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WINTER | 2020



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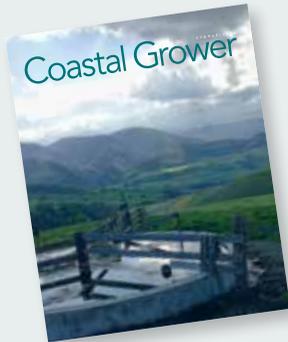
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## Coastal Grower

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### PUBLISHER

Tom Koster

### EDITORIAL DIRECTOR

Lorri A. Koster

### MANAGING EDITOR

Whitney Brem Pridey

Phone: 831-596-4945

[info@coastalgrowermag.com](mailto:info@coastalgrowermag.com)

### ART DIRECTOR

Jay Galster

### STAFF HISTORIAN

Michael Hartmeir

### ADVERTISING SALES

Whitney Brem Pridey

Phone: 831-596-4945

[info@coastalgrowermag.com](mailto:info@coastalgrowermag.com)

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Editorial Content: [info@coastalgrowermag.com](mailto:info@coastalgrowermag.com)

Business Office: [tkoster@kostercomm.net](mailto:tkoster@kostercomm.net)

### DESIGN & PRODUCTION

Marzo Design

22 Loma Avenue

La Selva Beach, CA 95076

831-521-2035

[jay@marzodesign.com](mailto:jay@marzodesign.com)

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## Faith & Fido

One of my favorite “Darwinisms” I like to share is that it’s not always the strongest or smartest specie that will survive; it’s the one that best adapts to change. I credit the ability to adapt to change for the success of my previous produce business. Being able to proactively define consumer trends towards convenience or more tasteful, nutrient dense fresh vegetables drove our new product development process. Not all of them were a home run, but we got enough base hits to win a few games. I cannot think of a better example of the ability to adapt to change to drive success (or survival) than the year 2020.

We all know the drill so I’ll spare repeating facts and figures on the Coronavirus pandemic. I do want to point out that we are adapting, whether we like it or not, so we can get through this thing. I have masks hanging in my car ready to go, hand sanitizer in my glove compartment, my purse, sometimes my pocket. I keep my distance automatically these days (although the floor stickers are friendly reminders) and have learned to be patient while waiting in a que to enter a store due to capacity limitations.

I’m proud of the resilience of small businesses that thought outside of the box to survive. Seeing tents in parking lots has become the norm and looking at people through plexi glass is just another day while running errands.

Technology has been on our side, again, whether we like it or not. Zoom meetings have become a breeze and while I’d rather be meeting in person, I do notice meeting attendance has been stronger due to the convenience of not having to travel. Our trade associations went virtual with their shows and were wonderfully produced. It wasn’t the same as meeting in person but it gave us some sense of connection. I didn’t expect 15 days to become nine months and it may be more, but I am faithful and grateful for our ability to adapt in order to survive.

I also have a new appreciation for small businesses. I realize now I probably took them for granted in the past. My heart breaks for them and I am doing everything I can to support them and vow to do more in the future. I pray for their survival.

There’s enough doom and gloom in the world so I want to wrap up my last note of the year with a silver lining. His name is Fido. Fido is a fictional character for all those wonderful pets out there that have helped us cope and cooperate these past months. Statistics show dog and cat adoptions and sales soared in 2020 so at least some business segments are holding their own. Shelters reported seeing a sudden surge in adoptions in March and breeders are reporting waiting lists well into 2021. Whether it was because people were suddenly working from home, traveling less, or looking for some social and emotional support for their kids, many of us turned to the animal kingdom.

According to CNBC Petco has filed for an initial public offering after reporting same store sales up 9.6 percent in 2020. The percentage of households with pets is expected to increase four percent this year, creating \$4 billion in new demand for pet care products. Chewy, the online business for PetSmart has seen shares rise more than 150 percent this year, creating a market value of \$30.3 billion. That’s a lot of kibble and Kong chew toys.

I can personally attest to the happiness of my three dogs. They seem to love having us home more and taking them on walks out in the fresh air has helped with my emotional state. They are oblivious as to what’s going on in the world around them. Their innocence and unconditional affection has been therapeutic.

So while this sprint has turned into a marathon, if we continue to adapt, if we keep the faith I’m confident we can get through this.

Along with an assist from our friend Fido.



# Contributors



## Amy Wu

Amy 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.



## 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](http://www.fieldintech.com).



## Matt Pridey

Matt Pridey is a Real Estate Agent with Agency One Real Estate. He resides in Corral De Tierra with his wife Whitney and is well connected in the Highway 68 corridor, as well as the Monterey Peninsula. Matt is passionate about this area and the people that make these communities so special. After playing professional golf for seven years, he decided to pursue a career in real estate. Matt is also an avid hunter and fisherman. You can expect Matt to exhibit the same level of professionalism, preparation, and thoroughness utilized in his golf career to cater to his clients.



## Rudolph P. Darken

Rudolph P. Darken is an intellectual property attorney at JRG Attorneys at Law in Salinas, California specializing in all aspects of computing; software, hardware, and related technologies and applications. He is also a Professor of Computer Science at the Naval Postgraduate School in Monterey, CA.



## 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.



## Stephanie Bouquet

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



### **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.



### **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.



### **Annee Martin**

Annee Marin is the co-founder of Kindness Monterey and founder of Sanctuary Vacation Rentals. Her background includes being a therapist, professional chef, inn owner, cookbook author, interior designer, real estate consultant, professional stager and occasional artist — her passion.

Before moving to California in 2004 she was an innkeeper and professional chef for over 20 years and founder of Cooking from the Heart Catering. She co-authored a cookbook with Anne Marie Defreest called "Recipes and Reflections: A Journey Of Food and Friendship from The Inn at the Round Barn Farm."



### **Tamara Francioni**

An experienced Michelin-Star restaurant sommelier and corporate event planner, Tamara is a local consultant for wine, events, and hospitality. With over twelve years' experience in NYC and San Francisco, she has worked in the flagship restaurants of Michael Mina, Bobby Flay, and the late Michel Richard, as well as managed events for a boutique investment bank. Most recently, she organized and co-hosted wine dinners with some of the world's top chateaux, in private client wine sales. When possible, she leads interactive wine workshops that spread the joy of wine and camaraderie.



### **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.

# Contributors



## Erin Hightower

Erin Hightower has been working in farm planning and agronomy for 13 years. At RDO Equipment Co., she works with team members and growers in the Northwest region, focused on education and training, and conducting field trials. She's a regular contributor to CropLife.com and PrecisionAg.com, 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 @RDOErinH.



## Theresa Kiehn

For the past 25 years, Ms. Kiehn has dedicated her career to the non-profit and small business sectors, serving in a variety of strategic, operational capacities, currently as the Acting President and Chief Executive Officer of AgSafe. Her career also includes tenure with the Great Valley Center and her family business, Fontana Farms.

Ms. Kiehn currently serves on the Turlock Farmers Market Board of Directors, California Farmland Trust Board of Directors and is engaged in a variety of capacities with her faith-based community. She possesses a Bachelor of Arts in Political Science from California State University, Stanislaus.



## Scott Faust

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



## Nelson T. Rivera

Nelson T. Rivera is a patent and trademark attorney with JRG Attorneys at Law. He graduated from UC Davis School of Law in 2002. He has represented both domestic and foreign clients in a variety of technologies such as electrical, mechanical, agriculture, textiles, viticulture, biological, cannabis, chemical, software, and computer related technologies.



## Jill Allen

In the last 20 years, Jill has provided management services to the public benefit sector, specializing fund development and strategic planning.

Jill has advocated for the chronically homeless for the last 12 years at Dorothy's Place in Salinas, and has served the last five as executive director.

She led Dorothy's Place through the development of the Chinatown Health Services Center, and introduced intensive case management for chronically unsheltered people. They have proven that chronically unsheltered people can be successfully housed by assisting 102 high-barrier clients into permanent sustainable housing.

Jill also served for 20 years in the United States Air Force.



