after school programs.

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**Clockwise from top: The Choir at one of their performances. Pre-Orchestra students learning a song with hand movements from Teaching Artist, Isabel Guerrero.**

In 2016, California State University, Monterey Bay, made an agreement with YOSAL, offering a fixed place for the program at the university's North Salinas Campus (formerly Heald College's facilities). There, YOSAL has space for lectures, rehearsals, offices and meetings.

### HIGH QUALITY STANDARDS

YOSAL is divided into three levels for

**This program is special because it provides outstanding musical training, in a concentrated, collaborative, focused manner to children who may otherwise have no access to a musical program.**

educational purposes: Orchestra (middle school to high school), Pre-Orchestra (second to sixth grade) and Junior (kindergarten to second grade). Orchestra and Pre-Orchestra programs run at CSUMB North Salinas Campus, while the junior program resides at Los Padres, Sherwood and Kammann schools, where the organization provides teachers.

"There are many rewarding moments,

mainly when I hear the children play, either at a rehearsal or a concert," said Mary-Alicia McRae, chair of the Board of Directors. "Concerts at the Fox Theatre and CSUMB Steinbeck Center in December 2016 were particularly memorable for the quality of performance by the students."

Many families from East and North Salinas have benefited from this free program. YOSAL revenue comes from direct donations and fundraising events organized by the Board of Directors, to assure that every participant has teachers, transportation, storage places, instruments and a safe place to learn and play.

"This program is special because it provides outstanding musical training, in a concentrated, collaborative, focused manner to children who may otherwise have no access to a musical program," said McRae. "The staff is special because of their dedication to the students, and the board is special because of the work they do to provide the resources for the program."

"Every day has its rewarding moments as I see students progress on the instruments or with their voice or just when they show how happy they are to be there," said Michael Gomez, Program Manager and Pre-Orchestra and Choral Director.

The quality of YOSAL's performances have earned them invitations to perform and collaborations with other musical organizations around Salinas and the Monterey Peninsula. The Monterey Jazz Festival and YOSAL have received a joint grant to have coaches come to support YOSAL students. The Monterey Symphony also provides coaching to supplement teaching artists' instruction.

To maintain the quality, teachers attend Orff Training offered at Hidden Valley Campus in Carmel Valley. In 2016, four students qualified for the National El Sistema one-week, full-scholarship music camp, called Take a Stand, in Aspen, Colorado.

"It is a thrill to be working with a staff of energetic, creative, enthusiastic teaching artists and administrators and with the 250 to 300 students in our care," Thomas commented. "We have a commitment to the professional development of our staff that keeps their morale high and their skills and talents growing." **ce**

To learn more about this program, visit the website at [www.yosal.org](http://www.yosal.org), call (831) 756-5335, or email [info@yosal.org](mailto:info@yosal.org). On Facebook, "like" the page @YouthOrchestraSalinas, or follow the program on Twitter @YOSALelsistema.





# Drought or Not, Water Management Still a Priority

BY BRIAN MILNE

It was an unfamiliar scene for Californians this past winter. White Ford F150s sinking to their axels in the mud. Standing water in the furrows. Reservoirs that were overflowing.

As of early February when this piece went to press, “exceptional drought” had actually vacated the state, according to the U.S. Drought Monitor, and California’s 50 percent drought coverage was the lowest it had been since April 2013.

Whew! It looks like we’ve turned the corner on our water management concerns, right?

Not exactly. Drought or not, California growers are faced with water issues and restrictions like never before.

## NEW REPORTING REQUIREMENTS FOR GROWERS

This past year, I wrote about Senate Bill (SB) 88, Sections 15-18, which requires large-scale growers in California to install flow meter monitoring systems and submit water-use reports in 2017. The reporting requirements apply to all water rights holders, diverting more than 10 acre-feet of water per year.

Shortly after the Senate Bill was signed, a Central Coast judge sided with the public’s right to know over a grower’s right to privacy in regards to the 2013 Ag Order, nitrate-contaminated groundwater, and an advocacy group’s desire to ensure that the water board and growers are complying with drinking water regulations.

“The public is entitled to know whether the regional board is doing enough in the way of on-farm best management practices to protect the public’s water supplies,” the ruling by San Luis Obispo County Superior Court Judge Charles Crandall stated. “Given the heavily polluted condition of Central Coast groundwater supplies, it is debatable whether the regional board is doing an adequate job of achieving the important goals of the Water Quality Act.”

Long story short, growers’ water notification letters and their responses to the board were deemed part of the public record and those documents will be made public by the Central Coast Water Board – disclosing grower trade secrets in the process.

## WATER A MAJOR TOPIC AT ANNUAL FARM BUREAU MEETING

The ruling is just the first of many expected to impact the way water use is reported here in California, and what information is deemed public record. The topic was a focal point at the California Farm Bureau’s Annual Meeting in Monterey this winter, which had the underlying theme, “Ag Unite: Keep Your Farm in the Fight.”

California Farm Bureau Federation president Paul Wenger said the theme was a “reflection on the necessity for farmers, ranchers and allied businesses to pull together to defend and advance California agriculture.”

Wenger stressed that togetherness is critical as the pressure mounts on agriculture to grow and produce more with fewer resources, and more regulation and scrutiny than ever before. In fact, water and food safety regulations were the main topics of conversation at the annual meeting.

## Drought or not, California growers are faced with water issues and restrictions like never before.

On the water front, growers were weary of SB88 and fallout from the Central Coast Water Board ruling and State Water Board’s East San Joaquin Order, which will also lead to the public disclosure of certain trade secrets.

“Regulations aren’t the only way to avoid social risks,” pointed out former Sonoma County Farm Bureau president and grower Tito Sasaki, grilling State Water Resources Control Board deputy director Darrin Polhemus during the “New Water Quality Reality” panel. “In fact, it’s a rather poor approach to start with.”

## WHY REAL-TIME MONITORING MATTERS

Whether we agree with the regulations or not, they’re coming down the pike and growers need to be prepared. Even without an “exceptional drought” label, the California Farm Bureau Federation notes, “regulations and court rulings will impact your farming operation, no matter where you farm in the state.”

“The pressure hasn’t been lifted unfortunately,” said Hortau Salinas region representative Cord Nunez, who was on hand for the Farm Bureau event. “We’re still having growers come up to us in the middle of rain storms asking about irrigation management and flow meter monitoring so they can report they’re managing water the right way.”

Particularly in a wet year, after years of drought, growers aren’t as certain about when to irrigate or when to apply chemicals or fertilizers.

But with soil tension sensors and real-time irrigation management systems, growers and irrigation consultants alike can see when they need to irrigate without leaching critical nutrients. And with the data from irrigation management systems and flow meters being archived in the cloud, they’re able to report, when required, that they’re irrigating to crop need without pushing water, chemicals or fertilizers past the root zone.

Monitoring irrigation data not only helps growers meet the new reporting requirements, it saves them a ton in water, fuel, chemical and fertilizer costs.

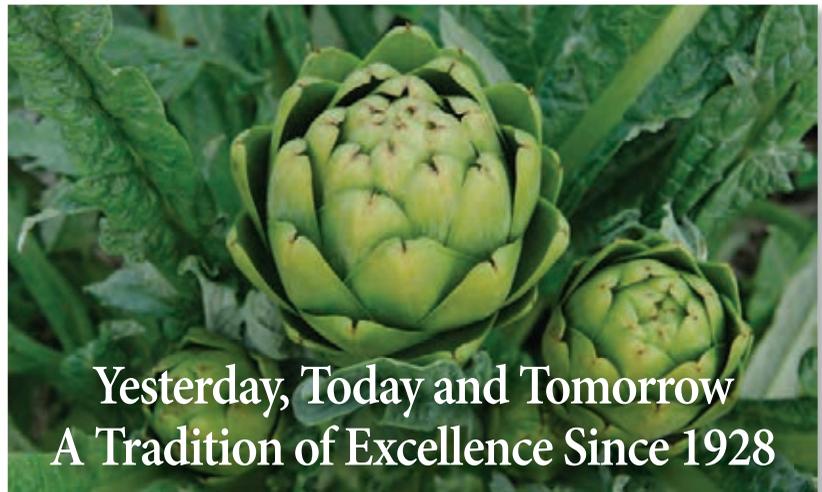
One example Nunez cites from this past winter, is a broccolini grower in Spreckels, CA that managed irrigation using real-time soil tension sensors and was able to eliminate 100 percent of his post-germination water requirements thanks to proper management in tandem with the above-normal winter rains.

“The grower was able to keep track of available water to the crop from rain events alone,” said Travis Goldman, Hortau’s grower support specialist for the region. “The crop looks amazing, and you can imagine how much the grower saved relying solely on the winter rains during that time period.”

Yes, it’s been an unfamiliar scene, all this water in our fields, rivers and reservoirs this winter. But now is not the time to lose focus of our water resources.

Let’s continue managing water the right way at the farm level, and help keep regulators at bay and keep the water flowing in our communities for the long haul. **cc**

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## The Road to Recovery

BY ANDREW AUSONIO, AUSONIO INCORPORATED

For many patients who have been disabled by illness or injury, the road to recovery seems difficult to navigate. For some, the road home seems impossible.

The newly renovated and expanded Sam Karas Acute Rehabilitation Center (ARU) at Natividad Medical Center (NMC) is designed and built to help navigate both.

The unit at NMC has been serving patients and families throughout the Central Coast for over a decade, earning the number one national ranking by Kindred Healthcare for high quality care in 2016. Planning for the nearly \$2.6 million renovation began in 2014, and the expanded state-of-the-art facility debuted December 1st, at a grand opening event. The complex 11-month construction project included unique challenges, like special infection control measures, environmental controls (i.e. air quality, dust and noise), phasing coordination, and being as unobtrusive as possible. Throughout the entire process, the collaborative working partnership between Monterey County, NMC and design/build teams ensured minimal--if any--patient disruption.

“We are proud to be able to offer the highest quality of care in our ARU, coupled with a state of the art healing environment,” says Andrea Rosenberg, Assistant Administrator, Operations and Support Services for NMC. Adding, “The renovation is a key part of Natividad Medical Center’s continuing investment in the health of our community.”

**At the newly renovated facility, personalized treatment plans are designed to ensure medical stability, optimal functional recovery, and to ultimately help patients reach the high level of functional independence necessary to return home confidently and safely.**

Speech, occupational, and physical therapy programs at the ARU help patients who have experienced a life-changing event or

debilitating illness transition from acute hospital settings to home. At the newly renovated facility, personalized treatment plans are designed to ensure medical stability, optimal functional recovery, and to ultimately help patients reach the high level of functional independence necessary to return home confidently and safely.

Leading the care team at the ARU is Medical Director, Dr. Anthony Galicia, whose passion for rehab and standard of excellence ensure that every team member is always informed on the status of each patient and that care, as a team, is constantly moving forward toward optimal rehabilitation. When asked about his passion, Dr. Galicia explains, “My goal is to have each and every patient fulfill his or her potential and live out their life at the highest possible level of independence and satisfaction.”

Team members share Dr. Galicia’s goal,



and the improvements are already helping to enhance their exceptional post-acute care. The renovation provides improved efficiency and makes more one-on-one patient contact possible. Patient charting, medication and lab results are now centrally computerized for each of the unit’s 24 beds, allowing for more time with individual patients and less time gathering information from multiple locations. In addition, a new nursing station allows for

**Clockwise from top: Dr. Galicia and Kirk Kennedy. Pet-Friendly Courtyard Patio. Nurse Station. Private Room**



an improved communication and planning environment, where teams comprised of physicians, speech therapists, dieticians, social workers and unit supervisors can meet to review patients' progress and formulate detailed, personalized plans for ongoing treatment and discharge.

When patients come to the unit, many from the Natividad Trauma Center, they'll undergo treatment and therapy in an entirely new environment; one that has been carefully designed to create the most positive and peaceful healing atmosphere possible. Most patients are admitted with diagnoses of stroke,

trauma, or other neurologic or orthopedic conditions. While every case is different, every new detail of the facility has been thoughtfully planned with patients and their families at the center of each decision.

In addition to the conversion of four Medical Surgical beds to Acute Rehabilitation beds, and new in-room dialysis for four beds, the renovation adds increased privacy, additional quiet space and an expansive, pet-

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**The renovation provides improved efficiency and makes more one-on-one patient contact possible.**

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friendly courtyard patio. The unit also features a dedicated speech treatment room, renovated patient rooms, a refurbished gym, and a sparkling new dining room, with improved access for patients with limited mobility.

The entire facility is beautifully furnished,

and thanks to gifts from donors to Natividad Medical Foundation's Art for Better Health program, the unit is warmly surrounded by the work of local photographer, Kirk Kennedy. Kennedy's majestic images of Monterey County landscapes have helped transform what was once a generic hospital setting into one that welcomes and affirms the healing strength of our local surroundings, making it feel more like home.

From the beds, to the hallways, to the artwork and the beauty of the outdoors, the newly renovated facility provides the optimum atmosphere for healing and recovery and as so many patients already know, with a healing environment and the right care team on your side, navigating that difficult road to recovery and returning home to a healthy life is possible. [cc](#)





## Do You Qualify for One of California's "Secret Liens"?

PAUL A. ROVELLA, ESQ., L+G, LLP

California laws provide "secret liens" for farmers that often times have priority over other types of commercial liens.

Examples include: agricultural laborer's lien under California Civil Code Section 3061.5.36; livestock servicer's liens under California Civil Code Section 3080.01; and agricultural producer's lien under California Food & Agric. Code Section 5563. These liens are "secret" because they are not usually evidenced in a public record. This article covers the basics of the agricultural producers lien.

