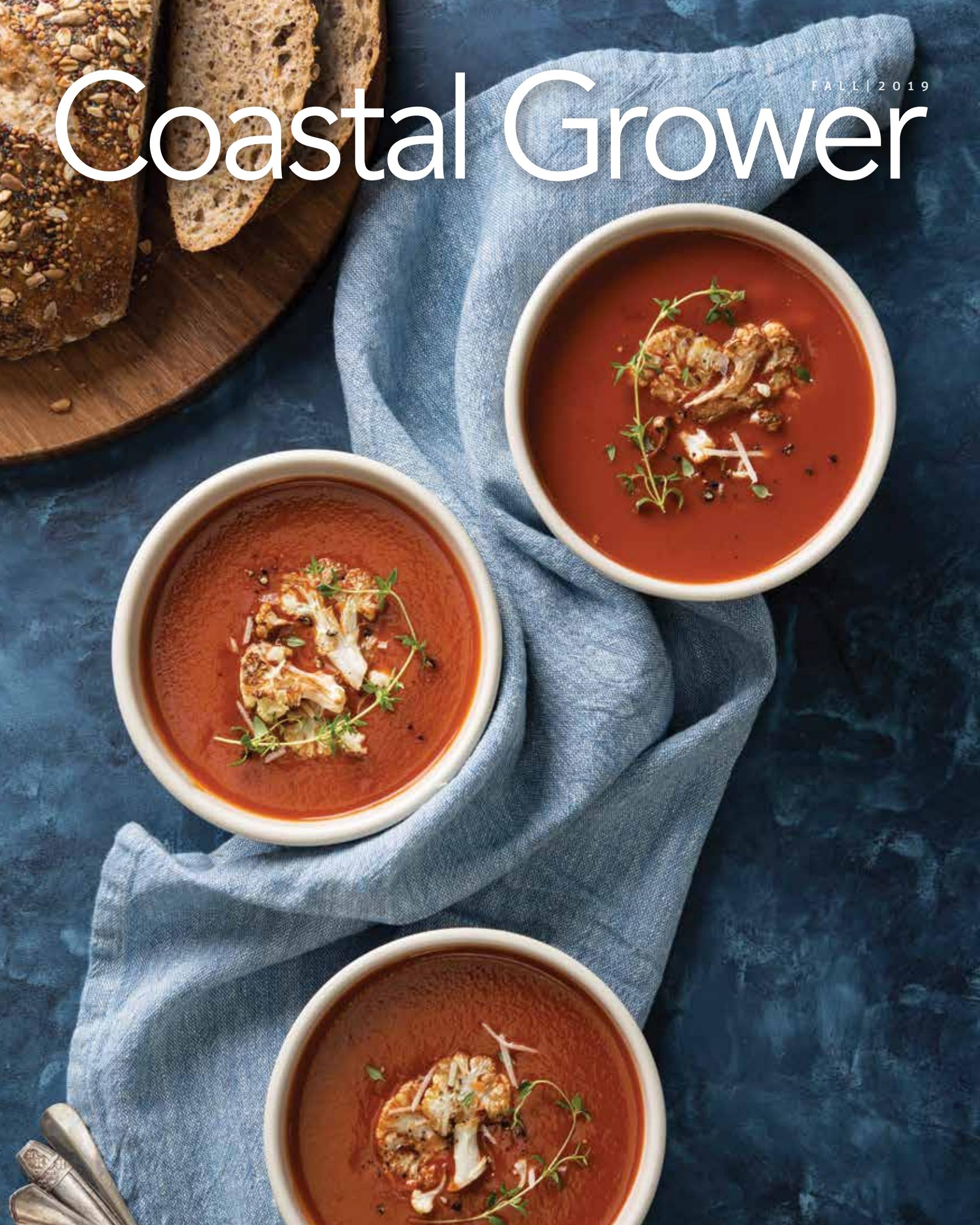


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Burton

He was a member of the “greatest generation” having served in World War II as an ensign and damage control officer aboard the USS Pensacola. He graduated from the University of California, Berkeley in 1949 with a degree in agricultural economics. He had a successful career with the Bruce Church Company where he lived his days in the Imperial and Salinas Valleys.

To me, he was a loyal and dedicated contributor to this publication and someone I have a great deal of admiration and respect for. He was Burton Albin Anderson and he passed away at the age of 94 this past July 8th.

His daughter shared with me....it was the night before his passing where she helped him write a letter of resignation to me as he felt he could not longer contribute the local history article that he had since 1989. She shared the family felt it was his writing, especially for Coastal Grower, that kept him so mentally fit for all these years. I am beyond honored.

In fact, Burton had written over 118 articles for Coastal Grower—all free of charge. Having grown up on the family ranch off of Hunter Lane in Salinas, he was ideally suited to be our Staff Historian. He has also written a number of highly regarded books about the agricultural industry on the Central Coast. One of my personal favorites was “From Valley to Sea, 25 Years with Coastal Grower” which was a compilation of articles he had written for us.

While I knew Burton as a history “buff” and always enjoyed his articles and the unique perspective they brought to the magazine, I did not realize the lasting impact and legacy those contributions will have given.

As I was leaving his service, James Perry, curator and archivist at the Monterey County Historical Society reminded me that proceeds from Burton’s book of articles he had written for Coastal Grower were responsible for funding the greater portion of their dry-fire suppression system designed to protect archives.

He continued, “Please know how very grateful we are to you for making Burton’s book possible. This publication was so very important to him and truly serves as a compendium of knowledge about agriculture here in our valley.”

That really sunk in. Because of Burton’s voluntary contributions to Coastal Grower for some 30 years, future generations will be able to learn about the diverse history of our Valley communities and the dynamics of agriculture.

History contributions will also live on here amongst the pages of Coastal Grower. Per his suggestion and request, Burton’s grandson, Michael Hartmeier, will carry on this tradition and continue to share historical perspectives for our readers. This issue includes Burton’s very last article penned for us before his passing.

As Burton was eulogized, it was noted when he was born, oxen and horses were still pulling plows through our rich acres. Today, the use of satellites and drones are commonplace. Burton had seen, witnessed and learned a lot during his 94 years. I am grateful he wanted to share them here and I am honored to have been a part of his journey.



Contributors



BRIAN MILNE

Brian Milne is a former journalist and sustainable agtech advocate who has worked in agtech since 2011. He currently provides business development for Fieldin, which won the 2019 AgFunder Innovation Award in Farm Tech for its smart harvesting and spraying technology. Fieldin is a member of the Western Growers Center for Innovation and Technology in Salinas. To learn more about its smart farming control center for commercial agriculture, visit Fieldin at www.fieldintech.com.



SCOTT FAUST

Scott Faust is director of communications and marketing at Hartnell College. He joined Hartnell in September 2018 from Bemidji, Minn., where since 2012 he had led communications and marketing for Bemidji State University and its two-year partner, Northwest Technical College. From 2008 to 2012, Faust was executive director of strategic communications at California State University, Monterey Bay. Previously, he was executive editor of *The Salinas Californian* and *El Sol*, beginning in 2000, and also served as general manager of the newspapers and their related websites and publications in 2007-08.



CHARLES DES ROCHES

Charles (Chuck) Des Roches' estate planning practice ranges from basic plans to more sophisticated estate plans, including advising clients concerning estate and income tax issues related to estate planning and administration. Mr. Des Roches has a Master's Degree in Taxation (LL.M.), and he is certified as a specialist in probate, estate planning, and trust law by the State Bar of California's Board of Legal Specialization. Chuck is President of the Monterey County Bar Association and is active in Downtown Salinas Rotary.



IN MEMORIAM

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 advisors at the UC Berkeley College of Natural Resources (formerly the College of Agriculture).



MAC McDONALD

Mac McDonald was a reporter, columnist and editor of the GO! weekly entertainment and dining section for the Monterey County Herald for 22 years. He was also Managing Editor of the Carmel Pine Cone for seven years. He is currently a freelance writer and editor writing about virtually every subject under the sun, from music, art, food and sports to marketing and public relations.



JENNA HANSON ABRAMSON

Jenna grew up in Salinas and returned in 2007 after receiving her B.A. in Mass Communications and Journalism from CSU, Fresno. In 2013, she founded the lifestyle website, Mavelle Style, to inspire other food loving, fashionistas and in 2016 she expanded her brand and developed Mavelle Media, a marketing communications boutique consultancy.

When Jenna is not working on creative campaigns or blogging about being a stylish business owner, she can be found hiking, cooking, dabbling in photography or enjoying the Monterey County food and wine scene with her husband.



JESS BROWN

Jess serves as executive director of the Santa Cruz County Farm Bureau and the educational organization Agri-Culture. His community activities include past president of the Cultural Council of Santa Cruz County, Monterey Museum of Art, Cabrillo College Foundation and Community Foundation of Santa Cruz County. Jess served as chairman of Goodwill Industries for Santa Cruz, Monterey and San Luis Obispo counties. He served as commissioner of the Santa Cruz County Parks and Recreation Department. Currently, Jess serves on the board for Leadership Santa Cruz County, Santa Cruz Area Chamber of Commerce and chair of the Tannery Arts Center.



HILLWARY FISH

Born and raised in Monterey County, Hillary Hollingsworth Fish is the Director of Communications and Annual Programs at Natividad Foundation. She joined the nonprofit last year after a 14-year marketing career with Natividad Foundation donors Matsui Nursery and Earthbound Farm. Hillary is a Salinas High School and Hartnell College graduate, and holds a bachelor's in journalism/public relations from Chico State. She served as a board member of Ag Against Hunger and on Hartnell College's Women's Education Leadership Institute (WELI) committee. Hillary is the Founder and Communications Director of the Dual Immersion Academy of Salinas Parent-Teacher Organization.



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 regularly volunteers for 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.



AMY WU

Amy Wu is the Founder & Chief Content Director of "From Farms to Incubators," a multimedia content company that focuses on telling the stories of minority women entrepreneurs in agtech. Wu is a veteran journalist with significant international reporting and teaching experience, having worked at Time magazine, the Rochester Democrat & Chronicle, for the USA Today Network; and has written for The New York Times, HuffPost and Wall Street Journal. She earned her master's degree in journalism from Columbia University, and speaks fluent Mandarin Chinese.



LESLIE E. FINNEGAN

Leslie Finnegan's practice includes estate planning, estate and trust administration, conservatorships and guardianships. She also has extensive experience as a probate and trust litigator. Ms. Finnegan is certified as a specialist in probate, estate planning and trust law. She currently serves on the Board of Directors for the Carmel Foundation, and as President of the Board of Directors for Harmony At Home.



REN NOSKY

Ren Nosky, Partner at Johnson, Rovella, Retterer, Rosenthal and Gilles, LLP, specializes in serving as chief legal advisor for public agencies, including cities, special districts and joint powers agencies. Practicing law for over 30 years, he is an expert in government and political law, land use and development agreements, water law, elections, governmental ethics and FPCC matters. Ren resides in the coastal town of Aptos, CA with his family.

Contributors



STEPHANIE BOUQUET

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.



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.



ROBERT SIMPSON

Rob Simpson's practice focus is estate planning, probate, trust and estate administration and litigation. Mr. Simpson is certified by the State Bar of California Board of Legal Specialization as a specialist in probate, estate planning and trust law. In addition to his estate planning practice, he has extensive trial experience regarding will and trust contests based upon undue influence, testamentary and contractual capacity, unjust enrichment, forgery, fraud and technical invalidity. Rob recently joined the Board of Legal Services for Seniors.



MICHAEL BURTON HARTMEIER

Michael is a 5th generation Monterey County resident and a descendent of Salinas Valley pioneer ranching families. He earned a B.S. in Viticulture & Enology and a Minor in History from the University of California, Davis and currently resides in Monterey. Michael works in winery operations for Constellation Brands, Inc. in Gonzales. He is also the grandson of Burton Anderson, an agricultural consultant, author and historian of the Central Coast who served as the staff historian of the *Coastal Grower* for over 30 years and was Michael's main inspiration to study history and contribute to its preservation.

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Harvesting Technology That Makes a Difference Today

Secretary of Ag, Startup Founders Discuss AgTech Adoption

By Brian Milne



Drive down the 101 this time of year, and you can see the technology at work in the field. Automated harvesters, GPS-guided tractors and IoT-powered technologies working the fields for some of the largest ag companies in the world.

Considered by some outsiders to be a traditional, old school farming community, the Central Coast is quickly becoming a hub for agtech innovation and sustainable farming.

But what does it take for a tech startup to make the leap from Silicon Valley incubators to the fields of Salinas Valley ag operators?

"ROI," said Boaz Bachar, CEO of Fieldin, one of 35 startups the Western Growers

Center for Innovation and Technology showcased at the Forbes AgTech Summit in Salinas this past June. "Growers have to see a quick return on their investment if they're going to go through the trouble of bringing a new technology, another 'project,' onto their farm. If your technology doesn't solve a problem and drastically improve production, adoption won't follow."

Harnessing innovation and adoption were again two of the biggest talking points of the Salinas AgTech Summit this past summer, as the industry continues to challenge itself to come up with sustainable solutions and technologies to feed a world population expected to hit 9.8 billion by 2050.

And while some \$17 billion in venture

capital was poured into AgriFood Tech last year, according to AgFunder, the drones and robots aren't whizzing around all our farms as some tech entrepreneurs would hope.

U.S. Secretary of Agriculture Sonny Perdue, a farmer himself, had some thoughts about that on-farm technology adoption, or lack thereof in some segments, during his keynote discussion at the AgTech Summit.

"We want technology that helps us grow sustainably, but also profitably," he said. "A lot of people say, 'Let's do it sustainably.' From a farming standpoint, profitability is the first earmark of sustainability."

If growers can boost production thanks in part to the sustainable agtech solutions coming to market today, Perdue added everyone from the grower to the consumer will benefit.

"Farmers have been pretty good about using their algorithms up here," Perdue quipped, pointing to his head. "Now we're going to get down to the specific, tenth decimal point, and they're going to be better at it. Food's going to be healthier, safer, and I think more affordable."

That's if we can solve the industry's ongoing labor issues, which remain the biggest pain point for our growers here and across much of the state.

Whether it's an aging workforce, rising wages, or immigration reform, Perdue admitted California doesn't have a reliable domestic farm workforce.

That has forced growers to seek out technologies that ease labor pains and help either replace the need for manual labor, or help existing field workers and equipment operators be more efficient when they are in the field.

You know, the same technology we're already seeing today from the freeway, when we speed through the "Salad Bowl of the World" in our self-driving electric cars.

"More importantly, we need the technology and the research to move forward, over machines that can do things that are rarely done by humans," Perdue said.

"We need good mechanization efforts, good robotics efforts, and anything we

"We want technology that helps us grow sustainably, but also profitably."

can do in agriculture to reduce the labor workload is going to be helpful. We're on the cusp of great inventions here."

We couldn't agree more, Mr. Secretary. **ce**



Clockwise from top left: 1.) U.S. Secretary of Agriculture Sonny Perdue, right, discusses agtech adoption at the Forbes AgTech Summit in Salinas. 2.) GPS-guided tractors with smart spraying and harvesting sensors are becoming the norm for Central Coast growers, who continue to adopt technology to improve production.



