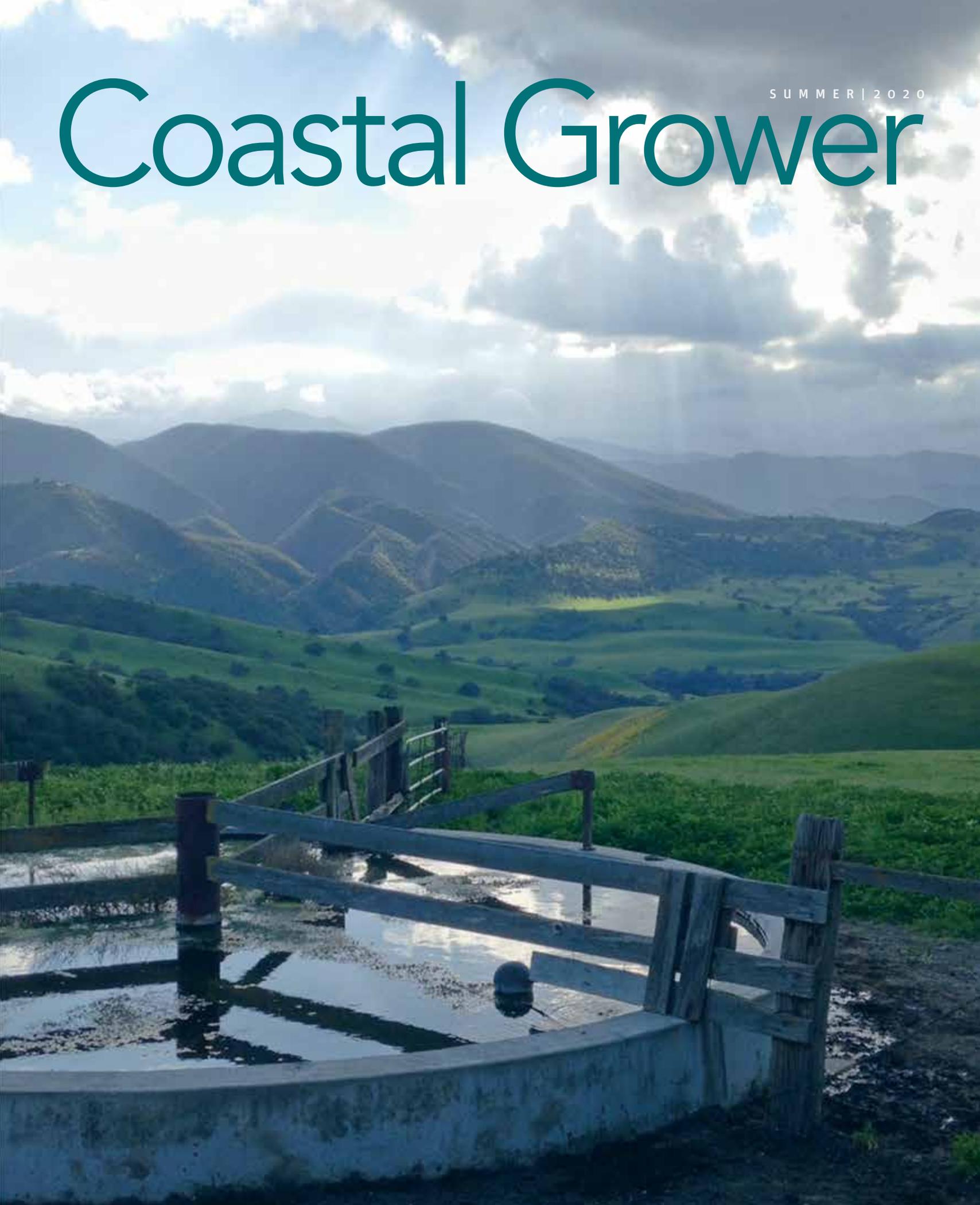


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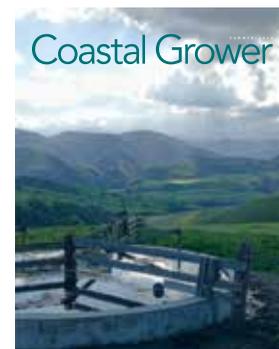
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COVER PHOTO

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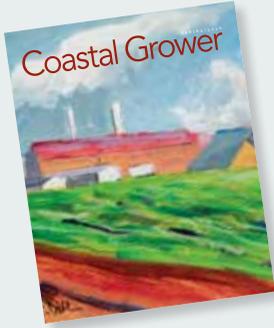
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“The Old Days”

It's hard to believe what's transpired in our world since we published our Spring 2020 issue. While I grieve for the tremendous loss of life and honor health care providers and first responders, like many the mixed messaging and blurred statistics have me frustrated. Here's my take on a few things:

Rant. A few words, acronyms, phrases I never heard before March of 2020 and would prefer to never hear again: PPE, social distancing (who knew that was a thing?), community spread, herd immunity, contact tracing, essential business, flattening the curve...I could go on, but I think you get the idea. It is comforting the pizzas we order are cooked at 450 degrees and never touched by a human once they come out of the oven. Who knew?

Rave. Like I said before health care providers and first responders rallied like no other. Teachers, parents, kids, grandparents, graduates, supply chain workers, our ag community who adapted and stepped up quickly to provide farm workers with much needed safety equipment and housing (despite facing immense financial loss). Technology companies like Zoom who helped keep us connected and the WiFi humming. Small businesses everywhere.... I'd high five all of you if I could. You make me proud to be an American.

Reflect. We have lost a lot since March. I'd like to take a moment to remember a few special people who passed away during this time (not due to COVID 19).

Shirley. Shirley Lavorato was simply one of Salinas Valley's finest. Whenever I saw her she was the epitome of kindness and grace. She contributed a lot to this community. She raised great kids and had a wonderful family and circle of friends. She leaves a tremendous legacy.

Marlene. I knew Marlene Ramsey my entire life as we are, well, family. We were also business partners. She had faith in me and trusted me at a time when I needed it most. I will always remember her gentle smile, warm hugs and words of encouragement. She led a family-filled life and was also a dedicated volunteer. Her family said it best when they described her as “small in stature but a giant in the footprints she has left on so many hearts.” I will always be grateful for knowing her.

Elsie. While we usually grace our covers with stunning photography, occasionally I like to feature the work of a local artist. You may recall we chose a painting of the old Spreckels Sugar Factory by Elsie Dill for our Spring 2020 issue. Elsie was a daughter of Salinas Valley agriculture. Born and raised here as part of the Garin family, she was an active and engaged mother and volunteer. She was a founding member of the Valley Art Gallery in Old Town Salinas. Her collage of the Grower Shipper Association logo has hung beautifully in their lobby for decades. She was a gifted artist and gave many gifts to others.

Missy. If you are reading this and considering a career in agriculture marketing, I strongly suggest you study the work, life and career of Melissa (Missy) McDill. A creative tour de force, Missy was very much a mentor to this young girl fresh out of college. I studied and watched how she placed advertisements, set up trade show booths and produced special events. Her enthusiasm was contagious. Missy was a native of Salinas and, like me, led a women-owned business. I'm most proud of her unwavering dedication to Jacob's Heart Children's Cancer Services. It was an honor to serve on the board of directors with her and I will cherish the memories of our Kidrageous Carnivals. She will be missed by many of us in the industry and community.

Last January I walked into the Salinas Valley Art Gallery looking for our spring cover. I was immediately drawn to Elsie's painting of the old sugar factory. I grew up in the small town and have fond memories of hearing the factory whistle blow and feeding sugar beets to our horses. She titled the painting “The Old Days” and I think we can all agree, right about now, we are missing them.

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.



Any Wu

Any Wu is the Founder and 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.



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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.



Bill Hastie

Bill is the founder of Hastie Financial Group (HFG), a registered investment advisory firm serving the Central Coast since 1985. HFG provides comprehensive wealth management services, including investment management and retirement planning, and serves as a fiduciary investment manager for 401(k) retirement plans. Over the years, HFG has received recognitions from Barron’s, 401(k)Wire and LPL Financial as a top financial advisory team. Bill earned a B.S. in economics from Cal Poly, San Luis Obispo, an M.B.A. in financial planning from Golden Gate University, San Francisco, and holds an Accredited Investment Fiduciary Analyst (AIFA®) designation.



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.



Michael 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.



Anne Secker

Anne Secker is a shareholder in Noland, Hamerly, Etienne & Hoss and has practiced law in Monterey County since 1980. She specializes in commercial law, contracts, business dispute resolution, real estate and construction law, and creditors' rights. NHEH intern Jeff Tuttle assisted with this article.



Dr. John Farahmand

As a young man, John always knew he wanted to pursue a career that allowed him to impact lives. After injuring his back while in college and experiencing physical therapy firsthand, John developed a seriousness of purpose as to the choice and nature of his future career as a physical therapist. He founded Balance Physical Therapy® and Human Performance Center, Inc. in 2002 with a singular vision in mind. He wanted to treat people, not body parts. John realizes that our physical body is the only thing that we take with us everywhere. Literally. When our body is not operating the way we'd like it to, it affects every other aspect of our lives. With that in mind, Balance Physical Therapy has remained dedicated to changing the world, one patient at a time.



Christine Dawson

Christine Dawson is Vice President Philanthropic Services of the Community Foundation for Monterey County. She helps individuals, families and businesses give back and fulfill their philanthropic vision through charitable funds today, and planned giving to leave a legacy for the future.



Erin Hightower

Erin Hightower has been working in farm planning and agronomy for 14 years. At RDO Equipment Co., she works with team members and growers, focused on education, training and conducting field trials. She's a Certified Crop Advisor (CCA), and Certified USDA NRCS Nutrient Management Planner, Certified Conservation Planner, and Comprehensive Nutrient Management Planner. Connect with her on Twitter

Contributors



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



Matt Pridey

Matt Pridey is a Professional Golfer residing on the Monterey Peninsula. He plays on several professional tours, trying to make his way onto the PGA Tour. Through the help of his generous sponsors, Matt is able to play golf full time and travel to tournaments. He is originally from South Dakota, and played collegiate golf in both South Dakota and Arizona. He turned pro after college and eventually moved west to the home of his wife, Whitney. He won the 2018 Monterey Open, earning him an exemption into the 2018 TaylorMade Pebble Beach Invitational. Matt qualified for the 2019 Kern Ferry Tour event, The Colorado Championship



Jeff Post

Jeff is a fifth generation resident of Monterey County; McKay family of Monterey and Post Ranch in Big Sur. Jeffrey earned a Bachelor of Science in Agribusiness from Cal Poly, San Luis Obispo. Community involvement includes volunteer work for the Monterey Bay Aquarium, and martial arts training/instruction attaining 2nd Degree Black Belt rank. A graduate of the prestigious California Agricultural Leadership Program Class XXXII, and the Washington D.C. to California Leadership Exchange. Jeff has worked in several departments of the supply chain, including sales for 18 years and Logistics for the Harvest Fleet, before becoming the grower for Boutonnet Farms in 2017.



Joe Truskot

Joe Truskot is host of "In the Garden" on KSQD Santa Cruz 90.7 F.M., streaming live at ksqd.org every Saturday, 9 to 9:30 a.m. He is a Master Rosarian, certified by the American Rose Society; current president of the Monterey Bay Rose Society, author of the Central Coast Rose Manual, and a frequent speaker at garden clubs and horticultural societies. He was the featured editor of the Salinas Californian and executive director of the Monterey Symphony and has lived in Salinas since 1992.



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There's Never Been a Better Time to Keep Moving

By John Farahmand, Founder/Owner Balance Physical Therapy, Monterey/Salinas

Before the coronavirus pandemic forced all of us inside our homes, we were all busy with our lives, working, playing, kids, hobbies, sports and entertainment.

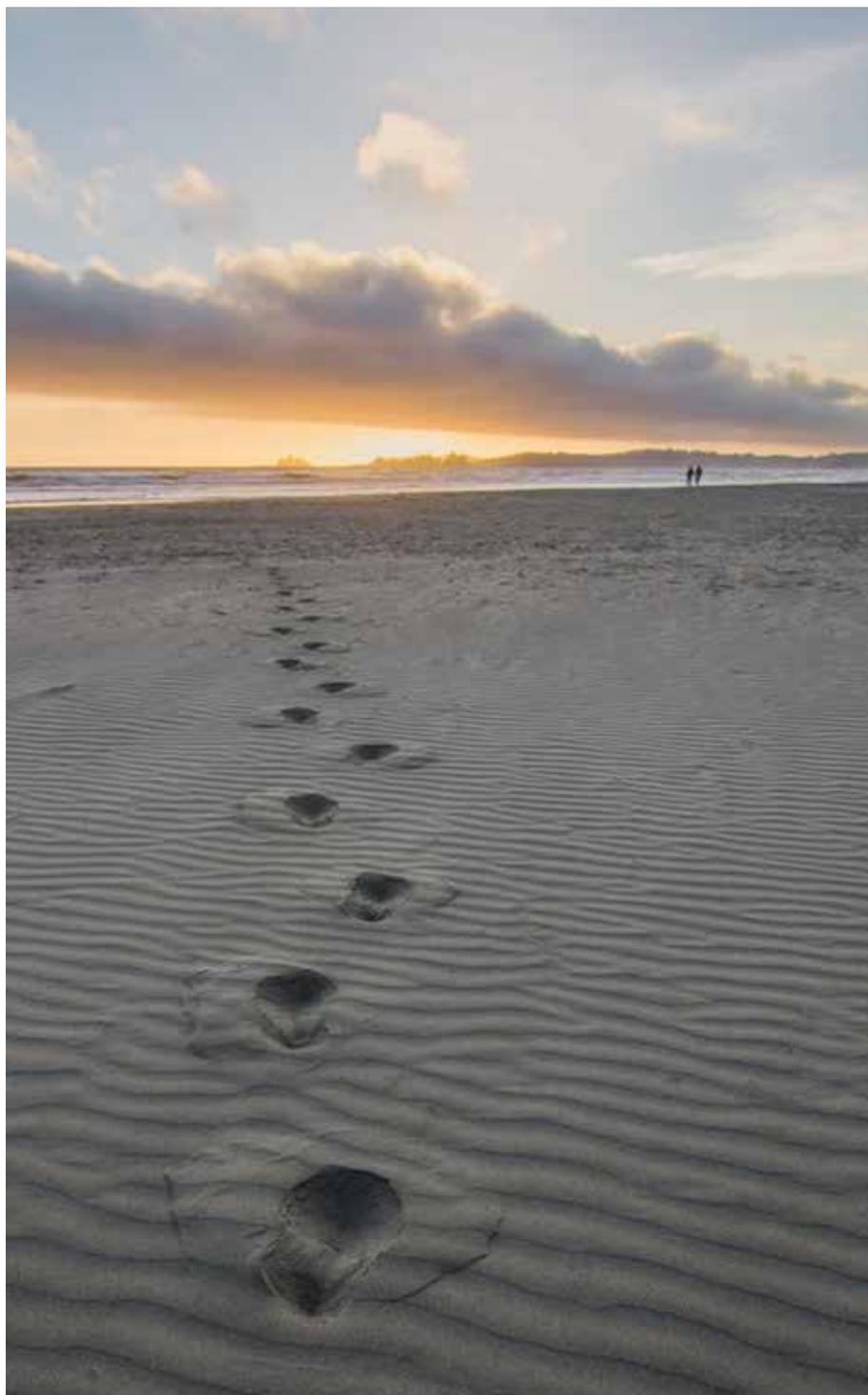
And to bring a semblance of order and normality to our lives, most of us kept a schedule. And if you didn't actually write it down, you at least had a daily routine that you followed.

Shelter in Place has taken away our normal schedules and daily routines, so much so that people often don't even know what day of the week it is! Without a schedule or routine it's very difficult to place importance on certain activities (like showering or putting on makeup, but we won't go there), especially exercise.

It's easy to forget or ignore an exercise routine, especially if you go to a gym, fitness center, yoga studio, Pilates class or Soulcycle class or bike, hike or run with a partner or group of friends. When you're in a gym, you're focused on getting through your routine, it's almost impossible to just stand around and do nothing.

But at home, there are way too many distractions, the TV, kitchen or bed beckon you to watch, eat or nap. You'll get to those push-ups, jumping jacks and the stationary bike as soon as you finish this one episode of "Tiger King" or polish off the sandwich you just made.

So if there's one bit of advice I can give to you while you're sheltering at home it's this take on the famous Nike slogan, "Just Do It" — "Just Keep Moving" or simply, "Just Move!" There's never been a better time to keep moving. And it doesn't necessarily have to be a regimented exercise routine. You could go for a walk, work in the garden, clean out the garage, trim the hedges, and so forth. Any activity that you don't normally do can be considered exercise. The key is to just move your body.



And if you are used to working out on a regular basis, you have to maintain a routine and schedule a time to exercise, because it's the most vital thing we can do now, so we can continue to be productive in our lives.

Exercise improves your flexibility, your mobility, your heart and lungs and boosts your energy levels. We all know the benefits of exercise; it's common knowledge. But what's often overlooked is exercise's effects on the brain. Physical exercise releases proteins in the brain as much as the body, so it's actually good for your brain to exercise and get your blood pumping.

There's never been a better time to keep moving.

Forget about building big muscles or getting a beach body now. With Shelter in Place what's important is our state of mind, especially since you can't hug people, shake hands, socialize, get together with family, friends and loved ones — all of the things that feed our soul and keep our hearts and minds healthy.

A healthy brain, a healthy state of mind and a healthy mood, that is the magical tea right now. But you have to get moving!