## Bill Hastie

Bill is the managing partner of Hastie Financial Group (HFG), a registered investment advisory firm. HFG provides investment management and retirement planning and serves as a fiduciary investment manager for 401(k) plans. He earned a B.S in Economics from Cal Poly, an M.B.A in Financial Planning from Golden Gate University, and holds the Certified Investment Management Analyst® (CIMA®) and Accredited Investment Fiduciary Analyst® (AIFA®) designations. Bill Hastie is a Registered Representative and Investment Adviser Representative with/and offers securities and advisory services through Commonwealth Financial Network®, Member FINRA/SIPC, a Registered Investment Adviser.



### **Patrick Tregenza**

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



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# Grateful for Gatherings

By Tamara Franscioni



I think it goes without saying that 2020 has dealt us a unique hand. Pandemic and election year aside, the agriculture industry here on the Central Coast is navigating challenges that test even the most seasoned local. Wildfires have damaged whole crops. Multiple record heat waves, power outages, and ongoing pandemic concerns add stress and new regulations to every aspect of business. Like many, our family has been affected on several levels. We welcomed our first child this summer amidst isolation, causing extra anxiety when we yearned for social support the most.

Through it all, 2020 instilled a deep sense of gratefulness and pride in this area. It has served as a reminder that our relationships, and our regional bounty, are to be treasured more than ever before. It's my hope that we all plan for a joyous holiday season filled with delicious food, drink, and human connection, though we may be six feet apart. Let us celebrate the riches we are so lucky to have.

Last winter issue, I wrote about 12 steps to host a successful wine dinner. My husband and I love to entertain, and we were excited for party plans this year. COVID hasn't

stopped us completely, but it has certainly dictated a new format. Gatherings of course are small, and held outdoors. With extra thinking required to even make a grocery run, we have simplified down our entertaining from the elaborate recipes we used to try.

An upside to this year's circumstances is

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**Through it all, 2020 instilled a deep sense of gratefulness and pride in this area. It has served as a reminder that our relationships, and our regional bounty, are to be treasured more than ever before.**

---

that we have made a point to support local products more than ever. Farmer's markets have been a highlight of my week now, trying new fruits, breads, vegetables, and more that I had been too hurried to slow down and try before. Even in supermarkets, I now check to see where products are made or grown.

Choosing American, and Californian, families and companies is ever more important to us. Are these blueberries from Peru, or Watsonville? Are my avocados Californian, or from Mexico? It gives me a stronger sense of community, while hopefully strengthening the variety of wonderful, lovingly grown products we can access throughout the year.

Speaking of, let's never forget how lucky we are on the Central Coast to have year-round access to fresh fruits and vegetables. I recently drove to the Midwest so that my family could meet my new son. Another ag-centric region, the small town where I grew up is a big supplier of corn, wheat, and soybeans. However, even in the midst of this rich farmland's harvest season, local supermarkets have a hard time keeping a variety of fresh fruits and vegetables on the shelves. Supply chains struggle to deliver them in a timely fashion, thus items must be used quickly after purchase. I am forever thankful that here we have one of the largest fresh food abundances of anywhere in the world.

What we've taken away from this year is to find easy ways to share moments with those we care about. After frantically evacuating to escape the wildfires with a 3-week old in tow in August, simplicity has become our motto for the rest of the year. We've traded ambitious new recipes for uncomplicated bites. We pour wine, beer, and easy cocktails anyone can mix and play with. Toothpick appetizers and sliders will be the trend for our holidays. This year especially, the richest luxury is to be with friends and family.

On the next page are two recipes I like to throw together for company. While best served warm, they still deliver on flavor if they cool from sitting outside over the course of conversation. They are also successful with various ingredient substitutions – seriously, I've used naan before instead of focaccia in a pinch. I hope they inspire you. Cheers to your safely social endeavors! **CG**

## Merry Mulled Rosé

1 bottle of locally-made dry rosé wine  
1.5 oz St. Elizabeth Allspice Dram\*  
1.5 oz Chambord, or Crème de Cassis  
2 Star Anise  
1 Cinnamon Stick

*\*Allspice dram is a fantastic mixer that can be used in recipes year-round to create It can be found at Bevmo and other large liquor chains. You can also make it at home by infusing rum and allspice.*

Bring all ingredients to simmer over medium heat, and it's ready to serve in your favorite mugs. I love that this recipe is easy to double or triple, if necessary. Optional garnishes include pomegranate seeds, an orange rind twist, star anise, and/or a cinnamon stick. Have fun with ingredients you have on hand – cranberries would be great, as well.

## Laid-back Pear Gorgonzola Bites

Olive Oil  
1 large yellow onion, sliced into halved ¾ inch strips  
3 pears  
4 oz. buttery Gorgonzola cheese; can substitute another creamy bleu  
1 sheet of plain focaccia, cut into 1 inch squares  
Thyme leaves, minced  
Salt and pepper to taste  
Long toothpicks, for serving

Cut onion in half lengthwise, then cut into ¾ inch strips. I use the same slice shape for a veggie kebab, as a reference. Heat 1.5 tbsp of olive oil over medium heat on the stove. Once ready, throw in the onions and add salt and pepper. Cook for 12 minutes, stirring occasionally.

While onions cook, cut the pears into bite-sized slices. Smear a dab of gorgonzola cheese onto each focaccia square, finishing with a sprinkle of thyme. Remove onions from heat. Assemble a pear, an onion slice, and focaccia square onto a toothpick in that order. Repeat until ingredients are gone – I encourage playing with the ratio of ingredients to your taste. Briefly toast the assembled bites on a pan in toaster oven until warmed through, then serve.

journey comes to an end, but the stories continue to emerge and evolve," she says of the women in the forthcoming book.

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# A Toast to Our Local Grape Growers and Winemakers

By Brian Milne



**W**hat a year for our local grape growers and winemakers. First, we had the pandemic, followed by a shelter in place – which shuttered tasting rooms, halted events and made working in our vineyards tougher than ever. Then we endured a record summer heat wave, followed by some of the largest fires in state history – which led to the worst air quality we’ve seen around these parts in years, raising havoc on harvest and tainting some of our grapes at the same time.

“Farmers are resilient and they accept the many risks inherent to agriculture, but 2020 has produced more challenges than any could have ever anticipated,” said John Aguirre, President of the California Association of Winegrape Growers.

When we look back on the ashy remains of 2020, it will be hard to forget those apocalyptic-looking images of our vineyards overshadowed by plumes of smoke and crimson-red sunsets.

Only time will tell how bad the pandemic and wildfires hurt the 2020 vintage, and the long-term health of our wineries. But in talking with growers and winemakers from Paso

Robles to Monterey during the hectic harvest season, the feeling was that it somehow could have been worse. (Quick, knock on the first oak barrel you can find!)

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## Only time will tell how bad the pandemic and wildfires hurt the 2020 vintage, and the long-term health of our wineries.

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While Aguirre said the wildfires were the state’s “single worst disaster the wine grape-growing community has ever faced,” some growers in the Central Coast region were able to avoid some of the devastation we saw to the north in Napa and Sonoma.

In fact, some local growers pointed out the thick layer of smoke that blanketed Monterey and San Luis Obispo Counties in August and September actually helped give harvesting crews a needed break from the scorching sun, cooling things off enough to let them resume harvest activities sooner than expected.

That said, Wine Business Monthly noted in

mid-October that buyers were rejecting some grapes in Monterey and Paso Robles, and that “every varietal that was hanging after August 17 from Mendocino all the way down to San Luis Obispo has a smoke taint number. That is a fact.”

Fortunately, the numbers here were lower than our neighbors to the north, and our thick-skinned winemakers continue to find creative ways to work around and counter smoke taint.

Despite all of those challenges, our growers made it to the finish line and completed harvest in the face of all of the adversity that 2020 threw at us. And that is worth celebrating this holiday season.

While the volume of wine we’ve produced will surely be down in 2020, it doesn’t mean our local wine industry is out. So the next time you go to the store with the goal of finding a nice bottle of French or Italian wine for a holiday meal, go with something local and raise a glass to your local wine grape growers and producers for their fine work during an unusual and unprecedented harvest season.