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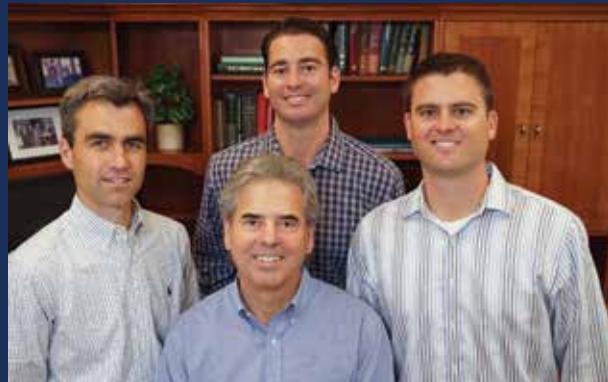
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Atlantic Giant Pumpkins: A Journey to Greater Growth

By Nutrien Ag Solutions, with Lupe Carrillo



It's not every day you think about the MGM Grand Hotel and Casino in Las Vegas, Nevada and a giant pumpkin, front and center, on display comes to mind. But, for California native Lupe Carrillo, that's exactly what happens.

Let's back up a little bit. Carrillo is a Crop Consultant specializing in leafy greens for Nutrien Ag Solutions™, the world's largest supplier of crop inputs, services and solutions. He has worked as a crop consultant in the Salinas Valley since 2008.

Carrillo farms in Corralitos, California, is where he lives with his wife, Lauren, and two children, Jackson and Sofia, and where he currently grows Atlantic Giant pumpkins. "An old co-worker shared some Atlantic Giant pumpkin seeds with me, and gave me a book on growing giants. After growing the first giant, I was hooked," Carrillo says.

As far as scale, his operation is around five acres: "It doesn't seem like a whole lot, but it sure is a tremendous amount of work growing giant pumpkins for one man, and I'm happy I'm the man doing it for my

family," Carrillo says. So far, he is the first generation in his family to take on such a feat.

ATLANTIC GIANT PUMPKINS

About eight years ago, Carrillo grew his first Atlantic Giant pumpkin. And from there, a [giant] passion grew. "Trying to grow bigger pumpkins than the previous years is what drives me to do more—I think about what kinds of things I can tweak in order to grow larger pumpkins," he says. "Also, having a son who likes growing pumpkins encourages me to keep going every day."

Giant pumpkins are typically planted in the April or May time frame, and are harvested in the early part of October. They require a lot of nurturing and delicate care to achieve maximum size. With the proper genetics and ideal growing conditions, Atlantic Giants can grow as large as 2,000 pounds. As a matter of fact, the world record stands at 2,624 pounds., grown in Europe in 2016.

"I typically average in the low 1,000s,

but am hoping to push the envelope this season and get to the upper 1000s," Carrillo says. He notes that attention to detail and keeping great notes on what you've done year after year help him make decisions on a plan for each pumpkin thereafter.

"Working for Nutrien Ag Solutions, I take the same approach with my customers. Paying attention to detail, being organized and taking great notes help me to be a better crop consultant," Carrillo says, "It allows me to be extremely efficient with my customers. I also try new materials on my pumpkins, and if I see results, I try and bring these materials back to my customers."

Giant pumpkins are typically planted in the April or May time frame, and are harvested in the early part of October. They require a lot of nurturing and delicate care to achieve maximum size.

EYE ON THE PRIZE

Not only did Carrillo win the 2018 San Benito County Fair Giant Pumpkin Weigh-off, one of his Atlantic Giants was also put on display at the MGM Grand Hotel and Casino in Las Vegas, Nevada during Halloween. "I use a special harness built to handle the heavy load of the giant pumpkins. Once lifted off the ground, they are put on a pallet and lifted with forklifts," he says.

Carrillo also notes they usually get visitors from all over toward the end of the

growing season (which is around the end of September to early October). "They mostly come up to admire the Atlantic Giants in person and to take pictures. Long-term, I'd probably like to start supplying heirloom pumpkins and jack-o-lanterns for guests to take home."

Not only did Carrillo win the 2018 San Benito County Fair Giant Pumpkin Weigh-off, one of his Atlantic Giants was also put on display at the MGM Grand Hotel and Casino in Las Vegas, Nevada during Halloween.

SMALL EFFORTS, GIANT IMPACT

Atlantic Giants thrive on warm weather and a lot of sun and water, and they succeed best when they grow in fields with organic matter. "I try to plant cover crops every fall after the pumpkins have been harvested to introduce more organic matter into the patch," Carrillo says.



All of his giant pumpkins are also drip-irrigated, which has the potential to save water and nutrients by allowing water to drip slowly to the roots of the plants, and he plans to use slow-release fertilizer in the near future to help prevent over-application.

Nutrien Ag Solutions has in-house laboratories, which offer soil and tissue testing. This type of service helps Carrillo with his operations when necessary. "It helps me narrow down the exact nutrients I am deficient in and allows me to only apply what the pumpkins need," he says.

And to stay ahead of the game, he tries to attend as many continuing education courses and meetings as possible during the slower parts of the season, and he is part of the Monterey Bay CAPCA (California Association of Pest Control Advisors), which gives him a network of other industry professionals to network with. Reading grower diaries and various publications online also help to keep him in the loop on what's going on in the digital world of ag.

GROWING A LEGACY

Growing giant pumpkins has proven to be quite the thrill for Carrillo over the years, but he also has a 6-year-old son, Jackson, who is just as excited about growing the

giants as he is. "My son likes to help me with the pruning of the plants and culling unwanted pumpkins. He also enjoys helping me measure the pumpkins so we can track the amount of growth on a weekly basis," he says. Carrillo touches on the fact that his son (and probably his daughter once she gets a bit older) also loves to give tours and educate their guests about their Atlantic Giant pumpkins when they visit. When asked if he had an end-goal, Carrillo states, "I would like to attend a minimum of three giant pumpkin weigh-off contests every year, and I would love to place in the top three at one of the big pumpkin weigh-offs in our area." In doing so, he wants to make sure to improve the weights on each of his pumpkins, every year.

"Growing giant pumpkins can be extremely challenging and time consuming, but the ultimate reward comes from seeing the faces of kids and adults alike when they see one of these behemoths in person."

For more information about Nutrien Ag Solutions' crop-management solutions, contact your local branch at 5 Lakeview Road, Watsonville, CA 95076, 831-763-4533, or visit the company's website at NutrienAgSolutions.com. **CG**

Hartnell College Ag Internships

By Scott Faust



As a 2019 graduate in mathematics from Hartnell College, Jerri Schorr got quite a few things out of her internship this summer, working on a math modeling project for strawberry production at Food Origins in Salinas.

Schorr stepped up her mastery of statistics, the major she began pursuing this fall at California State University, Monterey Bay. She also built on her experience this spring as a member of “micro-internship” team, building a device used by Driscoll’s researchers for sampling plant material for genetic analysis.

Even more importantly, Schorr continued to discover burgeoning opportunities that may allow her to build her career here in Monterey County, where she has a family, rather than automatically looking to the Silicon Valley for her future.

“It helped me realize I could use my statistics here locally where I am going to college now, with agriculture,” she said, “so I thought that was really cool.”

For the past 13 years, Hartnell has had a dynamic internship program in

so-called STEM fields (science, technology, engineering and mathematics) that is unrivaled among U.S. community colleges. Now that powerful internship opportunity is increasingly embracing agricultural

Students gain invaluable hands-on experience, develop new confidence and skills, learn about the professional workplace and establish contacts and references they can leverage when they graduate.

technology and other ag-related fields. The work Schorr and student colleagues did at Food Origins this summer, under the direction of Hartnell math instructor Brian Palmer, is just one of many examples. As Nathan Dorn of Food Origins attests from his own multi-year partnership with Hartnell, the benefits of hiring interns—or better yet teams of interns with faculty supervision—are many.

Students gain invaluable hands-on experience, develop new confidence and skills, learn about the professional workplace and establish contacts and references they can leverage when they graduate—either from Hartnell or after transferring to a four-year university. Sometimes, it also helps them discover what they don’t want to do.

“They’re able to make those connections with the different things they’re learning in class and actually take them out into the real world,” said Belen Gonzales, who last year stepped into a new role as coordinator of job and internship placement at Hartnell’s Alisal Campus.

Employers can tap an eager, adaptable and low-cost workforce that can affordably tackle time-intensive or exploratory projects. They also have the opportunity to spot talent and build loyalty for hiring down the road.

Although ag-related research opportunities have been creeping into Hartnell’s STEM internships for several years, the college this past year made a substantial move to reach out to employers in all aspects of agricultural technology and business, including ag production, diesel automotive and welding.

Gonzales has been busy working to establish a network of short-term opportunities for students with growers, technology firms, food safety and more. She placed 40 agriculture-focused students in internships this summer and hopes to increase that number significantly in years to come.

Although internships can vary in hours per week and weeks of duration, one essential ingredient is coaching and mentoring, Gonzales said. It’s different from a part-time job where “they tell you how to do it once and expect you to get the job done.”

In many cases, students can gain unpaid

experience by designating their short-term employment as a cooperative work experience, which requires them to also complete a written reflection on what they have learned in the process.

One unexpected challenge with Hartnell's ag internship initiative has been making sure companies don't hire interns away before they finish their education.

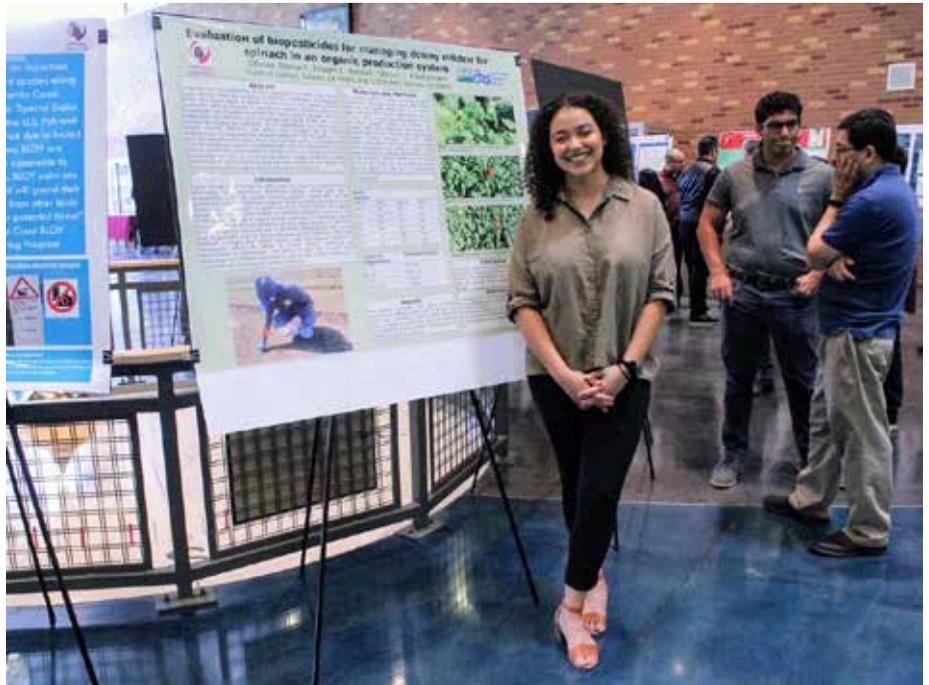
"A lot of our individual employers, they love the students once they get them," Gonzales said. "They don't want to lose them. But it has to work on both sides—for the student and the company. The priority is that they stay in school and complete their program."

Employers can tap an eager, adaptable and low-cost workforce that can affordably tackle time-intensive or exploratory projects. They also have the opportunity to spot talent and build loyalty for hiring down the road.

Another 2019 graduate, Sergio Parra of Greenfield echoed Jerri Schorr when talking about his recent part-time eight-month internship with CAPE. He and a fellow student, Nicole Polo, tested aerial drones for such things as battery duration and use of an optical zoom and heat-sensitive camera. A mechanical engineering major who transferred to Cal Poly, San Luis Obispo this fall, said in the long run, he can see himself settling down with a career in the Salinas Valley someday.

"Growing up in the Valley, I feel like agriculture is just kind of ingrained in all of us," Parra said. "I want to explore what's out there, but I think I'd like to come back eventually and see what the Valley has to offer."

For information about establishing an ag-related internship for Hartnell College students, contact Belen Gonzales, 831-759-6066 or CareerServices@hartnell.edu. **CE**



Burton Albin Anderson

By Michael Hartmeier



In June 2019 my grandfather, Burton Anderson, decided to retire from the staff of the Coastal Grower. In his 30 years writing historical articles for the magazine, he produced five books and over 115 articles. Before retiring, he asked if I would be interested in being his successor. As fate would have it, my grandfather passed away on July 8, 2019 just a few days after formally resigning. I have since accepted the role of writing historical articles for Coastal Grower; and while I

While I will be no substitute for my grandfather's exceptional knowledge of Central Coast Agriculture, I do hope that my forthcoming articles will continue to preserve and spark interest in Central Coast history.

will be no substitute for my grandfather's exceptional knowledge of Central Coast Agriculture, I do hope that my forthcoming

articles will continue to preserve and spark interest in Central Coast history.

The following is a tribute to Burton written in conjunction with Peter Anderson, Amy Anderson Claster, Gia Anderson Hartmeier, and other members of Burton's family.

In 1998 Tom Brokaw referred to the generation of American men and women born in roughly the first quarter of the 20th Century as the "Greatest Generation". This humble generation grew up in the Great Depression, served their country in multiple wars, and went on to build prosperous lives fulfilling the American Dream. Burton Anderson was a prime example of this generation.

Burton Albin Anderson was born on December 21, 1924 in Salinas, CA. He was the only child of Albin Anderson and Mildred Anderson (née Tavernetti). Burton's mother was one of 10 children born to Paul and Giaconda Tavernetti, a pioneer Salinas Valley family that had come from Switzerland and settled in the valley in the 1870s. Burton's father Albin was born on a ranch in north Gonzales, and Albin's father Edward Anderson had been in the Swedish Merchant Marines and disembarked in San Francisco in the mid-1800s.

Burton's father died when he was only two and his mother moved them back to her parents' ranch on Hunter Lane, where the family farmed sugar beets, wheat, and eventually vegetables.

Despite losing his father at a young age, he was fortunate to be raised by his grandparents, uncles, aunts, and many cousins on that ranch on Hunter Lane. Burton was fiercely proud of his Swiss and Swedish heritage and developed a strong sense of family and the values it brings.

Burton was a boy during the Great Depression and attended Spreckels Grammar School before continuing to

Salinas High School. He heard the news of Pearl Harbor upon returning from hunting quail after church on that fateful Sunday afternoon. In 1943, Burton enrolled in the V-12 Naval Officer Training Program and matriculated at the University of California, Berkeley for one semester before he

Burton was fiercely proud of his Swiss and Swedish heritage and developed a strong sense of family and the values it brings.

began training as a naval officer. He went on to serve in World War II as an ensign and damage control officer aboard the USS Pensacola in the Pacific Theater. This included participation in the Occupation of Japan and, later, observation of the 4th and 5th detonations of atomic weapons in history at the Bikini Atom Bomb tests



(Operation Crossroads). After the war, he graduated from the University of California, Berkeley in 1949 with a degree in Agricultural Economics.