Section 55631 of the California Food and Agric. Code creates a producer's lien and states the following:

Every producer of any farm product who sells any product which is grown by him to any processor under contract, express or implied, in addition to all other rights and

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**The intent of the producer lien laws was to protect a farmer who sells his or her commodities to a processor under a promise of payment at a later date.**

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remedies which are provided for by law, has a lien upon such product and upon all processed and manufactured forms of such farm product, for his labor, care, and expense in growing and harvesting such product. The lien shall be to the extent of the agreed price, if any, for such product so sold. If there is no agreed price or a method for determining it, which is agreed upon, the extent of the lien is the value of the farm product as of the date of delivery.

Essentially, the lien protects producers from nonpayment by processors. The intent of the producer lien laws was to protect a farmer who sells his or her commodities to a processor under a promise of payment at a later date. The basis for the adoption of the producers lien law was that the "grower has the risk of producing the crop and it would be inequitable and contrary to the public interest in a viable agricultural industry to leave the grower vulnerable to insolvent processors." *Frazier Nuts v. American Ag Credit* (2006) 141 Cal. App.4th 1263 ("Frazier Nuts case").

A producer is "any person that is engaged in the business of growing or producing any farm product." Cal. Food & Ag. Code §55408. According to Cal. Food & Ag. Code §55407, a "processor" is:

[A]ny person that is engaged in the business of processing or manufacturing any farm product, that solicits, buys, contracts to buy, or otherwise takes title to, or possession or control of, any farm product from the producer of the farm product for the purpose of processing or manufacturing it and selling, reselling, or redelivering it in any dried, canned, extracted, fermented, distilled, frozen, eviscerated, or other preserved or processed form. It does not, however, include any retail merchant that has a fixed or established place of business in this state and does not sell at wholesale any farm product, which is processed or manufactured by him.

The producer's lien arises automatically without any filing requirement and is "on every farm product and any processed form of the farm product which is in the possession of the processor without segregation of the product." Cal. Food & Ag Code Section 55634. In other words, a processor may commingle agricultural products from California producers and other producers and the California producers retain a lien over the commingled crop inventory. In re *California Pacific Rice Milling*, 265 B.R. 237 (E.D. Cal. 2001) ("California Rice Milling case"). Commingling product does not extinguish the lien.

The lien attaches upon delivery of the product, or if there is a series of deliveries, from the

date of the last delivery. Cal. Food & Ag Code §§55632, 55634. The producer's lien has priority over all other liens, claims, or encumbrances, except for limited circumstances involving labor claims and warehousemen's liens. Cal. Food & Ag Code §§55632, 55633, 55635.

Where a producer's lien has attached, it is unlawful for a processor to remove, "from this state or beyond his ownership or control, any farm product which is delivered to him, or any processed form of the farm product, to which any of the liens provided in this chapter have attached." Cal. Food & Ag. Code §55638. However, a processor is not prohibited from selling the farm product to which a lien has attached, so long as the total proceeds from the sale are used to satisfy the producer's liens.

**The advantages of the producer's lien is that it has priority over numerous commercial liens and it is an inexpensive means of securing payment for products by farmers.**

The producer's lien is possessory; if the processor transfers title and possession of the products, the lien is extinguished. Cal. Food & Ag. Code §55634. To release a lien, the processor can, among other things, issue payment or security for the product (i.e., posting a bond in the amount of the lien). Cal. Food & Ag. Code §§55637, 55639.

The advantages of the producer's lien is that it has priority over numerous commercial liens and it is an inexpensive means of securing payment for products by farmers. However, the disadvantages are that it is a possessory lien and is extinguished when possession is transferred. If you believe you have an enforceable producer's lien, it is imperative that you act quickly to protect your interest in payment for the product. **CG**



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# Meeting the Health Care Needs of the Community: The Gonzales Way

BY IRWIN SPEIZER

At the new Taylor Farms Family Health and Wellness Center in Gonzales, California patients are served by three doctors, a physician's assistant and several other staff members. In another part of the city, Clinica de Salud has set up shop with one doctor and one dentist in temporary quarters as it starts construction on its new clinic on the same site, with plans for a bigger medical staff.

Four years ago, Gonzales, with a population of less than 9,000, was just another small rural community sorely lacking in access to health care, its residents served primarily by one doctor and one dentist. Today, Gonzales residents rate higher than those in typical urban areas in the doctor-to-patient and dentist-to-patient ratio, thanks to a sudden influx of medical practitioners and newly constructed facilities. The city now has six doctors and four dentists, along with related new medical personnel.

"Access to medical services has really expanded," says Gonzales Mayor, Maria

Orozco. "I think what brought it about was the persistence of city staff and elected officials working in partnership with clinics and non-profits like Clinica de Salud."

Gonzales was helped in part by a focus on rural health care in Monterey County by medical providers. But the construction of two new clinics in a town of its size suggests there is more going on in Gonzales.

The Gonzales Community Health Assessment in 2012 noted that the city was in a federally-designated Health Professional Shortage Area, with an estimated one in five residents having no clinic or physician for routine or preventative care. "There was very little access, and not just for those living in Gonzales but also those outside the city," Orozco says.

According to the National Rural Health Association, urban areas have an average of one doctor for every 1,900 people; rural areas average one for every 2,500 people. Similarly,

the urban rate for dentists is one for every 3,300; for rural, one for every 5,000. Gonzales was well behind even the rural rate in both categories when the health assessment was done in 2012. Today it surpasses average urban rates with about one doctor for every 1,500 residents and one dentist for every 2,250.

The fact that the health care expansion happened so quickly in Gonzales is partly a result of fortunate timing. Health providers were becoming more focused on bringing services to the underserved rather than waiting until very ill people showed up in expensive hospital emergency rooms. At the same time, land became available for new clinics in Gonzales.

But the rapid pace of change is also a testament to the city's can-do spirit. Gonzales touts itself as a place with a unique vibe, something it calls The Gonzales Way, which speaks to a community spirit that inhabits its residents and public officials and helps the city accomplish goals. So when the health assess-

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**When the health assessment pointed to the depth of the city's needs, officials made health care access a top priority and made sure that opportunities for expansion didn't slip away.**

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ment pointed to the depth of the city's needs, officials made health care access a top priority and made sure that opportunities for expansion didn't slip away.

"We were very deficient," says Gonzales City Manager, Rene Mendez. "Access became the big thing."

Gonzales had been focused on economic development and snagged several significant job-creating projects in recent years, including a major new Taylor Farms vegetable processing and cooling facility. That plant draws electric power from a giant nearby wind turbine,

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**Clockwise from top: Taylor Farms Family Health & Wellness Center. Christine C. Ponzio, M.D. Center staff along with doctors (l to r) Alberto Martinez, M.D. Christine C. Ponzio, M.D. Anita Frago, PA-C Oscar Gantes, M.D.**



erected by the city in conjunction with Taylor.

The good relations with Taylor from that project came in handy on the health care front. Among those looking to expand rural services was Salinas Valley Memorial Health Care System (SVMHS). When land became available in a part of the city designated for new commercial construction, SVMHS joined with the city's one full-time doctor, Dr. Christine Ponzio, to propose a new clinic on the site. SVMHS launched a \$3 million capital campaign to finance the project.

Bruce Taylor, chairman and CEO of Taylor Farms, stepped up with a million-dollar donation from the company to help fund the new facility and put the company name on the building. City officials figure it didn't hurt that Taylor had a favorable impression with the city's ability to efficiently shepherd development projects to completion. And a new clinic would help serve the employees now working at Taylor's Gonzales site. Taylor was joined by a number of other farming companies and families who pitched in to help finance the project.

The Taylor Farms Health and Wellness Center now offers a range of health care services, including immunizations, lab services, and various wellness programs. It expects to handle about 25,000 patient visits a year.

SVMHS applauds the backing of Taylor Farms and others in financing the project, but also points to the cooperative assistance provided by the city in ensuring the project stayed on track.

"[The city] saw an opportunity to improve access to their community and they did every-

thing they could to make it possible," says Pete Delgado, President and CEO of SVMHS. He says the new clinic has been so well received that SVMHS is already considering adding more physicians and space in Gonzales.

Clinica de Salud, meanwhile, had been interested in bringing its services to Gonzales but needed a site. The health services organization specializes in serving rural communities and low-income Hispanic patients, with about seven of 10 patients on Medicaid.

When a change in state law eliminated redevelopment agencies like the one in Gonzales, the city wound up owning a downtown parcel. The city decided in 2014 to sell it at a nominal cost to Clinica de Salud. The clin-

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**Today, Gonzales residents rate higher than those in typical urban areas in the doctor-to-patient and dentist-to-patient ratio, thanks to a sudden influx of medical practitioners and newly constructed facilities.**

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ic moved portable buildings onto the site and opened in the summer of 2016 with a doctor and a dentist on staff. A permanent building is currently under construction on the site.

Dr. Max Cuevas, CEO of Clinica de Salud says he found Gonzales to be a supportive partner in the project. "Overall, it has been a great experience," Cuevas says. He also figures the Gonzales spirit can help as he tries to recruit additional doctors. "It is a small and friendly place," he says. "I love going to Gonzales and I try to sell that in recruitment."

In addition to the new doctors and facilities in Gonzales, the city recently joined with the Monterey County Health Department to hire Mario Guzman as a health equity fellow to increase awareness of health inequities and promote healthy policies and options for underserved populations. Guzman will be tasked with gathering input from residents that can be incorporated into the health element of the city's general plan.

Mendez anticipates that diagnostic services may follow the additional doctors to town, continuing the expansion of local health care services.

He says he doesn't spend much time monitoring how well Gonzales fares in health care access compared to other communities, even as Gonzales morphed from a small town with rural health care issues into a place with urban-level access.

"I don't wake up every morning and compare us to others," Mendez says. "We are doing this because it is what our community needs." **CG**





# The Supervisor Dilemma and How Agriculture Must Invest to Survive

BY AMY WOLFE, MPPA, CFRE | PRESIDENT AND CEO, AGSAFE

For years, folks in ag have lamented with me on their plight to find quality supervisors. It's a conversation most of us have had and usually ends with a shrug of the shoulders and a resignation that there's nothing to be done. In reality, though, there is much that can be done, but it requires all of us in the industry to look inwards, acknowledge core truths and to be willing to invest in making deliberate, systemic change. In doing so, we can begin to make meaningful impact to our businesses and ultimately, our survival as an industry.

## CORE TRUTHS

Regardless of your political affiliation or opinions, there are some core truths universal to the agricultural workforce that meaningfully impact how business is conducted today. The National Center for Farmworker Health tells us that California farmworkers are primar-

ily Latino (92 percent), men (77 percent), and between the ages of 25 and 44 (55 percent). In addition, a study by the California Department of Education found that 87 percent of the farm worker population spoke little-to-no English. They also note that nearly 70 percent of those

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**As an industry, we have made exceptional strides when it comes to developing robust human resources programs, policies and protocol.**

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adults do not have a high school degree and the median educational level is less than seven years.

This profile paints a realistic picture about the language, literacy and cultural barriers inherent in our workforce. It also gets to

the underlying challenges we often face in identifying individuals to take responsibility for running the on-the-ground and on-the-line, day-to-day operation of our businesses. In many conversations with farm labor contractors, growers, packers and shippers, they acknowledge that workers most often become supervisors because they speak English and possess a valid California driver's license. Tertiary to that is that the individual was a hard worker who knew the commodity and process. When two primary hiring qualifications have nothing to do with capacity, work ethic, knowledge, skills or abilities, it's no wonder we struggle to see effective management of our operation.

## WHAT CAN BE DONE?

As with any challenges in business, the first step is to understand and fully acknowledge the issue. While we have repeated sidebar conversations about supervisor struggles, we aren't having an open and collective dialogue. Believe me when I say this is an industry-wide problem that needs industry-wide involvement to solve. Since we have a solid grasp on what limits our pool of supervisor candidates, the next area to evaluate is what we do about it.

As an industry, we have made exceptional strides when it comes to developing robust human resources programs, policies and protocol. Compared several decades ago, we are leaps and bounds ahead, protecting our workers from a litany of problems and ensuring that we create workplaces for people to thrive. The next step in our evolution is to address these sorely needed and often lacking soft skills that all too often, we in management take for granted. When you consider your company's internal supervisor development program, do you see time taken to provide training relative to conflict resolution, effective motivation and discipline, and how to listen and communicate? For many, the answer is no.

In conducting qualitative assessments of nearly 250 AgSafe education program participants over the past three years, we found that less than 10 percent had directly

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participated in or knew of a training program offered by their company to provide them with more knowledge of those previously identified core managerial issues. Many

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**We all recognize in such a tight labor market that we have to examine and address all the sources of potential personnel issues in our operation.**

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of these supervisors explained that once promoted, they were given keys to a pick-up truck, a company cell phone and told to keep ensuring the best possible production outcome for the company. It is important to note that these conversations took place with men and women whose companies felt so strongly about education that they sent them to programs addressing various compliance and regulatory topics.