We can all use a little reason to celebrate these days, so here’s to safe and successful season in 2021! **ce**



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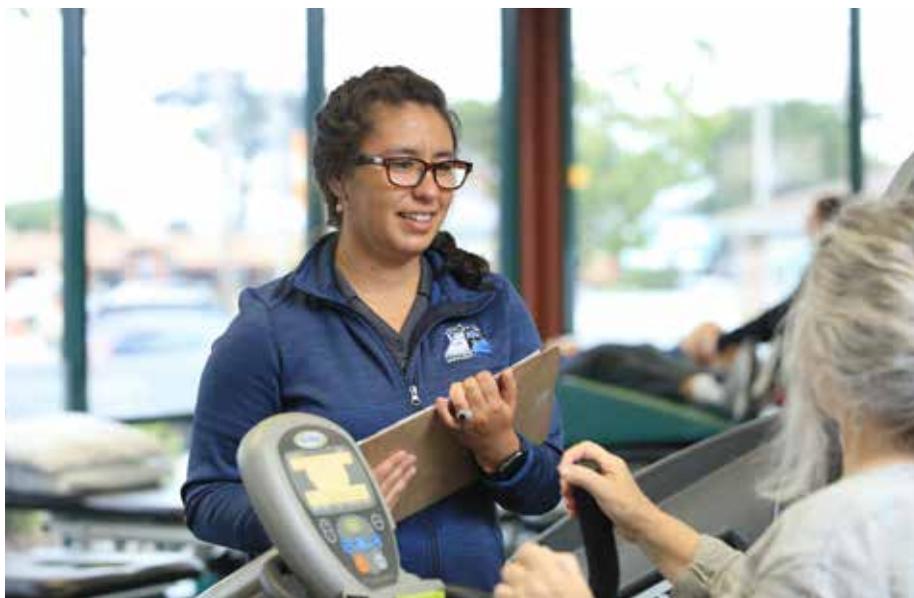


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# Staying Healthy Through the Winter in the Midst Of COVID-19

By Dr. John Farahmand



**A**s a physical therapist, I often get asked why patients seek out our expertise before they have surgery. My answer is always the same...“Because most of the time, the stronger and more mobile you are going into surgery, the better off you’ll be afterward.” It’s sort of like stacking the deck in our patient’s favor, or believing in that old adage that says, “A failure to plan is planning to fail.”

When Coastal Grower asked me to pen a short article about doing exercises at home and the importance of staying healthy through the Winter in the midst of COVID-19, I jumped at the opportunity because it helps to remind everyone (even myself) that the recipe for good health is always the same, no matter the season.

Seasonally, most of us associate the winter months with the flu. This year, however, there is much concern over what many people are considering a “double whammy”...the flu combined with COVID-19. For most of us, the thought of having the flu alone isn’t all

that rosy, so I imagine the thought of coming down with both of these viruses simultaneously is pretty grim, to say the least. Well, as serious as it may seem, there are lots of things we can all do to bolster our immune systems, enjoy great health, and become more resilient

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to better handle anything that comes our way this year, or any other time, for that matter.

First of all, and perhaps most importantly for the times we’re in now, stop worrying about things you cannot control. In other words, take control of your mind by thinking and focusing only on what you have direct, immediate control over. We don’t have control over how the news media is delivering

their epidemiological reports, who’s going to win the election, or when things are going to get back to what we remember as normal. Worrying about things that we cannot directly influence saps us of our energy and physiologically, it can be devastating to our health. Aside from causing anxiety, chronic worrying causes our sympathetic nervous system to initiate its fight-or-flight response, which then releases stress hormones that can increase blood sugar levels and triglycerides. This is Definitely not good over a prolonged period of time. So what to do?

Outside of exercise and its direct benefits on our mental health which are outlined below, I have found that some of the best ways to cope with the mental challenges of staying fit throughout difficult times are things that help create an environment that creates space for our minds. We are always “on” and we are constantly bombarded by messages that, believe it or not, are taking from our mental health. Try some of the following daily tips to bolster your mental health and resiliency:

1. Get outside a minimum of 30-mins per day.  
A couple of short walks after you eat your meals goes a long way!
2. Spend time with people you love. Hug, touch, and snuggle...oxytocin is a powerful hormone.
3. Get between seven and nine hours of sleep per night. Sleep directly affects the adaptive arm of our body’s immune system and is restorative for our brain.
4. Create an accountability group with friends who care for you and support your desire to develop your health to the highest level.
5. Take a nap every day or learn to meditate.... just 15 minutes a day will go a long way!
- 6) Turn off your Wifi or and/or put your phone in airplane mode before you go to sleep.

7) Try unplugging from social media or not watching the news for a week or more. (This one's a bonus!)

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## After all, once we lose our health, it's often too late to get it back.

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Once our mental health is squared away and taken care of, we'll have more presence of mind to focus on our nutrition. Whether we like it or not, the old saying, "We are what we eat", is 100 percent true. It may seem hard, but the good news is, we are in total control of what and how much we eat and drink. Try some of the tips below to help take care of your nutrition all year long, and especially as the winter holidays approach:

1. Eat mostly whole unprocessed food but leave room for some of the things you enjoy now and then.



2. Cook meals at home or hire a meal service to prep your meals. I find that most people struggle to make the right choice relative to food and their health goals because they have way too many choices at their fingertips. Besides, will power is a finite resource. With all the tools out there, we can easily stack the deck in our favor!
3. Drink water! We all know this, but very few of us regularly get enough hydration throughout the day.
4. Supplement with Vitamin-D. Healthy bones are a prerequisite for overall joint health, strength, and mobility.
5. Our guts matter! Approximately 80-90 percent of our serotonin production happens in our digestive tract. If our "gut health" isn't optimized, it will impact our mood and how we feel. We have an entire nervous system in our gut and it deserves our attention!
6. Quantity and Quality. Most diet and nutrition gurus out there talk about the "quantity" of food we eat, but the "quality" of the calories we consume is just as important, if not more important, than the amount we consume.

And now onto the physical components of caring for our overall health and wellness in the midst of the winter season and a worldwide pandemic. As I mentioned above, the stronger a patient is going into surgery, the stronger they'll be afterward, and the more quickly they'll recover. And so it is with all of us...the stronger and more resilient we are physically, the better we'll be at weathering whatever storms life brings our way. Try some of the following to get your blood pumping:

1. Strength train two to four times per week. As we're fond of saying, "Want to get stronger? Just load the bar."
2. Do low intensity, or steady-state, cardiovascular activity between 20-45 minutes daily, or at least more days than not.
3. Play games. Contrary to popular belief, "games" can be an incredible way to exercise and have fun!
4. Anything physical is better than nothing. Get out of your head and into your body—more moving, less thinking, or watching TV. If your feeling anxious, go do some-

thing physical!

5. Hang out! Yes, hang from things. It may sound simple and mundane because it is. But, all of us get weaker as we age if we don't have a strength training practice. Outside of starting a formal strength training program, hanging from a bar or rings has tons of value. Weak hands (grip strength measurement) have been related to increased rates of all-cause mortality as well as a host of other illnesses.
6. Stop doing daily high-intensity interval training (HIIT) and every silly challenge! For those doing a HIIT workout more than one to two times per week, there's a good chance you are unnecessarily smashing yourself because you think you're going to lose more fat training this way. That is absolutely not the case. As lean muscle mass increases (through strength training) so does our metabolic rate (the rate at which our body burns calories at rest). Another way of saying this is, "If you want to burn more fat, just build more muscle."
7. Focus on numbers 1 and 2 from this list. Wink-wink!

For me as a physical therapist, this is nothing new, but what I hope is coming across to everyone taking the time to read this is that taking care of our mental, nutritional, and physical health is the most valuable human currency of the future. After all, once we lose our health, it's often too late to get it back. Certainly, investing in our healthcare bank account provides each and every one of us with the most effective leverage against the colder winter months ahead. Indeed, becoming more resilient mentally, nutritionally, and physically is the best way to ensure that our immune systems have what they need to wage war against anything that may cross our paths. Stay focused on your health. Your future, your family, your friends, and the world are counting on it! **CG**

# Chef's Stash

By Mac MacDonald



**L**ike everyone else, chef/restaurateurs Gabriel Georis and Brandon Miller were happily running their Carmel restaurants — Pescadero and Barmel and Il Grillo, respectively — when the pandemic hit and brought everything to a screeching halt.

Suddenly, Georis and Miller were left without much to do — at least as far as running a commercial kitchen and restaurant were concerned.

Cooking for their families was a necessary and essential task, but it didn't quite stoke the instincts and skills honed by decades in the restaurant business of creating innovative dishes, running a busy kitchen and keeping award-winning restaurants humming along.