Upon graduation, Burton joined Bruce Church, Inc., where he spent his entire career in the Imperial and Salinas Valleys. Following his retirement in 1985, he became an instructor at Hartnell College in the Japanese Agricultural Training Program. In 1989, he became the Staff Historian for the Coastal Grower Magazine, writing articles for the quarterly publication up to the time of his death.

An avid fisherman and hunter, he served 15 years on the Monterey County Fish and Game Commission and was its Chairman from 1983 to 1989. In addition, he was a member and board member of the Monterey County Historical Society and

Upon graduation, Burton joined Bruce Church, Inc., where he spent his entire career in the Imperial and Salinas Valleys.

was instrumental in obtaining the Boronda Adobe property for the society in 1974. He has written several highly regarded books about the agricultural history of the Central Coast, including *The Salinas Valley, A History of America's Salad Bowl*; *A Native Son's History of the Central Coast*; and *From Valley to Sea, 25 Years with the Coastal Grower*. He also authored the California Rodeo's history book *California Rodeo Salinas: 100 Years of Tradition* and held tickets to the California Rodeo for decades, attending nearly every Rodeo from the time he was a boy until just a few years ago. For his work on Central Coast history, he received The National Steinbeck Center "Valley of the World Award" in 2010 for the "Education" category.

In 2012 he was appointed to the University of California, Berkeley, College of Natural Resources Advisory Board. He retired from the Board following six years



of service. Burton was a devoted follower of the California Golden Bears, holding football season tickets for many years and witnessing "The Play" in 1982. Sometimes, though, it seemed he enjoyed complaining about their shortcomings as much as celebrating their successes.

There are countless more cherished anecdotes, lessons, and achievements not mentioned that Burton shared with his family, friends, associates, and the community. No doubt they will continue to surface in forthcoming articles and live on through those they affected.

Burton was predeceased by his wife, Alice, and is survived by his son, Peter and

In 2012 he was appointed to the University of California, Berkeley, College of Natural Resources Advisory Board. He retired from the Board following six years of service.

his wife Nancy of Blue Bell, PA; daughters, Amy and her husband William Claster of Corona del Mar, CA, and Gia and her husband Steven Hartmeier of Bend, OR; his nine grandchildren, Amelia and Stephen



Anderson, Laura Claster Bisesto, Sara Claster Skrip and Anne Claster Yeager, and Jeffrey, Paul, Michael and John Hartmeier. He also has four great grandchildren, Calvin and April Skrip, William Yeager and Thomas Bisesto.

We will miss you, Poppa. Fair winds and following seas.

The following is the final article Burton contributed to the Coastal Grower. **cg**

The Central Coast Lettuce Industry in 1948

By Burton Anderson

The following article was the subject of a term paper written by me to complete an Agricultural Economics 101 class at U.C. Berkeley in January 1948 and gives a historical perspective of that period. Please keep in mind that this article was written 70 years ago and is a portrayal of that time, so much of the information may be contrary to the present.

AGRICULTURAL ECONOMICS 101 CLASS AT U.C. BERKELEY

Lettuce is grown for the eastern commercial market in the Salinas-Watsonville District of California. There are between 55,000 and 65,000 acres of iceberg-type lettuce planted annually, with the acreage varying based upon demand and price conditions. The price received the previous year is one of the main influencing factors when the farmers make their decisions as to the amount of their plantings in the coming season.

There are usually two crops a year and sometimes three, but the latter is rare. The two crops are spaced so that there is lettuce maturing throughout the spring, summer and fall. The first crop, which is planted after December 15th, begins maturing about April 1st. From then, until about December 15th, shipments are continuous. The spring deal is defined as April and May. The summer deal includes June, July and August. The fall deal is September, October and November. The lightest harvesting is in midsummer and the car lot shipments are always less at that time than spring and fall. The spring, summer and fall plantings require different varieties of seed because of the varying climatic conditions. For the spring crop varieties number 615 and 101 are used. For the summer crop varieties number 847, E4 and Great Lakes are used and for the fall crop it's varieties D

and Great Lakes.

The Great Lakes strain needs some elaboration because of its reaching effects on the industry. Great Lakes variety comprised a major portion of the summer and fall acreage for the year 1947-1948. It is bright green in color and has a lacy-edged leaf. It also has a heavy, solid head.

In the past few years, lettuce has been more increasingly sold by the pound by retailers, and for this reason, they prefer

The price received the previous year is one of the main influencing factors when the farmers make their decisions as to the amount of their plantings in the coming season.

Great Lakes. The retailer buys the lettuce from the jobber by the crate and then sells it by the pound; therefore he is interested in the weight and size of the head more than he is the number of heads. This fact has resulted in heavy demand for Great Lakes by wholesalers and car lot distributors. Another reason they prefer Great lakes is it holds up well on the long trip back east and stays fresh much longer than other varieties.

Lettuce first enters the market stage when it is brought into the packing shed from the field. It arrives by truck and each truck carries five, reinforced, wooden baskets that are on rollers. The dimensions of the baskets are 4 x 3 x 7 feet 8 inches, and into these baskets the lettuce has been loosely loaded by means of a loading machine. At the shed, the baskets are rolled from the truck to the floor where they are lined up in the order which they arrive. The baskets are then pushed up to a hydraulic turning

frame, as they are needed. Four trimmers stand at the trimming table and work from one basket. The number of trimmers varies, but is usually from 40 to 60. The baskets are hydraulically tilted as they are emptied to enable the trimmers to pick up the heads easily. The trimmers cut the rootstalk and the outside leaves from the lettuce heads and then place them on the table, which is opposite the baskets.

The next step is the packing of the heads in a crate. Four trimmers supply one packer, who usually has two crates before him into which he is putting different size heads. Lettuce is packed according to the number of heads in a crate and the number of heads packed in one crate is in direct proportion to their size. The usual pack is 36, 48, 60, or 72 heads per crate and the sizes and heads are known as 3's, 4's, 5's, and 6's respectively. Buyers show a marked preference for 4's and 5's, and so cutting bosses have their crews cut only a certain size head according to what the buyers want. However if the market is brisk, all the mature and marketable lettuce in the field is cut. The packer puts three layers of heads in a wax paper-lined crate. The standard size crate is 13 3/4 x 17 1/2 x 21 5/8 inches for the lettuce that is to be iced. The heads are packed with the root stub up and when the crate is full, a cardboard collar is placed around the edges of the crate to facilitate the icing process. The packer then places the crate on a conveyor where it is slowly moved along. Next, a worker shovels crushed ice on top of the lettuce, which covers the heads. The crate then moves to a lidding process where the wax paper is folded over the crushed ice and a lid automatically nailed on the crate. The last step before the crate enters the rail car is the labeling. A shipper's own label is pasted at one end of the crate. Each shipper has

LEGEND

- | | | | |
|-------|--|---|----------------|
| — | Road | ▣ | Agriculture |
| - - - | Rancho Boundary
(Surveyed after 1850) | ⋯ | Sand Dunes |
| ■ ■ ■ | Houses | ⊖ | Swamp |
| □ □ | Corrals | ⊘ | Chaparral |
| ▲ | Indian Sweat House | ⊕ | Pines |
| ○ | Gristmill | ⊗ | Encinal (Oaks) |
| | | ⊙ | Robles (Oaks) |
| | | ⊚ | Alders |
| | | ⊛ | Willows |
| | | ⊜ | Laurels |
| | | ⊝ | Springs |
| | | ⊞ | Salt Ponds |



several labels that indicate differentiations in quality of lettuce.

The crate next moves to the refrigerator car on the conveyor. The crates are stacked in the car on their side, and the exact stacking system varies but there are 300-318 crates per car depending on the system used, however the usual car is 318 crates. The loaded crate weighs from 70 to 110 pounds so there is roughly 14 to 16 tons of lettuce per car. The car is iced by chopping 300-pound cakes of ice and loading chunks through the hatches on top of the cars into the bunkers at each end of the car. The cakes are about 50 pounds in weight and about 10,600 pounds of bunker ice are used per car. Then the car is top-iced by a mechanical blower with usually 20,000 pounds of crushed ice. Top icing is extra and the shipper usually charges \$60 for 20,000 pounds of top ice. This topping lies right on top of the load and helps maintain a temperature of 32-40 degrees for the entire trip. The top icing fills the gap among the crates and the space between the crates and the side of the car. The icing provides insulation against summer heat, and/or freezing weather.

Dry packing is the term applied to packing lettuce in a 13 x 17 1/2 x 21 5/8 inch crate without top ice. The packing is done in the field where the heads are trimmed and packed in a wax paper-lined crate.

The dry-packers in the Salinas-Watsonville area traditionally "take what's left." After an eastern car lot shipper has finished harvesting a field, he may turn it over to a dry-packer who picks what he can out of it. Also, if the price is so low that it doesn't warrant packing for an eastern market, the field is usually turned over to a dry-packer to harvest.

The dry-packer ordinarily picks the biggest heads and makes up crates containing three dozen heads. After the crate is packed, the lid is nailed on and the packer's label pasted on the end of the crate. The crates are then hauled to one end of the field by a special width truck or trailer and are loaded on refrigerated trucks. The trucks then haul the dry-packed crates to San Francisco, Los Angeles and other large cities in California.

The year 1946 marked the beginning of the Vacuum Cooling era when H.P. Garin Co. financed the construction of a 5' x 8' steel tube at their shed at Graves Siding.

Some of the shippers grow their own lettuce and when this is done, the approximate total cost for growing, packing and handling is \$2.85 per crate. This figure of \$2.85 was for the 1948 season and is, of course, higher than pre-war figures. When the car is sold on a delivered basis, the freight is added to this total cost.

The predominant type of sale is the FOB shipping point sale, where the car is bought back on the track at the shed by local brokers, who have their offices in Salinas and Watsonville. These brokers visit the sheds daily and look over the lettuce offered. The brokers charge \$15-25 per car for their service, paid by the shipper.

The next type of sale is direct consignment, where the shipper pays the freight back to a terminal market, and a commission house sells it. The houses charge from 7 percent to 10 percent of the sales price of the car for their services. This is where label recognition becomes important. Each shipper has several labels, which represent various qualities of lettuce and pack. The idea of one label representing a certain quality of lettuce is evolving into a situation where a label is identified with a market area. Certain cities have become familiar with one of the shipper's label and will buy nothing else. Shippers will only send labels that are recognized in a particular area. This facilitates selling because a shipper can sell on the reputation of his label and the Federal Inspector's report need not to be referred to.

Another type of sale is the FOB telegraphic auction, where the shipper thinks the price will rise. This type of sale is used when the FOB price is low and the car loadings are declining, or the shipper has reason to believe they will decline. Thus the car is "rolled" (common term for FOB

telegraphic auction) and sold in route.

The delivered price or price arrival is another method of sale frequently used; the shipper pays the freight and other charges and the car is sold at its destination to a car lot receiver or wholesaler.

Prices paid for lettuce in the producing districts depend upon the volume of supplies, level of consumer demand, and weather conditions. Other determinants in the producing area are grade, size, method of sale, and proximity to market.

Prices in the terminal markets depend upon cars on track, consumer demand, and general quality of the lettuce. The number of cars on track is a valuable tool in determining how much lettuce to ship. The amount of lettuce consumed by the American public in pre-war days was about 150 cars per day. During WWII, the public, with the help of the armed forces, consumed 259-300 cars per day. Now, in postwar times, the consumption has dropped to about 200 cars per day (320 crates per car).

The following is an example of how car arrivals and holdings affect price. On Friday, November 26, 1948, car arrivals in 16 cities were 298, unloadings were 171 and holdings on track were 448. The heavy backlog of car holdings was reflected in FOB shipping point prices, which were \$2.50-3.00 on 5's and \$2.75-3.00 on 4's. These prices are barely enough to cover production and marketing costs. Had the car arrivals and holdings been lower, there would have been a much better FOB price.

The 4 dozen sized commanded a premium in the 1948 season of \$.25 per crate. This was due to the fact that retailers preferred the larger, heavier heads, which they sold by the pound. Since Great Lakes packs out mostly in 4's this amounted to a premium \$.25 per crate.

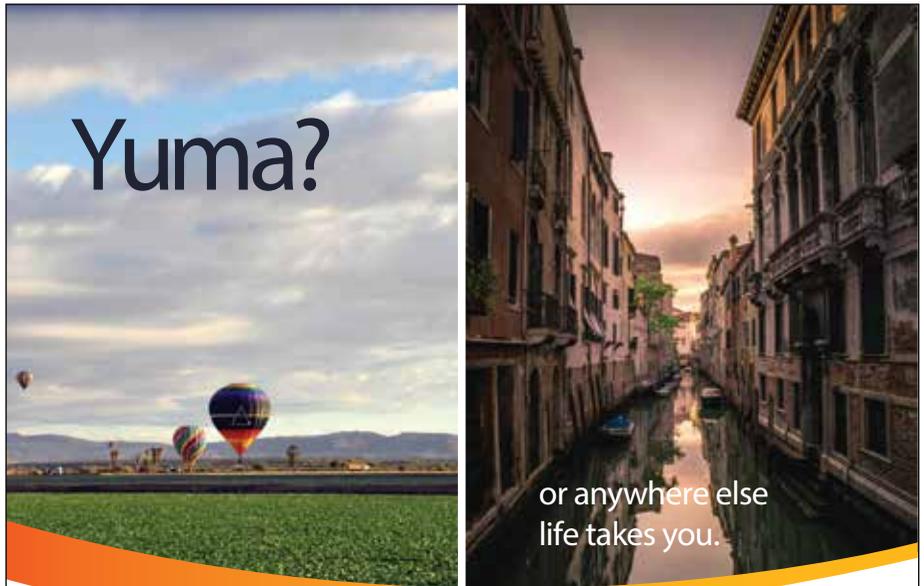
The grades for lettuce are US Fancy, US No. 1, US Commercial and US No. 2. However, in general practice, only US No. 1 grade is used and quality is expressed as a percentage of US No.1. An example would be a car of lettuce that was rated 90 percent of US No. 1. This car would not bring as high a price as a straight US No. 1 car. The grade factors considered by the inspectors

are as follows: Variety characteristics, freshness, shape and trimming of heads, freedom from split or burst heads and doubles, heads affected by decay, tip burn, russet brown, blight, freedom from damage caused by opening seed stems, broken midribs, freezing, dirt, sunburn, discoloration, disease, and insects.

Lettuce from the Salinas-Watsonville district moves to market mostly in Pacific Fruit Express cars. In the summer the Southern Pacific Railroad and the Union Pacific Railroad attempt to ship the cars over the northern routes to escape excessive heat and in the winter are sent over more southerly routes to escape freezing temperatures and delays due to weather conditions.

A situation may arise occasionally whereby a shipper uses express cars for lettuce shipment. These are special refrigerated cars and are able to be coupled right in with a passenger train going east. A car to New York would take four or five days by this method as opposed to nine days by Pacific Fruit Express. The railroad charges a \$1.50 premium, per crate, for this service. However, when the demand is high, the price is high, and car loadings low, it is worth the extra cost to get the lettuce to the terminal market before his competitors.