Our anecdotal evidence, while not vast in scope, did validate the many one-off

conversations we'd been having over the years. It led us to the conclusion that agriculture desperately needs to take the time and invest in the development of its supervisors in a variety of core skills critical to the overall success of the business:

- ▶ Team Building
- ▶ Planning, Time Management and General Business Organization
- ▶ Conflict Resolution – Manager, Peer-to-Peer and Subordinate
- ▶ Communication
- ▶ General Leadership

AgSafe isn't the only one to reach this conclusion. A variety of our agricultural trade associations, from Western Growers to the Agricultural Personnel Management Association are tackling the issue through webinars, articles and workshops on everything from how to recruit and retain the best talent, to developing programs that empower your supervisors to best represent you on the job. We all recognize in such a tight labor market that we have to examine and

address all the sources of potential personnel issues in our operation.

With the collective wisdom of our organizations, led by volunteer Boards of Directors filled with representatives of industry, it is clear that there is a problem and we are each working to provide a variety of solutions to the forefront. Our efforts, however, must support individual business leaders' acknowledgement and subsequent commitment to act. There is no better time than now to begin tackling this challenge head-on and invest the time and resources needed to equip our supervisors with the skills needed to capably do the jobs we ask of them. If we continue to delay, considering the myriad of other forces impacting California agriculture, it may be too little, too late. **ce**

*AgSafe is a 501c3 nonprofit whose mission is to advance the food and farming industries' commitment to a safe, sustainable workforce and food supply by providing practical education and resources. Since 1991, AgSafe has educated over 60,000 employers, supervisors, and workers about these critical issues. For more information, visit [www.agsafe.org](http://www.agsafe.org).*

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## CEO Fraud a Real Threat to Every Business

BY LUIS M. ALVAREZ, PRESIDENT & CEO ALVAREZ TECHNOLOGY GROUP.

**O**n May 24, 2016, Walter Stephan, the chief executive officer of the European aerospace company FACC AG, walked into a meeting with company's Board of Directors. Hours later, when he walked out of the meeting, he was no longer the CEO, he was the latest casualty of a cybercrime that occurred months earlier which cost the company over \$53 million.

FACC AG had fallen victim to a relatively new type of hack in January of 2016; something called a Business Email Compromise, also known as CEO fraud. The United States Federal Bureau of Investigation (FBI) defines CEO fraud as "a sophisticated scam targeting businesses working with foreign suppliers and/or businesses that regularly perform wire transfer payments. The scam is carried out by compromising legitimate business email accounts through social engineering or computer intrusion techniques to conduct unauthorized transfers

of funds." In a nutshell, someone within FACC AG was fooled into sending a multimillion-dollar wire transfer after receiving an email that supposedly originated from the CEO.

Since the beginning of 2015, the FBI indicated that the losses to CEO fraud increased 1,300 percent and every state in the U.S. had been victimized, as had more than 100 countries around the world. Locally, I am aware of several businesses that have been hit by hackers, with losses in the tens of thousands of dollars. Unfortunately, unless the fraud is caught within 24 hours, recovery of the money is highly unlikely. In fact, less than five percent of the money taken is ever recovered.

CEO fraud is a form of social engineering; a fancy term that's meant to describe a way of manipulating people into doing something they would normally not do, such as giving out secret passwords or downloading malware by clicking on an attachment (typically named something innocent like "Resume.doc.") Some

social engineering efforts are broad and do not target specific people while others are carefully crafted to target specific individuals. The latter type of hack is known as phishing, or spear phishing if the effort is very focused on one person.

According to the Verizon 2016 Data Breach Investigations Report (<http://www.verizonenterprise.com/verizon-insights-lab/dbir/2016/>), cybercriminals are depressingly successful in their efforts: 30 percent of people who receive a phishing email open them and 12 percent actually click on the attachment.

Phishing social engineering hacks are the primary way malware and spyware get into a company's computer network. Once their software tools are installed on the network, they monitor communications to learn all they can about the organization so they can

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**Since the beginning of 2015, the FBI indicated that the losses to CEO fraud increased 1,300 percent and every state in the U.S. had been victimized, as had more than 100 countries around the world.**

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plan a convincing CEO fraud attack, usually pretending to be a senior executive or trusted vendor. In some cases, investigations revealed that the cybercriminals had been lying in wait for months while they gathered an incredible amount of sensitive information about the organization. Look no further than the hack of the Democratic National Committee servers, where the FBI determined that the hackers had been poking around those systems for over a year.

Not all phishing attacks lead to CEO fraud, nor does all CEO fraud require infiltrating the network of the intended victim. Sometimes the bad guys do little more than monitor the social media sites of their targets to learn all the details they need to be able to convincingly impersonate them. You'd be

surprised at how much private information people publicly share on social media.

How do you protect yourself from CEO fraud? Unfortunately, when it comes to cyber security, most people want to focus on technology as the solution, and while there is no doubt that firewalls, anti-malware and intrusion prevention systems are vitally important to protecting your systems, just as important are planning, policies and training.

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## CEO fraud is a real threat to your business and it is happening every day.

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### 1. PLANNING

As mentioned before, cyber security is seen mostly as a technology problem that needs to be solved rather than a risk management problem for which a plan must be designed and put in place. Just like a business should have a contingency plan in case disaster strikes, a plan needs to be developed that

deals with the what-if of a cyber attack or hack. The plan should consider all the possibilities and what the response would be.

### 2. POLICIES

Many CEO fraud hacks are successful because the targeted company either had no policies to deal with how fund transfers are handled or they did have policies in place and just chose to ignore them. (This is usually why CEOs get fired, by the way.) Create and enforce policies requiring more than an email request for any fund transfer, with sufficient checks and balances so that no one person can be the weak link.

### 3. TRAINING

No matter how many technical protections you install, plans you create and policies you publish, unless your staff is properly trained on a regular basis to identify an attempt at social engineering, your business will remain vulnerable. Training should be mandatory, regularly scheduled (at least once every six

months) and documented.

One other risk mitigation tool all businesses should consider is cyber insurance. Most companies think that traditional business insurance, like an Errors and Omissions policy, protect against losses incurred because of a cyber attack, but insurance companies typically exclude those types of losses from those policies. Instead, specific cyber insurance policies are available to cover you in the event of a cyber event. Since insurance companies are just getting into the cyber insurance business, coverage varies as does pricing, so make sure you contact your broker to learn more. Also, note that cyber insurance policies that would otherwise provide reimbursement for cyber incidents, like CEO fraud, will deny the claim if there's no evidence of training and other precautions put in place to limit the organization's exposure.

CEO fraud is a real threat to your business and it is happening every day. Make sure to take the steps you need to protect yourself and your team from becoming the next victim. **CG**



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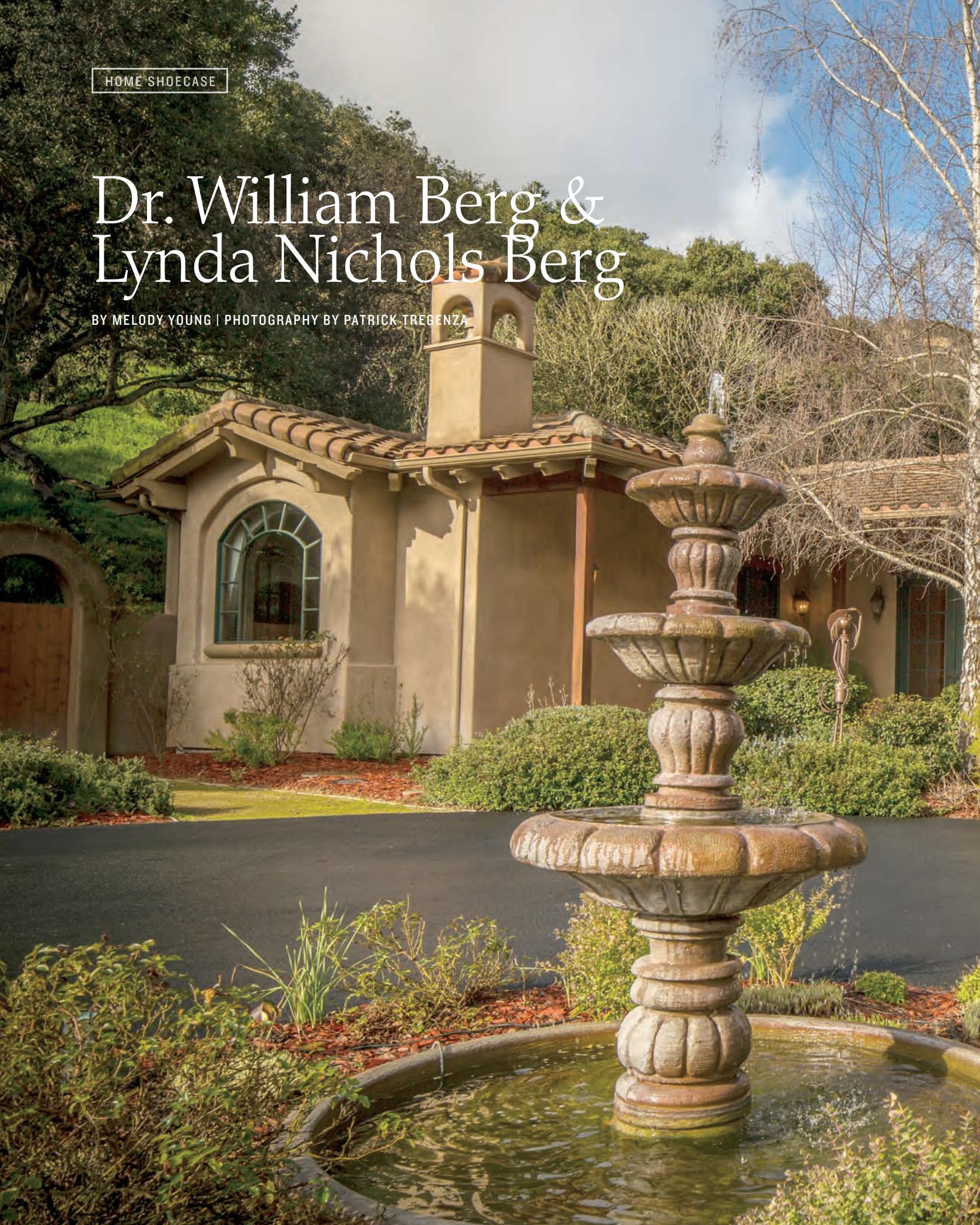
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HOME SHOECASE

# Dr. William Berg & Lynda Nichols Berg

BY MELODY YOUNG | PHOTOGRAPHY BY PATRICK TREGENZA





A Commanding Entrance.

**N**estled in the heart of San Benancio Canyon is “Casa de Los Caballos”. It is home to Dr. William (Bill) Berg and Lynda Nichols Berg; two dogs, Jackson and Ruby; a Russian Siberian cat, Sybil; six Peruvian Paso horses and one Tennessee Walker.

The couple purchased the land 17 years ago and began designing a property that would meet their lifestyle needs and showcase their passion for their Peruvian Pasos. Designing your own home can be a full time job to get it just right, so the couple decided to live in a trailer on the property for nine months to have a complete hands-on experience. Bill says they would walk the job site every afternoon to look at the progress and to make decisions on details. The project was complete in a little over a year. They moved in to their new home in February, 2002.

The home boasts four bedrooms, each with its own bath, two half baths, along with the kitchen, living, dining, and family rooms. The 4,600 square-foot home also has a billiard room, wine cellar, office and a three-car garage.

There is usually a beautiful Peruvian horse in the round pen waiting to greet visitors as they pull into the custom gate. The barn and facilities are immaculately maintained and add that ambiance that only horses can give to a property.

Guests pull up in a circular driveway with a center fountain, to a home that is surrounded by the stately oaks that are plentiful in San Benancio Canyon. These trees, in their natural habitat, make this canyon one of the most idyllic areas on the peninsula.

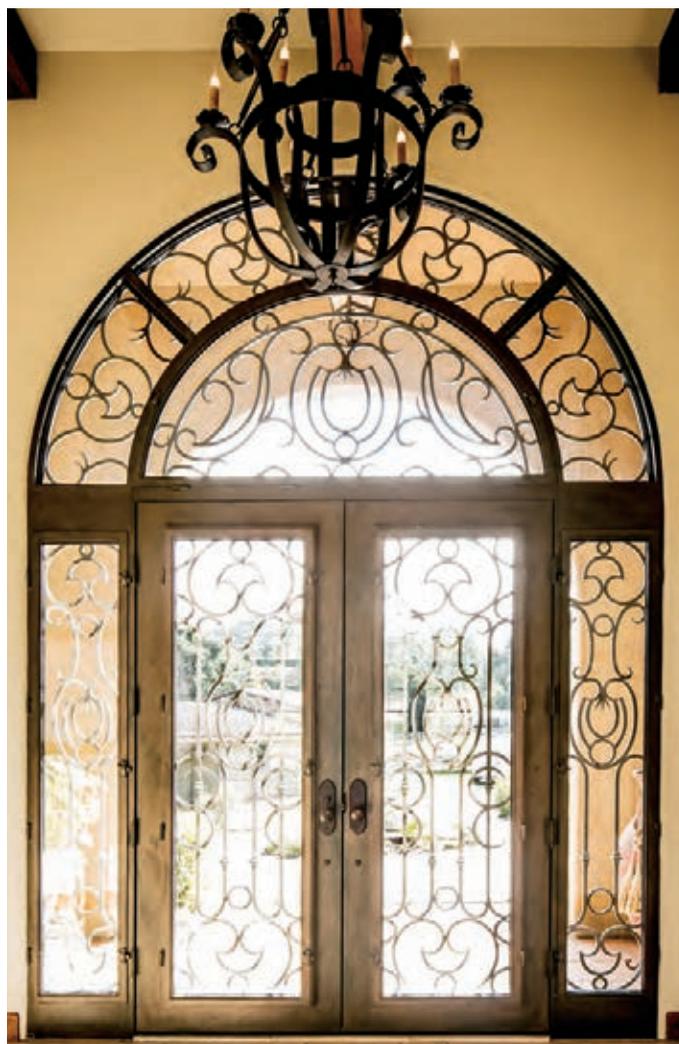
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### **The California Spanish architecture is warm and inviting with generous overhangs featuring rough-hewn beams.**

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The California Spanish architecture is warm and inviting with generous overhangs featuring rough-hewn beams. The custom designed and crafted Cantera entry doors are a taste of the wonderful details to come. Lynda researched these doors, which she had seen on properties in the bay area, and was one of the first to bring them to this area. They add just the right touch of glamour to the California Spanish architecture. The arch detail of the entry is the first glimpse of an architectural feature that is used throughout the home.