With his restaurants shuttered, Georis found himself cooking at home more than usual, and being a well-connected chef and restaurateur, he had access to the best produce and meats available from vendors who, in normal times, supplied his restaurant. However, as a wholesale buyer, he found himself with far more food than his family could use. So he recruited about a dozen of his friends who also like to cook at home and would divvy up the boxes of produce, meat

and other items Georis was able to source.

"People who signed on were excited about it, because they were getting quality ingredients at a good price," said Georis. "And they were surprised each week to see what they got, so we started sharing tips and recipes on a text thread and later Instagram. People would start taking photos of what they were cooking with the boxes they'd get. It was fun, like a Master Chef thing."

That small, do-it-yourself project led to Georis joining with Miller (the two had previously worked together to make Carmel Spanish tapas eatery Mundaka one of the top restaurants in the village) to create The Chef's Stash, in which subscribers to the service can pick up a box filled with everything they need for a week of delicious, healthy meals.

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**Everything in the box is sourced locally in Monterey and Santa Cruz counties, from farmers, fishermen, butchers, ranchers and other vendors, and add-ons ranging from eco-friendly soap products to local wines, charcuterie and cheeses.**

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Depending on what box is ordered: Veggie, Pescatarian (seafood), or the original All the Things Stash (vegetables, fruits, fish, meats, eggs, milk, pasta, beans, and gourmet goodies such as olive oil, honey, jam, pickles and specialty sauces).

Everything in the box is sourced locally in Monterey and Santa Cruz counties, from farmers, fishermen, butchers, ranchers and other vendors, and add-ons ranging from eco-friendly soap products to local wines, charcuterie and cheeses.

Not to leave anyone out on the goodness, all Stashes are available in gluten- and dairy-free versions as well.

The idea of getting the box curated by the two food mavens out of the back door of a restaurant is precisely what they envisioned.

"That's the feeling we wanted to convey — getting the hookup from us out the back door," said Georis, who literally grew up in the restaurant business. His dad Gaston and uncle Walter have owned and operated the restaurants Fandango, Casanova, La Bicyclette and Corkscrew Café. "We know who has the best stuff locally, the best produce, the best fruit, the best chickens, and our Stashers get to take advantage of that inside scoop. It's fun."

And what started as a casual thing between friends grew into a full-fledged business and more people wanted in. Georis even heard from friends in the Bay Area, who wished they had access to something similar up north.

Georis and Miller started with a simple homemade website called Chef's Pantry, which garnered about two dozen "subscribers," but to avoid confusion with another Chef's Pantry, they renamed it Chef's Stash (a brainchild of Georis' wife), which they feel connotes something special, a treasure born of years of experience and deep connections.

The new Chef's Stash (thechefsstash.com), which launched on August 15, not only allows customers to order single boxes or sign up for a money-saving subscription, it's full of useful and inspiring content such as recipes, tips and tricks, and videos like the one of Miller preparing a Mackerel Salad with arugula pesto or Melon and Mint Gazpacho (two items recently featured in a stash box).

They now have about 30 customers and steadily growing, and plan to add several new wrinkles in the coming months.

"We're always tweaking and adding new stuff," said Georis a few months into the new venture. "For example, we're expanding the reach of who we're sourcing from. Every week we're hooking up with someone new."

Some new changes include adding more prepared and semi-prepared foods in addi-



tion to raw ingredients; offering boxes of local goods to vacation rentals; and offering prepared reheatable meals from other vendors.

Here's how it works: Go to the website, peruse the options, select a box for two, four or more people, plus any add-ons (flowers and wine for a shelter-in-place date night anyone?), then place your order. Order by 5 p.m. Tuesdays, then pick up your box from 3-7 p.m. Fridays and voila — just like that you're a foodie insider, and cooking at home ceases to be the chore it has become in the past few months.

Pickup location is on Mission Street between Fifth and Sixth avenues, across the street from Katy's Place, Carmel-by-the-Sea.

The ingredients in a box changes from week to week, depending on availability and what's fresh or in season that week. So, patrons often don't know exactly what they're getting until Friday, which appeals to them.

"It's kind of a surprise to them, because we often find things at the last minute, so we have to be spontaneous and flexible," said Georis. "And we're finding that people really want prepared stuff."

"The Chef's boxes have saved us and inspired us during the crazy time of COVID. It's the highlight of our week to go pick it up on Fridays!" said one customer. Another happy Stasher said, "We're so excited on Friday to see what we get, it feels like Christmas!" Another opined, "This is more

than a box of delicious, locally sourced food, it's an experience curated by a professional chef! You can't buy produce like this in a store!"

Each box includes a list of ingredients, tips on how to use the ingredients and simple recipes. Georis taught the Stashers how to make homemade mayonnaise, pesto and dressings. Miller will also be sharing some of his favorite recipes on the website and in short video tutorials, such as the aforementioned mackerel salad with arugula pesto.

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**"You're not just supporting us, you're supporting a lot of small local businesses. We're all trying to make it through this craziness!"**

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All of the products the chefs source are organic, natural, grass-fed, sustainably caught, hormone-free, antibiotic-free, pasture-raised, local, fresh, and top quality. All seriously happy food with a conscience that will make any home cook the dinner hero.

"We reach out to cool local small businesses, such as getting cheese from The Cheese Shop or sausage from the Pig Wizard, jams from Happy Girl Kitchen, even green soap from Eco Carmel," said Georis. "So, you're

not just supporting us, you're supporting a lot of small local businesses. We're all trying to make it through this craziness!"

Partnering with Miller was serendipitous — after parting ways on friendly terms a few years ago, the two chefs pursued individual projects. Miller is currently the executive chef of Il Grillo Italian restaurant in Carmel, now shuttered because of the pandemic.

"It's a revival of our old partnership. We've stayed friends all this time," said Georis of getting back with his old partner in crime. "It's fun, we get along so well and we push each other in good ways, we bounce ideas off each other really well."

Down the road, the pair envisions Chef's Stash acquiring a refrigerated truck to be able to make direct deliveries to subscribers.

"It's working the way we envisioned it, we really have it down to what people want," said Miller. "We're nudging it along, don't want it to get out of reach. We want it to grow, but not too much! We want to be a source of quality things in the area and be a hub for that."

With the pandemic continuing, businesses closed or doing a small percentage of their regular business and people staying at home, Georis feels it's the perfect time to offer this service.

"I was just having fun with it, now I'm seeing a real need for this," he said. "It feels really good that it's local and we're supporting the local community. It feels like the right thing to be doing at the right time." **ce**



### The Chef's Stash

thechefsstash.com

Order by 5 p.m. Tuesdays

Pick up from 3-7 p.m. Fridays

Pickup location: Mission Street between Fifth and Sixth avenues, across the street from Katy's Place, Carmel-by-the-Sea.

# Highlighting Women In Agriculture

*A new book profiles women leaders in the field of agtech*

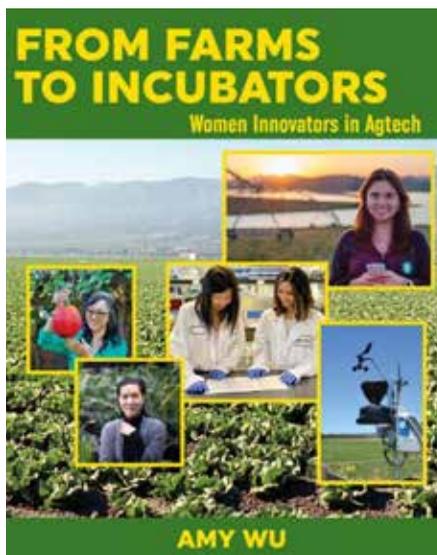
By Amy Wu

**A**griculture and technology are two sectors that remain mostly male dominated. Agtech, the combination of both agriculture and technology, has also been led by men, when it comes to both the number of founders and amount of investment. According to a report released in 2019 by AgFunder, just 7 percent of agri-foodtech deals and 3 percent of the money investment in the sector went to female-founded teams. In 2019 startups in the sector loosely tagged as agtech and foodtech grew a whopping \$20 billion globally, but still the number of women founders in the sector is relatively small and along with that the amount of funding these startups receive. That said, there are a small but growing number of women in this growing sector. They are inventing the technologies that are providing solutions for the challenges that growers face from a severe labor shortage and water and land management issues to finding ways to increase soil quality.