One of the hallmarks of clinical depression is when someone says, "I'm tired," on a regular basis. Exercise fights off depression and the motivation to exercise begets more motivation. The more sedentary you are, the lower your energy will be. The more you move, the more energy you will have.

Think of your body as a beautiful sports car. A sports car needs to be housed in a garage when you're not driving it, that's like the rest and sleep we need for our bodies. The sports car needs good fuel to run well, that's the good, clean, nutritious food we put in our bodies.

And you regularly have to take out the sports car and open it up, push it to its limits. We are often backwards in our thinking about this. We often avoid certain movements because it's hard or challenging. But we have to use our bodies, much like a high-powered sports car, through a range of motion that challenges us. But you don't need to do high-intensity workouts right off the bat. Your sports car needs to be broken in and warmed up before you put the pedal to the metal.

Set goals for exercising, but be realistic. If you're just starting out, say to yourself "I'm just going to move my body for five minutes." You'll feel good about that, which gives you more motivation. It's all about small victories at first.

Then you can move the bar up farther, do 10 minutes of moving your body, then 15 — just do something. You could sit up and down 10 times, jog in place for five minutes, do 10 jumping jacks. You don't need any equipment.

Once you've done that, you can up the difficulty factor and do more multi-functional exercises, movements that move more muscles and joints. Easy-to-learn exercises such as deep squats, lunges, step-ups, pushups, planks, and crunches, will help you raise the bar.

The more joints that are moving, the less likely you are to get injured. But don't do the same routine every day, mix it up, move your body in ways other than your typical way, do something different every day. Right now is not the time to do high-intensity exercises, so keep it simple.

As you progress, do exercises that elevate your heart rate, shorten your breath and challenge your body. If those 10 squats you started with seem easy now, do two or three

sets of 10 squats, with just a short interval between reps to keep your heart rate elevated.

And you don't need a lot of equipment to work out at home — a chair, a table, a broomstick, a towel, can all be utilized to help you exercise. Your own body weight can be used as a piece of "equipment," a prime example being a pushup or squat.

There are any number of YouTube videos, books and online classes that will show you how to move your body and give you ideas for various routines you can tailor to your own needs. There is no "perfect" routine, just ones that work for you and your body type. The bottom line is, if someone tells you that they don't know what to do, that just means they don't want to exercise. Remember, when you exercise you're not only benefitting your body, you're benefitting your brain and dealing with the mental stress we're all under these days. And a simple thing many people discount is the power of smiling. If you're down, tired, or lack motivation, just smile. Believe it or not, it'll make you feel better and feel less pain and discomfort.

The key? Just keep moving! **ce**

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Getting the Job Done ... Remotely

By Brian Milne



What a weird few months it's been.

As I write this piece, the kids are wrapping up another year of school ... remotely.

I'm pounding away on the keyboard of my work laptop ... remotely.

Heck, this week I even grocery shopped from a mobile app for the first time ... remotely.

The COVID-19 crisis affected us all this past spring, and who knows what the summer will bring as it pertains to this new coronavirus way of living. But what it has brought about is renewed drive to overcome challenges to get the job done, remotely.

We saw it play out time and time again over Zoom, the video conferencing platform that overcame privacy concerns back in May and saw its user-base skyrocket from 10 million to 300 million during the pandemic.

Even my parents, who don't own a smart phone, gushed about Zoom and how everything from graduations to birthday parties were being hosted on the platform.

During the shelter-in-place, we found creative ways to not only work, but work

out ... remotely. Whether it was with online yoga classes for parents, or YouTube exercise activities for the kids' PE requirements, we tried our best to stay healthy at home.

And while gyms were shuttered across the country, tech companies in the connected home exercise space thrived. Peloton, a maker of "smart" home exercise bikes, for example, overcame social media backlash over a controversial holiday ad and saw its stock price double as sales surged during the shelter in place.

But out on the farm, working remote is a lot more challenging.

"You can't pick strawberries over Zoom" as one headline pointed out in The Los Angeles Times in April.

Because producing food is vital to the pandemic response, Monterey County's \$4.3 billion agriculture industry and its workers were declared exempt from the shelter in

While the shelter in place affected many tech companies and startups negatively, those that have been able to show an ROI to growers and help improve visibility and efficiencies in the field, are still growing during an otherwise uncertain environment.

place, which meant our industry had to make significant changes to the way we work in the field.

Our growers and shippers overhauled field practices and supply chain processes to ensure the safety of its workers and

Because producing food is vital to the pandemic response, Monterey County's \$4.3 billion agriculture industry and its workers were declared exempt from the shelter in place, which meant our industry had to make significant changes to the way we work in the field.

produce for the public. Managers ramped up the sanitization of equipment and facilities. Employees who were sick were sent home and not allowed to touch produce. Handwashing stations were brought in just

about everywhere.

And while physical labor will always have a hand in California agriculture, the crisis did encourage more managers to rely on remote farm management platforms and apps to see what was going on in the field.

We saw this first-hand with our platform at Fieldin, which allows managers to remotely monitor spray applications, harvesting and other cultural practices in real-time. From February to March, the usage of our platform increased by more than 225 percent.

And in talking with other California-based agtechs, which allow for remote monitoring of irrigation, weather and other field conditions, an increase in adoption continues to be the case for the most popular applications.

While the shelter in place affected many tech companies and startups negatively, those that have been able to show an ROI to growers and help improve visibility and efficiencies in the field, are still growing during an otherwise uncertain environment.

"Remote farm management has never been more important to our growers, and the entire supply chain as a whole," Fieldin



CEO Boaz Bachar said at the 2020 Virtual Summit on AgTech. "Whether it's the crisis we're currently seeing with COVID-19, or just the challenges of expanding acreage and the day-to-day management of operations spread out all over the state ... Growers need remote transparency into their daily field operations. They need data. And they need it now, in real time."

Here's hoping our local agriculture industry is back to a sense of normality here this summer. In the meantime, stay healthy everyone! **CG**

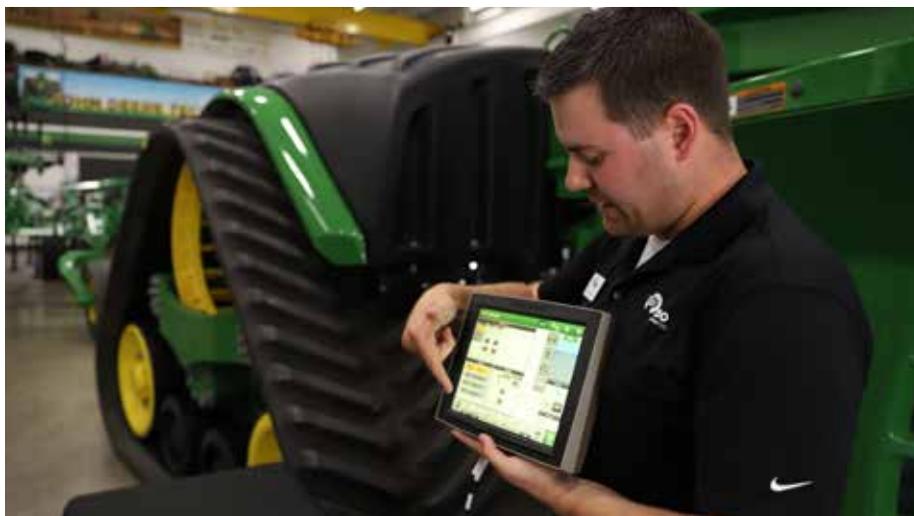


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Five Steps to Evaluate Agriculture Technology Opportunities for Your Farm

By Erin Hightower



With Silicon Valley and technology development firms investing more time and dollars in agriculture than ever before, there are more options to adopt agriculture technology at all points of the farming cycle. However, just because a technology is out there does not mean it is right for every farming operation.

After reading a book about the topic of choosing the right innovation at the right time, I began thinking about how farms have to face the growing agricultural innovations revolution. Technology developers are giving more attention to food production and management, and it can be overwhelming to filter the good options from ill-fitting.

Using the book as inspiration, here are five steps I suggest using to evaluate technology opportunities for a farming operation.

STEP #1: Zero in on Unique Value and Benefit

Watching late night infomercials (what, just me?) it is easy to see that, often, we're inundated with advertisements for solutions to problems we didn't know we had. Some of

these solutions may be amazing, while others just aren't integral to individual needs.

In that same realm, some challenges are universal across agriculture and some are not. One grower's strategic problem may not be another's.

Before even considering a technology opportunity, ask the key question: What is my farm's unique, biggest challenges?

Digging into the topic further, additional questions may help hone in the top challenges:

- Would the operation benefit by reducing inputs usage?
- Would the operation benefit with the increase of market timing?
- Maybe just reducing labor hours and wear on equipment would be the biggest win?
- What are the biggest challenges related to environmental protection concerns?

Closely related, consider the true cost/benefit associated with adding technology. Perhaps a new option may save 10 percent on fertilizer costs – but if the farm's fertilizer process is already efficient, how much will actually be

saved, especially when considering the cost of the technology?

Just as important as it is to identify areas of opportunity, it is equally crucial to get familiar with the landscape of possibilities, opportunities, and risks, as the farm may not benefit from or see return on investment because the efficiency is already there. The benefits of technology, "as seen on TV," while appropriate for one operation, may not make sense for the operation next door.

Once we identify the key issues and weigh risks, the right solution(s) can be proactively sought out.

Before even considering a technology opportunity, ask the key question: What is my farm's unique, biggest challenges?

STEP #2: Research Promising Options

For those who aren't tech-savvy, it may feel like technology is chasing you down unnecessarily, rather than the user seeking it out. However, continuing with the list of key priorities, we can help set the comfort level with seeking out productive solutions and weeding out those that are not relevant.

That said, even with the priorities clearly defined, taking technology for a test drive still requires quite a bit of research.

Technologies can work well in some business climates but not others and knowing how the technology collects and reports information can go a long way.

Allow me to share an example: I know of a great app that helps with balancing input cost with current markets. The issue is I work in the Pacific Northwest, while the app uses inputs and prices of the Midwest to deter-

mine cost and loss ratio. While this is a great app and works well, it may not work best for the crops and prices in my local area.

Which brings me to my next tip...

STEP #3: Consider Alternatives

It may seem simple enough to jump in on the first innovation discovered to solve a particular challenge. There are many innovative apps on the market but not all fit every operation, case in point, my location-challenged app.

To find out what other solutions might work, ask a few questions:

- How is the technology gathering information and what is its resources for information
- Will the technology require different equipment than I already have?
- What are the annual fees or one-time fees?
- Are there methods or equipment I already use that may have more advanced activations or add-ons?

It is a good idea to evaluate the versatility of a solution. There are some tools that have multi-functionality while others only do one, very specific job. Should you use the Swiss Army knife or the single-function tool?

While in Step #1 I made the case for not getting distracted by too many options, at times it is good to evaluate several options, with some multi-use tools in the bunch. If a multi-functional solution is chosen, one suggestion is to create a long-term plan to incorporate the various opportunities into the farm's operation, so as not to feel overwhelmed to do too much with it right away.

And onto the next step to help further narrow down the choices.

STEP #4: Include Others

Ready to choose a solution and get to work – not so fast! Discussing a technology opportunity with other growers and experts is a good idea.

First, consider the operator. Is it you or a hired employee? A technology solution that is not intuitive to the person using the machine or corresponding equipment will have a steep adoption curve from the start. I have personally seen farm operations choose great technology advancements only to have them

hard for operations and partners to manage. Including operators in the decision-making process may help choosing an innovation that will see more immediate use and management integration.

Next, while a partner equipment dealership may have biases, it is not a bad idea to consult with its technology experts all the same. The choice between solutions could come down to which integrate with pre-existing equipment, farm software, and tech solutions already integrated on a machine. In addition, it may be a great solution but if it is redundant with something already in the tractor, it may just add more clutter and cost without producing great results.

Another consideration is consulting with local offices that might be willing to cost share on technologies that have environmental benefits (such as Conservation Districts and NRCS). These groups may also help advocate early for new technologies and have them be included in the future of programming considerations or at least may offer funding resources for adoption.

Lastly, we all know those early technology adopters – so use them as a resource. Users willing to share their stories may be the best help in finding the right solution. It may also be a way to avoid making the same mistakes they made.

STEP #5: Set Expectations, Evaluate, Repeat

Congratulations! After finding the right solution, it's time to move forward. In a few weeks or months, the big question is going to come: Did it work?

First, establish timeline expectations, potentially including an agronomist or other trusted advisor close to the operation in the process. Some tools may prove their worth (or not) early on, while others need at least a growing season or several to give the tool its fair shake.

Next, determine what warrants success. Do not feel pressured to measure success based on one outcome; there can be small levels or major wins. For example, the seemingly simple act of embracing and implementing a new solution into the daily operation can be a big win in itself.

Finally, review the relevant data and outcomes to see if it supports those measures of success – or, if it points to failure. It is often a knee-jerk reaction to give up if something is not working right away but perhaps this analysis will reveal changes that could be made to increase chance of success next time.

That said, be willing to admit if something is not working for the operation and why. At that point, again, the analysis may reveal tweaks or adjustments needed to make the tool a winner.

A Final Thought – Educate and Inspire Others

If you went through all the steps and successfully implemented a new technology, high-fives – but don't keep that success story to yourself. Having conversations with other growers and trusted advisors is a great way to share knowledge and find more opportunities that may be a good fit at some point.

Certainly the discovery of both successes and failures is important and sharing info is a two-way street. Do not expect to hear the latest-and-greatest from someone if you're not willing to share your successes (or failures) as well. Remember those early adopters mentioned in Step #4? Someone may look to you as that resource and appreciate the insight.

In a world of continuously moving technology, we can all work together to reduce the fear and anxiety that come with adopting new opportunities. With any luck, these tips also help reduce the stress on your end and increase your confidence in successfully implementing and managing technology. **ce**



Italian Adventure

By Jeff Post



During the week of January 20th, 2020, the international agricultural trade show *Orticultura Tecnica in Campo* took place in the Emilia-Romagna Region of Italy. Organized well, the exposition focused primarily on mechanization of agricultural practices traditionally labor intensive and controlled by hand. The exposition itself was rather small in comparison to the World Ag Expo in Tulare, California, which afforded the attendees a more intimate experience. For two cold days in the outlying countryside northwest of Bologna, Italy, agriculturalists the world over gathered to see some of the new technologies, mechanization, automation in transplanting, weed control, ground preparation, and harvest.

Veda Farming Solutions of Salinas, California sponsored and plotted the trip, so invitations went to some Salinas Valley growers with whom Veda does business. In representation of Boutonnet Farms I flew

out with Esteban Gonzalez of Laguna Mist Farms. Mr. Davide Verardi, owner and CEO of Veda Farming, had worked in Bologna for many years earlier in life, so he booked field trips to visit several of the companies with whom he has business relationships. Of the 20 total Regions of Italy, three key agricultural regions are Tuscany, Lombardy, and Emilia-Romagne where many agricultural crops are grown. The area is also home to agricultural equipment manufacturers, including our first visit to a company by the name of Falc.

Established in 1960 by Piero Zama in Faenza, to produce an innovative agricultural tool; the Digging Machine. An emphasis was made (which seems to be the anthem for all the Ag companies we met) for minimal compaction. I asked where the name Falc originated: Mr. Zama liked the sound of 'Falc' the acronym of: Factory Agricultural Labour Country (where country is the literal meaning of ground).

Organized well, the exposition focused primarily on mechanization of agricultural practices traditionally labor intensive and controlled by hand.

The exposition kicked off in Guidizzolo [Region of Lombardy] on the grounds of one of the sponsors; *Costruzioni Meccaniche Ferrari*. The two primary sponsors were *Costruzioni Meccaniche Ferrari*, founded by Mr. Luigi Ferrari in 1961 to service small farms surrounding Guidizzolo, and *Idromeccanica Lucchini*, producer of plastics for horticulture and floriculture.

A seminar was held in the Lucchini building, covering current European business infrastructure comparison of ag-product distribution to Western Bloc countries versus how the United States handles business/distribution. There are stark similarities to this instance of production/distribution there

in Italy and here in California; where a high percentage of overall agricultural production takes place in Italy, just like here in California. The customer base in Western Bloc Europe is spread out reminiscent of the remaining 49 states we have here in our United States; Some agricultural production takes place, but for the most part, the best quality and higher volumes come from Italy in their instance, and California in ours.

The following day I visited the Nunhems BASF vegetable seeds exhibit, discussing over 1200 varieties of iceberg, romaine, mixed leaf of which I have had limited to no exposure. A comment from the previous day came to mind; Here in the Salinas Valley, and virtually nowhere else in the world can growers put seeds in the ground with the promise of strong plant lines where nearly all the seeds germinate. It is a combination of variety and cultural practices, but more so our soil, ambient temperature and ecosystem in our little valley. With diligence of timely water and fertilizer and chemistry of course, but I guess the rest of the world relies on lettuce and broccoli transplants. With these European seed experts, on-site there in Italy at this renown agricultural trade show; with humility, I was honored to be a Salinas Valley lettuce grower!