The interior of the home is sprawling, yet is somehow intimate and cozy. There are limestone floors set in the Versailles pattern in the public areas, with carpet in the private



**The impressive entry.**



**A gathering place.**



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spaces and bedrooms. The faux painted walls throughout add a layer of depth to the spaces. The formal living space has a vaulted ceiling and massive windows to take in the lovely backyard entertaining area. The rich colors of the rug provide an anchor for the neutral palette that lends an air of formality to the space all while feeling comfortable.

This room flows directly into the adjacent formal dining area. The ceiling in this room repeats the arched features of the entry doors and the transitions in the hallways. This is the type of detail that was important to Bill and Lynda, as well as their finish craftsman Michael McDonald. The China hutch in this room holds family treasures while Bill's mother's sterling tea service holds a place of honor on the buffet.

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**The barn and facilities are immaculately maintained and add that ambiance that only horses can give to a property.**

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The informal living spaces, as well as the kitchen, are down the hall to the right of the entry. The casual dining table is positioned to have a commanding view of the horses and their activity. The generously sized kitchen with its brightly polished hanging cookware is a favorite place for Lynda who loves to cook. Their family living space is directly beyond the breakfast bar making this a great spot for the family to be together. A soft area rug under foot gives the space warmth and texture while the fireplace wall makes a bold statement in color and carries the arched theme from the other areas of the home. Just around the corner is the billiard room with its own French doors out to the backyard and outdoor kitchen. This room holds one of the couple's original Gasto'n paintings as well as a whimsical pool cue rack. It is a fun place to be.

To the left of the entry is the master wing. Entering the master suite is an experience for the senses. This space has had a recent update with the help of Poppleton's in Monterey. The laurel green walls are painted with an iridescence to amplify and reflect the light coming from outdoors. The custom bedding with a hand painted bolster pillow is just the right finishing touch for the soothing space. Lynda has used the designers at Poppleton's for years and feels that they understand her wants and needs and always give her an outstanding product that will stand the test of time.

The master bath features candlelight cherry wood cabinetry as well as an unusual taupe limestone on the countertops. The bath area is open to the bedroom to capture the light from



The heart of the home.



Keeping watch.



Pool anyone?



Beautiful master bath.

the windows as well as a view of the fireplace. All of these elements mingle to create a perfectly private master hideaway.

Lynda, being a well known realtor, knows what makes a home special. She and Bill used that knowledge and foresight to create a special estate custom made for them. On many occasions, they can be found trail riding their horses up into their own 42 acres or enjoying the majestic surrounding

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**The interior of the home is sprawling, yet is somehow intimate and cozy.**

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oaks in their back courtyard. They might just be enjoying a quiet dinner in, while gazing at their peaceful surroundings. Anywhere you may find them on their property, you can know that they are enjoying the fruits of their labor and will for many years to come. **cg**





A serene retreat.



# Package Design Drives Produce Sales

BY TERRY FEINBERG AND KAREN NARDOZZA

Whether a simple bib tie, a new bagged salad that will be sold in the US and Canada, or an intricate design for a product new to the market, there are a lot of elements that go into a successful package design. Since so many consumer decisions, and therefore product sales, are made at the moment the product is seen, the package design has a tremendous impact on fresh produce and food product sales.

An estimated 70 percent of shopping decisions for consumer packaged goods are made at the shelf (Nielsen Consumer Insights, 7/21/16). In the fresh produce industry, the percentage could be even higher. Whether the consumer decision is pure impulse, or if they are looking for a meal or snack but haven't decided what to buy, packaging design can determine whether your product calls out to them and ends up in their cart, or doesn't.

While the quality of the product is critical, the role of packaging in helping to showcase its quality and sell fresh produce (and other food and beverage products), cannot be understated.

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**Since so many consumer decisions, and therefore product sales, are made at the moment the product is seen, the package design has a tremendous impact on fresh produce and food product sales.**

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The packaging that holds your products plays many roles: protection, ease of handling and transportation, prolonging shelf life, and marketing.

In the winter 2016 issue of Coastal Grower, we discussed some of the important initial factors to consider when deciding upon packaging, including intellectual property, operations and production, and competitive issues. Now we're going to explore the role design plays in developing packaging that will move products from shelf, rack or bin, into the shopping cart.

## MATERIAL SELECTION AND DESIGN CONSIDERATIONS

Package design involves much more than colors, graphics, copy (words) and images (photos). Function is an important consideration: Will the package be on display at the retail level, or will it function primarily for distribution and identification in the warehouse? What materials will it be made from? How will it be made? All of these are important questions that affect packaging design and production.

Physical features such as seals, handles, tabs and air holes need to be taken into consideration as well when design begins. Sales of bagged salad & fresh produce can be aided by the convenience of a re-sealable closure, but the location of the closure can affect the design. The fin created on the back of film-based bags from the seal can interfere with copy and images. If this is where your nutritional panel is, not only will it make it difficult for consumers to obtain the information they want, it could result in a regulatory recall.

## NOT ALL GREENS ARE THE SAME

While field and plant operations often dictate the physical package configuration, the choice of material will affect the design. Different types of packaging use different types of ink and color standards, and printing quality can vary greatly. Also known as spot colors, there are over 1,100 PMS (Pantone Matching System) colors which have long been the standard for print graphic design, and are used to print film bags and most paper and labels.

The FLEXO Color Guide, initiated by the Glass Container Manufacturers Institute (GCMI), is a group of 60 standard inks used for printing on corrugated cardboard. There are 200 or so silk screening inks that are often used on hard surfaces such as plastic seed pails and some retail food containers.

Adding to the complexity of colors is CMYK (Cyan Magenta Yellow Black), also known as 4-color process printing, which prints small dots of those four colors in such a way that the eye believes they are seeing many more colors.

On packaging and printed materials that can use PMS or silk screen inks, color photographs can be printed using the CMYK process. There is no CMYK option for GCMI printing. CMYK can also be used to simulate PMS and other colors, but the reproduction will not be an exact match.

Knowing how the packaging will be printed is important because the different ink standards could make it impossible to match that perfect PMS 363 green you chose for your logo with the CMYK color on your bags and the GMCI color on your cartons.

### **CARDBOARD BOX/CORRUGATED CARTON**

Corrugated cartons are a mainstay of the fresh produce industry and the basic corrugated carton is printed on brown “Kraft” paper. These cartons are inexpensive and fully recyclable, but the GCMI ink options limit color choices, and the brown substrate of the Kraft paper will make colors appear muted or muddy. If the cartons need to be waxed because of a wet environment, that further degrades the appearance of the printing (and also limits the recyclability).

One way to help the colors stand out or pop is to print white under the color ink, or to print on a white cardboard substrate, but both those options involve additional cost. Some cartons are designed to become retail displays – called Display Ready Carton, or DRC. In these uses, it is often worth using a laminated carton that combines a high quality, CMYK printed sheet laminated to a corrugated cardboard carton.

### **NEW MATERIALS**

There are also promising new corrugated plastic cartons that are white, can be printed with PMS or CMYK inks and are recyclable. There are even compostable clamshells that hold interesting promise, especially for organic products and in markets where governments are outlawing all plastic packaging. And yes, those features all come at added cost, but often times the enhanced image and increased sales are worth it.

### **WHAT GOES INTO THE DESIGN?**

Once the package materials and production process are determined, the visual design

can begin, starting with the copy and design elements – both mandatory and optional. Is an ingredients list and/or nutritional panel required? What is the country of origin? Is the package used for multiple products with required check boxes to indicate specific contents? Is the package being used for export (Canada, Australia, and the European Union all have their own unique regulations)? Optional items can include logos such as USDA Organic and Non-GMO Project certifications.

Optional items can also include recommendations on how to prepare and use the product, company stories and other information that might distinguish your

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**While the quality of the product is critical, the role of packaging in helping to showcase its quality and sell fresh produce (and other food and beverage products), cannot be understated.**

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products from others. Nutritional or (legally approved) health claims are often included, but we would caution you to be careful with jumping on the trend bandwagon. Will labeling a bag of apples, carrots or potatoes “gluten free” build trust and credibility with your consumers, most who will know those products have never contained gluten?

How are you going to highlight the product? Clamshells, clear bags or wraps and windows on cardboard boxes are all tools that can be used to highlight fresh products, and good design will not get in the way of showing off the product. Color photographs can be used to show the product in recipes and plated meals that give people ideas on how to prepare and serve your products. Photos can also show the whole raw product such as watermelons, mangos or carrots if what you are selling has been peeled, cut or otherwise processed.

### **SHOWCASING QUALITY AND HIDING FLAWS**

While showcasing fresh produce is often an important design consideration, sometimes hiding less desirable elements, such as stems, butts and juice, is also a goal. Solid or opaque

design elements can be used at the bottoms of clear packaging to do just that.

Design helps the package convey tone and image and speak to its intended audience. A cut-fruit product targeted at kids will work best if it’s bright, colorful and fun. A more sophisticated design could be used on packaging for specialty herbs targeted at chefs and foodies.

### **BE THE SAME OR BE DIFFERENT**

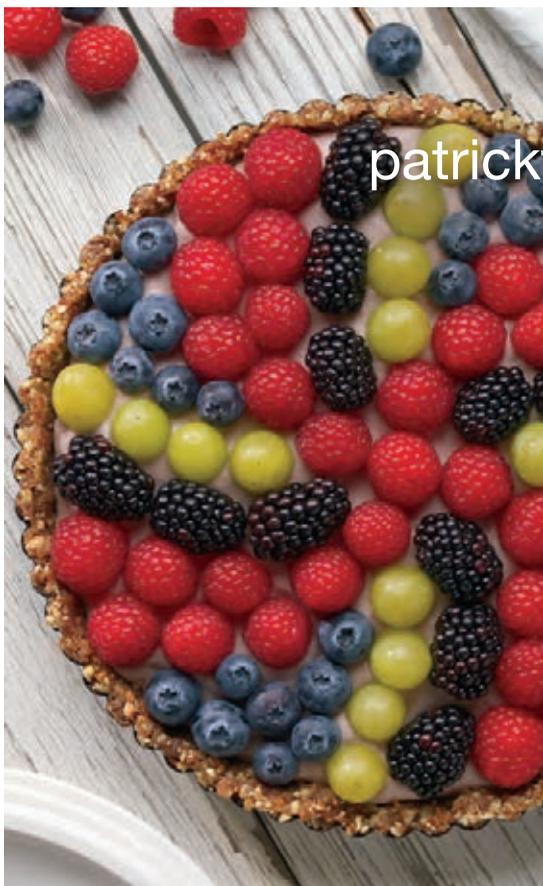
Design can also be used to show familiarity, or establish a distinction, especially in value-added or processed products. Peanut butter typically comes in glass or plastic jars. A similar package for a new nut butter could help it compete against the familiar peanut product; a squeeze bag, while unique and functional, could be too different for consumers to be comfortable buying it.

In another example, if there are already several competitors in the market with a packaged product similar to your new product, using a similar color and/or design elements will make your product seem familiar to consumers, and could make them more likely to add it to their shopping cart. This also helps in big box stores that might only have one brand of a product at a time, so if a shopper is looking for the familiar orange bag of cut butternut squash, she might miss your bag if it’s red.

Familiarity can be an important packaging strategy, but there is also value in standing out and establishing brand identity and preference across all your products. Distinct logos, colors, patterns and shapes can help tie all your products together. If purple stripes are part of your branding, and a consumer has had good experiences with your wrapped cauliflower, she’ll likely have a favorable reaction when she sees the purple stripes on your banded and tagged broccoli or the label on your clamshell spinach leaves.

### **WILL IT SELL?**

Let’s assume you’ve taken care of any intellectual property issues, have worked with your packaging supplier to identify a packaging material that meets your operational needs, and worked with your designer or agency



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to develop a design that meets regulatory requirements and you think does a good job of representing your company and products. So how do you know if your new package design is going to work?

Research is a vital step that often does not get enough attention. At the simplest level, have your agency develop a visual mockup of how your new design will look on a rack or shelf amongst other products. How does it look next to the competition? Does it stand out? If you were a consumer quickly scanning the produce aisle, would you grab it and put it in your cart? Show it to some people on your team, family members and buyers for your most critical customers. Ask probing questions beyond "what do you think?"

How much do you trust your gut and value the opinions of those you've shared the designs with? If you're convinced you have the right design for your target customers, that could be enough (keep in mind your sales team might not be representative of the final consumer). However, before you spend tens of thousands of dollars in package printing, it might be worth the investment in some additional research to get the opinions of typical shoppers. This is especially true if you have multiple design options. Focus groups are a good tool to assemble consumer panels and dig into their perceptions and reactions. The results of this can give you even greater confidence in the decisions you make.