There are 16 cities classified as terminal markets and they account for most of the car arrivals. The sixteen cities, in declining order of importance, with the days required for transit are as follows: Chicago 6, New York 9, Kansas City 6, Philadelphia 9, Detroit 7, Pittsburgh 8, St. Louis 6, Cleveland 8, Boston 9, Cincinnati 8, Minneapolis 6, Baltimore 9, Washington DC 8, Dallas 6, Buffalo 8, and New Orleans 6. **ce**



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Jessica Gonzalez and Thuy Le Vuong

By Amy Wu

JESSICA GONZALEZ

Former CTO of HeavyConnect and founder/
CEO of Golden Valley Honey
Merced, California



Happy Organics, a small batch beekeeper, provides the Central Valley with raw honey from 16 hives. The company also makes and sells its own products including CBD, raw honey and lip balm. In June 2018, it was launched by Jessica Gonzalez, a co-founder and former chief technology officer of HeavyConnect, a Salinas-based agtech startup that provides mobile apps from food safety to easing the workflow for growers. The venture is a shift from her previous work in agtech. In 2017 she left Salinas and HeavyConnect and returned to her hometown of Merced after her mother died from illness at the age of 69.

For Gonzalez, 28, her mother's illness and death were significant turning points in her life, prompting her to leave a promising agtech career in Salinas.

"I left after my mom passed away because I felt like I needed to find my purpose. I went back to the family business to see

what I could help with and maybe help inspire a new idea," Gonzalez said.

Later that year, she was hit with more bad news. Soon after her mother Angela passed away, her father Salvador was diagnosed with terminal cancer. She and her siblings helped their father with treatment, along with running the family farm and business "Golden Valley Produce." The farm and companion house are located on 10 acres of land on a deserted dirt road, and separately includes 90 acres of citrus orchards in the Fresno area.

The post-Salinas chapter is one of how Gonzalez turned lemons into lemonade. The genesis of Happy Organics started with her father after he became ill. He found taking CBD helped with pain, but the oil in raw was bitter to taste.

"I thought mixing the two (CBD and honey) would kind of mask the cannabis taste and smell and I found people who had never tried cannabis were very interested in the honey," she says. She made other products such as CBD infused oil tincture, muscle balm and massage oil for her father. His positive responses inspired her to take the products to the market.

DAUGHTER OF ENTREPRENEURS

Entrepreneurship appears to run in her blood. Gonzalez is the daughter of Mexican immigrants, and the youngest of nine children including three sisters and five brothers.

Salvador and Angela Gonzalez came to the U.S. from Metrocan, Mexico seeking a better life. When her father was in his 20s, he made trips to the U.S. including to Chicago and Salinas through a work program. Seeing the opportunity in farm labor, he eventually brought his wife and two young children to Salinas where Gonzalez was born. The couple worked as

farmworkers in the Salinas Valley and took on odd jobs to make ends meet. When Gonzalez was four, Salvador took a gamble and moved the family to Selma, a small farming city just outside of Fresno to launch his own company. He started by selling fruit on street corners and expanded into wholesale.

"He'd pick [fruit] from orchards and fields and sell it to markets, and then eventually he was able to buy land and grow his own stuff," said Gonzalez. Her memories of growing up include selling fruit during summer and winter breaks.

As a teenager, Gonzalez gravitated to science and math and she was a top student. She was a valedictorian at Golden Valley High School, and received a full scholarship to attend Mills College in Oakland. But she struggled with what she wanted to do with her life, especially after deciding the pre-med route wasn't for her.

"I really had no direction. I was just trying to figure out what I should be doing and what would be best for me," she said.





Her older sister Sonia encouraged her to look at computer science. “She said it’s really marketable.”

This turned out to be true. Even before graduating, Gonzalez received offers from numerous Bay Area companies, and she accepted the offer from ThoughtWorks.

DISCOVERING AGTECH

The opportunity at HeavyConnect was in some way kismet. Gonzalez met Zelaya after she signed up for the mentorship program at ThoughtWorks, which had a list of university programs including CSin3. The CSin3 program allows students to attain a degree in computer science in three years from Hartnell College and Cal State Monterey Bay.

The program connected her with Rivka Garcia, who was interning at HeavyConnect at the time. At that time Zelaya—then a one-man band with several interns—was wanting to expand the company.

The decision to join HeavyConnect full time was easy, she says. “It was HeavyConnect and also the Western Growers Center for Innovation Technology; they brought a lot of different companies together in one space and I saw the different technologies being built. I was really excited about the possibilities,” Gonzalez recalls.

The opportunity gave her the chance to innovate and “have more control over what I was working on or feeling, and being at a higher level of deciding what happens with a company.”

At HeavyConnect she also became aware of the realities of being a decision maker in a fledgling sector that continues to be male dominated.

“Initially, I was intimidated going to the conference rooms where I am the only woman, but I think everyone is really receptive to what we are doing, so it felt like maybe they don’t really see that difference,” she said. “Every time we go into a conference room, they listen, they say we love this product, we need it.”

SILVER LININGS

Turn the clock forward. In May 2018, Salvador Gonzalez succumbed to cancer and died. The Gonzalez family farm has been a ground zero for maintaining the family legacy. The farm has also served as platform to pursue their own ventures.

For Gonzalez, her personal losses have shown a silver lining. She explains, “I felt like I needed to find something I was really passionate about. After a parent passes, you have these life changing moments. I thought, life is short and I need to find something I need to be doing,” she says. Happy Organics continues to gain momentum with customers, sales and has been spotlighted in the media. She is committed to keep making the honey “as long as it keeps helping other people. I want it to be more meaningful.” Sales are inching upwards, mostly via online and at farmer’s markets.

She’s also busy with a second venture called Luna Farms, which Gonzalez describes as a “farm of the future to provide quality food to low-income communities and food deserts.” In May, Gonzalez launched a farm stand every Sunday where Gonzalez sells fresh seasonal produce to the community including leafy greens, zucchini and tomatoes. “There’s a lot of farmland on this side of town, but it’s not easy to get access to what is being grown,” she says. Merced is home, but she also admits to having the itch to returning to agtech, as a platform to develop innovation and find ways to help the community.

“I think agriculture is more meaningful for me—it’s getting healthy food to lower income areas and it’s something I am passionate about. It’s like a basic human need, it could be very impactful,” she says as she turns back to the work at hand. There are hives to tend to, marketing plans to draft, a venture to build.



THUY LE VUONG

Founder and CEO of The Redmelon Co.
Davis, California



“Let food be your medicine and medicine your food” – Thuy Le Vuong

A matrix of emerald colored vines cascade down the front of the ranch-styled home in Elk Grove, a suburb of Sacramento. The leaves are palm-sized and heart-shaped. The woman who stands under the matrix is hopeful the vines will transform into a harvest of red melon fruit.

Meet Thuy Le Vuong, a computer scientist and researcher, with a passion for a fruit called red melon. Red melon, called Gac in Vuong’s native Vietnam, is a tropical fruit with oils that are rich in nutrition packed carotenoids. The coral-hued fruit the size of a bocce ball, with thick, gnarly skin is primarily found and grown in Southeast Asia and thrives in humid climates.

Redmelon as a company is multifaceted with Vuong sourcing and growing the fruit, prepping it for a special extraction method for the oil that she invented, and commercializing products from the oil including edible oils.

FOOD AND CULTURE

Vuong’s fascination with food started as a girl growing up in Vietnam, much of it driven by “witnessing firsthand the cost of malnutrition.” Vitamin A deficiency, which

leads to immune deficiency and also night blindness, continues to be a significant problem in rural parts of Vietnam. An estimated 40 percent of children under the age of five are underweight and 36 percent are stunted, according to the World Health Organization.

Vuong considers herself one of the lucky ones. Having grown up in an upper middle class family, access to food was never a concern, and she was surrounded by a wide array of flora, fauna and animals.

“I always liked plants, flowers, and enjoy experimenting with foods. Growing up in Vietnam, surrounded by so many different types of fruits, vegetables, plants, and animals, I was fascinated with how life can be maintained properly just by knowing and having the right foods. I strongly believe in the idea of ‘let food be your medicine,’” she said, explaining the mission behind her passion.

She says her passion for agriculture and entrepreneurship comes from her parents. Born and raised in Saigon, her father Duc Vuong was a teacher and later worked for the U.S. Information Service during the Vietnam War. He loves gardening. At 90 he continues to love planting and is a bonsai enthusiast.

Vuong’s mother, now 87, was a business owner and launched a micro-credit group to help other women to obtain capital for their businesses. She also owned a bookstore and a real estate agency in Saigon. The family came to the U.S. in 1975 at the end of the Vietnam War. Hungry to be a part of a community of Vietnamese, they settled in Southern California.

As with many immigrant families, her parents were hoping their children would adopt careers in medicine and engineering for stability. Her father tried to talk her into attending medical school, but with a love for data, she gravitated toward computer science. In 1979 she earned her bachelor’s degree in computer science from California Polytechnic University and later an MBA from California Lutheran University.

Vuong worked in the computer industry for 15 years as a computer scientist, including for Rockwell International and a variety of startups, before pursuing her PhD.

FINDING RED MELON

Vuong first came upon the fruit when she was pursuing her PhD in nutrition at UC Davis in the early 90’s. Her passion for researching the exotic fruit was driven by a fascination of food as healing. Her focus



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on clinical nutrition and food chemistry at Davis in part was fueled by her daughter's medical health problems. Vuong's daughter was born prematurely, and had substantial metabolic issues that made digesting milk challenging.

At Davis she discovered the oil's nutritional value. Red melon—specifically the fruit's seed membrane—contains oil, making the lipophylic nutrients extracted into the oil more stable and bioavailable. Since then she has devoted significant time, energy and even finances into bringing the red melon oil to the general public, with a particular mission to making it accessible in underdeveloped countries where malnutrition is prevalent.

She has been trying to increase the raw material needed to make the products (notably edible oil) by growing her own red melons. Although banned by the USDA to import into the U.S., while at Davis, Vuong received a USDA permit to import the entire fruit for research, and she started growing them in the UC Davis greenhouse to create a supply.

She's tapped into the thousands of seeds collected over the years. She gave some to her sister in Southern California to grow. She gave seeds to a farmer in Texas and one in Florida who continue to grow the melon. Vuong invented an extraction method,

a non-solvent method, to extract the oil from the fruit, which contains a high concentration of beta-carotene. The method retained the nutrients of the oil and avoids using organic solvents, which underdeveloped countries don't have ready access to. She named it Redmelon Oil. After earning a PhD in Nutrition and Epidemiology at UC Davis, she spent three years working as a research nutritionist at the USDA Western Human Nutrition Research Center in Hawaii before making the leap into startups.

DISCOVERING RED MELON

In 2011 she launched Fishrock to commercialize Redmelon Oil—which she had been extracting from the red melons she grew—into products such as capsules, lip balm and edible oil, and to make it accessible to the general consumers. “I wanted to bring products from food. In my heart and mind I mostly wanted to focus on food products,” she says, noting that one can make a greater impact through products,” she says.

Friends and mentors, including Pam Marrone, CEO and founder of Marrone Bio Innovations, a Davis-based company that specializes in producing biopesticides, received the products positively. Marrone was attracted to red melon for its nutritional value and its potential to be a “new superfood.”

In 2016 Vuong ramped up the commercial side of the business with a large-scale production. She collaborated with a large olive oil producing facility in Hayward, and they produced an inaugural product called Rosaolof, with olives and red melon pressed together. The main distribution was through farmers market and through word of mouth. A year later, Fishrock officially started the brand Redmelon, with the motto, *nature at its best*.

BUILDING A TEAM

Over the past few years her focus has been on fundraising and building a team. She has knocked on the doors of traditional venture capitalists, and met with Fortune 500 food-

based company executives who listened to her pitches with interest but ultimately decided to not move forward.

“In a decade on my own, I have great ideas, patents, and supportive friends but business success has been elusive,” Vuong says.

“Le's done a great job building strong intellectual property and products, but what she still needs is a team,” Marrone says. “She really needs a CEO or COO to take it to the next level. That's very important, otherwise it's just you and the technology.”

As of early 2019, the venture may have reached yet another turning point. After two years of discussions with Kristy Levings of United Crop Research, a young company that focuses on commercializing exotic fruit, there is a possibility that United Crop will acquire Redmelon. “Redmelon has a proven product that can be scaled up,” says Levings.

For a long time, Vuong was protective of her company and never considered selling it, but that has changed with the acceptance that capitol is critical to her dream. “I think it's always my interest to work with natural ingredients and food products,” she said. “That's a fit with what I like to do.” She continues to hold true to her vision. “I really believe red melon is the next super fruit,” she says. **CG**

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Basic Compliance With Federal, State and Local Lobbying Laws

By Ren Nosky, Partner, JRG Attorneys at Law



Your organization's ability to lobby federal, state and local government officials on priority issues is protected under the First Amendment. If your organization engages in lobbying, however, there are varying laws at the federal, state and, increasingly, at the local level that are usually designed to track amounts spent on these activities and that require registration and regular reporting. These laws can vary from jurisdiction to jurisdiction.

If an individual qualifies as a "lobbyist" or an activity counts as "lobbying" based on the legal definitions of these terms, a variety of laws may come into effect. These could include registration, disclosures, gift restrictions and various prohibitions. All of these laws turn on the definitions of "lobbying" and "lobbyist."

STATE REGULATION

States generally define lobbying as an attempt to influence government action through either written or oral communication. However, each state may have unique elements for what

constitutes lobbying and exceptions to those definitions.

Lobbyists are not simply individuals who engage in lobbying. As an example of one common exception, a legislator attempting to gather support for a bill through the normal course of legislative operations would not be considered a lobbyist. A constituent making a call to a policymaker regarding a matter of personal concern would similarly be exempt. Instead, the

Take the time to understand the relevant rules before engaging in any activities that may be covered by those lobbying laws in the jurisdictions your organization is involved.

definition of a lobbyist typically revolves around lobbying on behalf of another for compensation.

Typically, to trigger a lobbying law, someone must be compensated to make a direct communication with a government

official in an attempt to influence that official. In some states, it takes only an attempt to obtain goodwill from a government official to trigger the law. Some states cover only legislation. Some jurisdictions also cover efforts to influence "quasi-judicial activity," which includes attempts to obtain permits, licenses and contracts.

WHO IS A LOBBYIST?

There are various tests for qualifying as a lobbyist. For example, an "in-house lobbyist" is an employee who acts only on behalf of his or her employer. Definitions of in-house lobbyists typically establish a minimum threshold of activity that distinguishes in-house lobbyists from any other employee whose communications with public officials may be incidental. These definitions vary, but are often based on factors as the amount of time spent lobbying and the number of contacts made with public officials.

In California, an in-house lobbyist is a person who is a compensated employee of an organization and spends at least 1/3 of his or her compensated time in direct communications with state officials. "Direct communications" include meetings with state officials, making three phone calls, drafting letters and other similar communications for the primary purpose of influencing legislative or administrative action. An organization must file state lobbying reports when it employs an in-house lobbyist.

A "contract lobbyist" is a consultant who is hired for a specific project or on a contract basis. Most jurisdictions establish a "time and money" test to define contract lobbyists. In California, an organization must file state lobbying reports whenever it hires a contract lobbyist or a lobbying firm. A contract lobbyist is a contractor

who receives \$2,000 or more in a calendar month from all sources for engaging in direct communications with state officials. A lobbying firm is an individual or entity that receives \$5,000 or more from all sources in any calendar quarter for engaging in direct communications with state officials.