Later that morning, we drove for three hours through the beautiful Italian countryside as a caravan, for a lunch meeting with a man named Francesco Favagrossa, and his contingent at a great Italian restaurant in a beautiful Italian Piazza (public square). Following a long commute back, and before returning to our Villa in Guidizzolo, we elected to visit an old castle with an ancient church and grounds of important historical significance: Rocca di Solferino in the small town of Solferino, in the province of Mantua, Lombardy Region of Northern Italy. History has it; On June 24th 1859, directly following the Battle of Solferino, a Swiss businessman, Jean Henri Dunant, had traveled to Italy to meet French Emperor Napoleon III, for the intention of discussing the French occupation

of Algeria. But there had been a horrific battle and scores of wounded soldiers had been left there on the battlefield, so Mr. Dunant abandoned his immediate reason for meeting Napoleon III, rounded up the local villagers, thus motivating them into providing a large-

There are stark similarities to this instance of production/distribution there in Italy and here in California; where a high percentage of overall agricultural production takes place in Italy, just like here in California.

scale relief effort to aid the wounded without discrimination. After several days of this, he returned to his home in Geneva and he set about the process which led to the Geneva Conventions and the establishment of the International Committee of the Red Cross. The final visit of this educational/business

trip to Italy, was to Nobili il nome che conta; which translates: Noble the name that counts. Nobili is in Molinella, a commune part of the Metropolitan City of Bologna. The best was saved for last, because the organization of Nobili expressed precision, genius, professionalism. In 2020 the company is focused on three product lines: Sprayers, Mulchers, Forklifts.

Two great days were like bookends of this educational adventure; Monday January 20th, 2020 was a train-ride from Bologna to the wonderful, ancient city of Firenze, and Saturday January 25th, 2020 was spent on a guided tour of Bologna, Italy. Both days being quite memorable, playing tourist and taking in the rich history and beautiful architecture of the respective cities. I feel fortunate as within three weeks of visiting this amazing area of the world, the pandemic hit the area of Northern Italy quite hard, with the people and communities suffering heavy casualties stemming from the virus which has taken a stranglehold on our world.

Firenze has an aura about the city like no other, where tourism is evident, yet the churches and shops still maintain an old-world aspect to them. Small vegetable carts loaded with fresh artichokes and zucchini, just outside of a bakery where the smell of fresh warm breads waft overhead of the passerby. The city is home to masterpiece Renaissance-period art such as Michelangelo's sculpture of "David", to the Duomo which is a cathedral with a terracotta-tiled dome coupled with a bell tower of magnificence, both engineered by genius hands long ago. It is said the medieval stone Ponte Vecchio, or "Old Bridge", built in 1345 spanning the River Arno was spared from attack during WWII. The bridge commands timeless views of serenity and houses jewelry and leather shops of exquisite quality. Many people will claim Firenze is their favorite after visiting Italy.

The guided tour of Bologna on a rainy Saturday was a great experience, capping off this trip full of amazing experiences. Tamara was our tour guide and she has lived in Bologna and studied the many facets of history and wonder of the city for many years. We visited Saint Stephen's Square, colloquially coined "Square of Seven

Churches" because it is in a complex of seven sacred buildings. One of the courtyards in the complex has various figurines sculpted into the exterior crown molding. One of the figurines depicted a suffering soul in the afterlife, with the head twisted 180 degrees facing out toward the courtyard and the body clinging to wall. This allegedly inspired Dante Alighieri to elaborate the fates of the damned in his Divine Comedy, as he grew up in Bologna, attended the University and would

Flying home the following day gave me a chance to reflect upon the busy week and all I had learned and experienced — grateful to return home to the central coast of California and resume being a Coastal Grower.

spend time there in his youth.

As we milled about the complex of seven sacred buildings there was a choir singing, and although I could not understand the words, the tempo and points of inflection in their voices carried through the ancient halls a serenity and ethereal clarity. It was mesmerizing! I closed my eyes and envisioned an Italian history unfold of worshippers and officials, explorers and artists, royalty and peasants, students and teachers; all giving and taking through the centuries. I opened my eyes to the present and we were off to the next sight.

Our group visited two famous towers downtown, symbolic of Bologna; Tower Garisenda and degli Asinelli. They are strategically standing where the old Aemilian Way (ancient Roman road) entered the town. Late 12th Century at least 100 towers lined the city skyline, whereas no more than 20 have survived the ravages of fire, warfare, and lightning through the centuries.

Flying home the following day gave me a chance to reflect upon the busy week and all I had learned and experienced — grateful to return home to the central coast of California and resume being a Coastal Grower. **CG**



Challenges and Opportunities

Women Innovators in Agtech Focus on Solutions

By Amy Wu



Covid-19 brings new challenges to the food system as growers face increased pressures from labor shortage to vast changes in the supply chain. Female agtech innovators are addressing those problems with their technologies.

Regan Choi a fruit farmer in Colorado is wrestling with major hurdles with when it comes to this year's business. Ela Family Farms, a 100-acre farm located in the outskirts of Boulder, has been hit with a double whammy of Mother Nature and Covid-19. Severe frost wiped out the majority of the farm's flagship produce of peaches, plums and cherries, and the farm's most seasoned and steadfast workers — who returned to Mexico on a routine trip to visit family — are not likely to return in time for harvest due to the pandemic. In the meantime, harvest is around the corner, and Choi can only hope that solutions surface.

Ela Family Farms is an example of the added roadblocks that farmers face under the throes of the pandemic. With schools,

businesses and many institutions closed, the food supply chain has been severely disrupted, and health guidelines (including social distancing) require new strategies in organizing manual labor. This adds a layer of complexity to the existing problems of labor

While the immediate future remains uncertain, there is an overall hopefulness if not belief that Covid-19 is further fueling agtech and perhaps in the process creating more space for women founders.

shortage, limited water and land supply, the loss of farmable soil and growing business costs. At the same time, growers globally face the pressure of feeding a population estimated to be 9 billion by 2050.

The Chinese word for "crisis" is a combination of characters for "danger" and "opportunity," and agtech, as a sector, emerged and exists as a solution to some of agriculture's biggest threats. Agriculture in recent years has been embracing the innovation and technology as a way to increase efficiency and yield. The relatively new sector is filled with startups (many in early stages), that are developing a variety of hardware and software that may or may not include A.I., blockchain, drones, sensors, robotics, automation and big data.

In addition, the sector has seen a number of women founders and leaders, many with extensive background in STEM, who were driven to enter the agtech sector to create solutions to big picture problems in the food system including food waste and food access.

New interest and opportunities

During the pandemic, some agtech startups have found that interest in their company has risen as growers grasp for solutions. Mariana Vasconcelos is the co-founder and CEO at Agrosmart, a Brazilian company that offers smart farming software that allows remote monitoring of agro-economic data for managerial automation. They are a leading agricultural digital platform in Latin America.

"Demand is going up. Farmers are looking for more technology and need more technology in order to be able to understand what has been going on in the field, especially with the lack of labor. They have to keep workers very focused and isolated (social distancing) as much as possible," says Vasconcelos.

With particular eye on reaching small farms, AgroSmart has responded to the demand/interest by reducing prices to increase access, and maintaining a full team to "support the farmers to keep producing no matter what."



AgTools, another agtech startup, tweaked its product due to an uptick in interest and sales from Covid-19. The SAS powered data platform provides real time data and analysis to its target customers who are farmers, and buyers and shippers of agricultural goods.

During the pandemic, some agtech startups have found that interest in their company has risen as growers grasp for solutions.

Demand for real-time information globally spiked since March, much of it driven by the disruptions in the food supply chain. The startup, based out of Irvine, Ca, is now live streaming updates every 15 seconds. Based on the momentum, AgTools also launched a new slogan, "See more, achieve more."

"Now we have people subscribing online on their own, whereas in the past we had to have a demo or they would ask for our quote," says Martha Montoya founder and CEO.

For Marrone Bio Innovations (MBI), a bio-based pest management company headquartered in Davis, Ca, Covid-19 offered a bit of kismet when it came to connecting their product with the pandemic. Around the time Covid-19 hit the U.S. in March,

MBI received U.S. EPA approval to use its product Jet-Oxide (hydrogen peroxide plus peroxyacetic acid) to tackle coronavirus to sanitize industrial food and agricultural hard surfaces. The product, which MBI expected to be used almost solely on leafy greens, is now being used to sanitize surfaces.

In the long run, Marrone remains optimistic about the agtech sector when it comes to the adoption of innovation. "I think entrepreneurs will continue innovating. There are still many problems to solve that won't be affected by the virus," she says.

Innovation as necessity

The pandemic has also shown that automation may not be an alternative but a necessity in food and farming in the near future. AgShift, a San Jose, Ca based company, makes an artificial intelligence-enabled food-quality-inspection platform that is an alternative to manual inspection. The goal is a better, faster and objective quality assessment of produce with a greater mission of reducing food waste, says Miku Jha its founder and CEO. Launched in 2015, the company to date has been focused on berries and nuts and working with large produce companies such as Driscoll's for beta testing. AgShift had planned another round of fundraising and launching the technology commercially in early spring. They had to put those plans on hold due to Covid-19, and potential customers found their business impacted both financially and operationally.

"We were close to converting it into deployment but we just got stuck in that one last mile," Jha explains. Despite the setback, the upshot is that "for us now it's much clearer that we are absolutely on the right track to what we are offering the food supply chain, because you can't depend on manual processes. The goal is how quickly can we support many more commodities for any scenarios in the future." Jha believes innovation will create demand for a workforce with new skillsets and new opportunities.



Back in Colorado, Choi says the farm has made it a priority to explore incorporating innovation into its business. They have adopted the technology from an agtech company that produces moisture sensors. She has explored the possibilities of drones and satellite technology that would monitor water and fields. She is keen on blockchain as a way to track and trace all of the produce to oversee food safety. And Choi is open to having robots pick the fruit, but says a significant hurdle for smaller farmers is cost.

“The challenge is it really does take time, money and human resources to develop the programming,” says Choi. For the upcoming harvest, she is keeping a wait and see attitude. Last year some family members showed up to help and maybe they will return.

While the immediate future remains uncertain, there is an overall hopefulness if not belief that Covid-19 is further fueling agtech and perhaps in the process creating more space for women founders.

“I believe it is speeding up the digitalization of agriculture, so once the emergency mode has passed and once everybody has a better understanding of the scenarios and have evaluated the risks, they will be more adaptive. I am sure this will speed up technology in the field,” says Vasconcelos. **ce**



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Accessory Dwelling Units are Easier than Ever to Build

By Anne Secker, Attorney and Jeff Tuttle, Intern Noland, Hamerly, Etienne & Hoss



As of January 1, 2020, granny units and backyard cottages are easier than ever to build. These structures are technically known as Accessory Dwelling Units (“ADUs”), which are secondary residential units built in backyards of lots containing an existing single or multi-family home. California lawmakers loosened up restrictions on ADUs again in 2019 by

As of January 1, 2020, granny units and backyard cottages are easier than ever to build.

enacting SB 13, AB 68, AB 587, and AB 671, with the hope ADUs will increase the amount of housing available to Californians. These laws follow on the heels of other laws adopted over the past four years to make ADUs easier to build.

Some commentators criticize these laws as the “death of single family zoning in California” because now property owners can build up to two ADUs as a matter of right on their property. Other commentators believe that ADUs are an important piece in solving the housing crisis because such units may offer an affordable solution to individuals who lack the means to pay for a more traditional housing. This article outlines some of the changes these new laws make regarding construction of ADUs.

SB 13

SB 13 makes it easier and more affordable to build ADUs by removing costly requirements some local agencies have implemented including:

- Prohibiting a local agency from requiring an owner to replace parking spaces if a garage, carport, or covered parking is removed to construct an ADU.

- Prohibiting a local agency from requiring that an owner must occupy the property as a primary residence.
- Shortening the deadline for review of ADU applications from 120 days to 60 days.
- Prohibiting a local agency from imposing impact fees on ADU’s that are less than 750 square feet in size.

AB 68

AB 68 lets owners build up to two ADUs on their property. Local agencies may not:

- Impose any additional conditions on ADUs than what is already in the agency’s zoning code.
- Require the lot on which the ADU will be built to be a certain minimum size.
- Require an ADU to be attached to the primary residence. ADUs now can be attached to a garage, storage area, or other structure on the property.
- Require ADUs to be less than 16 feet

in height or require rear and side yard setback to be more than 4-feet.

AB 587

Prior to AB 587, an owner was prohibited from selling their ADU separately from the primary residence with which it shared a lot. AB 587 relaxes this law, allowing certain tax-exempt ADUs to be sold separately from the primary residence, so long as certain conditions are met. These conditions include, among others:

- The ADU be built or developed by a nonprofit corporation whose purpose is to build and rehabilitate residences to be sold inexpensively to low-income families.
- A recorded contract exists that includes affordability restrictions on the further sale of the ADU to ensure that the property will remain as affordable, low-income housing.

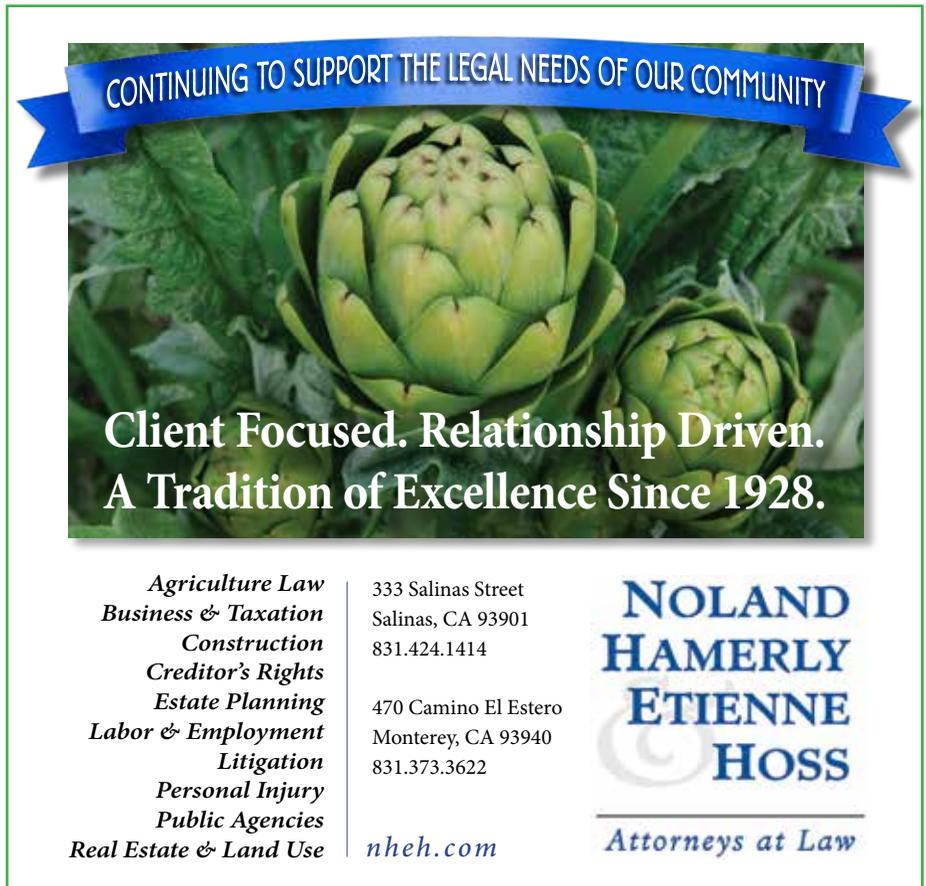
AB 671

AB 671 incentivizes the construction of ADUs by:

- Requiring local agencies to develop a plan to incentivize and promote the construction of affordable ADUs.
- Requiring the creation of a list of state grants and financial incentives associated with planning and development of ADUs with affordable rent. This list must be posted on the website of the Department of Housing and Community Development by December 31, 2020.

Whether it makes sense for property owners to build ADUs on their property requires careful financial analysis. Of course, additional considerations, such as privacy, parking and noise are also important considerations in deciding whether to build an ADU on your property. If you like your current single family neighborhood the way it is, these new laws will make it harder to object to ADUs proposed by your neighbors. Whatever your take on ADUs, we are likely see an increase in the development of ADUs in the years to come. **ce**

This article is intended to address topics of general interest and should not be construed as legal advice.



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Community Foundation for Monterey County

“Here for Good” for 75 Years

By Christine Dawson



The needs of Monterey County are as varied as the landscape. 2020 marks 75 years of responding to those needs for the Community Foundation for Monterey County (CFMC). From its founding in 1945 to preserve the historic adobes, to its current vision of creating “healthy, safe, vibrant communities” throughout Monterey County, the CFMC aims to improve the quality of life in our region.

History

Though our world may have changed due to the Coronavirus, the purpose of the foundation - to meet the needs of our community - has not. Incorporated in 1945 as the “Monterey Foundation,” the organization evolved over the past 75 years to become the Community Foundation for Monterey County.

The 32 visionary men and women who met on a Monday afternoon to establish “a responsible agency through which public spirited benefactors may contribute to funds” created a powerful legacy.

The foundation was established to preserve historic adobes in Monterey under threat of post-war development. The organization first purchased Casa Gutierrez. Fremont Adobe and Casa Abrego followed. In the 1960s the scope broadened to include “general charitable, educational, philanthropic, cultural and benevolent purposes.”

In the 1970s the group expanded its work to include the preservation of open space, including California’s First Theatre garden, the top of Jacks Peak, S.F.B. Morse Cypress Grove and Pescadero Point, to save these properties for future generations.

Expanding Impact

In the 1980s the board hired its first Executive Director, Todd Leuders, and began to build permanent endowments to support a wider range of nonprofits. In 1984, with an endowment of \$1 million, the organization became the “Community Foundation for Monterey County,” opened a Salinas office and broadened grantmaking countywide.

The CFMC is now in the top 80 of the 800 community foundations nationwide in asset size, with more than \$300 million in charitable assets. The purpose of these philanthropic resources is to make an impact. A record \$19.2 million was granted in 2019. More than \$205 million has been granted cumulatively for health and human services, children and youth, culture and historic preservation, community development, the environment and animal welfare and other causes.