#### GO TO MARKET

From meeting all legal requirements, to protecting and presenting your products in the best light to support consumer purchase decisions, successful package designs require a combination of art and science, and demand careful attention to details. **ce**

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# Santa Cruz County Farm Bureau: Celebrating 100 Years!

AN INTERVIEW FOR TOM BROZ, SANTA CRUZ COUNTY FARM BUREAU PRESIDENT

BY JESS BROWN

## How did Farm Bureau get started?

The Farm Bureau has always had a close connection with the Cooperative Extension Service (formally known as the Agricultural Extension Service). Around 1914, agricultural colleges throughout the country began organizing farmers into something called Farm Bureaus, so there would be a way for information to be disseminated on improving farming and marketing methods. Farm Bureaus were set up to be the organizations to bring farmers and Farm Advisors together.

## It appears that Santa Cruz County Farm Bureau (SCCFB) was one of the earliest Farm Bureaus established (1917). Why is that?

That's a good question. It probably had to do with the desire of local growers wanting a Farm Advisor placed in the county. By comparison, San Mateo and Santa Clara Counties did not form a Farm Bureau until around 1936.

## Who was instrumental in starting SCCFB?

There were two people who played a key role in starting our local Farm Bureau: Henry Washburn, Farm Advisor, and one of the first strong Farm Bureau supporters, Theodore Hoover (who had a ranch on the North Coast which was called Rancho Del Oso, now a part of Big Basin Redwoods State Park). It is interesting to note that Theodore was the brother of President Herbert Hoover.

## What were the issues affecting farmers in 1917?

One of the first issues facing farmers and the Farm Bureau was World War I. There was a need to improve food and fiber. Sheep were promoted to provide wool "so the boys could go overseas with a coat." Raising poultry was another part of the war effort, and it led to an egg laying contest, which became the California Farm Bureau Egg Laying Contest.

## How did the Farm Advisors disseminate information to the farmers?

Farm Bureaus organized Farm Centers in each community. SCCFB had eight centers in 1918. The centers each elected a representative to the County Farm Bureau Board of Directors, and two directors were at-large. The Farm Advisor presented an educational program each month for every Farm Center. The Farm Centers also sponsored the first 4-H Clubs.

## How does Farm Bureau differ from other agricultural organizations?

Farm Bureau is a true grassroots organization. Each county Farm Bureau throughout the United States is its own corporation. The California Farm Bureau policies are developed by county Farm Bureaus coming together dur-

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**Above: In 1922, Santa Cruz County Farm Bureau hosted the State Egg Laying Contest.**

ing an Annual House of Delegates meeting, and the same is true for the American Farm Bureau.

### **How did Farm Bureau get non-farmers to become members?**

Throughout its history, Farm Bureau has offered programs such as insurance policies that benefit non-farmers, especially independent business owners. Locally we have been very fortunate that the community is supportive of agriculture and people want it to remain in the area. Many people join for that reason.

### **During the 1920's and 1930's, what were some issues that affected SCCFB?**

During the 1920s, forest fires were a major concern. Good forest practices and firefighting were issues tackled by the Farm Bureau. Roads were improved by the Farm Centers by donating cash and the farmers doing the labor. Water was an issue as well. The mid-1930s brought labor troubles; the apple pickers went on strike, agitated by communist outsiders. This led to Steinbeck's book "In Dubious Battle". The State

**President Cal Wikstrom (left) and Vice President Charles Barr Jr. accept a state award for county programs in 1978**



Farm Bureau convention was held in Santa Cruz in 1935 at the Casa Del Rey Hotel next to the Boardwalk.

### **What were the issues in the 1940's?**

In the 1940's World War II, brought on a labor shortage. The SCCFB was actively involved in programs to encourage war veterans to go into farming. In fact, there was a promotional film done in Santa Cruz that was used nationally for this effort.

### **What were the issues in the 1950's?**

In the 1950's SCCFB organized the Farm Supply Company. Members bought stock in it to furnish capital. This provided competition, and prices of fertilizer and other materials went down. Local merchants were not happy. The Farm Supply Company was eventually abandoned in 1985. Member services were expanded during this decade. One of the most successful was the formation of an insurance company, CalFarm Insurance. SCCFB became active with local politics, electing three members to the board of supervisors in 1956. Four Farm Bureau members were on the County Planning Commission. The Legislative Committee reported that the County Planning Commission, for the first time, gave consider-

ation to agricultural land use. The threat was a "current tendency to take up the best agricultural land for housing and urban development."

### **What were the issues in the 1960's?**

The 1960's brought adoption of a general plan and zoning, which eventually benefited agriculture. Water was a big issue. The San Felipe project was being planned and water was promised to the Pajaro Valley. The County pulled out of the project because some thought it would be growth inducing. Flood control along the Pajaro River was undertaken. A membership survey showed that compulsory unionization of farmworkers was strongly opposed (180-7). Reducing the cost of government was strongly favored.

### **What were the issues in the 1970's?**

Labor unrest was a hot issue. The Farm Bureau spent much time trying to get the Pajaro River cleaned out and dredged. The "Farmer of the Year" award was started in 1979.

### **What were the issues in the 1980's?**

The 1980's brought the MedFly and the formation of the Pajaro Valley Water Management Agency. This agency came out of an organized effort by the Farm Bureau. SCCFB elected its first woman president, Sherry Mehl. The decade was known for the Loma Prieta earthquake and its effect on the community.

### **What were the issues in the 1990's?**

The educational organization, Agri-Culture, was formed. The legislative issues were dominated by water and labor, as well as protecting agricultural land. In 1995, a major flood occurred that affected many farmers. In 1996-97 the UFW targeted the strawberry industry.

### **What are the issues facing the new millennium?**

As you reflect back through the different decades, there is a common theme, issues stay the same – water, labor, land use, etc.

### **What role did women play in the SCCFB's history?**

Women were always a part of SCCFB. In the

beginning, they had separate activities. In the early 1900s, the Agricultural Extension Service provided a Home Economist who helped educate women in the area of food preparation. At that time, much of the rural areas did not have electricity, so proper handling and preparing of food was very important. Santa Cruz County has always been very progressive in integrating women into all of its activities. Hulda McLean (Theodore Hoover's daughter) was quite active in the Farm Bureau, and through her leadership in the area of milk pasteurization, she was elected to the County Board of Supervisors, the first woman to serve in that role. In the 1980s, Sherry Mehl served as our first woman SCCFB President. During her term, she was elected to the County Board of Supervisors. One of the issues that made her well known during her term as Farm Bureau President was that the organization calling for a boycott on the City of Santa Cruz because of its stance on agricultural labor. This issue became known statewide. In the 1990's Elia Vasquez became the first Latina woman to serve as a County Farm Bureau President. Elia was born in Mexico. When she came to the United States, she worked in agriculture, and then owned her own farm. As President of SCCFB she became a well known spokesperson on agricultural labor issues, both locally, in Sacramento and in Washington D.C.

**Santa Cruz is the second smallest county, geographically, next to San Francisco but it is considered a national leader in agriculture. Why is that?**

People involved in local agriculture have always been forward-thinking individuals. When there is a need or problem, they think outside the box. As you look through the history, we developed local chemical pest control techniques, and later became the leader in organic agriculture. As a small county, it is amazing to think of the companies that are recognized nationally, or even worldwide, with headquarters here: Driscolls, Naturipe, Martinelli's, Lakeside Organic Gardens, to name a few. These companies, as well as many others, have done research or developed techniques that have benefitted many growers outside of our area.



**How will cannabis play a role in the future of local agriculture?**

Our newest commodity is cannabis. The rules and regulations regarding this commodity are currently being developed. It will be interesting to look back at this time to see if cannabis had a "gold rush" effect on our area or becomes a long term major commodity.

**What organizations did SCCFB help start?**

Farm Bureau has been very innovative in starting other organizations, such as: Ag HELP (Helping Employees With Legalization Paper), FOOD Crops which is now Ag Against Hunger, the Pajaro Valley Water Management Agency, the national award-winning educational organization Agri-Culture, among other organizations.

**What role did SCCFB play in starting the national award winning program, Focus Agriculture?**

Through its effort to start the educational organization Agri-Culture in 1990, the first item on the agenda was to develop a program for com-

munity leaders to learn about local agriculture. The program was titled Focus Agriculture. This program has been duplicated by many other counties throughout the United States.

**Where do you see Farm Bureau in 25 years?**

It will still be a major industry in Santa Cruz County. We will see changes in commodities, the labor force and technology.

**What is SCCFB doing to celebrate its centennial year?**

We are incorporating the anniversary into all of our events as well as developing 100 activities the public can do this year that relate to agriculture. We want to thank Lakeside Organic Gardens for being our major sponsor this year. **cc**

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**Clockwise from top: Sherry Mehl was one of the first women to serve as a County Farm Bureau President in the United States. Top right: Congressman Leon Panetta and County Supervisor E. Wayne Moore competed in a sack race in the 1985 Farm Bureau Annual Meeting. Bottom right: Farm Bureau helped start the national award winning Focus Agriculture Program. Photo of Class XXVII from 2016.**





## A Tale of Two Climates: Mark Chesebro's Story

BY LAURA NESS

**M**ark Chesebro exemplifies the kind of determination, unflinching patience, and optimism required to pursue farming as a vocation. He's guided by a keen sense of vision and buoyed by a resilient sense of humor that keeps all of the downsides and disappointments of farming in constant perspective.

After studying chemistry and biology at UC Riverside and UC Santa Cruz, Mark took some time out from his academic studies to work in construction. At the age of 25, he went back to school at UC Davis to study enology and viticulture, where he met several Europeans who convinced him to move to Carmel Valley to try his hand at a sheep and goat dairy. He quickly discovered this was far too much work, and ended up taking a job in the cellar at Bernardus Winery, where he had the pleasure of working with the famous Don Blackburn, eventually becoming Winemaker in 1999. Mark remained at Bernardus until 2005. Starting in 2001 he got together with some vineyard partners, Randy Pura and Bruce Stertan, who were interested in grape

sources for their wine projects.

Says Chesebro, "My partners had been looking to purchase vineyards but wanted someone with practical experience to manage them. I was interested in investing and we had complimentary skillsets, so it worked out great."

Their first purchase was Cedar Lane in 2001 from the Klore rootstock nursery. It was 56 vine

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**"When people talk too much about philosophy, they become too rigid. I want to be open."**

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acres, with very little actually planted to trellised vines – five acres worth. The rest was rootstock, grown as bushes – not for fruit, but for cuttings. They undertook a five-year conversion program with the help of grower Mike Griva, with whom Mark had worked with at Bernardus.

They added trellis systems to the existing vineyard and cut the vines one foot off the ground. "People said we were crazy, but we had fruit twelve months after grafting," says

Chesebro. "We had just about a full crop the first season." He matched varieties to rootstock vigor, putting Pinot on more vigorous rootstock and Syrah on less.

The vineyard originally had Merlot and Chardonnay planted, and to this they added Sauvignon Musque, Syrah and Pinot. After five years, they added Viognier and Vermentino, then Grenache Noir and Albarino. The latest addition has been Grenache Blanc and Gamay Noir. The vineyard is producing excellent fruit, which is sold to a whole host of wineries.

"We have quite a few buyers," admits Chesebro. "Everything from half-ton home winemakers to 80 or 90-ton contracts." He counts Bernardus, Morgan and J. Lohr among the larger purchasers, and Hobo, Parsonage, Luli (Pisoni), Joyce and Ian Brand among the artisan takers. Currently, F&G farms Cedar Lane is under his direction.

The other vineyard with which Mark and his partners are affiliated with is Soledad Mission Ranch, a 245-acre vineyard originally planted by the Mirassou family back in 1962, which is presently being farmed by Monterey Pacific. Chesebro and his partners acquired it in 2005. Although mostly Chardonnay and Pinot Noir, there used to be a fair amount of Merlot and Syrah planted here, which has subsequently been replaced by Grenache Noir, Grenache Blanc and Albarino.

Chesebro notes the lower prices that aromatics like Riesling and Gewurztraminer, also planted here, fetch in today's grape market. They can be hard pressed to cover the cost of farming, hence Pinot Noir and Chardonnay rule the day. Much of the Chardonnay produced from this vineyard goes to Bernardus and J. Lohr.

"We try to get people to put 'Arroyo Seco' on their labels. We want to drive regional awareness. What we are seeing is small to midsize wineries from the north coast looking for alternatives to high quality Pinot on the Sonoma Coast that costs \$4,000 per ton. It costs the same to farm here. Plus, it costs more to pick by hand, on average, about \$400 more per ton than to machine harvest. It used to

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**Clockwise from top: Mark walking a young vineyard. Mark at Cedar Lane in Arroyo Seco.**

be more like \$100 per ton more, but with the labor shortage, machine is definitely more cost effective.”

Of all the vineyards Mark is involved with, none makes more evocative wines than the Home Ranch in Carmel Valley. The opposite of Arroyo Seco’s cool, windy climates, the CM Ranch is warm, dry and extreme. Planted between 1999 and 2000 to both reds and whites, this is the home of Rhones, including the Vermentino, the white Chesebro has become famous for in the area. He makes his white blend, Piedras Blancas, from Roussanne, Vermentino and Sauvignon Musque.

He’s slowly grafting the finicky Sauvignon Musque over to Grenache Blanc because it’s not worth the effort any longer, especially when Grenache Blanc is a more consistent cropper. For reds, he has Syrah and Grenache. He used to have Mourvedre, but he could never get it quite ripe enough to overcome the coarse tannins.