Despite their diverse backgrounds and unique stories, the women shared numerous commonalities including, but not limited to, the following:

- A passion for changing the world for the better through their technology
- A passion to solve big problems with impact
- A desire to give back and create a community of like-minded people
- A desire to get away from corporate politics to a more merit-based environment and to be able to better execute their vision
- A passion for creating something new and innovative that others have not done or been able to do

A forthcoming book entitled “From Farms to Incubators: Women Innovators in AgTech” highlights the stories of women



entrepreneurs in agtech. Amy Wu, an award-winning journalist and filmmaker, has been collecting their stories since 2016 first as a reporter at The Salinas Californian and then as an independent journalist.

The initiative started out with the question, “Do you know of any minority women entrepreneurs in agtech?” Wu applied for and won two grants, one from

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## **Wu eventually found dozens upon dozens of women in agtech, who either founded agtech companies or led them.**

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the International Center of Journalists and a second from the International Women’s Media Foundation. These fueled the award-winning documentary “From Farms to Incubators: Telling the stories of minority women entrepreneurs in the Salinas Valley and beyond.”

Wu eventually found dozens upon dozens of women in agtech, who either founded agtech companies or led them. Many of

them are based in California and have some connection to agriculturally heavy regions including the Salinas Valley and Central Valley. Martha Montoya is the CEO and founder of AgTools, a SaaS (software as a service) based platform that provides real-time intelligence to farmers and buyers with the goal of reducing food waste globally. Diane Wu and Poornima Parameswaran are two young Stanford PhDs who founded Trace Genomics, producing soil microbiome testing kits that use genomics and machine learning, and the company provides data analysis with growers as their target customers.

Others are as far reaching as Brazil and Australia. Ros Harvey is the founder of The Yield, an Australian agricultural technology company that uses Internet of Things (IoT), data science and artificial intelligence (AI) to power its technology to solve real challenges at farm level and throughout the food chain.

In researching the book, Wu also devoted a chapter to a collection of profiles of women who are leaders in agriculture. This includes Celsa Ortega a former fieldworker with dreams of owning her own farm, and Jackie Vazquez the farm operations manager at Good Farms and one of the few female farm operations managers in Monterey County, Ca.

Wu said she was inspired to write the book by her subjects who generously shared their personal and professional stories. She hopes that the documentary and book will serve as platforms to launch engaging discussions about the role of women in food, farming and agtech, and get more young women to realize that there are many opportunities in agriculture.

And she doesn’t rule out a second book. “With this final chapter, one part of the journey comes to an end, but the stories continue to emerge and evolve,” she says of the women in the forthcoming book.

To purchase “From Farms to Incubators” go to [barnesandnoble.com](https://www.barnesandnoble.com). **ce**

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# Stay Alert and Stay Safe by Reducing In-Cab Distractions

By Erin Hightower



**D**istracted driving. We hear about it every day. In fact, twenty states have distracted driving laws to protect everyone on the road – yet most of us would never consider distraction when it comes to inside the tractor cab.

But, it is something we all need to be thinking about as a key part of managing daily farming activities.

According to the National Institute for Occupational Health and Safety, 417 farmers and farm workers died from a work-related injury in 2016, resulting in a fatality rate of 21.4 deaths per 100,000 workers, according to the National Institute for Occupational Safety and Health. Transportation incidents, which include tractor overturns, were the leading cause of death for these farmers and farm workers.

More recently, the U.S. Bureau of Labor Statistics data shows the agricultural sector is the most dangerous occupation in the United States, with 581 fatalities in 2017 – equal to 23 deaths per 100,000 workers.

While growers' and workers' safety is pri-

ority number one, eliminating distractions in the cab is more than a safety issue. It's a practice that also makes the farming day less stressful and demanding.

## More than Safety

Distractions in the cab can lead to information confusion. With data continuously flowing in and out of the cab through displays, devices, and dials, it is important that growers are focusing on and processing the right information, while not becoming needlessly distracted by data overload.

This is also why reducing distractions allows growers to focus on the quality of work being done. Think about combining. Time wasted looking at errant data could be better used to control headers, do quality assurance on tailings, and create a more marketable harvest.

Finally, distracted driving can increase operator fatigue. The overwhelming feeling of "paralysis by analysis" is real and can take a mental toll on growers. Mental fatigue can lead to everything from tension to bad

posture, which can then translate to physical fatigue as well. By helping to streamline and eliminate unnecessary information systems, growers can reduce the mental and physical fatigue that comes from feeling too busy in the cab.

Whether a grower, trusted advisor, or other farm operations ally, it's everyone's responsibility to encourage safe business practices – and eliminating distractions is no exception. Here are five ways to do this:

## 1. Technology Audit

Everyone has had a piece of technology that's used so infrequently, more time is spent re-learning it than is actually saved by using it. That can feel the same way for growers, especially during equipment start-ups each year.

At the start of a growing cycle, every farmer should do a technology audit. Dealer partners can help both growers and trusted advisors with this audit, and eliminate any data in the cab that is not necessary, then provide trainings and in-field machine start-ups prior to a new season.

For growers who like to get hands-on more often, larger retailers have online simulators for precision ag solutions, while dealerships may have their own simulators as well that offer a more realistic experience. Simulators are a great step to make the transition into the cab easier so it's a great time investment to familiarize everyone at the start of the season.

## 2. Scan and Correlate

In the aviation world, pilots are trained to learn how to scan through instruments, using the same pattern each time, to reduce the need to "hunt and peck" through everything provided. This ultimately allows them to get to the information needed in the most efficient way possible.

Growers can adapt this same strategy and create a system of scanning to view relevant

or corresponding information together. There is no one-size-fits-all system, though, as growers need to determine what information fits and correlates together best.

Once a pattern has been identified, set aside a small amount of time each day to practice a scan. To make it even easier, something as simple and low tech as sticky notes can be used to create arrows in the pattern of where the eye should move.

It seems like a trivial thing to practice, but with a few repetitions, it will create a habit – training the brain to expect the same information in the same order, then allowing a quick assessment, and shifting focus back outside of the cab.

### 3. Only What's Relevant

Because of how smart and sophisticated modern precision agriculture systems are, it may seem as though every piece of information is important. These days, most offer enough features to measure seemingly everything imaginable. That means that managing what you see starts by acknowledging what you need to see.

The first step is to determine the information that is collected by precision equipment. An equipment dealership partner is a great resource for growers to start the process and check in end-of-season to review the mass of information that comes out of precision equipment.

#### Start by making three columns:

Need to know that minute  
Need to know that day  
May never need to know

These three columns are each grower's alone to determine. From there, fill in each, then use it as a priority reminder of what needs to be reviewed moment-by-moment and what can be looked at later – or disregarded altogether.

Once the top tier info is determined, distractions from other info should be easy to eliminate. A home screen can be customized, or a simple sticky note can be used as a reminder or to cover instruments that provide unnecessary information. After all, screens are designed to be attention-grabbing and encourage the eyes to return. It may seem silly to put a sticky note over a certain section but it will keep the eyes from being drawn

towards a piece of unnecessary information.

### 4. More is Less

For growers who have the option, extended monitors or precision ag related device apps can be a great way to be more efficient and reduce wasted time.

This seems counterintuitive, right? Won't adding more screens add more distractions? While it may add more places to look, reducing the need to toggle through display pages on the main screen can keep the hands and eyes free. Having the most important information displayed in various places can actually be a more efficient way of viewing necessary info.

### 5. No Notifications

Cell phones are the leading culprit of distracted driving – both in vehicles and in the implement cab. The easiest way to keep a phone from being a distraction is to turn off all notifications. All major operating systems have operational systems that can prevent hearing the dings and rings of applications and unnecessary messaging.

Apps are designed so that users want to

constantly check them. In fact, most use red and orange notification bubbles because the colors are harder to ignore. On top of that, texts, emails, and even some calls that aren't urgent don't need to be addressed right away. Consider creating "away messages" that auto populate and send when in a cab and turn the notifications from all non-vital contacts off with the "Do Not Disturb" function.

Of course, a certain amount of connectivity is vital for operation – yet it's a guarantee none of those vital connection moments involve #AGTwitter. So fight the urge and stay off a device if it is not directly displaying information that is needed minute-by-minute.