An organization will file the same reports regardless of whether it hires a contract lobbyist or a lobbying firm. An organization does not need to register and report if it merely hires someone solely to monitor or draft legislation.

LOBBYING COALITIONS

Many agricultural and other organizations join "lobbying coalitions" or trade associations (such as Western Growers or the Association of California Water Agencies) that retain lobbying firms. This is often a cost effective way to support or oppose legislation or issues without having to register individual lobbyists or report on their activities. Payments specifically designated for lobbying activities in some jurisdictions, however, may trigger disclosure requirements by the organization making the payment. Note, however, that membership dues paid to advocacy organizations (even if a portion is allocated for lobbying) will not alone trigger disclosure by the member.

GIFTS

Gift and ethics laws are also important to keep in mind when engaging in lobbying activities. Federal, state and local government officials are subject to an array of such laws depending on their jurisdiction. Often, lobbyists and organizations that employ lobbyists are subject to more stringent gift-giving restrictions because of their lobbyist status, or they may be required to disclose gifts on their lobbying reports. A "gift" typically includes a meal, drinks, transportation, travel, invitations or tickets to a paid event or mementos.

FEDERAL REGULATION

At the federal level, the Lobbying Disclosure Act (LDA) imposes registration and reporting obligations on individuals and entities that lobby various federal officials

once certain thresholds have been exceeded. It does not apply to state or local lobbying efforts. Organizations must register under the LDA if they meet all three of the following criteria: i) An employee will make more than one lobbying contact on behalf of employer; ii) An employee will spend more than 20% of his or her time on lobbying over any three month period; and iii) An organization will spend more than \$13,000 on lobbying in a calendar quarter. Organizations employing lobbyists are generally prohibited from giving gifts and paying for the travel of federal officials.

LOCAL REGULATION

A growing number of local cities, counties, school and special districts have enacted laws regulating lobbying activities. Presently, there are over 40 local public agencies in California alone that have local lobbying ordinances. Most (but not all) are from jurisdictions in and around Los Angeles and the Bay Area.

Virtually all of these laws operate similarly to federal and state laws, i.e., they largely consist of registration and reporting requirements. Many local jurisdictions in California and elsewhere, however, have extensive reporting requirements beyond that required at the state and federal level. At the most basic level, however, almost all such local laws require an identification of the decision the lobbyist seeks to influence for each client during the reporting period. The local laws usually also contain a number of "carve-outs" as to what constitutes lobbying and what does not. For example, the vast majority of jurisdictions in California exempt the interaction between nonprofits and government officials.

Federal, state, and local lobbying laws differ dramatically and can be confusing. Take the time to understand the relevant rules before engaging in any activities that may be covered by those lobbying laws in the jurisdictions your organization is involved. **CG**

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# Cal/OSHA Enforcement Trends in Agriculture

By Amy Wolfe, MPPA, CFRE, President and CEO AgSafe



Each year, Cal/OSHA releases enforcement trends for all industries and agriculture is no exception. From October 2017 through September 2018, the agency stayed busy tracking the occupational injuries and illnesses of our state’s farmworkers. For this most recent year of data available, the industry’s 10 most common violations resulted in a total of 345 citations totaling \$1,154,682 in fines. On average, agricultural employers paid \$3,347 per citation to Cal/OSHA alone, never mind the added expense of appeal and subsequent increased employment costs, like workers’ compensation insurance. Note that the order is based on the total number of citations issued, not the monetary impact of those citations.

## #1: HEAT ILLNESS PREVENTION

California Code of Regulations (CCR), Title 8, Section 3395  
 Violations: 130  
 Total fines: \$403,762

Since its inception, the heat illness prevention standard has historically been one of the 10 most frequently violated standards by the agricultural industry. While we have made meaningful strides in improving our day-to-day operations, we continue to be challenged by the paperwork requirements of the regulation. As noted by David Hornung, Cal/OSHA Heat and Agricultural Program Coordinator, one of the industry’s remaining challenges is failing to have a copy of the company’s heat illness prevention plan available in the field. It is critical that this document be available and easily accessible to all employees, not to mention Cal/OSHA enforcement staff, when requested.

As a reminder, the core tenants of the standard include the following:

- Develop a company-specific heat illness prevention program that is in writing, with a copy available to employees in the location where they are working and available for inspection.
- The plan needs to include and/or address the following:

- Provision of Water
- Access to Shade
- High Heat Procedures
- Rest Periods
- Worker Training
- Supervisor Training
- Observation and Response Requirement
- Emergency Medical Services
- Provision for First Aid Training
- Acclimatization

Growers, packers, shippers, and processors still unclear about how to address compliance with the heat illness prevention standard are encouraged to reach out to AgSafe, Grower Shipper or your county Farm Bureau for assistance on how to implement this regulation.



Clockwise from top: 1.) Tailgate Training (Source: AgSafe) 2.) Heat Illness Health Impact (Source: Cal/OSHA) 3.) Field Sanitation (Source: AgSafe)

## #2: INJURY AND ILLNESS PREVENTION

California Code of Regulations (CCR), Title 8, Section 3203

Violations: 90

Total fines: \$261,480

When implemented in 1991, the Injury and Illness Prevention Program (IIPP) standard was the first of its kind in the nation. Even today, nearly 30 years later, it stands out as the preeminent regulation specific to creating the foundation of an organization's occupational safety and health program. The IIPP includes eight required elements:

- Identify responsible person(s) for program administration.
- Ensure employee compliance with safe and healthy work practices.
- System for communication with employees relative to workplace hazards.
- Procedures to identify and evaluate workplace hazards.
- Investigate injuries and illnesses.
- Procedures for correcting unsafe/unhealthy conditions, work practices and procedures.
- Provide employee safety training.
- Ensure thorough recordkeeping and document retention relative to the implementation of the safety program.

The team at Cal/OSHA works from the premise that all employers have an IIPP as the basis for their company workplace safety program. All other programs, such as heat illness prevention, hazard communications, lock out/tag out – to name a few – build upon the core tenants in the IIPP. As such, it is essential that agricultural employers remedy deficiencies that may exist in complying with this standard as they work to improve overall occupational safety and health.

## #3: FIELD SANITATION

California Code of Regulations (CCR), Title 8, Section 3457

Violations: 47

Total fines: \$30,440

The third most frequently cited regulation is specific to the provision of clean, usable field restrooms, handwashing facilities and drinking water. The standard overall is relatively straightforward and as an industry, our compliance challenges stem

primarily from cleanliness. The bottom line is that employers need to invest time and resources to ensure field restrooms are kept clean, well stocked and with ample potable drinking water.

As a refresher, the standard requires the

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## On average, agricultural employers paid \$3,347 per citation to Cal/OSHA alone...

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following:

- Provide potable drinking water, toilets and hand washing facilities to hand-laborers in the field.
- Ensure there is one toilet and hand washing facility for every 20 employees of each gender, located within a quarter mile walk.
- Facilities must be maintained properly, clean and in good working order.

## #4: OPERATION OF AGRICULTURAL



## EQUIPMENT

California Code of Regulations (CCR), Title 8, Section 3441

Violations: 21

Total fines: \$173,925

Fourth on the list of most-common violations for the agricultural industry has to do with the operation of equipment. This standard is incredibly broad in nature,

relative to the types of machines that fall within its scope. In addition, it is an area of our businesses that many employers take for granted. We often take employees at their word that they have been properly trained in the safe use of equipment. In addition, it is common practice to not provide the requisite ongoing training or insist that workers follow the company protocol relative to safe equipment operation.

Unlike the preceding standard, this is one that is directly correlated to our day-to-day activities and is exacerbated by complacency, production pressures and labor shortages. Also, unlike the previous standard, failure to comply with this regulation leads to serious injuries and fatalities and as a result, should never be taken lightly. In simplest terms, the regulation states the following:

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## Given the litany of regulatory issues facing agricultural employers today, it is important to maintain perspective with helpful insight into the areas where we struggle the most.

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- An employee shall be instructed in the safe operation and servicing of all equipment before that employee is assigned to operate the equipment.
- Training shall continue annually.
- Examples of this type of equipment include tractors, forklifts, ATVs, UTVs, and other custom and specialty equipment.
- A compliant program will include:
  - What personal protective equipment (PPE) is required to operate the equipment
  - Pre-Inspection Checklist
  - Use of seat belts
  - Lock Out/Tag Out/Block Out Procedures
  - Documentation protocol

The remainder of the Top 10 list is as

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— Lisa Phares, organic and food safety compliance manager of **organicgirl** and member of the Ke Kai O’Uhane Outrigger Canoe Club



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follows:

- #5: Reporting a Work-Connected Fatality and Serious Injury (CCR, Title 8, Section 342) –Violations: 13, Total fines: \$49,750
- #6: First Aid Kits (CCR, Title 8, Section 3439) –Violations: 13, Total fines: \$5,105
- #7: Lock Out/Tag Out/Block Out (CCR, Title 8, Section 3314) –Violations: 10, Total fines: \$81,295
- #8: Industrial Trucks (CCR, Title 8, Section 3650) –Violations: 10, Total fines: \$62,025
- #9: Machinery and Equipment (CCR, Title 8, Section 3328) –Violations: 6, Total fines: \$43,450
- #10: Portable Ladders (CCR, Title 8, Section 3276) –Violations: 5, Total fines: \$43,450

Given the litany of regulatory issues facing agricultural employers today, it is important to maintain perspective with helpful insight into the areas where we struggle the most. Use this information to evaluate your own operation, prioritize how to make improvements and consider where your greatest gaps exist.

For more information about worker safety, human resources, labor relations, pesticide safety or food safety issues, please visit [www.agsafe.org](http://www.agsafe.org), call (209) 526-4400 or email [safeinfo@agsafe.org](mailto:safeinfo@agsafe.org). AgSafe is a 501c3 nonprofit providing training, education, outreach and tools in the areas of safety, labor relations, food safety and human resources for the food and farming industries. Since 1991, AgSafe has educated over 85,000 employers, supervisors, and workers about these critical issues. **ce**



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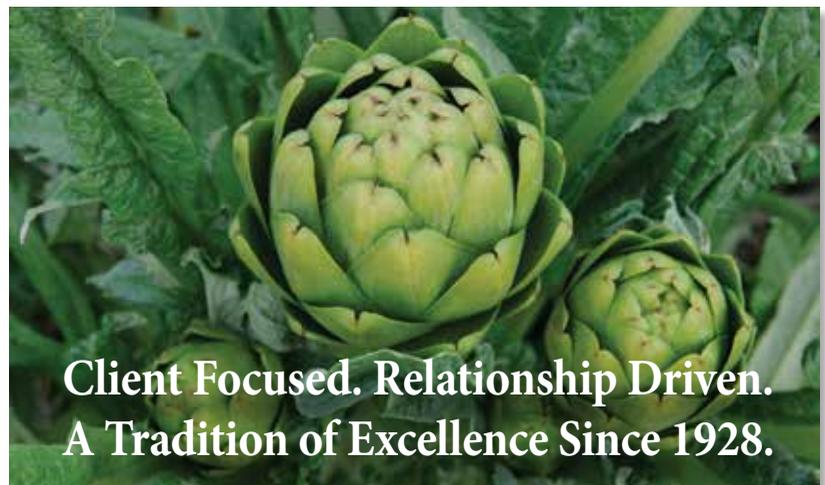
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# Mark & Carina Cristofalo

By Jenna Hanson Abramson | Photography By Patrick Tregenza

As you approach Mark and Carina Cristofalo's beautiful, all white, pre-war era home in Carmel, what immediately stands out: the perfectly manicured landscape, the original wood shutters paired with the original black steel windows, the contemporary glass and gold front door, the new roof that replicates the original, and then there is the bull. You cannot miss the perfectly placed metal bull's head adorning the original white brick chimney. It is an embellishment you most likely have never seen on the exterior of a home before, yet it fits so perfectly it leaves you wondering why you have never seen it done before. The walk up to the Cristofalo home gives you a clear preview to what the rest of the property will be like... the perfect blend of old meets new with unique pieces and details pulling everything together in a timeless and relaxed manner.

Originally, the home was built in 1938 by Mr. and Mrs. Paul Munro along with their architect Guy Koepp. A lot of what they designed is still what you see today, however, in 1968 the D'Attilios along with local architect, Paul Davis, added on the bedroom wing, and enclosed the patio creating what is now used as a sunroom. Today, the home is owned by the creative husband-wife duo, and over the past three years, the Cristofalos have been adding their distinctive touch throughout the property creating unique divisions of space and bringing balance by design throughout the home.











Mark is an architectural designer and custom homebuilder with a talent for creating homes that are both timeless and authentic, and Carina has a passion for landscape and an obvious knack for style. Together, they have created a space that is uniquely theirs without losing the features that originally attracted them to the property. When they first purchased the home, they knew immediately that it had great bones and that they wanted to highlight the best assets while accentuating the many strengths and original features of the house, such as keeping the original hardwood floors. By using white oak they were able to blend new wood floors so flawlessly with the original wood that if they didn't tell you it wasn't done at the same time, you wouldn't even notice.





Throughout the remodeling process it was important to them, as a family of six, to create a space where everyone really wants to be, “a place where you want to go home,” as Carina puts it. As you walk around the property, it is evident that they have accomplished just that with their casual and relaxed aesthetics creating a true family-friendly environment. It is also important to them to connect with nature, so throughout the home you will find the outdoors brought inside by the use of plants, outdoor pots and metal features, as well as floor-to-ceiling windows allowing natural light to fill the house and providing expansive views of the backyard to be enjoyed throughout the day.







The backyard is somewhat of a sanctuary. Just like the front of the house the backyard is perfectly manicured and very private. The pool area feels like you are on vacation; the only thing missing is the pool service to bring your beverage of choice while you enjoy the sunshine and the kids enjoy the basketball court, swimming pool and sizeable lawn area.