Inspiring Philanthropy

The growth of the CFMC reflects the spirit of local philanthropy. It is comprised of more than 550 funds created by individuals, families and businesses. Many agricultural families and businesses have enlisted the CFMC as their philanthropic partner.

Donor advised funds are the most popular way to give. Donors can establish a fund with a gift of \$5,000 or more, receive an immediate tax deduction and recommend grants to their favorite causes.

Donor advised fund holders Andy and Steffanie Smith appreciate the ease of giving through their donor advised fund. “We’re able to research organizations and ask questions, so we feel like we are more thoughtful.





We appreciate their ideas and giving opportunities," says Steffanie.

"We're part of a community that's been good to us. We've always felt giving back is the right thing to do," says Andy Smith

Strengthening Communities

Whether it's working directly with families to help them achieve their philanthropic goals or establishing corporate scholarship funds for employees and their children, these relationships make our communities stronger. In 2019, the CFMC awarded \$1.4 million in scholarships with the help of many new partnerships. Examples include the Taylor Farms Scholarship Fund, Henry Hibino Memorial Scholarship Fund, Church Brothers – True Leaf Farms Scholarship Fund, Raymond H. Costa Family Scholarship Fund and the Hugo and Dolores Tottino Family Scholarship Fund. Other agricultural companies working with the CFMC to enhance their philanthropy including McIntyre Vineyards and Mission Ranches.

Neighbors Helping Neighbors

In 2012 we worked with leaders in King City and points south to create a vehicle for local philanthropy, resulting in the Southern Monterey County Foundation. In 2016, we helped community leaders in North County establish the Northern Monterey County Foundation. Both organizations (called

Clockwise from top left: 1) CFMC staff at Casa Abrego, one of the historic adobes the foundation helped save from development. 2) 2019 Taylor Farms Scholarship Ceremony. Photo Courtesy Taylor Farms. 3) Taylor Farms Scholarship Ceremony. 4) Andy and Steffanie Smith talk about giving with CFMC Philanthropic Services Officer Brian Thayer.

affiliates) are overseen by an advisory board of local leaders and make meaningful grants in their respective communities.

"Our community pulls together though the Southern Monterey County Foundation to support programs that might not otherwise happen. We're grateful we can do this, it's making a tremendous impact," says Jamie Jones, Southern Monterey County Foundation Advisory Board Chair.

The Community Fund for Carmel Valley and the Weston Call Fund for Big Sur are also forming. The goal is to create a source of permanent charitable assets that will fuel grantmaking for generations in each community.

Whether supporting our neighbors through programs or services, or helping students fulfill their dreams of higher education, the CFMC seeks to make a powerful impact. Thanks to our generous donors, we help strengthen communities throughout Monterey County.

Community Leadership

The CFMC also engages in community leadership work, bringing organizations together around issues like the 2020 Census, affordable housing and homelessness. Community foundations nationwide also serve as a trusted partner for the philanthropic response to disasters. In 2016 the CFMC created relief funds for the Soberanes Fire and the Pfeiffer Canyon Bridge collapse in Big Sur.

Now we are reeling from the impact of COVID-19, which threatens our physical, social, economic and emotional health and well-being. The CFMC created the COVID-19 Relief Fund on March 16. Individuals, foundations, companies and service clubs rallied to help our neighbors. In the first five weeks, the fund raised \$2.4 million and granted more than \$1.5 million to more than 65 nonprofits serving our most vulnerable residents. 100 percent of donations are used for grantmaking.

Here for Good

The CFMC has become a critical organization by making a positive impact today and building resources to meet future challenges. It will continue its vision of "healthy, safe, vibrant communities" through The Fund for Monterey County, an endowed fund to meet important community needs in our county as they change over time.

It is a privilege to work with our donors. We are proud to partner with people who invest to make our communities stronger, especially in times of challenge. Through careful stewardship of the philanthropic resources entrusted to us, strong grantmaking and community leadership, we will continue to be Here for Good. **CG**

For more information please call (831) 375-9712 or visit www.cfmco.org.



Revisiting Active vs. Passive Investment Management

By Bill Hastie



It seems as though the age-old controversy of active vs. passive investment management has once again become very relevant for investors. For background, active investment management involves some level of analysis (primarily fundamental analysis) searching for investments that the current market is mispricing from its “real” value. The active manager buys stocks, for example, in hope that the market will soon adjust to its “real” price and therefore make a gain. Passive management involves no such analysis, simply purchases a certain group of investments and continues to hold them regardless of current market conditions. These are commonly referred to as “index” investments.

The two primary factors cited most often are differences in performance and price. It is true that many studies have shown that in the long run, index investments have outperformed actively managed investments. To add to the difference, index investments

are almost always cheaper than their actively managed counterparts who have to pay a manager or management team and their analysts. So if index investments are cheaper and perform better, why would anyone ever use actively managed investments? There are

It seems as though the age-old controversy of active vs. passive investment management has once again become very relevant for investors.

good reasons for the resurgence of actively managed investments in the current market environment. Note that the description of index investments stated that their individual investment holdings are held no matter the current market conditions, i.e., unmanaged. In a year like 2017 when the Dow returned

almost 28 percent with very little volatility, index investments worked their best – the market going straight up and no need for adjusting their portfolio seeking improved results.

Now enter 2020 when the market goes from all-time highs to a severe bear market (loss of 20 percent or more) in the matter of a few weeks, and in the middle of it all, gains more than 21 percent in the three days from March 24 – 26. That is volatility we have not seen in years. So how does the index investment handle the volatility? By having something akin to a Thelma and Louise moment and goes right off the cliff. By their prospectus, most index investments must remain fully invested at all times in the individual investments that make up their particular index.

The actively managed investment offers no guarantee whatsoever of outperforming the index investment during periods of extreme volatility, but offers the possibility that through prudent management it may better navigate the rough waters. And this seems to be the case recently with several managers, JP Morgan and Fidelity to name two doing a great job absorbing the volatility and being in the right place at the right time. The proof is in the numbers. The old saying, “you get what you pay for,” seems to be true since the market has experienced the effects of the coronavirus and some managers have certainly earned their pay.

This added performance attributable to investment management is referred to as alpha, that is, the amount of return in excess of what is expected given the level of risk. As by definition an index investment has a beta of 1.0, it also has an alpha of 0 – meaning there is no additional return above what is expected for its risk. An investment manager “can” - not “will” - generate this

extra return in their portfolios through either asset allocation or security selection. This, theoretically, is why the cost of actively managed investments is typically much higher than an index investment.

For many portfolio managers, it is not a matter of using either passive or active investments, rather it is using both at the same time in order to achieve the desired results.

Industry studies have indicated, however, that investment managers cannot consistently generate above-market returns, and the key word is “consistently.” That does infer, however, that above-market returns are possible on a periodic basis, and for many managers 2020 seems to be one of those periods. And in times like this of extreme volatility, the active investment manager will seek to generate gains in excess of, or losses less than, those generated by an index investment of similar risk.

For many portfolio managers, it is not a matter of using either passive or active investments, rather it is using both at the same time in order to achieve the desired results. The common management technique referred to as “core-satellite” incorporates using an index investment (again, with an alpha of 0) at the core of, for example, an equity allocation, and then adding smaller amounts of actively managed investments seeking to achieve some measure of alpha (extra return) from the overall portfolio.

This can be a very complicated process in these volatile times, and one may want to seek the guidance of a qualified and experienced investment advisor. **ce**

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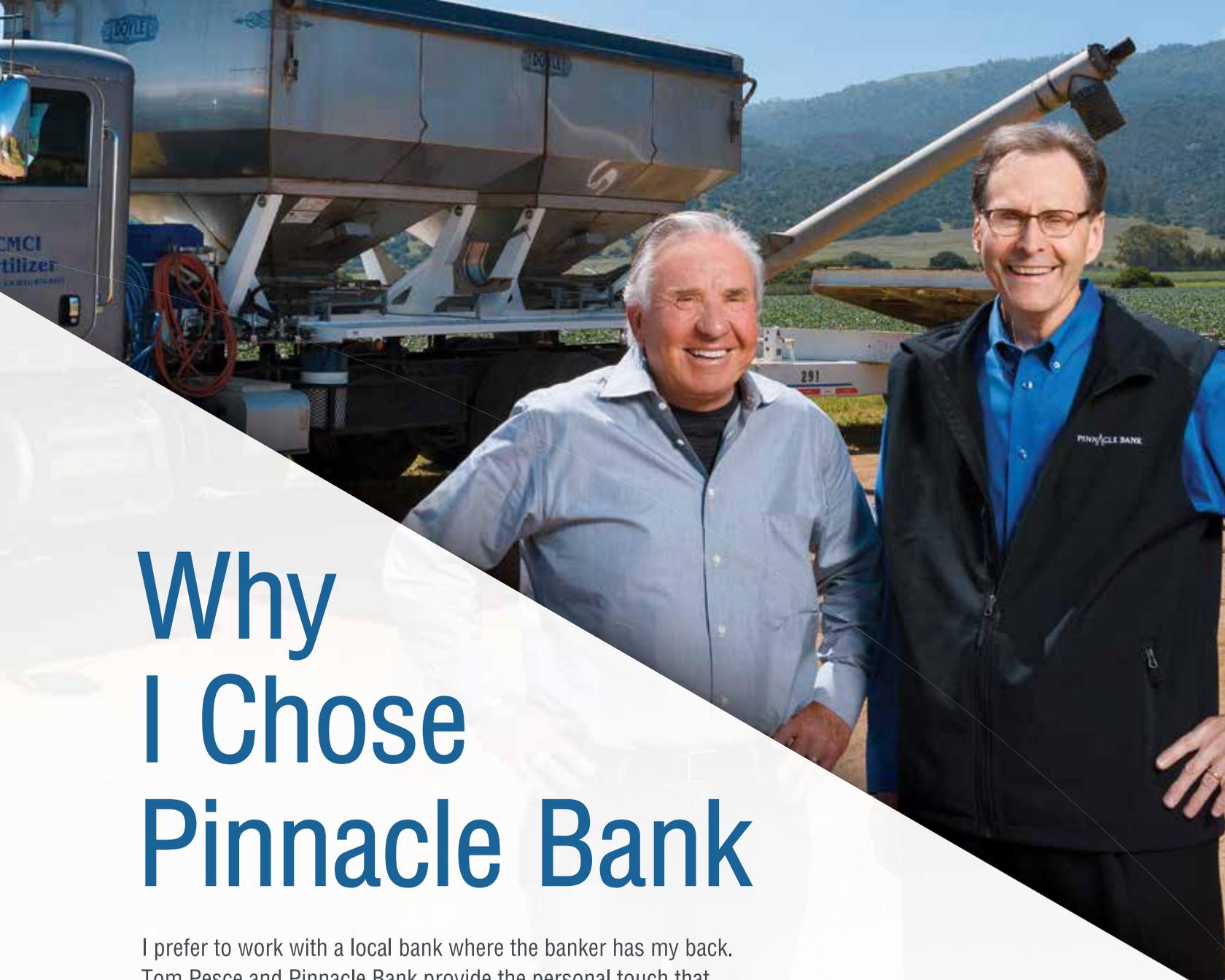
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A History of the University of California

By Michael Hartmeier and Travis Bricker

Seeking light in the darkness has been a common theme in many areas of human history and society. In the Judeo-Christian religions it is said that in the beginning there was only darkness, until in the Book of Genesis God said: "Let there be light". For many theologians, educators, scientists, and statesmen throughout history, finding light has been a metaphor for searching for truth, uncovering the mysteries of nature, finding an explanation for the unknown, and seeking solutions to the world's many problems. As the preeminent public research university, the University of California appropriately uses the Latin phrase *Fiat Lux* as its motto, which translates as "let there be light".

The University of California was founded on March 23, 1868 upon the signature of Governor Henry H. Haight approving the Organic Act of 1868. The passage of the bill was the culmination of an objective defined in the original California Constitution, which called for creating a state university as part of a full education system. The federal Morrill Land-Grant Acts of 1862 gave money and land for the establishment of universities to teach agriculture, engineering, and military science. In 1866 the state established a university known as the Agricultural, Mining, and Mechanical Arts College, which existed only on paper as a way to raise money and find land for the university through the Acts. Years earlier, in 1855, Henry Durant and other Yale alumni established a liberal arts college in Oakland known as the College of California. The Ivy-Leaguers hoped their west coast college would emulate the distinguished colonial colleges of the east coast, similar in theme to the vision that pro-Union California preacher Thomas Starr King had for the state. In 1868 an agreement brought together the financed Agricultural, Mining, and Mechanical Arts College, which existed only on paper, with the College of California, which had property, faculty, and an administration. Bringing together the two colleges brought together the physical science-focused land-grant college with a liberal arts college, creating a single venue

to educate future generations on virtually all subjects. The two colleges were technically reestablished as the University of California by the Organic Act in 1868. The university was headquartered in Oakland, on the grounds of the former College of California until a new campus was completed in Berkeley. The new campus was opened by University of California President Daniel Coit Gilman in 1873. With that, the University of California took root and began to grow into one of the world's finest institutions of higher education.



With the founding of the University came the establishment of its governing body. The Regents of the University of California was founded in June 1868 and was granted broad powers to govern the university. As the Board of Regents puts it,

"The University is governed by The Regents, which under Article IX, Section 9 of the California Constitution has 'full powers of organization and governance' subject only to very specific areas of legislative control. The article states that 'the university shall be entirely independent of all political and sectarian influence and kept free therefrom in the appointment of its Regents and in the administration of its affairs.'"¹⁰

Today there are twenty-six regents, of which seven are ex officio members including the Governor, Lieutenant Governor, Speaker of the State Assembly, State Superintendent

of Public Instruction, the President of the University of California, and the President and Vice President of the Alumni Associations of the University of California. Eighteen are appointed by the Governor of California with confirmation by the California State Senate for 12-year terms. One current student of the University of California is appointed a student regent by the Board for a one-year term. The regents thus include representatives of the government, private citizens, alumni, and students. Since the Regents were established to be the executive, the University was able to grow and develop independently and away from the pressures of the state's legislature and politics. As the governing board of the University, when any part of the University is involved in legal action, the Board of Regents of the University of California appear as the plaintiff or defendant. Notable former regents include Fleet Admiral Chester W. Nimitz (renowned World War II naval officer), Phoebe Hearst (a major donor to the university and mother of newspaper magnate William Randolph Hearst), and Leland Stanford (prior to founding the university that bears his son's name). Stanford also served the people of California as Governor and as U.S. Senator. Originally, there was only one campus of the university, and it was run by the President of the University and the Board of Regents. Towards the end of the 19th Century, though, the university started establishing itself in other locations around the state, beginning a century of expansion that evolved into the multi-campus university known today.

In 1878, Serranus Hastings, the first Chief Justice of California, gave \$100,000 to establish a law school affiliated with, but governed independently of, the University of California. With that, the University of California, Hastings College of the Law was founded; it was one of the first law schools in the Western United States. Today it remains affiliated with the University of California, but is not subject to the Regents of the University of California, nor their budget. UC Hastings is unique among the UC's in that it has its

own nine-member Board of Directors. By law, eight of the members are appointed by the Governor, and the ninth is a direct descendent of Hastings. Despite not being under the control of the Regents, the Juris Doctor degrees awarded by UC Hastings are signed by the UC President and given in the name of the Regents. Notable Hastings alumni include former California Attorney General and current U.S. Senator for California Kamala Harris, and U.S. Congresswomen Jackie Spiers of California's 14th District. Today UC Hastings is one of five UC Law Schools, the others being Berkeley (1912), UCLA (1949), UC Davis (1965), and UC Irvine (2007).

Towards the end of the 19th Century and the beginning of the 20th Century, the University of California began to establish stations and schools around the state to focus in specific fields of study in order to fulfill their mandate of research and education across the state. Many of these sites evolved into the 10 UC campuses that exist today. In the early 20th Century, southern California had grown to be the population center of the state and showed no signs of stopping. In 1919, the state legislature transferred the California State Normal School of Los Angeles to the UC, who in turn named it the Southern Branch of the University of California. The California State Normal Schools were the forerunners of the California State University System. By 1923 the University of California led the world in enrollment. In 1927 the Los Angeles site was renamed the University of California at Los Angeles; the "at" was later replaced with a comma in 1958, as all UC's use the comma separation for geographic designation. UCLA was made co-equal with Berkeley in 1951, and each campus was appointed a Chancellor who reports to the UC President. This model of co-equal campuses operating as universities independent of each other while still part of the University of California became the model for how the UC was built, and eight other UC campuses have since been established.