With a few simple safety tips, practice, and change of methods, every grower can minimize distractions, leading to greater safety and more efficient operation. After all, we all want every growing season to be the safest season yet.

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# Investment Management for Better 401k Outcomes

By Bill Hastie



As with most any industry, the 401k plan advisory industry has its own buzz words (or terms). In recent years, the concept of maximizing the amount of money one ultimately receives from their 401k plan has morphed into something along the line of “achieving better outcomes” or “improving participant outcomes.” No one argues with the idea but how it is achieved is something the industry wrestles with.

It has become widely accepted to include a retirement income calculator on the participant’s 401k plan website. The participant completes a questionnaire about how much they make, how much they are contributing to the plan, their current age and the age at which they wish to retire, and the calculator will generate a report of what that participant should expect to receive at retirement. The challenge is that this type of report provides information about one’s results but is unable to actually improve them.

The same idea applies to many 401k plan advisors. Many retirement plan advisors provide a great service by helping the plan participant understand how to use the website and how plan provisions such as eligibility, plan entry, vesting and their company’s match work in the plan. But again, has this advisor “moved the needle” towards helping the participant improve their ultimate outcome from the plan? Not likely.

Maximizing the amount one ultimately receives from their 401k plan is largely just math — money in, money out. And there are only two ways in which the value of one’s 401k is increased. First, by contributions to the plan — elective deferrals from the employee and contributions from the employer (match, profit sharing, safe harbor or reallocation of plan forfeitures). Second, by investment earnings — the total rate of return one makes on the investments they hold in the plan.

In the early years one is in a 401k plan, money added to the plan through contributions make the biggest impact toward increasing the value of the account. This is because since the total asset on one’s account is relatively small, investment earnings have little impact on value. But as account assets grow, investment earnings have an increasing impact on account value. Here is a quick example: If a participant has \$10,000 accumulated in their account, a 10 percent rate of return equates to \$1,000 increase in value. Yet if a participant has \$500,000 accumulated in their account, that same 10 percent return increases the value of the account by \$50,000.

This example illustrates the importance of prudent investment management in a 401k plan, especially when account values get very large. This circles back to the plan advisor — the one most likely being called on to provide prudent management

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guidance. If the advisor is great at educating participants about plan provisions but is not a professional investment manager, how can they provide the prudent investment guidance the participant is asking for — and that can truly improve the participant’s 401k outcome? Most likely they cannot.

Prudent investment management principles for 401k assets should be no different than any other investment

portfolio. Portfolio construction begins with a thorough understanding of the participant's risk tolerance and future financial goals. This will bring to light any "mismatch" between risk tolerance and goals — for example, someone who has very low risk tolerance but expects above-market returns. Through consultation, the advisor should help the participant narrow any goal/risk tolerance gap.

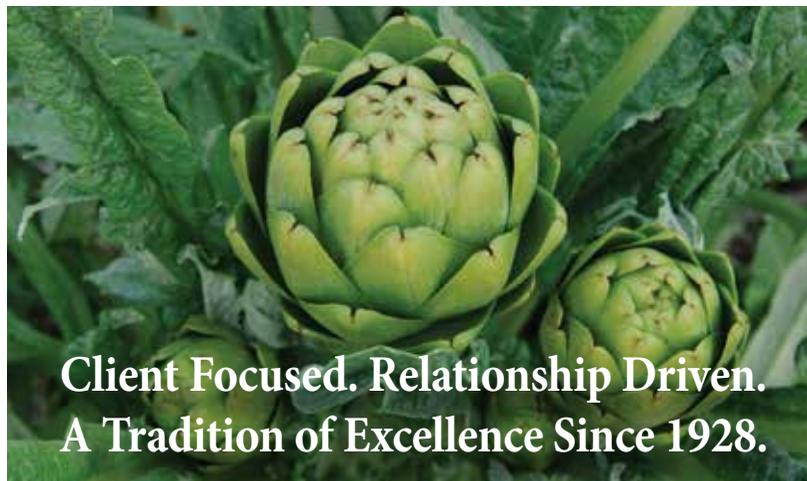
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**Portfolio construction begins with a thorough understanding of the participant's risk tolerance and future financial goals.**

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Although there are many portfolio construction theories, many involve a top-down, three-step process. First, the advisor would help the participant understand the most appropriate asset classes (investment types) that fit into a portfolio given its risk target. This is a process of identifying the percentage mix of stocks and bonds, and then the specific types of stocks (U.S. vs. foreign/large, mid or small size stocks) and the specific types of bonds (government vs. corporate/duration and quality). Second, determine the appropriate percentage allocation to each asset class. This step usually takes some testing to make certain the portfolio stays within the risk target of the portfolio. Finally, select from the list of available investment options the funds that best represent each asset class.

Advisors who are professional investment managers often make available "risk-based" portfolios in the 401k plan, typically ranging from aggressive to conservative risk levels. This is often a win-win for the plan participant because they are able to get the professional management their retirement outcome may depend on, and they do not have to do the heavy lifting of the management process. **ce**



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# New Ag Employer Legislation Alerts for COVID-19

By Theresa Kiehn



**P**rior to the end of the 2020 legislature year, Governor Newsom signed a flurry of new bills in an effort to provide additional COVID-19 safeguards. These new laws dictate the way in which businesses navigate COVID-19 protections for their employees. Two bills in particular, SB 1159 and AB 685, will have the biggest impact on California agricultural employers. These statutes have a number of elements that will require an investment of time and resources to develop policies and practices in an effort to be compliant.

Senate Bill 1159, Workers' Compensation Presumption is essentially an extension of Governor Newsom's Executive Order N-62-20, which provided coronavirus related workers' compensation benefits to first responders, farmworkers, grocery store workers, warehouse workers and others. The executive order was effective between March 19 through July 5, 2020. This new legislation,

which is now a part of the labor code and will be enforced by the California Department of Industrial Relations, retroactively took effect on July 6, 2020 and will expire on January 1, 2023. In addition to providing coverage to firefighters, peace officers and health care

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## These new laws dictate the way in which businesses navigate COVID-19 protections for their employees.

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workers this bill also applies to California businesses with five or more employees. Employees would qualify for coverage if they meet the following criteria.

- Employee worked outside of their home and are under the direction of their employer.

- Within 30 days, the employee has a positive COVID test or diagnosis.
- The test is within a 14-day window of when the employee last worked.

A compensability decision must be made by 30 days. As such, timely reporting of a workers' compensation claim is crucial, and if not done within three business days, you could face substantial civil penalties. Please note, employers must report the claim even if it may not be work related. However, employers are not required to report negative COVID tests. SB 1159 is fairly complex and we highly recommend you discuss this with your insurance provider or workers' compensation carrier to get additional information and resources to be prepared when the time arrives to report a claim.

The other bill worthy of notation is AB 685. The intent of this legislation was to increase transparency in regards to COVID-19 reporting. This new law will go into effect January 1, 2021 through January 1, 2023.

AB 685 has expanded the scope of Cal/OSHA's ability to enforce COVID-related safety requirements. As a result of this new law, Cal/OSHA inspectors are in full force issuing a number of citations throughout the state under the banner of COVID-19 compliance. Numerous citations have already been issued and fines in the food and farming industry are ranging from \$5,000 to \$51,000. Additionally, details of company-specific COVID-related citations and fines are also now being featured in Department of Industrial Relations news releases. This law also gives Cal/OSHA the ability to issue Orders Prohibiting Use, effectively shutting down operations where exposure is prevalent. Additionally, they have been given the authority to issue serious violations without providing the standard 15-day notice.

The second section of this law creates new

requirements for employers to notify their employees and any relevant union about exposure risk to COVID-19 in the workplace as well as to report a COVID-19 outbreak to their local health departments. Failure to comply with the new reporting requirements might result in being issued administrative citations and civil liabilities. In order to meet these new requirements, employers will need to implement additional policies and procedures, as well as provide additional training to their employees. Here are a few key elements to consider when developing your plan.