Many of the unique pieces and details seen throughout the home are actually creations of the Cristofalos themselves. They have curated pieces for their own space and have collections, some new, some vintage, and some one-of-a-kind, at their design store, Wonderwall, in Sand City. So anyone can enjoy their style. **ce**

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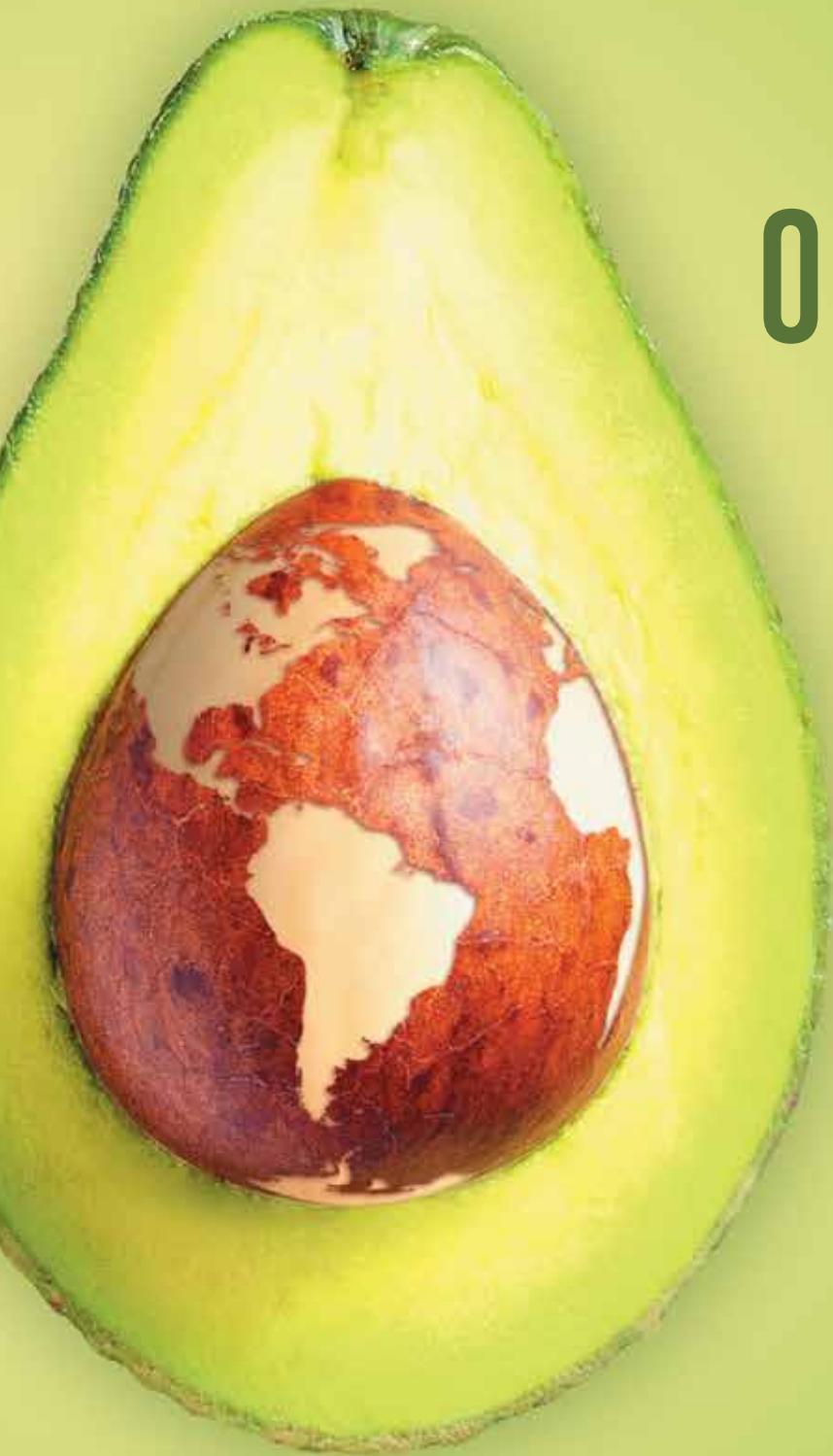
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# The Uncertainty of Death and Taxes

By Charles Des Roches, Esq., Robert Simpson, Esq., Leslie E. Finnegan, Esq.



**Y**ou've worked hard to build up and/or maintain a certain amount of wealth over your lifetime, and you'd like to see your beneficiaries inherit your wealth with little or no tax liability.

In the last couple of years, you've heard that the estate tax was updated in your favor. Perhaps you've read an article explaining how the federal estate tax exemption has increased so much that you won't have any estate tax concerns and don't need to do any complicated tax planning.

Is that right? The answer to this question is the typical, not particularly helpful, but accurate lawyer's response: "it depends..."

To understand the current state of tax law affecting trusts and estates, it is useful to briefly review the recent significant changes in that law:

First: The concept of "portability" between spouses became the law in 2013. Portability allows married couples to combine the amounts they can leave to their beneficiaries free of estate tax (referred

to as the Applicable Exclusion Amount, or "AEA"). This change effectively doubles the amount of the surviving spouse's AEA without the need to create a separate bypass trust. This was a wonderful change, which now allows surviving spouses to continue holding both spouses' combined estates in one trust controlled by the survivor until his or her death. In addition, because all of the assets are in the surviving spouse's estate at his or her death, all of the assets receive a stepped-up cost basis for capital gains tax purposes. Because the assets passing to the couple's beneficiaries have a high cost basis, the beneficiaries can reduce or even eliminate any capital gains tax owed when the assets are later sold.

Second: The amount of the AEA became "permanent" in 2013 and was set at \$5 million indexed for inflation. By January 1, 2017, the AEA had increased to \$5,490,000 per person. As a result, it is estimated that less than 1 percent of estates had a potential estate tax issue in 2017.

Third: Congress passed the Tax Cuts and Jobs Act ("TCJA"), which doubled the

AEA amount effective January 1, 2018.

As of January 1, 2019, an individual can leave a total of \$11,400,000 in assets to his/her beneficiaries, and couples can leave \$22,800,000, without incurring any federal estate tax. However, like most tax bills passed by Congress, the TCJA has a limited lifespan. In 2025, the TCJA is set to "sunset" and return the AEA to its pre-2018 level, indexed for inflation. Michael Jones, CPA of the accounting firm Thompson Jones LLP located in Monterey, estimates the amount of the AEA in 2025 could be between \$6 million and \$7 million.

So, if you are single and your estate is less than \$11.4 million, or married and your estate is less than \$22.8 million, are you safe from estate tax? It still depends! If you are single with a net worth over \$6 million, or married with a net worth over \$12 million, it would be prudent to review your personal circumstances, and check with your estate planning professional, to determine if you would benefit from tax planning now to reduce the size of your taxable estate, and/or to take best advantage of the historically high AEA amount, while it lasts.

Available tax-planning strategies are beyond the scope of this article and are unique to every client. As a result, you should discuss your tax situation with your estate planning attorney. Your personal circumstances (net worth, age, health, likelihood of appreciation of assets, etc.) will affect your decisions and the advice your attorney gives you.

While no one has the proverbial "crystal ball" to know when we will die and what the tax law will be at death, we can reduce financial risk for your beneficiaries through careful analysis, to determine the best course of action, tailored for your estate.

This article is for general informational purposes only, and should not be relied upon as a substitute for a consultation with a legal/tax professional. **ce**



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# Natividad: Monterey County's Trauma Center

By Hillary Fish



Some injuries are so serious, they go beyond what an emergency room is prepared to handle. Critical or life-threatening injuries can put you into a different classification requiring treatment at a trauma center.

Natividad became the Central Coast's only Level II Trauma Center in 2015. Each year, it provides life-saving care to more than 1,500 critically injured patients. A trauma center requires a highly skilled trauma team of physicians, surgical specialists, nurses, technicians and support staff. They are trained and ready to deliver immediate and expert care for a wide variety of complex and critical injuries 24 hours a day, seven days a week.

According to the CDC, injuries are the leading cause of death for American children and adults under 45. A local trauma center like Natividad's can decrease travel time for treatment and reduce or eliminate the need to transfer patients. It can also improve survival rates by 20 to 25 percent

compared to hospitals without services.

Last year, car accidents made up the majority of traumatic injuries in Monterey County, accounting for 46 percent of the hospital's trauma patients. Falls came in as the second-leading cause of trauma and made up 15 percent of patients. Motorcycle

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**"Accidents can happen to anyone, anytime," said Natividad's CEO Dr. Gary Gray. "Our trauma team is the best of the best. I'd trust them with my life."**

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accidents, pedestrian injuries and assaults cover the remaining trauma cases at the hospital.

"Accidents can happen to anyone, anytime," said Natividad's CEO Dr. Gary Gray. "Our trauma team is the best of the best. I'd trust them with my life."

## TRAUMA CARE, CLOSE TO HOME

Natividad is now in its fifth year of operating as a Level II Trauma Center, with designation from the Monterey County Emergency Medical Services Agency (EMS). In December 2018, Natividad's Level II Trauma Center achieved a three-year verification from the American College of Surgeons (ACS). This recognizes the hospital for meeting the highest standard of care possible for treating injured patients.

"The ACS verification confirms that Natividad offers the most advanced trauma care in Monterey County," said Natividad's Trauma Medical Director Dr. Alex Di Stante. "We serve as the only verified and designated trauma center within a 50-mile radius. Before 2015, there was no Level II Trauma Center between Santa Barbara and San Jose, leaving a large geographical area of the Central Coast without access to trauma care."

As Monterey County's trauma center, Natividad serves Central Coast residents and visitors. "Advanced, local trauma care is a vital community service," Dr. Di Stante said. "It eliminates the need to fly critically injured patients to a distant trauma center, allowing families to stay together. This is important for overall patient care and leads to better outcomes."

Dr. Di Stante led the center's trauma designation, a process that started 10 years ago. This entailed purchasing advanced medical equipment within the emergency department and designated trauma areas, providing Natividad's trauma surgeons and trauma nurse practitioners with everything

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*Clockwise from top: 1.) CALSTAR helicopters allow the Natividad trauma team to reach distant patients in minutes. 2.) Car accidents are the number one cause of traumatic injuries nationwide and make up 46 percent of Natividad's trauma patients. Don't drink and drive and avoid distractions like*

they need to treat the most severe and critical injuries efficiently and effectively.

While the majority of patients arrive by ambulance, the hospital's on-site heliport allows patients to be taken to the Trauma Center by helicopter from anywhere on the Central Coast in just minutes. The center offers advanced clinical services to treat the spectrum of traumatic injuries. The hospital has 10 intensive care beds, a step-down unit and a medical-surgical unit.

"Saving lives is our center's focus," Dr. Di Stante said. "After that, trauma care continues through rehabilitation. Natividad provides comprehensive health care services through all stages of recovery and healing."

### TRAUMA PREVENTION PROGRAMS

Each year, traumatic injuries account for nearly 41 million emergency department visits and 2.3 million hospital admissions nationwide.

Natividad provides comprehensive, multidisciplinary care for critically injured patients on the Central Coast and beyond. Natividad's trauma program offers nationwide education to physicians, residents, advanced practice nurses and critical care nurses. These courses include Advanced Trauma Life Support training, Trauma Nursing Core Certification Courses

and Trauma Care After Resuscitation. Natividad's providers are trained — and the hospital is equipped — to respond to natural disasters and other catastrophic events.

Most traumatic accidents are preventable and Natividad works extensively to offer education and injury prevention resources to community members. Natividad's community outreach and injury prevention programs, partially funded by donors to Natividad Foundation, include:

- Stop the Bleed, a national public education campaign that teaches how to recognize and stop bleeding until medical help arrives.
- The CHOICE Program, a violence intervention and prevention program for victims of violence.
- A Matter of Balance, an evidence-based fall management workshop for older adults.
- Impact Teen Drivers, an evidence-based program that brings awareness and education to teenagers, their parents and community members about all facets of responsible driving.

"In life-threatening situations, minutes matter," Dr. Gray said. "Our trauma care services are here to provide the best care

for every resident and visitor of Monterey County and beyond."

To find out more, visit [Natividad.com](http://Natividad.com). To make a gift to support state-of-the-art technology and training for doctors, nurses and support staff, contact (831) 755-4187. **ce**

### NATIVIDAD'S TRAUMA VERIFICATION

Natividad is a verified Level II Trauma Center by the American College of Surgeons (ACS), a nationally recognized body of surgeons that has established the best practices and approach to caring for the injured patient. The verification process is time-intensive and requires multiple layers of oversight, with nearly 300 criteria requirements. The process took 12 months of diligently gathering data, statistics and evidence.

The ACS Verification Review Committee conducted a two-day site visit, reviewing patient care from arrival in the Emergency Department to hospital stay, discharge and rehabilitation. The verification is valid for three years, the maximum time awarded.

"Obtaining the ACS's verification of our Level II Trauma Center is a significant accomplishment," said Natividad's Trauma Medical Director Dr. Alex Di Stante. "It recognizes Natividad's commitment to providing the highest level of trauma care on the Central Coast. Verification is a comprehensive process that recognizes patient care as well as community outreach programs designed to prevent traumatic injuries."



# McIntyre Vineyards

By Mac MacDonald



**W**ell before the Santa Lucia Highlands became one of the hottest winemaking regions in the country, Steve McIntyre was working the land, planting vines, testing soil conditions, observing weather patterns and building a reputation that would withstand the vagaries of the business.

In fact, McIntyre, proprietor of McIntyre Vineyards, has planted 20 percent of the entire Santa Lucia Highlands AVA, farmed nearly a third of its vineyards and grows or manages grapes for a dozen other wineries. He and his wife Kimberly own and operate Monterey Pacific, farming 12,000 acres, not only the Santa Lucia Highlands, but Arroyo Seco, San Bernabe and Hames Valley.

McIntyre currently has two vineyards, the 80-acre flagship McIntyre Estate Vineyard in the Santa Lucia Highlands, which was originally planted in 1973, and the 81-acre Kimberly Vineyard (named after Steve's wife) for Merlot near the confluence of the

Arroyo Seco and Salinas Rivers.

Monterey Pacific also currently grows or manages grapes for such notable wineries

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**Well before the Santa Lucia Highlands became one of the hottest winemaking regions in the country, Steve McIntyre was working the land, planting vines, testing soil conditions, observing weather patterns and building a reputation that would withstand the vagaries of the business.**

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as Le Mistral, Morgan, Bernardus, Testarosa, Muira, Ventana, La Rochelle, Hahn, J.Lohr, Diagio and Constellation, among others.

McIntyre, who has degrees in viticulture and enology from Fresno State, also a strong

proponent of sustainable winegrowing, was one of the founders of Central Coast Vineyard Team and was one of the originators of Sustainability in Practice (SIP) Certification program, the gold standard for sustainable vineyard and wine certification.

But while McIntyre has his feet firmly planted in the rich soil of the Salinas Valley, he has visions of the future swimming in his head—of expansion, of both his winery and of sustainable practices in winemaking.

Because, while the Santa Lucia Highlands produces some of the finest Pinot Noirs, Chardonnays and Syrahs in the country and has become a bonafide star in the winemaking industry, there's a definite lack of infrastructure on the River Road Wine Trail that courses through the AVA—no hotels, restaurants, markets or shops along the trail to support a healthy visitor industry.

"Santa Lucia Highlands is a destination—there's a lot more planning and driving involved," says Kristen McIntyre, Steve and

Kim's daughter and McIntyre Tasting Studio and Sales Manager. "There is a need for more hospitality elements, but there is a slow build-up and projects to change that now."

With that in mind, McIntyre has embarked on an ambitious, five-year, three-stage project to build a winery hospitality center at its vineyards on River Road, about five miles from the city of Gonzales.

Phase one, which is already underway, involves building an outdoor amphitheater and park where special events such as weddings and birthdays can be held. Phase two involves the hospitality center itself, a tasting room, courtyard, kitchen and offices, while phase three will encompass an underground barrel storage facility that will also include a pedestrian tunnel leading to the park.

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## Another source of pride for the McIntyre family is that their vineyards were among the first properties in the Highlands to be SIP (Sustainability In Practice) Certified.

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Kristen McIntyre reiterates that the Tasting Studio in The Crossroads has been hosting private events for the past five years it's been in existence, but that a hospitality center at the vineyards itself offers wine lovers a much more intimate, tactile experience, where they can "get dirt on the



shoes, smell the soil and touch the vines."