In 1905 Davis was designated as the site of the University Farm School, which was granted full UC-status in 1959 as UC Davis. Similarly, a citrus experiment station established in Southern California in 1907 evolved into a campus that was elevated as UC Riverside in 1960. The Scripps Institution of Oceanography, which had been independently established in 1903 with 10 years of funding

from the Scripps Family, was acquired by the UC as a research station in 1912, and later became the foundation for UC San Diego, elevated in 1959. Santa Barbara State College, belonging to the precursor of the California State University System, was acquired by the UC in 1944 and was granted full UC-status in 1958. UC Irvine was established in 1965, though it had been dedicated by President Lyndon B. Johnson the year before. UC Santa Cruz was established in 1965 on a ranch in the hills overlooking Santa Cruz and Monterey Bay. In his book *Worthy Fights*, Leon Panetta recounts that after Fort Ord was decommissioned in the early 1990s, the site was consid-

Outside of unrivaled academic achievement, the University of California has had remarkable success in nearly every discipline of sport and athletics in which they compete.

ered a possible site for the 10th UC campus, but was ruled out due to its proximity to UC Santa Cruz. The site later became California State University, Monterey Bay. The 10th and newest campus, UC Merced, was established in 2005 in the Central Valley. Merced was chosen to bring the UC to the San Joaquin Valley, then the state's largest population area without a UC, and Merced was chosen for its relative equidistance between the large Central Valley cities Fresno and Modesto. In 1964, the University of California, San Francisco became its own campus of the UC, though the institution only offered graduate

health science degrees and doctorates (as it continues to do today). The school was the result of a late 19th Century merger of the already existing Toland School of Medicine, which had lost funding, and the California College of Pharmacy. Both schools were previously unaffiliated with the UC, but merged and joined the UC as the Medical Department in 1873. A school of dentistry, the first in the West, was established in 1881 there as well. UCSF is frequently ranked a top medical school in the United States, and has produced many notable graduates in the health science fields including several Nobel Laureates, a U.S. Surgeon General, a Commissioner of the FDA, and a Director of the CDC. Today, UCSF is one of six UC medical schools, the others being UCLA (1951), UC Davis (1966), UC Irvine (1967), UCSD (1968), and UC Riverside (2008); all schools except Riverside each have their own hospital. Other health-related schools of the UC include Optometry (UC Berkeley), Nursing (UCSF, UCLA, and UC Davis), Dentistry (UCSF, UCLA), and Pharmacy (UCSF, UCSD). In another health-related field, UC Davis has the only school of veterinary medicine of the University of California. Founded in 1948, it consistently ranks as the top veterinary medicine school in the world. The seemingly mass expansion of the University of California in the 1950s and 1960s was brought about, in part, by population increases in California and the associated demand for education. The population of California nearly tripled between 1940 and 1970, in comparison to the roughly 50 percent increase seen in the whole U.S. over the same period. That, along with veterans of WWII and the Korean War returning home who could attend college on the G.I. Bill, meant the UC


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had to expand to accommodate them, as well as their future children who would attend college in the 1960s and 1970s. This increase in population and subsequent demand for higher education resulted in the California Master Plan for Higher Education of 1960. This act, championed by Governor Pat Brown and UC President Clark Kerr, defined and organized the three public higher education systems in California – the University of California, the California State University System (CSU), and the California Community College system (CCC). The plan created a three-tiered system where the UC serves as the public research university that awards bachelor's and master's degrees, and has exclusive authority to award doctorates and train students in law, medicine, dentistry, and veterinary medicine. The CSU system grants 4-year bachelor degrees and some masters degrees, and the California Community College system provides open-access education. Under the plan, anyone who completes two years of appropriate study at a CCC is guaranteed entry to a CSU or UC. Similarly, California high school students who meet certain high academic requirements are guaranteed acceptance to at least

one UC school. As the Office of the President of the University of California notes, "The University's fundamental missions are teaching, research and public service."¹⁹ According to the University of California²⁰, today the UC has an enrollment of over 285,000 students studying across 850 degree programs instructed by over 23,000 faculty members. UC researchers, holding true to the purpose of the university, create an average of five inventions per day. The annual operating budget of \$39.8B is higher than the budgets of 34 U.S. States and over 130 countries. The University of California operates an airport (at UC Davis), three observatories (one of which is on Mauna Kea, Hawaii), a combined library second only in size in the United States to the Library of Congress, and dozens of research stations throughout California. The university farms thousands of acres for agricultural and environmental scientific research, including a 40-acre vineyard run by UC Davis in the heart of the Oakville AVA wine region in Napa Valley. This vineyard and the Oakville AVA are, according to several UC Davis faculty members, the finest land in the world to grow Cabernet Sauvignon grapes. This vineyard

is overseen by the UC Davis Department of Viticulture and Enology, which resides at the Robert Mondavi Institute for Wine and Food Science on the Davis campus. These buildings also house the Food Science Department and the August A. Busch III Brewing and Food Science Laboratory, a research brewery next-door to the research winery. The presence of spirits, wine, beer, and food science can be traced to a California State Legislature mandate from April 15, 1880 that mandated the Regents of the University of California establish a program for instruction and research in viticulture and enology to compliment the growing grape, wine and port business and its potential in California.

The UC also operates three U.S. Department of Energy National Laboratories (including Los Alamos in New Mexico). Through work at Lawrence Berkeley National Laboratory and Lawrence Livermore National Laboratory, the UC was responsible for the discovery of 16 of the 118 identified chemical elements in the universe, including Plutonium and the aptly named elements Berkelium, Californium, and Americium. To this day, the UC Berkeley College of Chemistry consistently ranks as the best in the world. The labs and UC Berkeley are also known for their association with Dr. Robert Oppenheimer (a physics professor at Berkeley) who led The Manhattan Project, which developed the nuclear bombs that ended World War II. These labs have produced several Nobel Laureates, who count towards the official UC-count of 65 Nobel Prizes won in various fields by persons associated with the University of California. Berkeley alone has so many recipients that there are parking spaces on the Berkeley campus designated "NL Parking Only" for Nobel Laureates. Other UC alumni include numerous astronauts, Academy Award winners, and 39 Pulitzer Prize winners. These incredible achievements have led the University of California to be known as a public Ivy League, or Ivy League of the West Coast. The University of California has six of the top 11 universities in the most recent U.S. News and World Report Public University Rankings: UCLA, UC Berkeley, UC Santa Barbara, UC Irvine, UC San Diego, and UC Davis; UCLA and Berkeley were ranked number 1 and 2, respectively.

Outside of unrivaled academic achievement, the University of California has had remarkable success in nearly every discipline



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of sport and athletics in which they compete. In all, the university's athletes lead the world's universities in Olympic medals and NCAA titles, having won over 460 Olympic medals and over 150 NCAA national titles. If the UC were its own country, it would rank 17th on the all-time Olympic medal list. The official colors of the University of California are Blue and California Gold, the same as the state's official colors (though they were made official for the state after the UC). All UC campuses, including UC Hastings, have blue and gold as their official colors. Traditionally, the gold is always California Gold as a nod to the state's history and a symbol of unity across the campuses, while the blue is unique to each school. Berkeley, for example, has Yale Blue as the official blue of the school in honor of Yale alumnus Henry Durant, the first President of the University of California.

Despite all of its successes, the University of California is not without controversy. The Free Speech Movement of the Vietnam Era caused notable stirs on several UC campuses. Berkeley is often remembered for large protests on a number of issues during this time, including the take-over of Sproul Hall, the campus administrative headquarters. UC Santa Barbara, too, had a series of semi-violent protests during this time, eventually leading then-Governor Ronald Reagan to call in the National Guard to maintain order. During the McCarthy era, all UC employees had to swear patriotic oaths of loyalty, or face termination. Eventually, the oaths were altered, though to this day the oath is codified in the California Constitution, and all U.S. Citizens employed by the UC (including this author) have had to swear to, among other things, "...support and defend the Constitution of the United States and the Constitution of the State of California against all enemies, foreign and domestic...", echoing the oaths sworn by federal and state officials and the military. The spirit of these oaths in an academic institution has spurred continuing controversy over the years, while others find it patriotic. More recently, UC Davis had its infamous encounter with the Occupy Movement of 2011, when a campus police officer sprayed several sit-in protestors on the campus quad as students, news teams, and bystanders watched in horror, filming the event on smartphones and burning it into the history books as the "Pepper-Spray" incident. Berkeley, and the UC system as a whole, have

since been known in some circles as radical, counter-culture, and challenging the norm. In retrospect, in many cases, history has been on the side of those calling for change, and often these protests have been in support of a cause for the social good. And even if not, the debate sparked by some of the more radical protests can often lead to a more informed discussion and perhaps better policy, serving at least as a "check" on decisions and issues otherwise not questioned. Perhaps these venues for discussion and debate were what Henry Durant and his colleagues intended when they founded their private liberal arts college over 160 years ago.

Alumni of the UC have a long history of public service to solve the world's problems, and in a wide variety of fields on both sides of the aisle.

Alumni of the UC have a long history of public service to solve the world's problems, and in a wide variety of fields on both sides of the aisle. Perhaps the most illustrious is Earl Warren, who served as the 30th Governor of California before being appointed Chief Justice of the United States in 1953 by President Eisenhower. The Warren Court would run until 1969, and was involved in some of the more landmark legal cases of the 20th Century, including cases affirming the Miranda Rights, striking down laws prohibiting interracial marriage, and hearing cases challenging the monumental Civil Rights legislation of the era. In addition to Warren, four other California Governors graduated from a UC. UC graduates have led 10 of the 15 current federal departments, including Justice, Defense, State and Treasury, as well as several federal agencies/administrations including the CIA, CDC, FCC, SEC, FDA, the National Park Service, and the Smithsonian institution, as well as the Federal Reserve Board. One alumnus also served as U.S. Solicitor General after serving as counsel for George W. Bush in Bush v. Gore. Additionally, the UC has graduated numerous future diplomats, foreign politicians, U.S. state and federal judges, U.S. Congressmen and Senators, and state and local legislators. Current UC President Janet

Napolitano previously served as Secretary of Homeland Security for four years under President Obama. Several UC campuses host branches of the Reserve Officer Training Corps, a tradition going back in-part to the Morrill-Land Grant Act requirements. Berkeley was one of the six original Naval ROTC detachments. Medal of Honor recipient Jimmy Doolittle, known for the Doolittle Raid against Japan after Pearl Harbor, studied military aeronautics while at Berkeley. During World War II the Berkeley campus also hosted the V-12 program, which trained naval officers for the war.

While many factors can explain the vast and diverse success the University of California has had, one of the most instrumental sources of success was President of the University of California Robert Gordon Sproul. Sproul served as President of the UC from 1930-1958, longer than any other President to date. Sproul continued to push the University of California to academic excellence during his tenure as president, bringing the prestige of the UC into the same standing as the illustrious Ivy League institutions of the east. Arguably one of his greater contributions was maintaining all UC campuses under the umbrella of the President and the Board of Regents, creating one university across a diverse collection of campuses. Sproul is commemorated in some manner at every UC campus, such as halls at Berkeley, Davis, UCLA, and Riverside, and a research vessel at UCSD with his namesake.

Perhaps the true spirit of the University of California can be best surmised by Sproul's speech upon his appointment as President: "The reason why the University of California occupies the high position it does throughout the academic world is that there has never been a time when its faculty could not boast of men who were finding their way along rough trails, illuminated only by the spark of genius, to the heights of scholarship."¹

Fiat lux. **cc**

[1] <https://regents.universityofcalifornia.edu/about/index.html>
[2] <https://www.ucop.edu/uc-mission/index.html> [3] https://ucop.edu/institutional-research-academic-planning/_files/uc-facts-at-a-glance.pdf [4] <https://bancroft.berkeley.edu/CallHistory/inaugural.sproul.html>. Information gathered in-part from the public websites of The Regents of the University of California, the University of California Office of the President, and campus libraries and websites.

Cal/OSHA Passes Night Work in Agriculture Standard

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

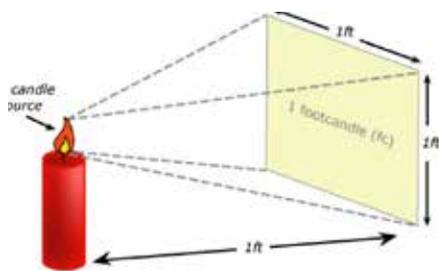
After years of discussion, stakeholder meetings and financial review, the Cal/OSHA Standards Board finally passed the Outdoor Agricultural Operations During Hours of Darkness standard at its April 18, 2020 meeting. The concept, first discussed back in 2013, was initially raised when worker advocacy groups asserted that the industry was subverting compliance with heat illness prevention regulations by conducting work at night. In reality, certain segments of the agricultural industry had been working at night for decades, as it proved most beneficial for the crop. Regardless of the impetus, all of California’s agricultural industry now finds itself navigating a new safety standard for night work.

Lighting

At the cornerstone of the new standard is the need for an agricultural employer to ensure adequate lighting is available during the period between sunset and sunrise. The following table, taken directly from the standard, addresses the amount of area lighting that must be provided by the employer:

Foot-candles	Lux	Areas or Tasks
0.09-0.19	1-2	Poultry harvesting or catching operations
3	32.29	Meeting area and meal/rest area
5	53.82	Outdoor agricultural operations except where otherwise specified in this table. Pathways leading to and around restrooms and drinking water. Inside restroom facilities. Storage areas accessed by employees.
10	107.64	Intermittently exposed or exposed point of operation equipment, covered under Group 8: Points of Operation and Other Hazardous Parts of Machinery. Operationally visible moving parts of machinery covered under Group 6: Power Transmission, Prime Movers, and Machine Parts of the General Industry Safety Orders. Task lighting for agricultural operations that involve the use of tools that can potentially cause cuts, lacerations, or punctures.
20	215.30	Task lighting for maintenance work on equipment

It is important to note that Cal/OSHA makes reference to foot-candles and lumens, both of which are units of measuring light. Foot candles refers to the amount of light produced from a source at a distance of one foot. In simpler terms, it is the distance unit of measurement from the source of light. However, lumens measures brightness and from a practical perspective, is the unit of measurement found on lightbulbs. As employers look to address compliance, they will find that most lighting source measurements will be provided to them in lumens.



Foot Candle (Source: AgSafe)

Foot candles refers to the amount of light produced from a source at a distance of one foot.

Another essential distinguishing factor in the standard is that area light will be measured 30 inches off the ground or surface on which the employee walks. This means that employers must have the capability of measuring the amount of light relative to where employees are working, so as to ensure the aforementioned table of task lighting requirements is being met. A light meter is the most common tool used to accurately measure the amount of light being produced.

In correspondence with Cal/OSHA earlier in the year, the following details were provided regarding the types of light meters enforcement staff would use in the field when conducting investigations:

- Light meter brands: Davis, SPER or Extech
- Meter range (difference between lowest level and highest level it can record): max 50,000 Lux to 400,000 Lux
- Max. Resolution: 0.1Fc / 1Lux
- Basic Accuracy: ±5 percent

Employers are highly encouraged to purchase light meters in alignment with these specifications so as to ensure consistency with those who will be enforcing the regulation.



Extech Light Meter (Source: Grainer)

Employers should purchase a light meter to take accurate readings in real time, assuring their sources of lighting meet the task lighting requirements. Extech, Davis and SPER are the three brands of light meters Cal/OSHA staff intend to use when conducting enforcement activity.

The last two items of note relative to lighting is that area lighting must be set up in a manner that minimizes glare to workers. This furthers the need for employers to test lighting options prior to implementation to ensure that brightness issues are addressed, along with the potential for glare, based on the work being done. The other lighting requirement is that the employer must provide hands-free personal lighting, along with area lighting, as needed to ensure the task lighting requirements. Ultimately, the expectation is that all work to be conducted at night is well lit, whether through area lighting, personal lighting or a combination of the two.

At the cornerstone of the new standard is the need for an agricultural employer to ensure adequate lighting is available during the period between sunset and sunrise.

Additional Standard Requirements

Lighting is not the only requirement of this new standard. Employers will be required to train workers at the start of each shift, reviewing:

- Location of restrooms and how to safely access them in the dark
- Location of drinking water and how to safely access it in the dark
- Location of designated break areas and how to safely access it in the dark
- Location of bodies of water and other potential hazards, including high traffic areas

As with any training, this must be documented, and records appropriately maintained. In addition, employers must provide at no cost and require employees to wear Class 2 high visibility safety clothing. This could be a vest or jacket; the type of clothing is at the discretion of the employer.

Lastly, while the standard does not specifically state as such, Cal/OSHA has an expectation based on the Injury and Illness Prevention Program regulation, that employers document the specific program elements that are unique when working at night. In

simplest terms, an employer needs to evaluate their operating procedures and make note of how work is done differently at night so as to ensure the health and safety of workers. This includes identifying new hazards, which are addressed during employee training, as well as considering how emergency response procedures would unfold outside of “normal” business hours. Ultimately, as the agricultural industry continues to use the hours between sunset and sunrise as a viable time to work, it will soon be incumbent upon us to comply with a standard designed to ensure continued

workplace safety.

For more information about worker safety, human resources, labor relations, pesticide safety or food safety issues, please visit www.agsafe.org, call (209) 526-4400 or email 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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The Gavin Ranch

By Jenna Hanson Abramson





There are not many locations where you have enough space to enjoy country living with wide-open views, wildflowers and wild animals as well as plenty of space for horses, chickens, cattle and pigs. All while having neighbors just a quarter mile down the road and a strong sense of community. That is exactly what the Gavin Ranch in the Chualar Canyon provides.

It will be 20 years this September that Rick and Kris Gavin have lived in their current home but the story of this South Monterey County ranch becoming the family's homestead began years before that move-in day, back in the year 2000. The oak trees, buckeyes, mountain range, and usable, flat pasture first caught their eye in 1994 when they originally purchased the land. However, they did not break ground until 1999. During those five years in between purchase and construction, the couple took their time getting to know the lay of the land. They only lived a quarter mile down the road so they were able to spend a lot of their free time at the property observing the way the winds blew, how the sun hit and at what times of the day and because of the 1995 flooding, they also knew exactly how the water ran off the mountainside. Because of this time spent studying the property they were able to strategically build a home situated amongst the heritage oaks with sprawling views of the Salinas Valley in every direction, and where both the sunrise and sunset are observable from the living room windows.