“It’s a very different growing season here in Carmel Valley from Arroyo Seco,” he explains. “Bud break occurs three or four weeks after the Salinas valley. We have very warm days, generally in the 90’s, and it routinely gets down to the 50’s, if not lower overnight, so we have huge diurnal swings. We have 5,000-foot mountains behind us, off which cold air rolls. Above 2,500 feet, you have warmer air aloft, but we are at 1,800 feet, so we are just below the inversion layer.”

The rains of 2016/17 are highly encouraging, and he hopes they will flush out the soils, which have been plugging up with solids over the multi-year drought. It’s the first year in many he hasn’t had to irrigate. However, he’s very concerned about Eutypa, a virus that impacts grapevines, which happens to be native to the indigenous vegetation. It typically peaks with the first rains of the year, which is one reason he delays pruning until March.

He’s already begun pruning in Arroyo Seco, beginning with the late season grapes first, including Grenache and Syrah. Those that are frost-susceptible, like Pinot, he waits until as late as possible, typically into March or later. This pushes back bud break. He has no frost protection in either vineyard and has experienced frost in late May, June and even into July, in Carmel Valley.

Mark enjoys many types of farming. In

addition to a large vegetable garden, he also has fruit trees. His son, Will, is making cider from them. He’s especially fond of the old, odd varieties like a cross between a regular apple and a crabapple that was created by Albert Etter, a plant biologist who created many interesting varieties in Humboldt county, in a town named for him. Mark used to live in Etersburg. He still acquires rootstock from Greenmantle Nursery, located there. Currently, he has dwarf versions of cider apple growing on a trellis system. “No ladders!” he quips.

When asked about his winemaking



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**Mark Chesebro exemplifies the kind of determination, unflinching patience, and optimism required to pursue farming as a vocation.**

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philosophy, he laughs out loud, “Philosophy! I try not to have one. I like to make things that taste good. When people talk too much about philosophy, they become too rigid. I want to be open. I’m not a fan of super ripe or under ripe; I try to stay in the middle. I’m not afraid to make something different. Maybe I’m making too many wines! Winemaking was a hobby project because of all the vineyards. At first, I made wine only for myself, but then it blossomed.”

He opened the tasting room in Carmel Valley in 2012, and has consistently turned out amazing wines that are just now getting the critical acclaim they have long deserved.

He blames his lack of enthusiasm for sending wines out to be scored, on some punishing experiences with a certain wine publication while he was at Bernardus. Now, however, he has some excellent scores to show, especially for the 2011 Montagne Sauvage, which was recently awarded 93 points by Wine Enthusiast. The 2009 was awarded 92 points and took Best of Class at the 2014 Grand Harvest Awards.

Which wine is he most proud of? He quickly points to the 2013 Cedar Lane Pinot Noir. “I really love this wine. It’s pretty atypical. I really like the bright fruit – it has a lot of cranberry. I gave up trying to make bigger-bodied Pinots from here. I also think the 2015 Vermentino is the best one I’ve made in a number of years.”

Of the 2016 Albarino that he’s about to bottle, he raves, “It is pretty fantastic!” He is also really excited about the single barrel series of Grenaches he recently launched, enabling wine lovers to taste for themselves the non-subtle impact of terroir. The Cedar Lane Grenache is black pepper, violets, blackberry, juicy cola and orange peel while the CM Ranch is edgier, tauter, with white pepper, wild thyme, bay laurel and smoky meat.

Mark plans to do a reserve tasting flight on the weekends, which will include gems like these. “I’m trying to create something different from my regular tasting menu. It will definitely be more expensive, but I feel we are very reasonable in our pricing. I like being in the mid \$20 to mid \$30 range. If only I could get those prices in wholesale, I’d be in really good shape!”

If there was one wine you should not miss in Mark’s lineup, it would be the Montagne Sauvage. This assertive blend of Grenache and Syrah delivers the essence of the wildly pungent scrub that surrounds his Carmel Valley home ranch, permeating every aspect of the wine, from its intense aromatics to its steely, raw nerve-ending, bottled up lightning bolt energy. One sip, and you can taste the wild mountain, dark, brooding, mysterious and untamed. Year after challenging year between droughts, fire and frost, it can be a struggle to get a crop at all. But when what he does yield tastes like this, to a grape farmer, it tastes like victory. **ce**



## A Brief History of the Monterey County Historical Society

BY BURTON ANDERSON

IN COOPERATION WITH THE MONTEREY COUNTY HISTORICAL SOCIETY

The formation of a Historical Society was an idea that Mrs. Fred McCargar and her husband, Fred McCargar, Secretary of the Salinas Chamber of Commerce and a Director of the California Rodeo, had been fostering for years. Mrs. Florence Baker, granddaughter of the first Mayor of Salinas (Isaac Julian Harvey), held an organizational meeting at her home, the Harvey Baker house, on December 22, 1933. Paul Parker was elected temporary chairman and Oliver Bardin was secretary. At the January 6, 1934 meeting, 17 Charter Members adopted by-laws. Subsequent meetings were held at private homes and civic clubs. The meeting on March 17, 1937, chaired by President Ms. Rose Rhyner, was held at the Salinas Women's Club.

A short time later, Mrs. Florence Baker offered the Harvey Baker house for the Society's use, as an office and headquarters until a permanent location could be found. During the next 30 years, the Monterey County Historical Society (MCHS) placed its growing collections in spare rooms in private

homes, offices, storage spaces, and warehouses throughout Monterey County.

The City of Salinas was planning the new Sherwood Community Center and declared the caretaker's house at Sherwood Park to be surplus. It offered the house to lease for \$1 per year to the MCHS. It was named the "Valley Cottage Museum", opening in April 1964 as the Society's office and headquarters. It was closed in June 1973 by the City of Salinas to make way for the new Sherwood Park Community Center.

Around 1970, the MCHS Board of Directors searched for property to establish a permanent headquarters. Gay Nelson, Robert B. Johnston, Herb Hinrichs, and Burton Anderson had seen the Jose Eusebio Boronda adobe and realized it as the only original, unrestored, Mexican adobe in Monterey County. This was a unique property in need of restoration. MCHS bought five acres of the rancho "La Riconada del Zanjon" (roughly translated: quiet spot near to the slough) in December 1972 from Mrs. Marguerite W. Wilson (Earl Wilson). It was through a 501(c)(3) transaction, permitted for nonprofit

corporations (MCHS was incorporated in 1955). The purchase price was based on an appraisal of \$83,000. In 1972-1973, volunteers from the MCHS removed trash from the property and stabilized the adobe, until a contractor was hired to completely restore the structure.

In 1973 archaeological analysis of the building and excavation, under the adobe porch, found interesting artifacts. The find included shards of ceramic dishes of an identifiable pattern, known as Blue Moon. Also found were a few small, American silver coins of the 1850-1860 era. These scientific findings, among others, helped furnish the adobe in an authentic living history interior from the 1850's. The Colonial Dames of California generously assisted MCHS in this project.

The 1989 Loma Prieta Earthquake damaged the adobe and the office building, which in those days was housed in a 1927 bungalow. In 1990, the old bungalow and the damaged foundation for the new museum were demolished due to the 1989 earthquake, and

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**The MCHS is responsible for a massive collection of archival and historical material relating to the various cities, towns, and outlying areas of Monterey County.**

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had to be replaced. A structural engineer and building contractor were hired to repair damage to the adobe and seismically refit it.

In 1990, due to the 1989 earthquake, MCHS again began construction of the new 12,400 square-foot, two-story building for a future office, warehouse, and its collection of original documents, going back to the Spanish Colonial days. The Society, in the late 1980's, moved several historic buildings onto the MCHS property. Among them were the Lagunita

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**Above: (l to r) Robert B. Johnston, Burton Anderson, Marguerite W. Wilson. (Courtesy of the Salinas Californian). Right: View of the Boronda Adobe in 1965, just prior to acquisition and restoration by the MCHS. (Courtesy of the MCHS June 1998 Bulletin).**

School, William H. Weeks designed house, Salinas' first two-cell wooden jail, and a 1930's Filipino farm labor cabin, donated by the Uki and Bunn families. In 1991, a 35 x 27-foot, fireproof and humidity-controlled vault was added inside the recently constructed two-story building.

After the adobe was completely restored and reopened in 1993, with help from FEMA and volunteers, it needed interior refurbishing. The National Society of Colonial Dames of California graciously set about finding period housewares and furniture appropriate to the era for the adobe, in which the Boronda family occupied.

Next came the construction of a monument on April 6, 2006 dedicated to the memory of Company C 194th Tank Battalion, in WWII. Company C was the US Army designated name for the Salinas National Guard 40th Tank Company called into Federal Service in February 1941. The monument holds a US Army Half-Track, similar to the one Company C fought the Japanese on Bataan, the Death March, and prison camp. Only 47 survivors of the 115 original 40th Tank Company members returned home.

The need for more vault space led to a closed seed warehouse owned by the Harris Moran Seed Company in Salinas. There was a seed vault in the warehouse that was nearly identical in size to the vault on the MCHS's property. An investing committee found that it was constructed of aluminum and fire retardant foam panels that could be readily disassembled. This opportunity was fortuitous for the Society, as the estimated cost of an additional cinder block vault was \$250,000. MCHS graciously thanked Harris Moran Seed Company for

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### **The MCHS preserves California and Central Coast history that is irreplaceable.**

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their donation. In order to fully occupy the new vault, in compliance with the Monterey County Planning and Building Department, the Society opted to install an FM-200 dry system. The FM-200 is a clean, colorless, and environmentally friendly fire suppression agent that is electrically non-conductive and

safe for humans. The final approval by the Fire and Building Departments has caused considerable delay in opening the facility. It will not be finished until early 2017, after beginning construction in 2014.

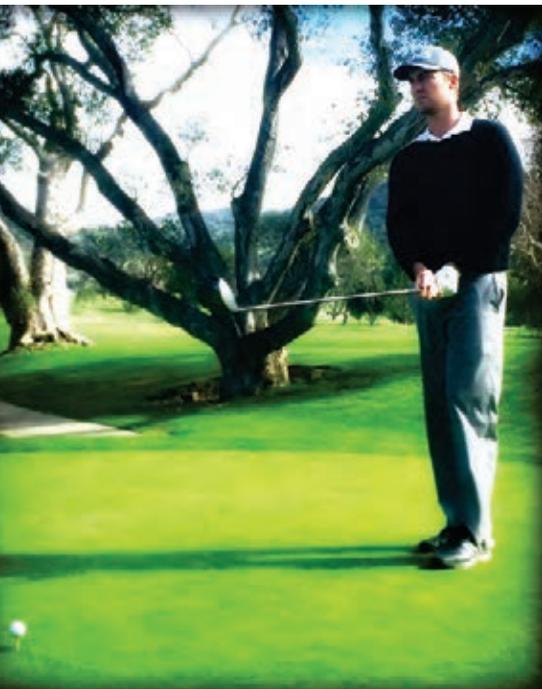
The MCHS is responsible for a massive collection of archival and historical material relating to the various cities, towns, and outlying areas of Monterey County. The collections range from the native Ohlones of this region, Spanish Colonization, and Mexican Independence, to the American Occupation and Statehood. From 1850, early original records of the Monterey County Recorder and Assessor have been given to MCHS for posterity. A vast majority of these are handwritten. The Salinas Californian Newspaper has donated their vast archives of original newspapers to be kept in the vault for public research. It is important to remember that MCHS is the steward of the earliest civil and criminal records for Monterey and San Benito Counties (San Benito was part of Monterey County until 1875). Some of the documents, small artifacts, and small objects that MCHS preserves are regionally specific and not preserved elsewhere.

*Continued on page 57*



# Use Your Mind to Your Advantage

BY MATT PRIDEY, PROFESSIONAL GOLFER



*"Golf is a game that's played on a five-inch course—the distance between your ears."*  
-Bobby Jones

**T**he mind is truly the gateway to playing better golf. There is a reason that Tiger Woods started to train his mind at a young age; it's crucial to achieve consistent success on the golf course. This isn't to say that you need to come up with an elaborate mental routine, rather, simply create a mental game plan that creates freedom in your game. It never ceases to amaze me when I play with and watch players of all levels reiterate the ever so common theme of, "I knew I was going to do that," following a poor shot. My question remains the same: If you "knew" you were going to do it, then why hit the shot? Imagine if you prepared for each shot as if you knew what you were going to do before you do it. This type of mindset is not solely for PGA tour players, it's for any golfer that has a desire to be better and wants to reveal the best version of them on the course on a regular basis.

## CREATE A PICTURE

Dr. David Cook, renowned sports psychologist and author, describes golf as point A to point B, everything else is interference. Ultimately, it is up to us what the "interference" ends up being. During a round of golf, it is the player's job to put their mind in a position to succeed over every shot. This can be accomplished in a variety of ways and varies for every player, but the component that needs to remain constant in your routine is creating a picture of what you are going to do in the shot. Picturing the shot you want to hit is the key to allowing your mind and your body to work together. The body responds to the image that the mind creates, either positive or negative. If your muscles aren't given a clear directive, it's difficult to for them to execute effectively. The more clear and concise, the better. Are you the player that stands over the ball thinking of all the trouble that surrounds you, only to proceed to hit it in the exact location you didn't want to? Or are you the player that accepts the hazards around you and uses them to create a precise plan of attack for how to best execute the shot at hand? Learn to create a picture in your pre-shot routine and start executing golf shots more regularly.