"When our customers visit our property, touch our soil, taste our wines and talk to our family, they have a much deeper appreciation of what we are trying to accomplish," writes Steve McIntyre in a blog on his website. "Our new hospitality center will give wine lovers a front-row seat to the Santa Lucia Highlands and McIntyre Family Wines."

The Santa Lucia Highlands, which was granted AVA status in 1991 and boasts 50 vineyards and 6,200 acres under vine, is deservedly getting a lot of attention for its wines. But what makes it so special and stand out from other AVAs? Father and daughter have different takes on the uniqueness of the area.

For father, it's the things a grower can't control, he calls it the "terroir," the soil, topography and climate, but especially in the SLH, the wind, which cools the vines and slows the accumulation of sugar in the grapes. He also calls that "serendipity" for giving the grapes its unique characteristics and makes it stand out.

For daughter, it's the people. "Santa Lucia Highlands is unique because it has second and third-generation farmers; we all work together and we all support each other. It's a very humble and authentic group of people."

Another source of pride for the McIntyre family is that their vineyards were among the first properties in the Highlands to be SIP (Sustainability In Practice) Certified. SIP certification takes into account all the interrelated elements of farming, including habitat conservation, energy efficiency, pest management, water conservation, economic stability and human resources and how each of those elements impact sustainability.

McIntyre says SIP certification "challenges growers and wine producers to review, implement and amend practices that impact the earth, its people, and future generations while offering buyers and consumers a trustworthy seal that guarantees conscientious quality. Being SIP Certified shows our dedication to the 3 P's of Sustainability —People, Planet, Prosperity. We are committed to our '3 P' approach,



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taste@mcintyrevineyards.com

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Closed Monday, by appointment only

ensuring that both natural and human resources are protected."

For Kristen, who oversees all direct-to-consumer sales, wine club and communications and marketing, SIP certification is also a strong talking point when personally interacting with consumers. Today's consumer are much more conscious of where their food comes from, how it was grown and whether it is earth-friendly. So too, with wine enthusiasts.

"It is a unique talking point when tasting wines, it's not just the fun stuff in the bottle," she says. "There's more of an emotional connection" for consumers when they know more about the environmental conditions and how the grapes were grown. "We definitely try to make it known that we are certified."

And with the new hospitality center, consumers will get a personal, first-hand experience of the entire process, from vine to wine, right at the source. Phase one should be completed before the end of the year. **CG**

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# Basque Bakers Influence Successful Local Business

*Interview with Gary Bascou, Co-Owner, Staff of Life*

By Jess Brown



**Congratulations on Staff of Life's 50th Anniversary!**

JESS: Where did you grow up?

GARY: I was born in Stockton and grew up in Santa Cruz.

JESS: Where did you go to college and what was your major?

GARY: University of the Americas in Mexico City...Anthropology.

JESS: What precipitated your interest in baking?

GARY: My family – I come from four generations of Basque bakers.

JESS: Fifty years ago organic food was rarely discussed and very difficult to find in the market. Why was it important to you?

GARY: In 1967 and 1968 I was living in London and going to school. I really noticed that I couldn't easily find good food so I searched out small organic healthy options.

JESS: What job did you have prior to Staff of Life?

GARY: I was a substitute teacher from elementary to high school.

JESS: When you started Staff of Life did you have any business experience?

GARY: No.

JESS: Has it been beneficial to have a partner throughout this business journey?

GARY: Yes for many reasons. It is great to collaborate with a partner as well as have someone to bounce ideas off of. In addition, it is great to have someone to take care of things when I am gone.

JESS: Did you do any market research to see if there was an economically viable market share to support such a business?

GARY: No.

JESS: Did you have a mentor in this type of business?

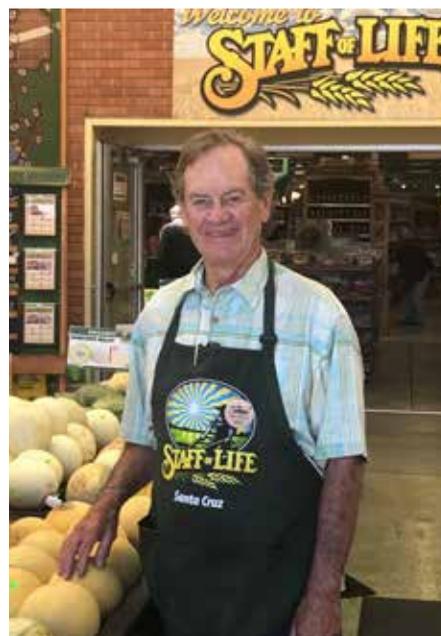
GARY: Not really. The person that owned the business before gave us some basic training.

JESS: Did anyone in your family influence your career?

GARY: My father's side because they were bakers. My mother came from the Whitmore families that were big in farming in Modesto.

JESS: You were celebrating 50 years of your business, and you are opening your second store. Why Watsonville for that location?

GARY: We realized there was no health food store in Watsonville and we found that this would be a great opportunity to serve another part of our county. We will be able to offer them healthy and organic options. Being located in Watsonville will let us serve additional geographic areas that are closer to south county.





JESS: Are you setting up your Watsonville store differently than your Santa Cruz store?

GARY: No, the store will basically be the same. At this point because the store is a little smaller so we will be bringing down baked goods, including all our artisan breads, pastries, pies, cooking, etc. You will be able to get the same products at Watsonville as you can get at our Santa Cruz Store.

JESS: How has your business changed over the years?

GARY: People have become more health conscious and more aware of organic choices. In addition, we offer many items that address different dietary needs like gluten free and vegan. We have also seen a huge interest in bulk and saving on packaging and costs.

JESS: What does Gary Bascou do in his free time?

GARY: I travel, garden, walk my dog, exercise. A few of my most recent trips included an eco tour of the Galapagos Islands and a motor tour of Ireland.

JESS: Where will we see the Staff of Life in 25 years?

GARY: We would love to expand, but we see ourselves still a locally owned business.

JESS: How are the diets of your millennial customers different from customers' diets 50 years ago?

GARY: They are more health conscious and more aware of organic food and dietary

restrictions. They also like healthy prepared foods either to eat here or to take home for a wholesome meal.

JESS: When and where are you the happiest?

GARY: I try to make every day a happy day no matter where I am.

JESS: How do you balance your personal and professional life?

GARY: It is easy to balance if you love both your personal and professional life—which I do!

JESS: Who has been the most influential person in your life?

GARY: I have two important people in my life. My mother allowed and encouraged me to figure out who I was and was one of the original investors in Staff of Life. My wife Peggy has always supported me in both my personal and professional life.

JESS: What is your motto?

GARY: Get up with a positive attitude every day. Be honest and fair and listen to others.

JESS: Which talent would you most like to have?

GARY: I want to be who I am right now! I am happy in my place in life.

JESS: Which words or phrases do you most overuse?

GARY: We can do it!

JESS: If you could have dinner with three people (alive or deceased), who would you invite?

GARY: Einstein, Dalai Lama, Abraham Lincoln.

JESS: What is something about Gary that most people don't know?

GARY: I am a master diver and have traveled all over the world to dive. I also used to be an avid surfer.

JESS: Where will we see Gary Bascou in 10 years?

GARY: Still working and traveling with an emphasis on travel. ☺



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# Vitamin D Deficiency: Why Is It So Common?

By Stephanie Bouquet, MS, RD, CSSD, CDE



**V**itamin D plays an important role in bone health, cell growth, nerve conduction and immune function. It is a unique vitamin as it is one of only two (vitamin K is the other) that the body can make and does not have to be obtained through foods. Commonly referred to as the “sunshine vitamin”, vitamin D is produced internally when ultraviolet-B (UVB) rays from the sun strike human skin. A daily dose of sunshine (approximately 10-15 minutes in direct sun) is all that is necessary for adequate vitamin stores. Surprisingly, it is estimated that almost 50 percent of the population worldwide is deficient in vitamin D. The last time I checked, the sun continues to shine, so why is there such an epidemic of vitamin D deficiency?

If you have been diagnosed with low vitamin D levels, consider the following factors in determining how well your body converts sunlight to vitamin D:

**Skin Pigment:** The skin pigment, melanin, blocks UVB rays from penetration. The more melanin your skin contains (darker skin), the less sun absorption will occur. If you are able to remain in the sun for an extended period of time without sunburn, chances

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## Vitamin D plays an important role in bone health, cell growth, nerve conduction and immune function.

---

are you have a high content of melanin in your skin.

**Aging:** As skin ages, it experiences a decrease in the ability to synthesize vitamin D. In the elderly, the skin produces four times less vitamin D when exposed to the sun, as compared to younger people.

**Body Weight:** Vitamin D is a fat-soluble

vitamin, which means body fat cells house the vitamin. With a larger storage system (more fat cells), the body has a hard time releasing the vitamin and the stores remain “trapped” or inactive.

**Location:** Believe it or not, where you reside (in relationship to the equator) makes a difference regarding the UVB rays you are exposed to. Living in a location north of the equator (like in Monterey County) provides less UVB exposure year round.

**Environment:** Increasing air levels of smog, pollution and fog all work as barriers to sunshine exposure and subsequent vitamin D production.

**Sun Protection:** UVB rays are important for vitamin D synthesis, but unprotected sun exposure is detrimental in other ways (think skin cancer, wrinkles, sun spots) to our health. Studies have found that sunscreens with sun protection factor of 15 (SPF 15) or higher can block the skin’s ability to produce vitamin D from sunlight by 95-99

percent.

When sunshine alone can't provide enough vitamin D, the use of food sources and supplementation are necessary. Because vitamin D is naturally occurring in a limited number of foods (salmon, swordfish, cod liver oil, egg yolks), foods fortified with the vitamin (such as milk, yogurts, cheeses, margarines and cereals) provide the highest percentage to the American diet. The Recommended Daily Allowance (RDA) for vitamin D ranges between 600-800 IUs (international units) per day with higher intakes recommended in older populations.

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**Surprisingly, it is estimated that almost 50 percent of the population worldwide is deficient in vitamin D.**

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There are several forms of vitamin D supplements. The two most notable are Vitamin D2 or ergocalciferol (derived from plant foods) and Vitamin D3 or cholecalciferol (derived from animal based foods). Both of these forms are available within multivitamin formularies or as high dose single supplements. As a single supplement, Vitamin D3 is favored for its lower cost and superior effectiveness. Supplements should only be used after a deficiency confirmation from a blood test and on the advice of your health care provider. Excessive Vitamin D supplementation can lead to toxicity and health risks. **ce**

*Citation Sources:*

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### FOOD SOURCES OF VITAMIN D

| Food                                                                                                        | IUs per serving |
|-------------------------------------------------------------------------------------------------------------|-----------------|
| Cod liver oil, 1 tablespoon                                                                                 | 1,360           |
| Swordfish, cooked, 3 ounces                                                                                 | 566             |
| Salmon (sockeye), cooked, 3 ounces                                                                          | 447             |
| Tuna fish, canned in water, drained, 3 ounces                                                               | 154             |
| Orange juice fortified with vitamin D, 1 cup<br>(check product labels, as amount of added vitamin D varies) | 137             |
| Milk, nonfat, reduced fat, and whole, vitamin D-fortified, 1 cup                                            | 115-124         |
| Yogurt, fortified, 5 ounce                                                                                  | 80              |
| Margarine, fortified, 1 tablespoon                                                                          | 60              |
| Sardines, canned in oil, drained, 2 sardines                                                                | 46              |
| Liver, beef, cooked, 3 ounces                                                                               | 42              |
| Egg, 1 large (vitamin D is found in yolk)                                                                   | 41              |
| Ready-to-eat cereal, fortified, 1 cup                                                                       | 40              |
| Cheese, Swiss, 1 ounce                                                                                      | 6               |

*Table Source: U.S. Department of Agriculture, Agricultural Research Service. Food Data Central 2019*

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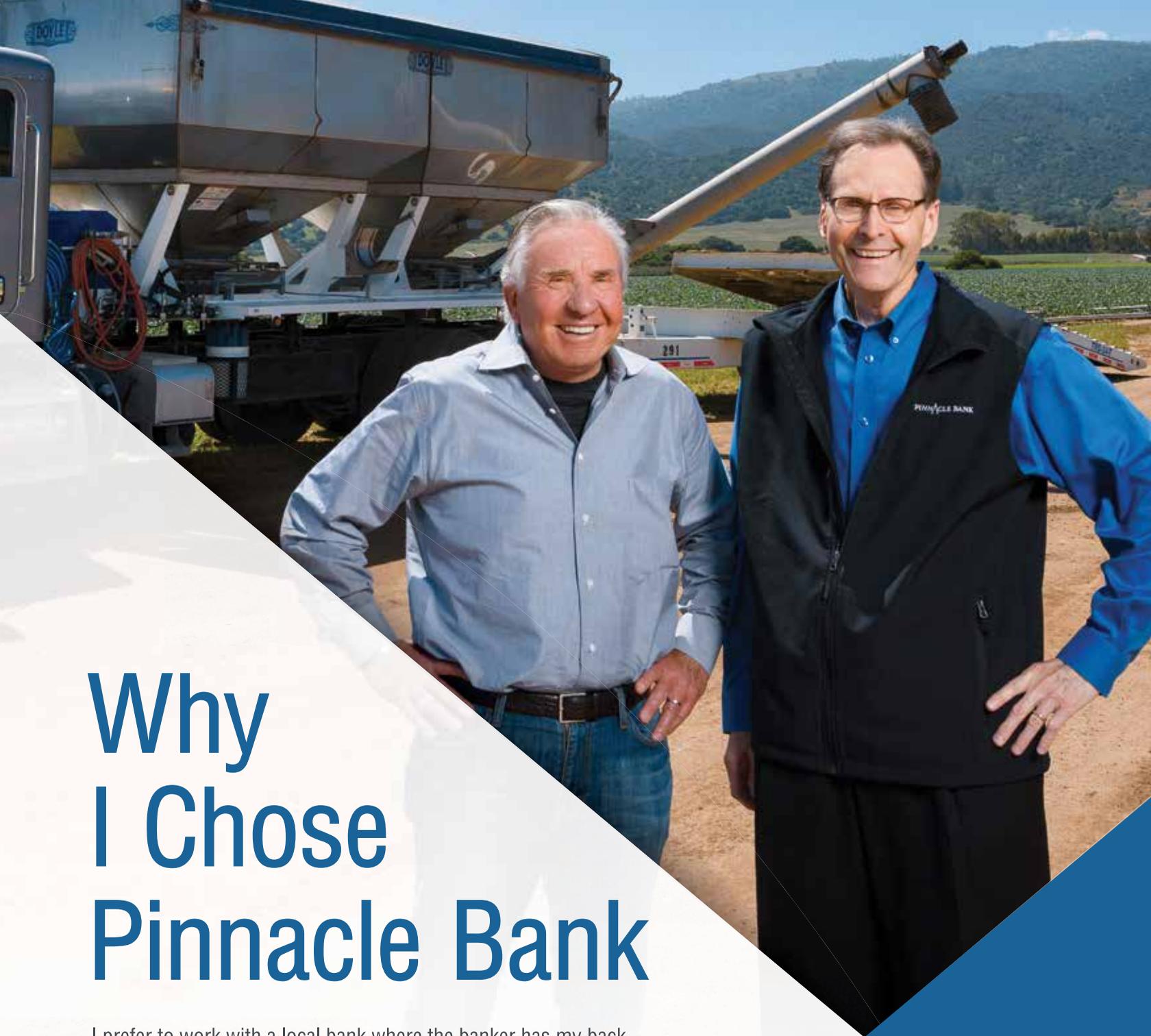
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# 2019 Salinas Valley Food and Wine Festival

Photos Courtesy of Mag One Media

## Local festival celebrates nine years in August

Another terrific Salinas Valley Food and Wine Festival was held in historic downtown Salinas on Saturday, August 10th. The weather could not have been a better backdrop for the 26 wineries, seven breweries and 15 eateries/restaurants that lined the 100 and 200 blocks of Main Street. The Festival Planning Committee raised the bar this year and, along with adding more excellent Salinas Valley wines, premium liquor sampling was offered from brands in Salinas, Gonzales and Soledad. Food sampling included fantastic carnitas and BBQ brisket from Salinas City BBQ to chicken chile and a selection of Salinas Valley made sausages. Samples of fresh salads, berries and veggies rounded out the free sampling available to all Festival ticket-holders.