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**As always, your success will stem from consistent and regular communication with your employees on the changes to the laws and how you are working to create a work environment that ensures they are safe, healthy and whole.**

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**Employee Training**

It will be critical to identify an individual within your company to take the lead on receiving exposure information from employees and also reporting to appropriate local agencies. Frequent and consistent employee training will be the key to a successful reporting program. Educating your employees on the essential elements of COVID-19 signs and symptoms, paid sick leaves resources and knowing who to report to if they begin to experience any of those symptoms is critical. Make this the part of your daily meetings and be sure to emphasize your COVID-19 IIPP safety practices and procedures.

**Notice Reporting Requirement**

Notice to employees is required under AB 685 when qualifying individuals being exposed include the following: (a) a laboratory-confirmed case of COVID-19; (b) a positive COVID-19 diagnosis; (c) a COVID-19 related order to isolate provided by a public health

official; or (d) somebody who has died due to COVID-19 (as determined by a county public health department). If an individual has met the criteria listed above, then the employer must provide a written notice within one day to all employees who within the same worksite as the qualifying individual during the infectious period. Please keep in mind to protect the qualifying individuals' identity and rights to medical privacy under HIPPA laws. This written notification shall be provided in English and the language understood by a majority of the employees. This notification should be made in the manner normally used to communicate with your employees, such as hand delivered letter, email or text message and this documentation should be kept for at least three years. Notification also needs to be made to those who you have contracted with (growers and farm labor contractors) and union representatives if applicable.

**Agency Reporting**

Finally, if your company has an outbreak, which is defined as three or more laboratory-confirmed cases of COVID-19 among workers who live in different households within a two week period, you must notify the local department of public health in the jurisdiction of the worksite. Keep in mind this legislation speaks to reporting cases to your

local department of public health, however you also have reporting responsibility for Cal/OSHA as well. To determine when to report COVID-19 cases to Cal/OSHA and/or when to record them on your Log 300, please visit <https://dir.ca.gov/dosh/coronavirus/Reporting-Requirements-COVID-19.html> for detailed information.

These new regulations will require you and your team to think through your processes and procedures. As always, your success will stem from consistent and regular communication with your employees on the changes to the laws and how you are working to create a work environment that ensures they are safe, healthy and whole.

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

\* AB 685 legislation guidance was provided by Patrick Moody, Barsamian and Moody. **ce**



# Hartnell's New Centers Will Feature Strong Ag Focus

By Scott Faust



**T**rue to the promise of Measure T, a \$167 million bond measure that voters approved in 2016, Hartnell College is pressing ahead with six major construction projects, including three satellite centers that will all offer agriculture-focused programs.

The college also is seeking private support to help cover start-up operating expenses over the centers' first five years.

Both the new Soledad Education Center and an expansion of the King City Education Center are on track for completion in January, and construction of a third center in Castroville started in October, with completion expected in early 2022. All three centers will include wet and dry science laboratories to enable a full breadth of science courses that are fundamental to many academic majors.

*Joe Pezzini, president and CEO of Ocean Mist Farms, speaks during the Oct. 22 groundbreaking for the Castroville Education Center.*

They will leverage ongoing partnerships with leading companies in Salinas Valley agriculture and the personal involvement of such individuals as David Gill, Bruce Taylor, Gary Tanimura and Butch Lindley.

At the three centers, ag-oriented and ag-supportive programs are expected to include plant science, with a transfer pathway to Cal State Monterey Bay (Castroville, Soledad and King City); agriculture automation and robotics (Castroville and King City); food safety and agriculture production (King City); engineering fundamentals, with a link to such careers as greenhouse technician (Castroville and King City); business certificates and/or business

administration (King City and Castroville); computer science certificate (King City); chemistry, to support food safety (King City); and contract education (Soledad).

Public and industry input that shaped plans for the three centers was gathered during a series of fall 2020 community forums in King City, Greenfield, Soledad, Gonzales and Castroville, attended by local students and educators, elected officials and representatives from a cross-section of employment areas.

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**An overarching goal expressed during the community forums was the need to develop and retain local talent, avoiding a “brain drain” of educated and skilled individuals away from Monterey County and the Central Coast.**

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“None of us can be sure how these new educational centers will develop over time, but we can be sure they will evolve to meet future needs and opportunities,” said Hartnell Interim Superintendent/President Dr. Raúl Rodríguez.

An overarching goal expressed during the community forums was the need to develop and retain local talent, avoiding a “brain drain” of educated and skilled individuals away from Monterey County and the Central Coast.

“The public and private investment that makes these centers possible is occurring at a time of accelerating change for the fresh

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**True to the promise of Measure T, a \$167 million bond measure that voters approved in 2016, Hartnell College is pressing ahead with six major construction projects, including three satellite centers that will all offer agriculture-focused programs.**

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*Artistic rendering of Hartnell College Castroville Education Center, scheduled for completion in spring 2022.*

produce industry,” said Hartnell Governing Board President Aurelio Salazar Jr. “Data-driven decision-making, automation and drone technology have transformed what ag employers are looking for in their new hires, and Hartnell graduates are stepping up to that challenge.”

During an October 22 groundbreaking ceremony for the 13,750-square-foot Castroville center, located along Merritt Street just east of Highway 1, Ocean Mist Farms President and CEO Joe Pezzini echoed Salazar’s point.

“We really appreciate Hartnell’s recognition of the importance of preparing students for jobs in the agricultural industry and other importance workforce sectors,” Pezzini said.

“We want the students that Hartnell attracts to return to the area even if they go on to a university elsewhere, and Hartnell can play a big role in that.”

Groundbreaking events were also held last November 8 for the 16,750-square-foot Soledad center on the southwest corner of Metz Road and Orchard Drive and on December 3 for the 12,500-square-foot expansion in downtown King City.

The other three current Measure T projects at Hartnell are all on its Main Campus in Salinas: a new Center for Nursing and Health Sciences, scheduled for completion in fall 2021; transformed central plaza landscaping, which is virtually complete; and classroom building renovation, due for final completion in early 2021. **CG**





| HOME SHOWCASE

# Katie and Tim Morgan

By Jenna Hanson Abramson | Photography by Patrick Tregenza



If you are one of Katie Morgan's 20 plus thousand followers on Instagram (@katie\_b\_morgan) then you are probably not surprised to discover that her home, which she shares with husband and high school sweetheart, Tim Morgan, and their three daughters, Olivia, Willow and Indie, is just as trendy and chic as her Instagram feed.

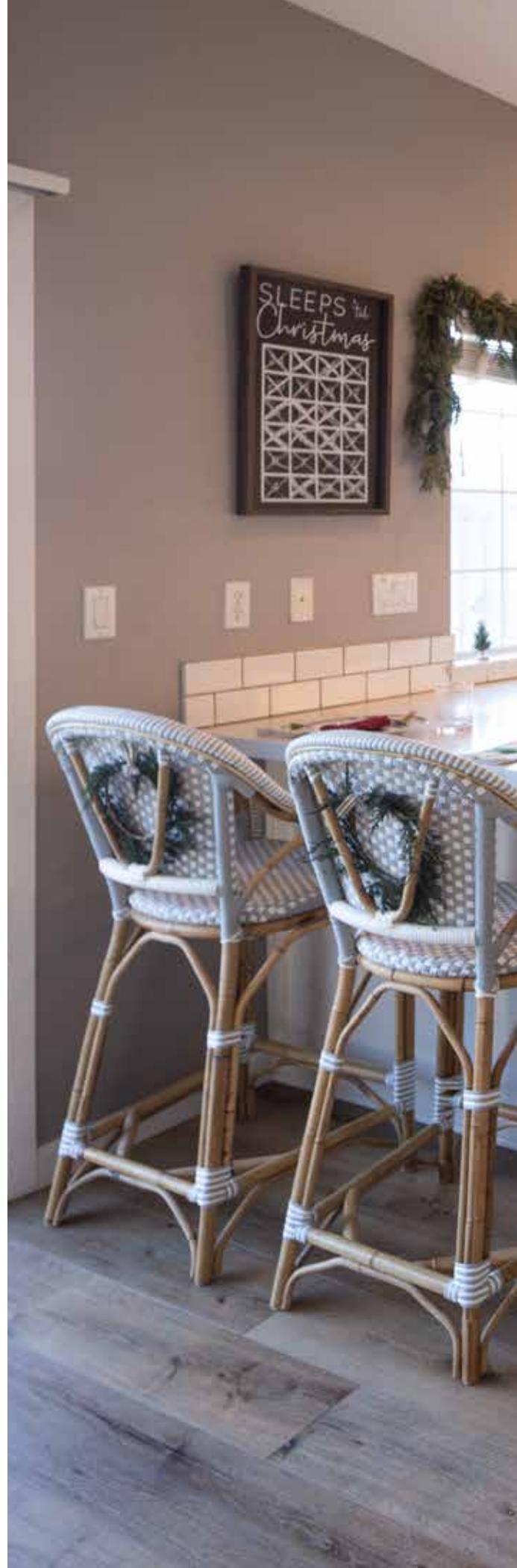
When it comes to home decorating, Katie is inspired by Pottery Barn, Restoration Hardware and her favorite home décor store, Serena & Lily; she could admire their catalogs all day. But she also credits her three model daughters as being her muses for all things style. The daughters also had an impact on the decision to move to the Las Palmas, Salinas neighborhood. On top of several other desirables

**Katie effortlessly combines modern-day classic design elements with modern farmhouse touches, and hints of Boho, creating a home that is as equally Instagram worthy as it is cozy for all those family nights at home that 2020 has delivered.**

that came with moving to the area, Katie and Tim both loved how many families and kids there were for their girls to grow up with. The Morgan family has lived off of River Road for over five years but this particular home was new to them at the time of this holiday shoot.