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**Picturing the shot you want to hit is the key to allowing your mind and your body to work together.**

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## FORGET ABOUT THE OUTCOME

A strong mental game requires the discipline to forget about the outcome of a shot and learn to control your attitude. It's common for players at all levels to focus too much on shooting a certain score, rather than playing the shot that's in front of them. Hit shots as if the outcome doesn't matter and increase

the amount of trust you put in your ability. The better you get at this, the more likely you are to hit shots free of tension and doubt. The ability to control your attitude, no matter the situation, takes discipline and commitment. Your response to a shot will dictate how your body reacts to the next one. Anger increases tension. Choose not to let the outcome of a shot dictate your attitude and the results will speak for themselves. Get lost in the process of executing the shot at hand and forget about what has happened in the past or may happen during the round. Play with confidence and commitment, no matter your skill level, and you will start to execute more shots on regular basis.

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**Hit shots as if the outcome doesn't matter and increase the amount of trust you put in your ability.**

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## CHOOSE TO PLAY FEARLESS

Psychology has a term called the *Law of Recency*. In short, it states that during performance, the body will respond most aggressively to the thoughts it receives most recent to movement. In essence, what you think about just prior to your golf shot has a direct correlation to the result. Keep this concept in mind as you start to improve your mental routine. Don't forget, the body responds to the images the mind creates. Choose to play fearless, confident golf no matter your skill level and see where your mind takes you. **cc**

Continued from page 55

The first objective of the Society's collection is to preserve pre-historical and Native American collections (they had no written language). Next, is to catalog and save Spanish Colonization records 1769-1822, Mexican 1822-1846, American era 1846-1950 and Monterey County records, 1850 to present. The objects on file also include: industry, commerce, agricultural implements, textiles, photographs, maps, and genealogy and Immigration records.

The primary purpose of the Monterey County Historical Society is to collect, display, and preserve data and artifacts bearing upon the history of Monterey County and the State of California, specifically incorporated to promote the history of Monterey and surrounding counties.

The history is organized by object files to facilitate access for young people and adults, and keep them informed of the activities of the appearances organization. Included in the object files are subjects on pre-history & Native American collections, documents related to Spanish, Mexican and American records, commerce and industry, textiles, agriculture, photographic images from the late 1860's to the present time, corporate collections and historic buildings moved to MCHS property. MCHS keeps the public informed of their preservation activities through newsletters, newspapers, television, and public appearances.

The strategic plan for the future of MCHS envisions a campus-like setting, in which all facilities are open and available to the public. In early 2017, it is still a work in progress, depending on continuing government grants and private donations. The MCHS preserves California and Central Coast history that is irreplaceable. The strategic plan outlines how history will be preserved indefinitely for public use. **CG**

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## Pavers for Your Home

BY STEVE MCSHANE

**P**avers (also called paving stones) are becoming a more and more popular addition to landscapes along the Central Coast of California. Pavers add to the value of your home and have been proven to last decades without cracking or deteriorating. The purpose of this short piece is to introduce the material, selection and ease of installation.

Pavers come in a wide variety of shapes, colors and textures. In some instances, the cost per square foot can even be compared to that of stamped or colored concrete. Scientific testing has shown that pavers have nearly three times the strength of regular concrete. Best of all, modern technology enables impregnated color that lasts for decades.

When it comes to selection of just the right paving stone, there are a lot of options. Most pavers come in three primary colors that include tan, charcoal or red. There are several finishes to choose from including a classic, textured or even distressed look. It's worth mentioning that there are a growing number of permeable pavers available. In some cases, homeowners can get water credits for installing

permeable pavers. Finally, if you're on a budget, I recommend inquiring with your favorite landscaping yard about 'seconds'. These are pavers that feature the same warranty as any other pavers but suffer slight visual defects.

Pavers are most commonly installed to replace concrete driveways and paths around homes and businesses. When considering adding them to your landscape, start with a plan. Get an approximate measurement of the area you'd like to cover and head to a local landscape supply to look at the many options available. Estimates are generally given by the square foot and the price per square foot can range from \$3 to \$6 or more based on the size of the job.

Once you have decided on your scope and style, it is time to prepare for installation. In most cases, customers will get three bids from professionals. There are dozens of qualified firms locally that I recommend all the time. Knowing your material and square footage puts you in the driver's seat. In the end, teaming up with a professional will gain you contractor pricing as well.

Should you decide to install yourself, consider one of many local workshops that are available in the area on the subject of pavers. In most cases, a level and compact foundation is where you will need to start. Customers will want to be sure the foundation includes base rock and plenty of water to assure good stability. A gas powered "vibra-plate" will be necessary as well. Using a level, string and plenty of grey fines and sand, your new paved surface will take shape.

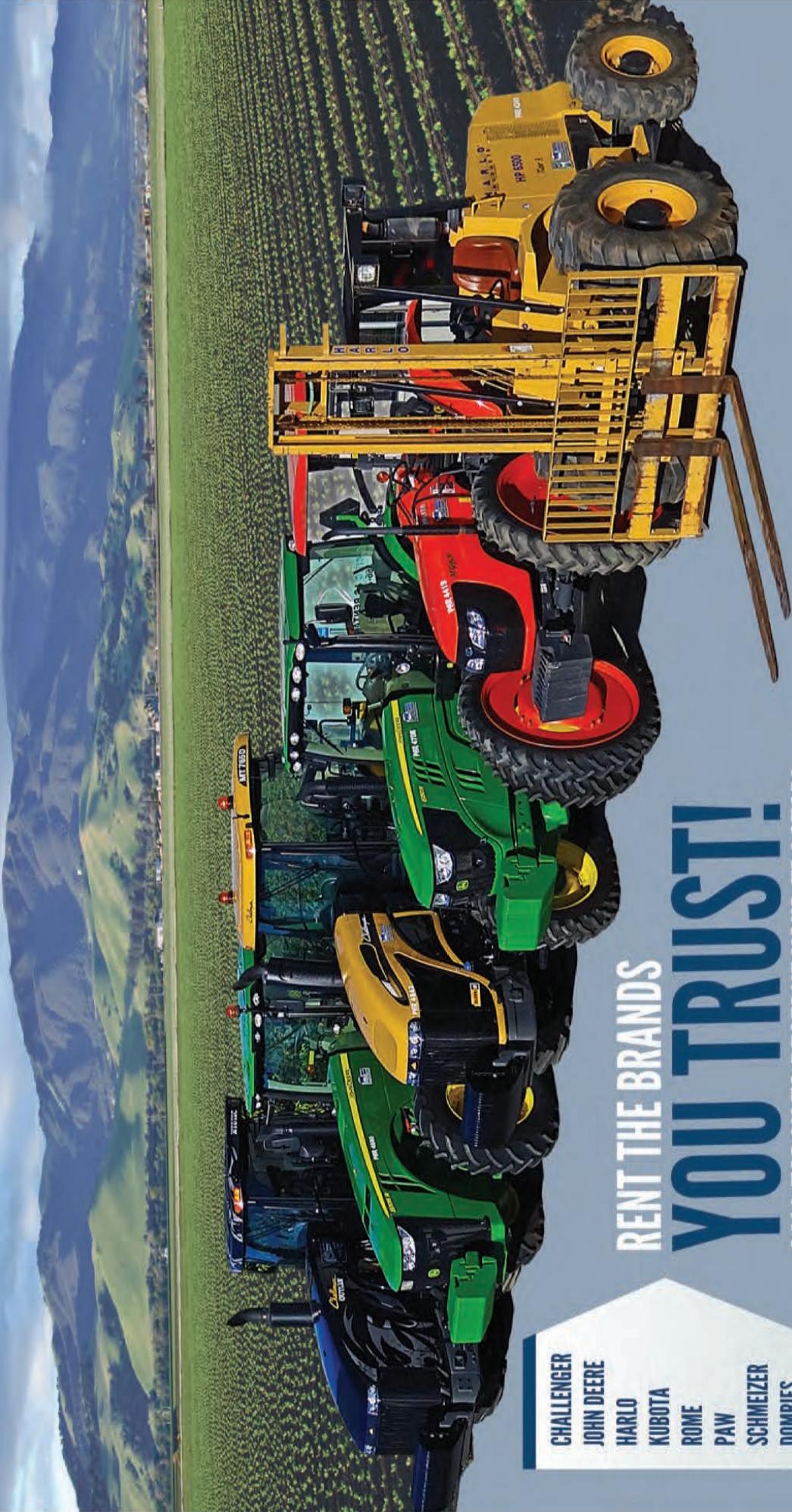
Homes and businesses adorned with pavers have a higher property value than those that don't. Pavers don't break or crack and hold their color longer than most other concrete material on the market. Are you starting to think about your next project? I know I am. Here's to success! **ce**

*Steve McShane is Owner & General Manager of McShane's Nursery & Landscape in Salinas, Ca. He can be reached at [steve@mcsshanesnursery.com](mailto:steve@mcsshanesnursery.com).*



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## Meal Preparation 101

BY STEPHANIE BOUQUET, MS, RD, CSSD, CDE | SB NUTRITION CONSULTING

**H**ow many times have you had the best intentions of creating a healthy dinner meal, but a long day at the office results in a pizza delivery instead? Have you found yourself repeatedly out of time in the morning and heading out the door without eating breakfast? If these scenarios are all too common, then the concept of preparing meals in advance (referred to as meal prep) might be your answer. Although the concept is not new (think of the plethora of Crockpot recipe books that have been developed), the current focus on healthy batch cooking is. Meal preparation can provide appropriately portioned, nutritionally balanced packaged meals to those with a desire to maintain optimum health.

When considering this type of food preparation, here are a few initial steps to get the process going:

### DECIDE WHERE TO START

It can be very overwhelming to think of preparing over twenty meals (and additional snacks) during one kitchen session. Meal preparation is intended to save time and not drain every ounce of free time from the schedule. The best way to start the process is

to analyze current eating patterns and identify one meal daily that repeatedly is skipped or frequently leads to less than optimal food choices. Focus efforts on preparing foods to consume just for that one feeding. There will be opportunity in the future to include additional meals as you feel more comfortable with the process.

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**Meal preparation can provide appropriately portioned, nutritionally balanced packaged meals to those with a desire to maintain optimum health.**

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Next, determine when in your weekly calendar meals can be prepared. That means scheduling an actual block of time. This might include setting aside an additional hour increment after the weekly grocery store shopping trip to prepare the chosen meals. A good rule of thumb is to limit preparation time to no more than one hour per meal. If it is taking longer, it is advised to find easier to prepare food items. The weekend days tend to be when most can carve out time for

meal preparation, but items requiring less preparatory time can be split into smaller increments (15-30 minutes) while doing dinner dishes or coming home for lunch.

### KEEP IT SIMPLE

Preparing meals with multiple ingredients can lead to many hours of work. My suggestion is to keep it simple, focusing on two to three different types of foods from the main food groups that can be combined. For example, if lack of breakfast is your downfall, think about combining a carbohydrate (like bread, tortilla, oatmeal) and protein (egg, beans, cottage cheese) source together in the meal to ensure nutrition balance. I have found easy recipes for breakfast burritos, egg sandwiches, and slow cooker oatmeal that can be made in large amounts, portioned into single serving quantities, and kept in the refrigerator or freezer until use. The thought of putting a few dinner meals together might be a little more daunting, but the same concept applies. Make two types of starch (like baked potatoes and quinoa), two to three types of protein (such as grilled chicken breasts, a turkey meatloaf and oven baked fish) and one to two vegetables (try oven roasted assorted vegetables or make a big pot of vegetable soup). Utilize different types of cooking techniques at one time (like baking, sautéing and stovetop cooking). This will provide greater efficiency in the time you have allotted. Once cooking is complete, mix and match the ingredients into multiple meal varieties.

### HAVE THE RIGHT MATERIALS AVAILABLE

In order for the prepared foods to last throughout the week, it's important to have the right type of storage equipment. The market is full of many different portioned plates, bowls and storage bags. The most important characteristic to look for is a good airtight seal that maintains freshness and food safety.

Meal preparation is an investment in your health. Not only will your body reap the benefits of healthy eating now, but also you are setting the stage for a lifetime of good health. I would say that's the best type of return on an investment there is. **ce**



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# Angry Prawns with Fresh Fruit Salsa

COURTESY OF CHEF JAMES WALLER AND CHEF NICOLE HEANEY, SCHOONERS COASTAL KITCHEN & BAR

## INGREDIENTS

- 15 pcs. 16/20 shrimp
- 1 tbsp. + 1 tsp. Angry Spice Rub  
*(available at Schooners)*
- 2 oz. Butter
- Juice From 1 lemon
- 1 oz. White wine
- 1 pinch Micro herbs
- 3 Orange segments
- 4 Grapefruit segments
- 4 Lemon segments
- 1 tbsp. Olive oil
- Salt & pepper

In a bowl, toss cleaned shrimp in olive oil then add Angry Spice Rub. Place on a hot grill to sear, brown well. Transfer to pan and finish in oven at 350 degrees for 2-3 minutes. Remove shrimp from pan and set aside. Add Buerre Blanc\* to the pan, reheat over fire. Coat shrimp and garnish with citrus salad.

## FRUIT SALSA

Toss the orange, grapefruit, and lemon segments in olive oil and micro herbs. Salt & pepper to taste.