Attendees enjoyed live music from the Monterey Jazz Festival youth jazz performers, the Chicano All-Stars and Samz School of Rock. A relaxed atmosphere was created along Main Street with sponsored seating lounges featuring furniture items for sale presented by Goodwill. Premium wines, Star Market cheeses, snack and beverage offerings were plentiful. The Festival's non-profit beneficiary for the second year in a row was the Grower-Shipper Foundation's More Produce in Schools Program who coordinated a raffle and served fresh berries and fresh vegetables at their booth near Portobello's. Lisa Dobbins' and her wonderful volunteers cheerfully staffed the booth and greeted people throughout the afternoon.

Next year will mark the very special 10th Anniversary celebration! Mark your calendars for Saturday, August 8, 2020. For more information, visit [salinasvalleyfoodandwine.com](http://salinasvalleyfoodandwine.com).



1. David Farr with Chalone Vineyard and Angel Samolytz with Armida Winery.
2. Keith Soergel is a home brewer who presented his tasty brews at the Friday night Kick Off Event. By day, Keith is a Graphic Designer at Moxxy Marketing.
3. Chris Stark from Hanyak Brewing pouring at the Friday night Kick Off party.
4. Jeff Blair with Blair Wines.
5. Darin Matthews, Dana Arvoig, Teresa Bunnell and Dan McDonnal served up De Tierra Winery.



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# California Rodeo Salinas

Most locals don't realize how prestigious the California Rodeo Salinas is. It's one of the top 20 professional rodeos (out of over 600) in the U.S and over 700 contestants competed here July 18th through 21st. Over 60,000 people enjoyed the 109th anniversary which included world famous rope artist Tomas Garcilazo, chuck wagon exhibition races and rodeo clown Slim Garner as entertainment along with traditional rodeo events like barrel racing, bareback riding, bull riding and team roping.

Patriotism was at an all-time high during the daytime grand entries as James 'Guido' Davis descended into the arena with a 1,100 square foot American Flag. Many long-time friends were honored-Ed Montana who wrote and sings 'Saddle Up Salinas' celebrated his 40th anniversary while both rodeo announcers, Wayne Brooks and Will Rasmussen, were honored for 20 years of being the voices of the California Rodeo. Rodeo clown and former freestyle bullfighter Andy Burrelle was honored with a 20 year plaque and a new exhibit in the California Rodeo Heritage Museum. 'Dude,' the Rodeo's new mascot also made his debut.

The feather in the Rodeo's cap, beyond being a top professional rodeo and a premier community event, is impacting the community through donations. Over \$534,000 was generated for local non-profits and western lifestyle organizations in 2019. These groups work parking cars, selling food, seating patrons and more during the events held at the Salinas Sports Complex. A big tip of the cowboy hat goes out to the community groups and over 1,400 volunteers who make it all happen!

Save the date for the 110th anniversary of the California Rodeo Salinas July 16th-19th, 2020. The Riata Ranch Cowboy Girls trick riding group will be here along with rodeo entertainer Matt Merritt and so much more. The Spurs & Stilettos gala will be held in a tent in the middle of our legendary arena on June 20, 2020. Visit [www.CARODEO.com](http://www.CARODEO.com) for information about upcoming events, tickets and more.



1. Zach Hibler, Bareback Rider (Photo by Phil Doyle).
2. Veteran James 'Guido' Davis parachuting in (Photo by Marc Weisberg).
3. Charro Tomas Garcilazo (Photo by McLernon & Co.).
4. Andy Burrelle with his new display in the California Rodeo Heritage Museum.
5. Donations to non-profits totaling over \$530,000. (Photo by Mag One Media).

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# The 8<sup>TH</sup> Annual Boots, Bottles & BBQ

What began as a casual BBQ to introduce the community to The First Tee has grown into one of Salinas Valley's most beloved events. The Boots, Bottles & BBQ (or BBB as it's known) is a great event featuring fantastic food—from amazing BBQ to oysters and even caviar dogs—to spectacular California wines, and great entertainment. It also happens to have one of the most fun, fast paced, and crazy big auctions in the area. Guests are treated to some of the world's most collectible wines, unique VIP experience only available through the BBB, gorgeous jewelry, spectacular once-in-a-lifetime trips. Community leaders raise their paddles high and proud to ensure the youth in Monterey County have the support and resources they need to reach their fullest potential.

The 2019 BBB featured an amazing performance by American Idol star and Country Music sensation—Tristan McIntosh. Tristan's performance was met with a standing ovation by everyone in attendance.

The BBB is about bringing together community and business leaders to rally around the kids served by the three key programs of the Future Citizens Foundation—Taylor Farms Center for Learning, The First Tee, Pay It Forward.

On behalf of the youth served by the Future Citizens Foundation, we thank everyone for their support of the 2019 8th Annual Boots, Bottles & BBQ. The event was an amazing success, raising more than \$625,000 for the deserving youth of Monterey County.



1. Long-time supporters Natalie and Jerry Rava with American Idol star Tristan McIntosh .
2. American Idol star and Country Music sensation, Tristan McIntosh.
3. Nearly 350 community and business leaders enjoy the great BBQ and fantastic wines at the 8th Annual Boots, Bottles & BBQ.
4. (l to r) David Gill, Board Chairman with Monterey Peninsula Foundation's Steve John, and BBB Producer, Alla Zeltser.
5. (l to r) Board Member Robin Bagget with Michelle Baggett, and Amy Alcott, World of Golf Hall of Famer, & Guest.

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# AIM for the Cures Gala

**F**our former Phantoms from the Tony Award-winning Phantom of the Opera performed the iconic music of Broadway in Pebble Beach on August 15 at AIM Youth Mental Health's 6th Annual AIM for the Cures Gala. Befitting the elegance of the Concours d'Elegance, sponsors included Carbonadi ultra-premium Italian vodka, Petrossian caviar, Heavensake, Pebble Beach Company as donor of the extraordinary venue, and premium wine-tastings by Alpha Omega Winery. Pebble Beach world-class chefs prepared the gourmet dinner, paired with premium wines donated by Scheid Vineyards & Trincherro Family Estates.

The North Monterey County High School Condor Marching Band led by Marcie Chapa inaugurated the evening. Chris Harrison, host of ABC's *The Bachelor*, emceed, and Katie Syers, a young lady whose life was changed through AIM-sponsored research, shared her inspiring story of personal transformation. Live auction items included a week at top luxury hotels in Bali, an ultimate Parisian experience, and one of the most exclusive fly-out fishing lodges in Alaska.

The Gala raised over \$800,000 for youth mental health research and awareness. AIM is building a movement devoted to youth mental health by funding clinical research to find better treatments and cures, and raising awareness of the growing epidemic of kids struggling with their mental health.

The 3rd Annual AIM for Awareness Ad Contest is underway in all Monterey County Middle and High Schools to help normalize the conversation around students' mental health and raise awareness.

For more information and/or donate, please visit [AIMforMentalHealth.org](http://AIMforMentalHealth.org) or call 831-372-1600.



1. A celebration of the iconic music of Broadway, AIM's Gala brought together four former Phantoms from the Tony Award-winning *The Phantom of the Opera* for an unforgettable night of entertainment!
2. Chris Harrison, of ABC's *The Bachelor*, hosted.
3. AIM's annual Gala is one of Pebble Beach's must-attend events.
4. Host Chris Harrison shares a personally compelling connection to the cause with an enrapt audience.
5. The Condors, North County High School's Marching Band, led by Marcie Chapa, opened the Gala with a world-class performance.



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# Hearts for Homes: A Sunday Afternoon for Dorothy's Place

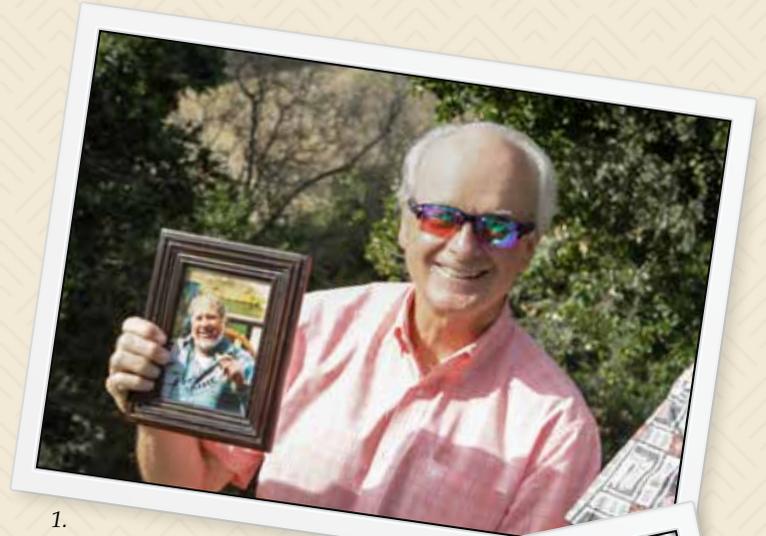
Photography by: Grace Irwin Photography

This past September over 200 community residents gathered at the home of Gary and Shari Caraccioli to raise funds for Dorothy's Place's Streets to Home Initiative. Through sponsors and auction item donors the event exceeded its goal of raising \$300,000!

In 2017, Dorothy's Place, long known for providing meals for the homeless and emergency shelter for homeless women, began the Streets to Homes Initiative. Dorothy's Place social workers, having assisted 70 people into housing the previous year, saw a surge in chronically unsheltered people asking for housing help. Their waiting list of 50 people has doubled, and they needed help to hire more social workers. This successful event will help them do just that!

Attendees enjoyed a lovely afternoon with strolling artisan food stations by Aqua Terra Culinary, Caraccioli Cellars wines with a souvenir glass, a silent auction featuring the work of local, renowned artists and one of a kind "wine finds", a spectacular live auction and the music of Rose Merrill.

Every dollar raised from this event will go toward direct service, providing a full year of intensive case management with housing and health supports to approximately 100 chronically unsheltered adults desperately seeking permanent shelter. In the last three years, Dorothy's Place has assisted more than 100 desperate people into sustainable, permanent housing. It's a slow and difficult process, but they've proven it works! [www.dorothysplace.org](http://www.dorothysplace.org).



1.



2.



3.

1. David Gill with his winning picture of Dennis Caprara.
2. Bob and Millie House.
3. Sandy Storm and Joanne Taylor Johnson.
4. (l to r) Nick Azcona, Ed and Jane Brem, Tim Tomasello.
5. (l to r) Nancy and Scott Scheid, Lou Huntington.
6. (l to r) Judy Williamson, Terry Fleming Ducato.
7. (l to r) Janice and Dennis Caprara, Karen Fano.
8. (l to r) Gary and Shari Caraccioli, Nick Azcona.
9. (l to r) Chris and Rae Huntington, Amy and Sammy Duda.



4.



5.



6.



7.



8.



9.

# Hearts for Homes

*A Sunday Afternoon for Dorothy's Place*

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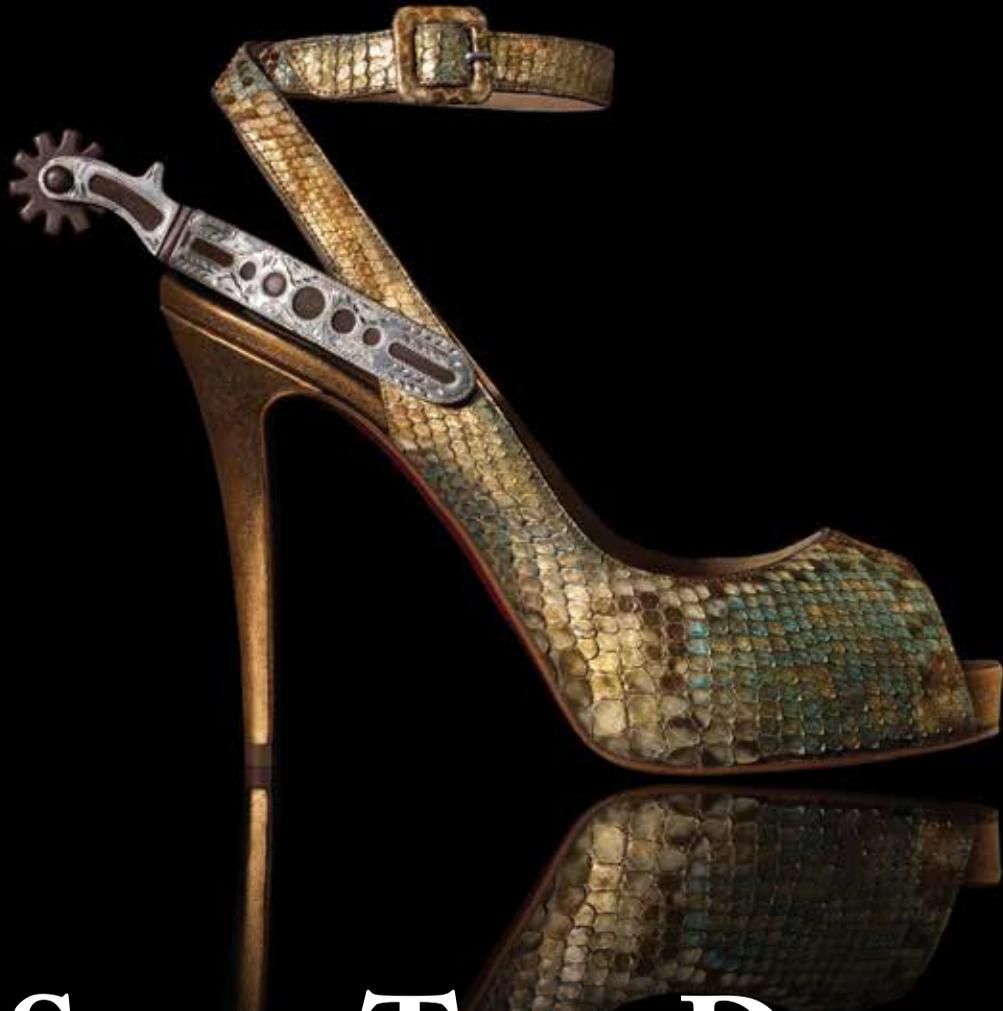
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