The custom three bedroom, two and a half bathroom house was designed by the couple with engineering and drafting help from Jim Tullis of Tullis Design and Drafting. It was Jim's suggestion to position the two spare bedrooms as a split-level over the garage, which according to Kris turned out to be a great improvement from the original design because the bedrooms now have what are arguably the best views in the house as well as their own deck and office/playroom. The Gavin's then worked with Bob and Marty Swanston, of Medalist Construction, to bring their dream to life. At the time, Rick was building custom homes for Medalist Construction, which made for open



communication during the building process and the opportunity for Rick to be hands-on with every detail.

The overall design of the home is spacious, open and streamlined showcasing hallways wider and taller than what you would traditionally find in standard home construction, a see-through fireplace connecting the dining and living rooms and large windows that allow natural light in throughout the day. The sizeable custom kitchen is the heart of the house. When Rick is not working in his on-property workshop (aka the ultimate man cave) he enjoys entertaining and cooking so it was important to the couple to create a kitchen where everyone could congregate comfortably. You can easily entertain 30 people in this space and have up to four cooks whipping up something appetizing. If these walls could talk, I am certain one would hear

Because of this time spent studying the property they were able to strategically build a home situated amongst the heritage oaks with sprawling views of the Salinas Valley in every direction, and where both the sunrise and sunset are observable from the living room windows.

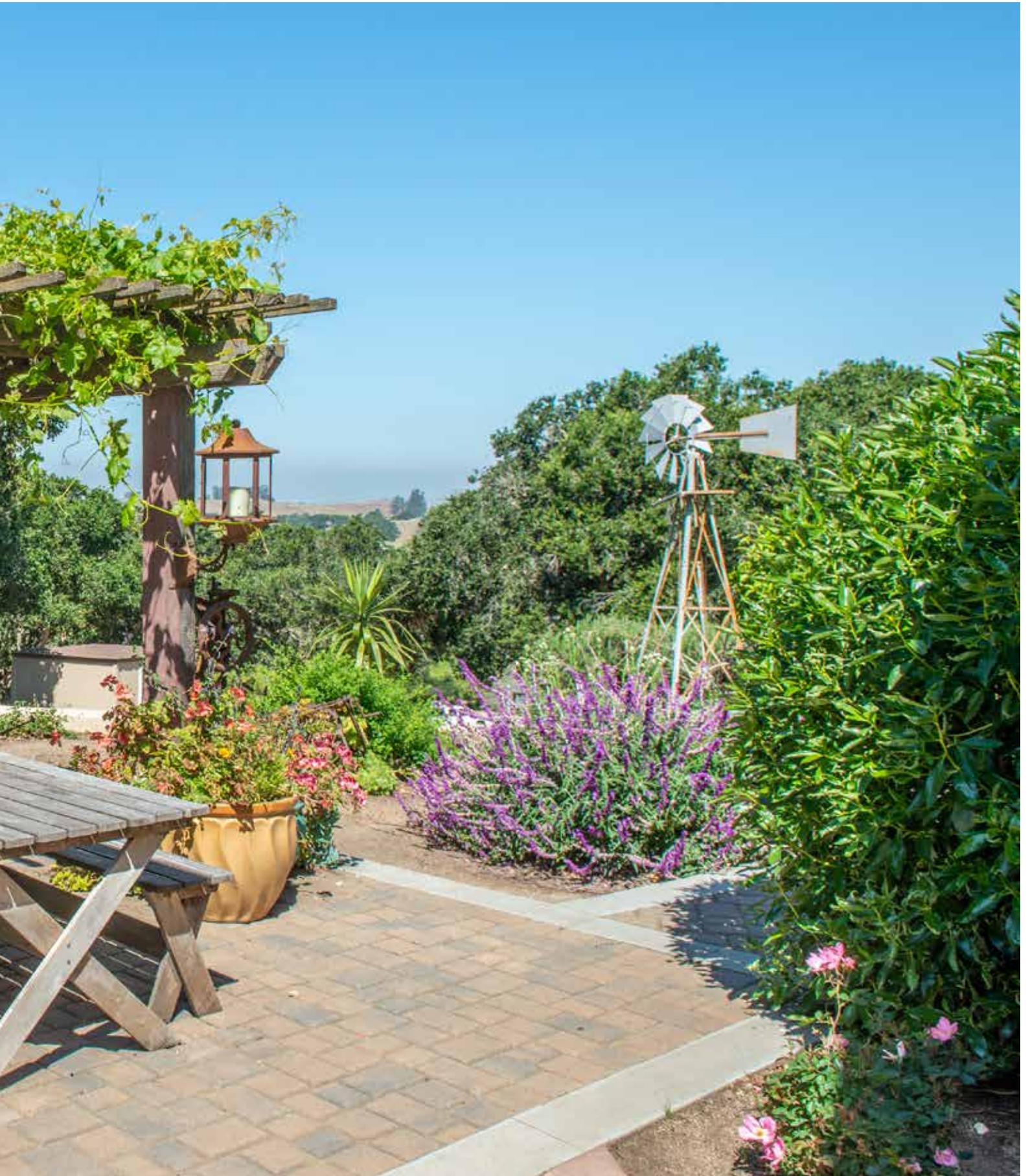
endless stories about get-togethers the family has hosted and infinite memories that have been made through the years.

The fireplace in the master bedroom has a story of its own. The hand-carved redwood mantle is over 100 years old and comes from Kris' grandfather's home on the Panziera Ranch. Kris knew she wanted this piece in her home so they designed the fireplace around it producing a one-of-a-kind masterpiece for the master suite. The fireplace mantle is not the only piece in the house with a history however. Throughout the house, you will find antique oak wood furniture that Kris has been collecting since she was a teen.

Being nestled amongst oak trees and mountain views the Gavin's were inspired to bring in elements of the outdoors by use of wood.









The overall design of the home is spacious, open and streamlined showcasing hallways wider and taller than what you would traditionally find in standard home construction, a see-through fireplace connecting the dining and living rooms and large windows that allow natural light in throughout the day.

In addition to the oak wood antique pieces decorating the home, they use a lot of wood in the design itself including custom open beams in the master bedroom, living room and even over the outdoor patio. Even with the use of a lot of wood throughout the home there is not a heavy feeling. In fact, the home's style was once described as "county light" and that seems to be a perfect depiction.

The Gavins speak fondly of the ranch and say it was an amazing place to raise their two sons. Even though they are ready for their next chapter, in Montana near their grandchildren, the memories they have made here over the past 20 plus years are irreplaceable. From watching their sons riding golf carts around to feed the animals and camping out on the property with their friends when they were young to even hosting their son's wedding on the 25-acre pasture below... these are memories they will cherish forever and it all started with purchasing land in 1994.

This summer's featured home is being written during the covid-19 sheltering-in-place order, so unfortunately, I did not have the pleasure of meeting Rick and Kris Gavin in person or get the opportunity to tour the sprawling 83-acre ranch situated in the Chualar Canyon. However, the couple was more than happy to speak with me over the phone. The images are courtesy of California Outdoor Properties and Over the Moon Realty. Although not the same creative process used to develop past home-feature articles, the images provided from the real estate team, and having the opportunity to speak with Rick and Kris Gavin, was enough for me to recognize just how special this South Monterey County property truly is. **CG**



Bottoms Up Homebrew

By Mac MacDonald



Duane Shima, owner of Bottoms Up Homebrew Supply in Seaside, has had to adjust the hours of his shop so he can homeschool his kids in the morning during the statewide Shelter-in-Place order. Ironically, the biggest growth spurt in his business has been schoolteachers!

Because schools are closed, more teachers are looking for ways to occupy their time and homebrewing seems like an enjoyable hobby that also produces some delicious results.

With most people confined to their homes, activities such as binge watching, baking, gardening and cleanup projects have taken off — as has the homebrewing of beer.

While business hasn't exactly been booming due to Shelter-in-Place, Shima has seen a slow, steady business at Bottoms Up, especially from longtime customers. When he's on-site at his store on Echo Avenue in Seaside, he receives a steady stream of phone calls and homebrewers who drop in to purchase some needed supplies or to seek advice. He's also getting orders by phone and email for pickup.

"Business has not been terrible, but it has definitely been affected, and the demographics of the customers is different," says Shima,

who opened his shop in 2012. "My business is talking about beer all day, so I get a lot of calls from people seeking advice. Homebrewing is a very organic process so there's a lot of hand holding."

"My passion is to help people make things that they're super proud of," he says. "That is the best thing in the world!"

The reason he is able to stay open during the SIP emergency is that he sells yeast and grains (but not alcohol), so he falls under the category of grocery store. "I guess you could say I'm an Asian market," quips the Japanese-American proprietor.

What he has noticed is that because of the pandemic there is somewhat of a yeast shortage.

"People are hoarding it, just like toilet paper," he says. "I carry two kinds of yeast, a live culture and a dry yeast, similar to what you use in baking. I can't get enough dry yeast right

now. That's because it's going to last longer."

Shima says he would normally carry a "library" of 30-40 different yeasts, but now carries about half that. The live culture, similar to a liquid sourdough starter, has a shorter shelf life, so that is found in limited supply as well. And that's critical because yeast, along with hops, is the lifeblood of beer.

"Yeast makes the beer, we just help it," he says. "You can make beer without the packet, you just don't know what the beer will be like."

Shima started homebrewing about 15 years ago, pretty much by accident. An avid beer drinker already, he was looking for a small refrigerator (or "kegerator" in beer drinker's parlance) to hold a keg, which would be cheaper than buying a six-pack at a time.

He found an ad on Craigslist from a serviceman who was being shipped out and needed to sell his kegerator. When he got to the man's place, he immediately noticed that the kegerator was set up for homebrewing. And the owner explained how he made his own beer. Shima was sold, as was the kegerator. "I'm surprised my wife agreed to it!" he says.

"I always thought homebrewing was something that your grandpa would teach you. I didn't have a benchmark for it," he says. "But I was blown away by how simple it seemed. So



I bought a homebrewing kit and it only took a few hours to brew. And the first beer I made was pretty good!"

So he did some more research, watched YouTube videos, bought more supplies and got pretty good at it. He found out that, instead of the commercial kegs or kegs that people buy for parties and barbecues, the home brew kegs were smaller, five gallons as opposed to 15 and a half gallons, and used reconditioned soda kegs.

The first brew he made was a cream ale, which wasn't as common at the time and can be compared to a blonde ale like the popular Firestone 805. He said he was looking for something easier to make with a shorter turnaround time, so he could enjoy it faster.

As for what's popular now, he says it's "all over the board," but hoppy beers like IPAs are riding a wave right now. Personally, he prefers a hoppy beer with about a 5-6 percent alcohol content. But he has noticed that customers are pushing the hop factor, which for the most part, gives the beer its bitterness. "Now, you can't get enough hops in a beer," he says about what he calls the Hop Renaissance.

In fact the whole craft beer movement of the past several years has been a boom to his business. He believes that proprietors and owners of "99.5 percent" of craft breweries and brewpubs, got started in homebrewing themselves.

"Once you make a homebrew, it's an amazing thing, and they got the buzz," he says of the local brewers, which have been helpful for his business. "Homebrewing is not a hobby, it's a life skill. Why else would you keep the equipment around if you didn't think you'd do it again?"

His customers can certainly attest to that. Chef Brandon Miller of Il Grillo in Carmel has been making his own beer since about 1988, but had to stop doing it for a while before picking it up again in the past few years.

"Duane is really the only game in town. He's down to earth, a great resource, and hosts the judging for the Salinas Homebrew Festival, where I pour at least four beers that day every year," said Miller.

Adds Josh Ohanian, General Manager of Sanctuary Vacation Rentals, "Duane and the Bottoms Up crew are such great people and a great resource to have locally for someone

like me. I am, by no means, an experienced brewer, but I have been able to successfully craft some really delicious brews, and it's all thanks for Duane's guidance and accessibility," he says. "I really appreciate the amount of patience that Duane has with me, as a relatively inexperienced brewer. He is always super helpful and friendly and willing to give helpful tips and based on my personal setup and equipment."

Shima moved here with his family in 1975 and grew up in Marina. He married his wife just around the time he picked up homebrewing and they now have two kids, ages 12 and 14. In fact, his son had a "kegger party" with his homebrew for his first birthday!

When he was able to teach classes at his shop before the pandemic, he said he used to brew a "fair amount" of beer, at least once a month. The legal limit for homebrewing is 200 gallons per year, but he has "never gone beyond that." He now brews enough for himself and to give away at charity events.

When asked what one bit of advice he

would give the home brewer just starting out, he says, "Brew what you really want to drink because you're going to have five gallons of beer when you're done!"

Even after 15 years of making his own beer, supplying the homebrewer and teaching others how to do it, the luster hasn't worn off.

"My passion is to help people make things that they're super proud of," he says. "That is the best thing in the world!" **CG**

Bottoms Up Homebrew Supply

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# Twisted Roots Vineyard

By Matt Pridey



**I**t's not often you meet a family with a history in wine dating back to 1918. After settling in Lodi, the Schmiedt family looked to the rich soil of the area to plant their first vineyard, although it wasn't for 87 years that they decided to produce their own wines in addition to selling the grapes to winemakers throughout the country.

That was 2005, when Twisted Roots Vineyard was born and Ross Schmiedt produced a Petite Sirah because of an overabundance of the grape. In 2009, production was expanded to include other varietals on the estate, including Chardonnay, Cabernet Sauvignon, and Old Vine Zinfandel.

The winemaking operation was moved from an old farmhouse to their partners at Estate Crush in Lodi, a dedicated custom crush facility for premium wine production that continues to produce Twisted Roots wines from grapes grown at the Schmiedt Vineyards.

In 2010, Josh Ruiz partnered with Mike Hodge and Ross Schmiedt to create Twisted Roots Wine LLC. Schmiedt passed away in March of 2014 following a battle with Lou Gehrig's Disease (ALS) which spurred Ruiz and Hodge to donate a portion of every bottle sale to benefit ALS.

## Owners in Ag

In January of 2016, Ruiz and his wife Julie, who is Schmiedt's niece and Hodge's daughter, bought Twisted Roots from the family. A few months later, the Ruiz's brought on board a few college friends to help expand the business.

"My wife Julie and I bought the family business in January and in June we brought in three of our college friends, who live in different locations in the state, to help us grow the business," said Ruiz. "I knew that with a full-time job with Church Brothers, I needed help. These are all trusted friends, who have become like family, and it's all about growing the business. I can't do it myself."

Ruiz, who graduated from Cal Poly San Luis Obispo with both a bachelor's and master's degree in Agribusiness, asked his college friends Andy Gulley of Fresno, Matt Brem of Salinas and Neil Amarante of Paso Robles (and Andy and Matt's wives, both named Laura), to join Twisted Roots.

Ruiz said the three new partners' skill sets would be invaluable in reaching the company's goals. Gulley is an agricultural pest control advisor in the central valley. Brem is co-owner of Produce West, a Salinas produce broker-

age, and highly connected in the Salinas Valley agriculture industry. Amarante is an agricultural lender in Paso Robles and brings valuable knowledge to the business. All three are also Cal Poly graduates.

Also joining Twisted Roots as a partner is Whitney Pridey, who is the managing editor of Coastal Grower and, you guessed it, a Cal Poly graduate (with a degree in Viticulture), along with her husband Matt, a professional golfer. Whitney is also the sister of partner Matt Brem, both of whom are from a local cattle ranching family and, along with Whitney's husband, are very active in the day-to-day operations of that ranch.

"It's still a family operation with roots in Lodi," says Ruiz. "They really are my family, that's why they're partnering with me. We're bringing it all into the Twisted Roots family."

## Grapes Planted in 1918

According to Ruiz, the founders of the vineyards, German immigrants Gust and Dorothy Schmiedt, planted grapes on their new property in 1918 because their neighbors were growing grapes. The Schmiedt's planted 45 acres in what was first known as Dairy Vineyards then CLR Vineyards, named after their three sons, Carl, Leland and Ross.

The eventual name was conceived by Ross, who came across a tangle of old rootstock and mused, "Twisted Roots would make a good name for the vineyards and winery,"





and it stuck.

Ruiz said 2019 was the winery's biggest year yet, producing nearly 1,000 cases of four varietals, including its signature "1918" Old Vine Zinfandel, created from vines planted in 1918. The Zinfandel is accompanied by Cabernet Sauvignon, Petite Sirah, and Chardonnay. They also introduced a new Brut Rosè, Hard Apple Cider, and Albariño to continue in the effort to expand their offerings for Wine Club and general public.

### **A Wine Tasting Experience for All**

Twisted Roots raised a few eyebrows when it began renting a space to do wine tasting in a local art gallery in Carmel Valley in 2013. "At first, some of the other winemakers were leery about having a Lodi winery here," Ruiz told Carmel magazine, "but they've accepted us."

In 2017, the partnership had the opportunity to purchase the building in Carmel Valley they used for wine tasting. The vision for the Twisted Roots tasting room was that of which everyone is welcome and feels comfortable to come as they are. A major requirement for Josh was that he, along with anyone else, could come straight from their jobs in ag and other fields, perhaps

with a bit of dust on their boots, and not feel underdressed or out of place.

The ownership and staff at Twisted Roots make sure everyone, no matter their wine knowledge, feel comfortable. The wines are just as approachable, and are delightfully easy to drink.

### **Adjusting with the Times**

It's no secret that 2020 has been a challenging time for all businesses, especially hospitality. Twisted Roots went from virtually 100 percent wine club and in person sales, to offering fans from around the area and country free shipping and local delivery. This has been eye-opening, as they have seen online sales and virtual wine tasting experiences take center stage.

It would not be a business without the undying support of their wine club members, who have been incredible during this difficult time. "We couldn't do it without them," states Ruiz.