## \*BUERRE BLANC

- 1 cup White wine
- 1/2 cup Lemon juice
- 2 tbsp. Mixed peppercorn
- 1 bunch Parsley stem
- 1 bunch Fresh thyme
- 4 oz Heavy cream
- 1 lb. Whole unsalted butter
- 4 tbsp Angry Spice Rub

In a saucepot combine wine, lemon juice, parsley, thyme & peppercorn. Bring to a boil. Reduce volume by 1/3, then add cream and bring back to a boil. Let simmer for 2-3 minutes, and then add butter slowly to prevent it from separating. Do not allow it to boil once butter has been incorporated. Season with Angry Spice Rub.

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# American Heart Association's Northern Central Coast Division Celebrates Heart Month

## CENTRAL COAST GO RED FOR WOMEN LUNCHEON

Torrential rain, high winds and closed roadways didn't stop the more than 300 supportive and faithful guests from attending the annual Central Coast Go Red for Women Luncheon at the Inn at Spanish Bay in Pebble Beach on February 17.

An annual event during Heart Month, the 2017 luncheon featured a life health expo, networking, vendors, silent auction and a luncheon program highlighted by passion speaker Shelley Lipe, who shared a survivor story of ignoring vague symptoms of a possible heart attack and undergoing triple bypass surgery in 2015, at the age of 51.

A generous Central Coast donor matched gifts up to \$35,000 during the Open Your Heart appeal. To date, more than \$25,000 was raised thanks to the donors and the support of the guests who were encouraged to give by Lipe, emcee Erin Clark of KSBW Channel 8 and local firefighters, who delivered Sakata Seed America Red Cyclamen plants to every donor.

The luncheon was festively decorated with red Sakata cyclamen, AHA logos and beautiful custom Driscoll's centerpieces. Guests sat down to a custom heart-healthy entrée of Mann's Go Red Nourish Bowl accompanied by wines from Carmel Road winery.

Next year's Go Red for Women Luncheon is slated for February 16, 2018, at the Inn at Spanish Bay.

## FIND YOUR RED

More than 100 guests attended the third annual Find Your Red event at Zeph's One Stop in Salinas, a fundraiser for the American Heart Association's Northern Central Coast division during February Heart Month.

Hosted by L+G, LLP, the event was held on National Go Red Day on February 3rd. Supporters came to support the Circle of Red women, but were also celebrating its one-year anniversary since establishing the chapter on the Central Coast.

Guests mingled in both Zeph's and in Portobello's next door to enjoy wine from Antle Winery in Monterey County and delicious bites prepared by Portobello's restaurant.

More than \$5,000 was raised for the Heart Association. Along with Zeph's, L+G, LLP, Antle Wines and Portobello's, sponsors for the event included Mann Packing, and Roy's Swiss Sausage Factory.

To learn more or to get involved, please visit [CentralCoastGoRed.heart.org](http://CentralCoastGoRed.heart.org).



# Rancho Cielo's 8<sup>th</sup> Annual Culinary Round Up

**T**he Monterey Plaza Hotel and Spa once again hosted the Rancho Cielo Culinary Round Up, now in its 8th year.

Although stormy weather dampened attendance, it did not dampen enthusiasm of the attendees, who broke previous auction records. The event grossed almost \$400,000 in operating funds for Rancho Cielo and its Drummond Culinary Academy. Rancho Cielo is close to meeting their goal for their capital campaign to build a vocational center to train youth for skilled jobs in Agriculture. For more information on the Ted Taylor Ag Vocational Center, visit [www.ranchocieloyc.org](http://www.ranchocieloyc.org).



1. (l to r) Rancho Cielo Board Member Mike Costa, Loree Dowse, Kim Costa, Gina and Mike Aldrete.
2. (l to r) CEO Susie Brusa, Mann Packing's Gina Nucci and RC Board Member/event committee member Karen Curtis.
3. Student speaker Moses Rincon captured the crowd with his story of pain and triumph.
4. Steve Storm (Duda Farm Fresh Foods) and event committee member Roxanne Storm enjoyed the amazing food.
5. Drummond Culinary Academy Class of 2017, shown here with event co-chair, Chef Bert Cutino (in black).

# Pamela Davis Helps IMPOWER Kick Off The New Year

PHOTOS COURTESY OF KRISTEN FLETCHER PHOTOGRAPHY

The first IMPOWER luncheon of 2017 set the tone for another great year. The keynote speaker was Pamela Davis, founder and CEO of Nonprofits Insurance Alliance Group, a Santa Cruz based insurance company formed by a co-op of nonprofits. Driven to succeed, Davis shared how she overcame many personal issues. "I spent 30 years figuring out who I wasn't," said Pamela, who went on to become a trailblazer in the insurance industry in the 30 years after that.

Harmony At Home, a nonprofit organization that leads educational programs for children and youth, was the featured nonprofit. One of the programs they offer is Teen Success, which helps teen moms to learn to be successful parents. Two teen mothers who have been through the program shared their personal stories of how they benefited from participating and what a profound impact it made on not only their lives, but the lives of their children. A live auction during the luncheon raised more than \$3,000 for Harmony at Home.

IMPOWER is being recognized with the 2017 Spirit of the Community Award, which will be presented at the annual Chamber awards luncheon on February 23 at Sherwood Hall in Salinas.

The next IMPOWER luncheon will take place on May 11 at 11:30 at Corral de Tierra Country Club. The keynote speaker will be Sarah Gerhardt of Monterey Peninsula College.



1. IMPOWER committee shows off the new umbrellas provided by Frank Geisler.
2. IMPOWER founders, (l to r) Cathy Schlumbrecht and Margaret D'Arrigo, pose with Pamela Davis (center).
3. Keynote Speaker Pamela Davis.
4. (l to r) Lydia Uretsky and Kristen McIntyre.
5. IMPOWER committee members (l to r) Andrea Scott, Nicole Pettitt and Meryl Rasmussen.



Litigation Attorneys Robert E. Rosenthal and David Balch head up the **L+G** litigation/arbitration teams.

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L+G provides you with a team of civil litigators headed by David Balch, our litigation manager. David received his BA degree from Columbia University in New York in 1992, and his Juris Doctor degree from Georgetown University Law Center in Washington, D.C. in 1995. David has more than 20 years of successful courtroom experience, from clerking for Judge Frank Magill of the United States Court of Appeals, Eighth Circuit to litigating complex civil disputes, including tort, corporate, contract, real estate, governmental claims, land use, CEQA and personal injury matters.

Developing strategies for a successful trial or settlement is crucial in the representation of a client involved in litigation and requires the experience and creativity you can expect from our litigation team of David Balch, Bob Rosenthal, Brad Sullivan, Sergio Parra, Stephen Pessagno, and Matthew Rankin, which has over 100 years of combined experience in civil litigation and has attained its own reputation for successfully representing clients in all phases and types of litigation.

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## 2017 Conference for Human Resources, Safety and Labor Professionals in Agriculture

The 37th Annual Agricultural Personnel Management Association (APMA) Forum was held at the Monterey Plaza Hotel on January 25-27, 2017. Nearly 270 participants from throughout California and Arizona attended the event. The Forum featured workshops addressing current issues impacting agricultural businesses in the area of human resources, safety and employment and labor law. APMA President, Julio Sanchez, General Manager for RAMCO Enterprises, welcomed participants, sharing his views on the importance of this type of event for our industry. The opening keynote, "What is the Future of California Agriculture?" was presented by Robert Roy, President and General Counsel of Ventura County Agricultural Association. Bob Gray, past President and CEO of the California Agricultural Leadership Foundation, spoke at the APMA dinner, sharing valuable insights on the importance of lifelong learning and professional development. The evening festivities also honored the 7th Graduating Class of the Human Resource Professional in Agriculture (HRPA™) Program - the only HR certification program specific to agriculture. Rob Trice, CEO and Founder of The Mixing Bowl & Better Food Ventures, provided a closing keynote on innovation and technology and the potential impact on the food and agriculture sector.

Agricultural Personnel Management Association (APMA) is a non-profit association headquartered in Salinas for HR, Labor and Safety professionals in the agricultural industry whose mission is to encourage and develop creative leadership within the agribusiness community. For more information, visit [www.agpresonnel.org](http://www.agpresonnel.org)

1. (l to r) Joseph Mallobox, Ernesto Alvero, Veronica Urzua, Julio Sanchez, Laura Penera, Blanca Miranda, Minou Barabi
2. Evelyn Ortega and Hana Hauben (UnitedAg).
3. Laura Penera (Braga Ranches) and Loretta Brown (Rijk Zwaan).
4. Julio Sanchez (RAMCO Enterprises) – APMA President.
5. Valeria Camacho (Pinnacle Healthcare) and Julia Belliard (APMA).



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# Alliance on Aging 2017 South County Trashion Show

**B**ack by popular demand, the fabulous Trashion Show returned to South County on Thursday, February 16th with 300 guests and 25 one-of-a-kind outfits designed by local artists. Think Project Runway with a local flair!

This is the second year that Trashion Show was featured in King City at the Salinas Valley Fairgrounds. The event was a fundraiser for the Alliance on Aging (AOA), a nonprofit that provides support services and programs for seniors throughout Monterey and South Monterey County for the past 46 years.

Dolly Parton (local Salinas philanthropist, Karen Fanoie) and Kenny Rogers (former King City Mayor, John Buttgerreit) kicked off the event by singing a duet before emceeding the show.

Guests were treated to outrageous designs ranging from a 1920's flapper dress made from recycled flyers, to a fireman's outfit made from trash bags and worn by South County's "Fireman of the Year", and a patriotic outfit to honor an Afghanistan veteran who was the National Guard's "Soldier of the Year." The creativity was endless. Aside from the fun factor, the show called attention to the need to provide services and programs for seniors in South County.

AOA services are provided at no cost to seniors in English and Spanish. They include: Tax Counseling, Medicare Assistance, Senior Peer Counseling, Long Term Care Advocacy, Community Outreach and Education, and Benefits Checkup.

"Trashion is a community event that brings together everyone to celebrate aging", said Teresa Sullivan, executive director of AOA.

For more information, visit [www.allianceonaging.org](http://www.allianceonaging.org) or call 831-655-1334.

1. Fashion forward wedding gown made from three distressed wedding gowns.
2. Como La Flor-This Mexican wedding dress is made from reused construction paper.
3. The California Rodeo dress is made from vintage rodeo ribbons and the bullfighter costume is made from bandanas!
4. The fiesta hat and outfit is made from brown paper grocery bags and hay baling twine.
5. Cleopatra's gold headpiece is made from melted water bottles and outdated costume jewelry.
6. Dolly Parton (aka Karen Fanoie) emceeding the event.



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# Young Farmers and Ranchers 13th Annual Crab Feed

**O**n February 18th, Central Coast Young Farmers & Ranchers held their annual Crab Feed at the Salinas Sports Complex. Over 250 people enjoyed an evening of great food and dancing. This was the 13th time the Crab Feed has been held and the 5<sup>th</sup> time at the Salinas Sports Complex. While there were challenges with the weather and power, the event came off without a hitch! Proceeds of ticket sales, along with the 50/50 raffle, go to fund Young Farmers & Ranchers scholarships, awarded each year to college students pursuing a curriculum in Agriculture. In 2016, this fund awarded \$9,500 to local high school graduates who are or will attend either a two or four year college.

Event Chair this year was Amanda DeDampierre, along with event committee members Paul Arnaudo, Barbara Causley, Nicole Knapp, and Savanna Lindlow. The meal started with salad and garlic bread, and then progressed to all-you-can-eat crab and risotto. Jenn Arnaudo lovingly baked delicious cake pops once again this year and other desserts were homemade by event committee members.

Central Coast Young Farmers & Ranchers is a subcommittee of Farm Bureau Monterey and is designed for young people between the ages of 18-35 who share an interest in improving themselves and agriculture. The program provides an opportunity for agriculturists to connect with individuals who have the same professional interests and challenges. The three basic purposes of the program are:

- 1) To assist young farmers and ranchers in solving problems they face.
- 2) To expose young people to Farm Bureau.
- 3) To develop leadership abilities in young men and women.

In addition to the Crab Feed event, the Young Farmers & Ranchers organization offers barbeque services throughout the year for other events and company functions. These proceeds also contribute to the scholarship fund annually.

1. (l to r) Julie and Joel Wiley, Jaclyn Bennett.
2. Guests concentrating on the all-you-can-eat feast!
3. The YFR BBQ team cooks up some delicious sausage.
4. A packed Salinas Sports Complex for the Annual Crab Feed.



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# Winter Bulls Play

This past January saw a flurry of tournaments for our Bulls teams—both of them at the 18 and under age level now! Intermittent rain didn't stop the fellas from getting in some valuable playing time before their school seasons started February 1st. Hard to believe we said goodbye to our third set of seniors and had our first alumnus (**Itor**) Daniel Farfan, coming back to the herd to coach his little brother and friends. It was fun seeing so many family and alumni come out and cheer the boys on. Many thanks, as always, to our volunteer coaches, especially Jesse Pinon, who has been with us for so many years. We can't thank you enough for your dedication to our boys.

It's time to hit the pause button now as league play gets started. We'll be watching the news and reading the Twitter feeds and cheering you all on. Let's go: Aztecs, Balers, Bruins, Chieftains, Cowboys, Eagles, Mustangs and Trojans!



1. (l to r) Anthony DeSantis and Sam Koster celebrate a win after playing their last game together.
2. Both teams (Blue and White) at the end of January tournament season.
3. Coastal Grower Bulls White Team coached by alumnus, Daniel Farfan.
4. What rain? Bulls came to battle rain or shine.
5. Celebrating our third set of seniors—the Class of 2017!



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