Watching the power of community, both near and far, has been very inspiring and heartwarming throughout this pandemic for the entire team at Twisted Roots. **cc**

## **Twisted Roots Wine**

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www.twistedrootsvineyard.com

# From Hitchhiking to Helping Those in Need

*Interview With Willy Elliott McCrea, CEO, Second Harvest Food Bank*

By Jess Brown



**JESS:** What is the elevator speech that explains Second Harvest Food Bank?

**WILLY:** Second Harvest Food Bank partners with the Ag Industry to ensure healthy nutrition for all families. Increasing access and consumption of fresh fruits and vegetables is the key to good health.

**JESS:** When did Second Harvest become an organization in Santa Cruz County?

**WILLY:** Second Harvest was founded in 1972.

**JESS:** Was this Food Bank one of the first in the country?

**WILLY:** It is the oldest food bank in California and second oldest in the US.

**JESS:** When Second Harvest started, how much of the food was fresh, compared to processed? And today, what is that ratio?

**WILLY:** When Second Harvest started, we mostly distributed canned food as well as baked goods (pastries, donuts etc.), candy, snacks and soda. Very little of the food was fresh. Today we are focused on health and nutrition and over 60 percent of the food distributed is fresh produce and 90 percent of everything we distribute is defined as healthy.

**JESS:** How many families do you normally serve in one month? And how many did you serve at the peak of the pandemic?

**WILLY:** We normally serve an average of 17,000 families a month. Since the pandemic hit, we have been serving twice as many families, mostly newly unemployed.

**JESS:** Recently, you have had to increase your capacity to serve food to people in need due to the COVID-19 pandemic. How did you ramp up for such an occurrence?

**WILLY:** We have had to buy large volumes of basic staples from food manufacturers. We have partnered with the Fairgrounds and the Boardwalk to set up large drive-through food distributions. We worked with Congressman Panetta to secure assignment of a National Guard unit who has helped us triple the number of bags packed a week. Many of the church pantries and other organizations that we supply have asked us to pre-bag food for them to distribute to the families they serve while maintaining social distancing.

**JESS:** During the pandemic, how else did your model change for serving those in need?

**WILLY:** Social distancing has driven lots of changes in terms of separating staff and volunteers and participants to ensure health and safety. Given our warehouse's limited space, that has been challenging. We have received strong food and financial support from Ag. Older volunteers run many of our member agencies and about 30 percent have shut down. We have had to step in with more direct distributions.

**JESS:** In your tenure, how many national disasters have you had to deal with?

**WILLY:** I have been with the food bank since 1978 and have had to deal with the floods of 1982 and 1995 as well as the 1989 earthquake. We sent staff to help in 2017 with Santa Rosa Tubbs Fire disaster relief and that same year to help with Hurricane Harvey disaster relief work in Houston Texas. And of course, there have been other challenging situations as well, such as the 2008 recession and other economic blows to our community.

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**We normally serve an average of 17,000 families a month. Since the pandemic hit, we have been serving twice as many families, mostly newly unemployed.**

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**JESS:** How does the COVID-19 crisis differ from other national disasters in how it affected Second Harvest?

**WILLY:** The sheer scale of this disaster is daunting in terms of number of people impacted, depth of need created, and uncertainty of how long it will be until people are able to go back to work and children are able to go back to school or childcare. Many economists say that it may take two years for our economy to recover.

**JESS:** How has local agriculture partnered with Second Harvest?

**WILLY:** Local agriculture has been our bedrock in terms of food and funds and volunteers. For example, during the current disaster, Driscoll's donated a forklift to assist with the huge increases in produce that we are distributing.

**JESS:** You are one of the founders of FOOD Crops, which became Ag Against Hunger. The organization facilitated an easy method for growers and shippers to donate extra produce

to the Food Banks. Why was that important?

**WILLY:** Since Ag Against Hunger was founded, the food bank has been able to greatly increase access to fresh fruits and vegetables to families struggling to make ends meet. This stable source of fresh produce has enabled us to start up our nutrition education program “Passion For Produce” to let families know why increasing their consumption of fresh produce is crucial to reduce diabetes rates. The program combines cooking clubs and nutrition support groups and produce distribution.

**JESS:** Provide a few examples of how Second Harvest has changed the lives of those you served.

**WILLY:** I always think about Lois who got hurt and lost her job and ability to buy healthy food. When she started in our program, she could not tie her shoes. Now she is much healthier and volunteers regularly at one of the distribution sites in Soquel and has found much joy and happiness in her life, giving back to others. I also think of Saul who was struggling with diabetes when he started with our program. By changing his eating and exercise routines, he now has his diabetes under control and has been able to eliminate his diabetes medications.

**JESS:** What has been the biggest challenge for Second Harvest going forward?

**WILLY:** As the cost of housing has continued to skyrocket in Santa Cruz County, more and more middle-class families can no longer afford fresh healthy produce. Keeping up with the growing need is our greatest challenge.



*Clockwise from top left: 1.) Willy at his desk, 2.) Willy's daughter's wedding. 3.) Willy, Jimmy Panetta, National Guard during COVID-19 pandemic.*

**JESS:** What did you do prior to Second Harvest Food Bank?

**WILLY:** Before starting as Driver/Warehouse Manager for Second Harvest in 1978, I spent three years managing leather belt blank inventory and order picking for a small manufacturer, Lazy Day Leather. And before that, I was at UCSC taking history, religious studies, politics and community studies classes.

**JESS:** Where were you born and raised?

**WILLY:** I was born and raised in Lodi, CA and moved to Santa Cruz when I was 19.

**JESS:** Were you interested in helping others while you were growing up?

**WILLY:** I was raised with the values of helping others and the opportunity really opened up when I started working with the Food Bank.

**JESS:** Who have been the most influential people in your life?

**WILLY:** Sister Susan Olsen, Bernice Belton and Pastor Rene Schlaepfer are three of the people who have taught me so much about involving and engaging with the community.

**JESS:** What is your motto?

**WILLY:** Get it done!

**JESS:** Which talent would you most like to have?

**WILLY:** Speaking Spanish.

**JESS:** Which words or phrases do you most overuse?

**WILLY:** “If you are ready, willing and able to...” and “It’s critical!”

**JESS:** When and where are you the happiest?

**WILLY:** Working in the yard, cooking, reading and taking walks.

**JESS:** What is something about Willy that most people don’t know?

**WILLY:** That I hitchhiked around the United States for three months when I was 18, including hopping freight cars. Also, that Katie and I shared a home and a kitchen with her mother for 30 years.

**JESS:** How have you balanced your family life while running such a busy organization?



**WILLY:** I would be curious what my wife Katie would say given the decades of working 60 plus hours per week. I became an early bird, getting up at 4am every day, to get as much as possible done in the wee hours so that I could be home for dinner at least five nights a week to help cook, wash dishes and put the kids to bed. I did not do so well when my kids were young. About 10 years ago, I realized that each day, I could only do what I could do. I have had to get much better at setting priorities and delegating, especially after I was elected last year as Board Chair for the California Association of Food Banks.

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

**WILLY:** Bernice Belton, Jess Brown and Audries Blake.

**JESS:** Where do you see Second Harvest in 20 years?

**WILLY:** Increasingly focused on healthy eating and nutrition for everyone in our community. More programs and services for everyone regardless of income – more cooking clubs and Zumba classes and neighborhood sharing hubs – breaking down the barriers between the haves and the have nots, all one community all together.

**JESS:** Where will we see Willy in five years?

**WILLY:** I am still so very passionate and excited every day in this work to build a healthy and thriving community. During the next five years, it will be time for me to pass the food bank leadership baton after being at the helm for 35 years. I know that I will still be very active serving the community in some new capacity. **ce**



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# From a Thorny Nuisance to a Showpiece Rose

By Joe Truskot



**T**homas Christopher, in his book “In Search of Lost Roses,” tells a funny story which happened while he was inspecting a particularly floriferous bush growing against the front fence of an old farm house. Christopher had been documenting old garden roses across the United States, collecting their common names and comparing them to the nearly 50,000 registered roses from the past three centuries. As I remember the story, the owner came out to greet him.

“Do you know what it’s called?” Christopher asked, as he admired one of the blooms. The old man scratched his cheek and pointed a finger at Christopher, “Yes, I do. Just give me a minute and I’ll think of it.” Christopher could almost hear the wheels turning in the farmer’s head. There was a long pause, interrupted by “It’s at the tip of my tongue.” The man shifted his weight to the other hip and pulled on his

chin and then his eyes lit up.

“I have it,” he said. “It’s called a rose.”

In the oldest neighborhoods in Salinas, you’re likely to see roses whose names, too, have long been forgotten as have the names of the folks who planted them. But they still produce incredible displays of flowers with little attention – disproving the common notion that roses are difficult to grow.

## Choosing the best roses

Most homeowners have at least one or two roses growing somewhere in their yards. And with some basic care, these thorny nuisances can become showpiece specimens.

Admittedly, the Central Coast of California has its challenges for many varieties (especially most of those that the big box stores continue to offer us) but many others love it here and are disease-resistant, if not disease-free. Most gardeners encounter four types of

roses: hybrid teas, floribundas, climbers, and miniatures. Due to 150 years of cross-breeding, hybrid teas have complex backgrounds. They are the rose that most people think of when the subject is mentioned. Many are easy to grow here and will impress the most casual passerby. Floribundas are cluster-flowered

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**Admittedly, the Central Coast of California has its challenges for many varieties (especially most of those that the big box stores continue to offer us) but many others love it here and are disease-resistant, if not disease-free.**

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varieties which give great color displays in the landscape. Climbing roses are a catch-all category. They can be more vigorous versions of hybrid teas and floribundas, or they can be more closely related to tree-climbing species which quit at about 40 feet. Miniatures are essentially marketed as house plants. They look great when they hit the market but won’t thrive indoors. Roses are outside plants. Some miniature varieties can make the transition well and hold their beauty, others given non-hothouse environments languish.





Rose breeders introduce new varieties of all types every year. It's what they do. They are also marketing to all the climates in the United States. Unfortunately, good roses for our climate are often replaced by not-as-good ones. It's a weakness in the rose trade.

Purchase your roses from local, privately owned nurseries. We need them to stay in business and we need their knowledge of which new roses are proving to like our climate a lot. Our local rose society lists "Easy to Grow" roses at: [montereybayrosesociety.org](http://montereybayrosesociety.org). Start with one of these.

### The path to better roses

Roses need at least six hours of bright sunlight. If you don't have it in that spot, don't try to grow a rose there. The east and south facing sides are best as the sun is likely to burn off any moisture on the leaves. Most fungal diseases – powdery mildew, black spot – are air borne and spread by water droplets. A common error is planting too many roses, too closely together. The more air that circulates around them the healthier they'll be. By giving the bush more space to grow, you'll get more flowers and be surprised at how tall some of the hybrid tea varieties get.

Some protection from the wind, however, is a good thing. The south facing side of your house and the east facing side of a fence, are ideal. This is especially true for gardens near the ocean.

Don't be in a hurry to plant roses. Spend time preparing the soil first. Roses prefer a sandy loam with a slightly acidic pH factor (6.5). Heavy clay soil needs to be lightened with organic material and even some sand or Perlite. Sandy soil needs compost worked down about a yard deep. If you've got the time and product, work green manure into the soil and let it decompose for a few months. Healthy soil needs microbes to turn the

organic material and fertilizers into nutrients the rose can absorb. As rose roots need air to grow, good drainage and earthworms are essential.

Plant a new bush so that the bud union rests at the soil line. Work the soil into a basin shape with the bush in the deepest part. This makes watering and feeding much easier. It also encourages the water to go down vertically and the bush responds with its roots going down as well. This will help the rose to be drought tolerant.

A fist full of alfalfa pellets is a great tonic for roses. It contains an enzyme that helps the rose absorb the nutrients in the soil. A half cup of Epsom salt every three years or so will give the rose a good boost as well.

Feed the roses a little bit of fertilizer throughout the growing season and buy whatever is on sale. The regularity of food will keep them blooming.

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**In order for a consulting rosarian to give you the best advice, the specific name of the variety needs to be known.**

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### Everything looks better with a little primping

Prune your roses all season long. Keep the center of every bush open. Sunlight should reach the bud union at the soil line. By keeping this area moist and warm, you'll get a basal break – a new strong cane which will provide flowers for the next three or four seasons.

Once the flower fades and the petals fall, remove the old flower. Make the cut to an outward facing bud eye. In the crotch of each leaf on a cane is a bud eye which will turn into your next flowering stalk. You want the bush to grow up and outward. This also means removing any canes which are dead, nearly dead, spindly or growing too far down on the bush to produce meaningful flowers. Be on the lookout for canes which cross through the center and remove them – even if they are perfectly healthy and have buds. They clog up the airflow, catch fallen and diseased leaves and generally destroy the look and eventually the health of the bush.

On hybrid tea roses, remove the side buds. It's the most difficult thing you have to learn as

it is counter-intuitive. The side buds are likely to distort the shape of the dominant flower. They are never as large as the original and prolong the growth cycle. Remove the side buds, then dead head the faded flower and another great blossom appears in six weeks. On floribundas, remove the large, usually short-stemmed bud in the center of the cluster. It always opens first, never has enough room to unfurl fully and the cluster ends up with a wad of dead petals in the center.

### A rose by any other name

Going back to the farmer at the beginning of the story, variety names are important. In order for a consulting rosarian to give you the best advice, the specific name of the variety needs to be known. In fact, most of the hardest roses to identify were planted after World War II. New introductions were streaming forth on the market – many had similar color and growth properties and were supplanted with something new in a year or two. Printed photographs in those two decades never captured the true color.

So, when you buy and then plant a rose, remove the round metal or plastic name tag and bury it under the bush on the side closest to your house. You will then always know where the name is. Hand written lists get lost, computer records get erased, and like that farmer who clearly loved and kept that rose at it peak condition, memories fade. ☹️



# The Power of Potassium

By: Stephanie Bouquet, MS, RD, CSSD, CDE, SB Nutrition

**P**otassium is one of the most abundant minerals found in the body and it provides important life sustaining functions. Known as an electrolyte, potassium is highly reactive in body fluid producing electrical impulses that help keep muscles working efficiently (the heart is a muscle), kidneys filtering and blood pressure regulated. The body is unable to make this mineral so it must be consumed through the diet. A set of standard reference values termed Dietary Reference Intakes or DRIs, advises consumption of 4700 milligrams (mg) of potassium per day. To assist a healthy adult in obtaining this amount, the recently revised Nutrition Facts label on all food products must list potassium content. It is estimated that the body absorbs about 85-90 percent of dietary potassium.

Potassium and sodium (another electrolyte in the body) are interrelated and considered essential nutrients that play vital roles in the body to maintain physiological balance. The current Dietary Guidelines for Americans recommends decreasing the content of sodium in the diet and increasing potassium to assist in lowering blood pressure. Sodium acts like a sponge and retains fluid, making the heart pump harder to move blood through the body. Potassium works by “wringing out” the sponge and removing fluid from the body.

What foods contain potassium? If you believe that only bananas can provide this needed nutrient, then think again. There are a multitude of potassium rich foods in our food supply:

## Fruits and Vegetables

All fruits contain potassium in some capacity. Dried fruits (apricots, prunes, raisins) and most juices score high in potassium due to the concentrated nature of the fruit in both venues. There are a few fruits with relatively low potassium content (like apples, peaches, and pears) due to high water content.



Vegetables with notably higher potassium contents include beets, broccoli, Brussels sprouts, winter squash, potatoes, and tomatoes (cooked). The best bet is to consume a wide variety of vegetables for adequate potassium intake. You may think that cooking destroys all nutrition in vegetables, but that is not always the case. Potassium is sensitive to heat which can reduce mineral absorption of some vegetables, but the cooking process can also enhance potassium absorption of others. For instance,

some leafy greens (like spinach, beet greens and chards) provide a bigger punch of potassium when cooked. These vegetables shrink (wilt) when cooked causing a more concentrated amount of the nutrient per cup cooked than consuming a cup of the raw greens. On the other hand, broccoli, beets, and celery provide a larger concentration of potassium when using quick cooking methods (steaming, blanching, and microwaving).

### Other Potassium Rich Food Groups

Although fruits and vegetables do contain the largest content of potassium, it is also found in a wide variety of other plant and animal foods. Legumes (also known as dried beans), potatoes, meats, poultry, fish, milk, yogurt, and even nuts contain potassium. In terms of grains, whole wheat or whole grain products contain a higher amount of potassium than refined (white) varieties. Surprisingly, coffee and tea are two of the highest containing potassium foods consumed by adults.

#### Selected Food Sources of Potassium

| Food Source                                    | Amount of Potassium<br>(mg) per serving |
|------------------------------------------------|-----------------------------------------|
| Apricots, dried, 1/2c.                         | 1,101                                   |
| Lentils, cooked, 1 c.                          | 731                                     |
| Potato, baked, flesh only, medium              | 610                                     |
| Orange juice, 1c.                              | 496                                     |
| Banana, 1 medium                               | 422                                     |
| Milk, 1%, 1 c.                                 | 366                                     |
| Spinach, raw, 2 c.                             | 334                                     |
| Chicken breast, boneless, grilled,<br>3 ounces | 332                                     |
| Salmon, Atlantic, farmed,<br>3 ounces          | 326                                     |
| Apple, with skin, 1 medium                     | 195                                     |
| Cashews, nuts, 1 ounce                         | 187                                     |
| Coffee, brewed, 1c.                            | 116                                     |
| Tea, brewed, 1c.                               | 88                                      |
| Bread, whole wheat, 1 slice                    | 81                                      |
| Bread, white, 1 slice                          | 37                                      |

U.S. Department of Agriculture, Agricultural Research Service. FoodDataCentral, 2019.

Try utilizing the free tracking tool, myfood-data.com to get a better idea of how much potassium you are consuming. All nutrition information is sourced from USDA food data central site. [ce](#)



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# Bistro Moulin Coq au Vin



## Ingredients

1 frying chicken (4 pounds) cut into 10 pieces  
2 T canola oil or clarify butter  
4 oz of bacon (thick slices cut into 1/2" section)  
2 C finely chopped onions  
2 crushed garlic cloves  
1/4 C brandy or Cognac  
3 C red wine  
2 C brown chicken stock  
1 bouquet garni (parsley and thyme sprigs,  
2 bay leaves, 1 celery branch tied together  
with kitchen twine)  
Salt and pepper for seasoning

## Garnish

1/2 pound white mushrooms, washed and  
quartered  
16 each pearl onions, peeled  
1 T unsalted butter  
1/2 teaspoon sugar

## Directions

Preheat the oven 300 degrees F. Heat the oil in a large Dutch oven and cook the bacon until lightly brown, remove the bacon in a separate dish.

Pat dry the chicken, season the pieces of chicken with salt and pepper on all sides and brown them in batches in the fat, remove all the chicken pieces onto a plate then add the chopped onion, lightly brown and then add the garlic, stir for a minute, add the chicken and bacon, flame with the Cognac, add the red wine and the bouquet garni, bring to boil and reduce the liquid to half, then add the stock, bring to boil, cover with the lid and place the Dutch oven in the oven for 50 minutes.

While the chicken is cooking, prepare the mushrooms and the pearl onions. Sauté the mushrooms in a skillet with 1/2 T butter, salt

and pepper, then put aside.

Place the pearl onions in a small skillet with 1/2 T butter, 4 T water, 1/2 teaspoon sugar, a pinch of salt and pepper, bring to simmer, and stir frequently until all the water has evaporated, lightly caramelized the onions, remove from the heat.

Remove the Dutch oven from the oven, add the mushrooms, simmer for 5 minutes without the lid, remove bouquet garni, then place the Coq au Vin into a serving dish, add the caramelized onions, and serve.

Bon appétit. **ce**

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# Salinas Valley Memorial Healthcare System

Salinas Valley Memorial Healthcare System first opened its hospital doors in 1953 when local business and agricultural leaders dedicated the modern facility to the 'health of the community.' That mission rings especially true today, as the Healthcare System plays a critical role in containing the spread of an historic pandemic threatening residents of Monterey County and populations on a global scale.

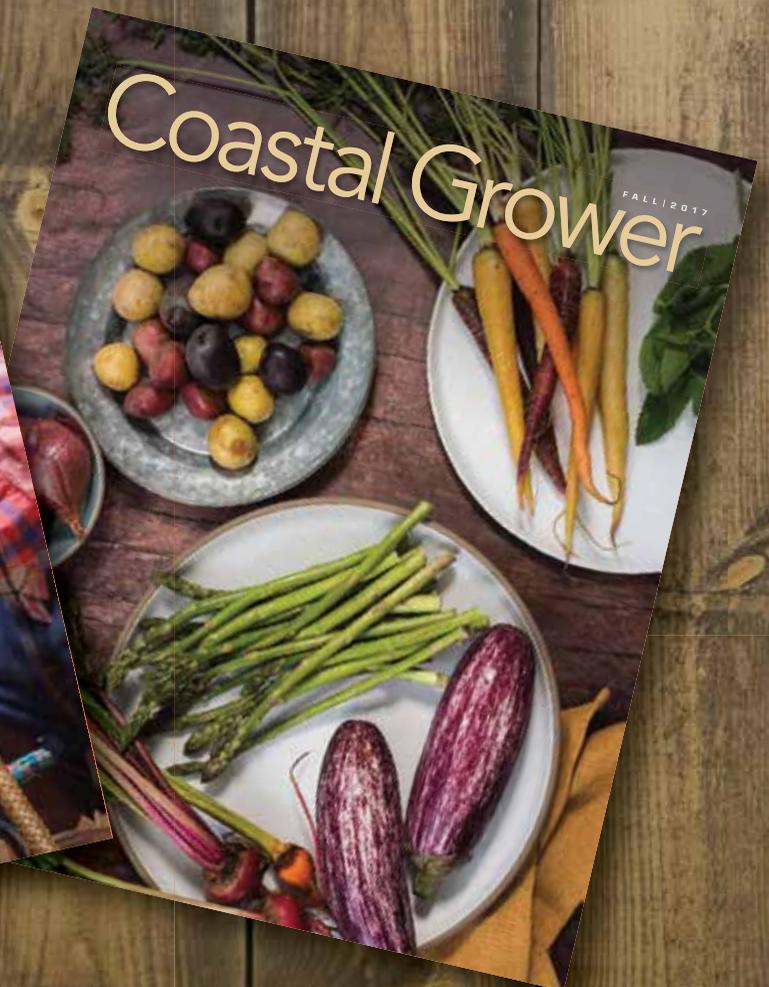
SVMHS staff proudly serves on the frontlines of COVID-19, protecting patients, skillfully caring for those battling the virus and helping to contain the spread of the disease with screening, education and treatment protocols. Hospital District leaders took decisive action early in the worldwide crisis, launching its Hospital Incident Command System in February 2020. Nurses and other clinical personnel operated a triage tent and Alternate Care Site near the Hospital Emergency Room to screen and separate potential COVID-19 patients. SVMHS enacted strict safety precautions to protect patients, visitors and staff while diligently managing resources including personal protective equipment and other supplies. The SVMHS team is continuing to provide vital quality care while managing ever changing daily operations related to the coronavirus, and staying on alert and ready for a potential surge in COVID-19 patients.

The Healthcare System formed a strong partnership with agricultural operations big and small and deployed a bilingual clinical team to train, educate and provide resources to permanent industry employees and thousands of seasonal field workers. SVMHS launched a weekly community newsletter keeping families informed of the latest news and free resources. The Healthcare System is working in tandem with Monterey County officials and other local hospitals to avert a worst-case scenario. Salinas Valley Healthcare System is grateful to the community it serves and appreciates the outpouring of support for the dedicated Healthcare Heroes prioritizing health and safety at a time of unprecedented need.



1. Kerry Kantmann, RN in the SVMHS Triage Tent.
2. Brittnee Sandoval, RN, SVMHS Nurse providing COVID-19 information and resources to essential agricultural workers.
3. Members of the SVMHS COVID-19 Community Outreach Team, delivering groceries to seniors and other at risk residents (l to r) Celsa Guerrero, Pamela Venegas, Cynthia Vargas, Nancy Vasquez and Adriana Valdez.
4. Jennifer Ruiz, RN at the Alternate Care Site on the SVMHS campus serving potential COVID19 patients. A series of three tents which maintain negative air pressure for the safe screening and specimen collection for COVID-19 testing.
5. Lightening Formation Airshow Group flying over Salinas Valley Memorial Hospital and other hospitals to salute Healthcare Heroes.

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# The First Tee of Monterey County

**F**ounded in 2004, The First Tee of Monterey County is the largest youth-serving nonprofit organization in Monterey County. It is a chapter of The First Tee: an international youth development organization and part of the World Golf Foundation.

At various locations throughout the county including its 9-hole facility in Salinas and at King City Golf Course, it serves over 9,000 young people each year aged between 7 and 17 years. Programming includes daytime with the schools, afterschool and weekend classes at the Taylor Farms Center For Learning and summer camp. Children may attend all three programs with each one seamlessly teaching valuable life skills through the game of golf.

Independent research suggests that children who participate in programming conducted by The First Tee are more likely to transfer these skills into everyday life. 12-year-old Diego L. from Salinas agrees “My Mom says that ever since I have been going to The First Tee my grades have improved, and she also was so surprised when my teachers told her the same thing.”

Despite the current restrictions on public gatherings, The First Tee is hopeful to operate its well-known Summer Camp Program this summer. “We have looked into partnerships with local Hospitals and we are confident that we will still be able to provide a healthy, happy and helpful program.” Said Nick Nelson, Executive Director of The First Tee. “The Summer Camp program is the highlight of our year. Not only do we offer golf and life skills classes, but we expand the fun into everything you would expect at a summer camp including; boating, athletics, soccer, dress-up days, and of course the kids favorite; ‘Pie A Coach in the face contest!’”

For more information about the programs go to [thefirstteemontereycounty.org](http://thefirstteemontereycounty.org), [fcf-ca.org](http://fcf-ca.org) or, contact The First Tee by phone (831) 444 7200 or, email [admin@thefirstteemc.org](mailto:admin@thefirstteemc.org).



1. *Painting at Taylor Farms Center For Learning.*
2. *Participants enjoying a round.*
3. *Footgolf and Family Fun Day.*
4. *Costume Day!*
5. *Alisal Union School District Students.*



# Locally Sourced Summer Color

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# AIM Youth Mental Health

## *A Call for Action for Mental Health Research to Help Youth Today*

**A**IM Youth Mental Health is a non-profit founded in 2014 by Susan Stilwell and her family with two clear objectives: First, to fund clinical research to find better treatments and cures for youth struggling with their mental health. Second, to raise awareness of the crisis in mental health challenges among the youth of today.

AIM is finding and funding the most promising, high-impact research in the world. With a stellar Scientific Advisory Board comprised of the top youth mental health experts from around the world, AIM screens research looking for work with the greatest promise of making a difference now. AIM has funded research at University of Michigan, Yale, Emory, Harvard, UCLA, Hofstra/Northwell, University of Washington, and UCSF. AIM funded studies in anxiety, depression, attention difficulties, emotion regulation, eating disorders, and early intervention in at-risk youth for severe mental illness, and is having life-changing – and life-saving – results.

AIM awareness programs include an annual school-based AIM for Awareness Ad Contest, a youth ambassador program, walks and rallies, and an annual Scientific Symposium. AIM for Awareness school programs help start the conversation about mental health, by providing a positive, non-judgmental platform for teachers to use. As AIM grows, they will be expanding their awareness programs even further.

“AIM Youth Mental Health is poised to play a critical role in the next generation of research in childhood psychiatric disorders.” David J. Miklowitz, Ph.D. UCLA Semel Institute, AIM Scientific Advisory Board Member. AIM funded a two-year study at UCLA with teens at high-risk for severe mental illness. A mother of one of the study’s participants said, “I feel Dr. Weintraub’s work reduced my daughter’s symptoms. It made me happy because the lightbulb went on to realize the type of therapy that we needed. The materials in our folder from UCLA felt like treasure and gave us answers.”

Due to Covid-19, AIM’s Gala and primary fundraiser has been cancelled this year. But more than ever, funds are needed for research as the pandemic is having a profound effect on mental health. Please consider making a donation to AIM to help youth struggling with their mental health.

- 1) Chris Harrison of ABC’s *The Bachelor* with North Monterey County High School Marching Band, at AIM’s 6th annual youth mental health gala in Pebble Beach, CA.
- 2) AIM supporters walking for youth mental health at AIM for Awareness Walk & Rally in Pacific Grove, CA.
- 3) The Carmel High School cheerleaders came out to rally support for youth mental health at AIM’s 2019 Walk & Rally in Pacific Grove, CA.
- 4) University of Southern California students stood up for youth mental health on their own campus at AIM’s inaugural USC rally.
- 5) AIM is building a movement dedicated to kids! AIM’s annual Walk & Rally is all about spreading awareness, supporting our peers, and having fun!





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## Rancho Cielo

**R**ancho Cielo opened its doors in 2000 to provide alternative choices for underserved young people in Monterey County. We offer them an opportunity to earn a high school diploma, receive vocational training, and get access to support services. Our vocational programs match the needs of our community. Students can receive career training in agriculture, culinary/hospitality, and construction. Our goal is for students to become thriving community members and productive contributors to our local workforce.

Like many nonprofits, we have had to close our doors due to the pandemic. However, the Ranch is still operating! Our Ag, Culinary, and Construction Academy students are all working on their diplomas remotely. Our Transitional Housing program is full of students, and our Transitional Housing staff is onsite supporting them physically, mentally, and emotionally. Additionally, each week, our sheltered-in-place staff calls students who have been forced to stay home by the crisis to check in and see how they are doing. We offer help if they or their families need it including weekly food bags delivered to their doors.

To help students get back on track to obtaining their vocational certificates, we've invited Construction students back to campus this summer to finish building the Tiny Home they were working on before the quarantine. Culinary students have also been offering curbside dinner service on Friday nights.

To learn more about Rancho Cielo and the services we provide, visit [ranchocieloyc.org](http://ranchocieloyc.org).

**“It was rough at the beginning, but the staff at Rancho Cielo was always supportive. They didn’t give up on me when I was ready to give up on myself.” – Brenda N., age 19**

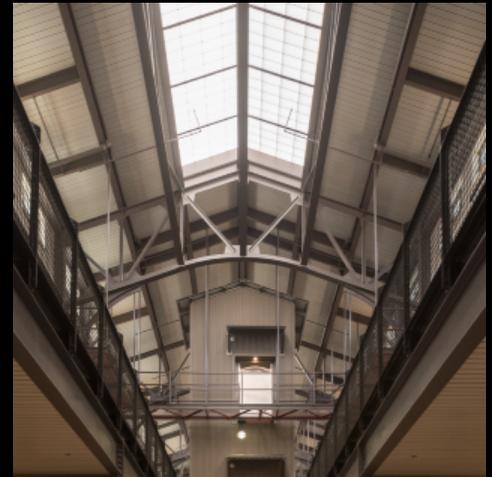


- 1) Students in the Ag Mechanics and Electrical program on a tour of Costa Farms.
- 2) Classes began in the brand-new, 30,000-square-foot Ted Taylor Ag Vocational Center in August 2019. Photo credit: Boots Road Group.
- 3) Drummond Culinary Academy student, and Chef Jason Giles, Salinas Valley Memorial Healthcare System, serve food to guests at the Culinary Round Up fundraiser. Credit to Pep Jimenez.
- 4) Transitional Housing residents help prepare food bags for their fellow students.
- 5) A group of Rancho Cielo graduates from the class of 2019.



# RANCHO SAN JUAN HIGH SCHOOL

## SALINAS UNION HIGH SCHOOL DISTRICT



PHOTOGRAPHY: BRETT DRURY



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# Tatum's Garden

Photos Courtesy of Bill Cox Photography

In 2013, local Shawn and Amanda Bakker had the vision of bringing the gift of inclusive, accessible play to Monterey County, inspired by their young daughter, Tatum, who uses a wheelchair. This vision became reality with the community-wide effort to fund and construct what is now Tatum's Garden in Salinas. This amazing playground remains the first of its kind in Monterey County, and in December celebrated the 7th Anniversary of its Grand Opening. Tatum's Garden is called a "garden" because of its agricultural theme, inspired by our bountiful Salinas Valley agriculture industry, and includes a 4-acre space complete with picnic areas, sidewalks and seating, green grass, restroom facilities, and a beautiful 14,000 sq ft accessibly-surfaced playground.

Upon opening to the public, The Tatum's Garden Foundation formed as a 501c3 nonprofit organization, with a vision statement of "inspiring communities to foster abundant play for children of every ability." The main purpose of the Foundation is to manage and perform the daily care and maintenance of the facility, which is open to the public daily, but is the Foundation's private property. The Foundation raises funds annually for this daily maintenance, including security, landscaping, janitorial services, and starting last fall, the hiring of their first employee, as founding President Amanda Bakker now holds the title of Executive Director.

In the last seven years, Tatum's Garden has become a beloved sanctuary in Monterey County, where children of any physical or mental ability can simply play, side by side. On a typical day, the playground is full from sunrise to sunset, and a popular destination for local school field trips. The Foundation also sponsors several events on-site during the year, to foster inclusion and community, such as "Earth Day," "Thank a Community Helper," and "Tis the Season", along with quarterly Community Cleanup Days, and co-sponsors several "Champions Day" inclusive baseball games across the county each spring.

Sadly, due to the COVID-19 Pandemic, Tatum's Garden has been closed since the shelter-in-place orders were issued for Monterey County, forcing the Foundation to cancel this year's "Earth Day" event, a vital event for fundraising and community-building. Follow Tatum's Garden on Facebook or Instagram for the latest updates on how you can support this organization as a donor or volunteer, and for updates regarding reopening this summer.

1. Tatum playing on the "roller table". Photo courtesy of TMD Creative.
2. Park Ranger Tammy Jakl from Fort Ord National Monument with her California King Snake, Kolbie.
3. Local Firefighters and Police Officers who spent the afternoon with us for Thank Our Community.
4. High school students earning community service hours helping with landscaping at a Community Cleanup Day in January.
5. Participants in the 2019 Champions Day with Toro Pony Baseball.





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Photo by Phil Doyle

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**OCT. 8<sup>th</sup>-11<sup>th</sup> 2020**



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## Finding the best in nature

At Rijk Zwaan, our brassica team works to find the best genetics within nature to develop unique hybrid multipurpose varieties for fresh market and processors. Our top priority is to provide a full assortment of varieties to meet growing demand for convenient, healthy vegetables.

### Together with our partners

we want to actively contribute to the world's food supply and stimulate vegetable consumption by laying the foundation for healthy and appealing vegetables.

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Sharing a  
healthy  
future





# LEAKS?

## DON'T LET IT GO



### REPAIRS

- Agriculture
- Offices
- Industrial
- Commercial



### IMPROVEMENTS

- Maintenance
- Remodeling
- Facilities
- Retail



### EMERGENCY FIXES

- Storm Damage
- Windows
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