Even though they had only moved in right before the busy holiday season, Katie didn't waste any time putting her personal touch throughout the house as well as decking the halls for the holidays.

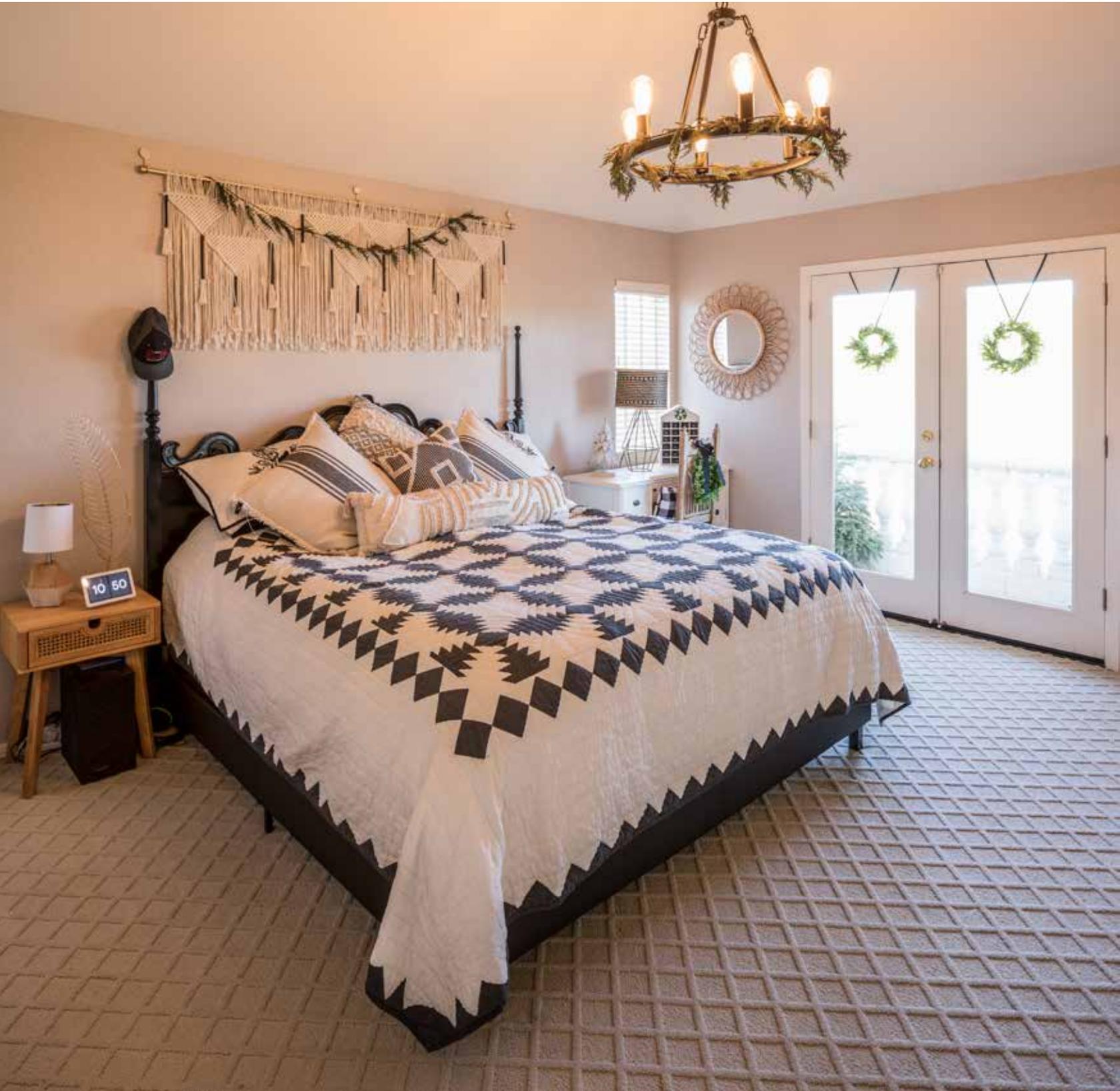
Instantly after meeting Katie, one can tell she has great style and is bursting with creativity. As soon as you step foot into their home, that style and creativity you see in her everyday fashion or on her Instagram, are reflected into their home as well.











**She included both traditional and fun details like a hot chocolate station in the kitchen, an advent calendar on the wall, green wreaths, pops of reds and seasonal figurines on the table.**



Her overall home aesthetic is up-to-the-minute with elevated touches throughout. Katie effortlessly combines modern-day classic design elements with modern farmhouse touches, and hints of Boho, creating a home that is as equally Instagram worthy as it is cozy for all those family nights at home that 2020 has delivered.

With design help from Katie's business partner and friend, Bianca Smith, they had the whole interior of the house painted a warm grey, replaced the floors with a beautiful, modern-farmhouse, wood-look, on the first level and a sophisticated, creamy-white carpet on the second level. They added texture and individuality to each girl's room by creating a statement wall with gorgeous grass-cloth wallpaper.

The Morgan family spends most of their time in the kitchen and in the adjoining family room, so it was important to Katie to create a space that was not only functional but also special. They completely updated and transformed the look of the kitchen by painting all of the cabinets white, adding creamy white and grey quartz countertops, with a complementary white subway-tile backsplash. All details that make the kitchen feel chic, clean and current. But what makes their kitchen special and distinctive, aside from the amazing views of the Salinas Valley, is the dramatic gold faucet over the white farmhouse sink, the unique warm and rustic hood above the beautiful white and gold range and oven, (leave it to Katie Morgan to have a beautiful oven) and the eye-catching backsplash making a statement behind the stove. At the time of the shoot the matching fridge to the oven had not come in, but one can imagine how amazing it will be.

Since they moved in at the beginning of the holidays, Katie had a blank slate for decorating for Christmas. She included wispy, natural greens throughout the house using garlands, not only on conventional locations such as the staircase, fireplace mantle, and dining table, but also in the master bedroom and kitchen. They also had small decorative Christmas trees throughout the house and each girl had her own tree in her room to decorate. She included both traditional and fun details like a hot chocolate station in the kitchen, an advent calendar on the wall, green wreaths, pops of reds and seasonal figurines on the table. Additionally, she displayed framed photos of every year her daughters have met Santa, creating a fun and festive way to look back on holiday memories. Katie primarily kept the holiday décor natural and minimal letting the sizeable Christmas tree take center stage.

This year marks the second Christmas in their home and there is no question that they will be celebrating the holiday season in style. **ce**

# Real Estate and the Pandemic

By Matt Pridey, Agency One Real Estate



**T**here is no question that the impacts of the pandemic have created the need for industries throughout the world to adapt in order to survive. The real estate industry is no exception. As a whole, the industry is thriving both on a national scale and throughout California as we continue to see home prices increase and mortgages being issued at rates unlike anything that has been seen for ages. While it is a major positive that the industry is thriving, the impact of COVID-19 remains. Many homeowners, rightfully so, are tepid in their desire to list their home given the ever-present concern of the COVID-19 pandemic and the potential of having strangers entering their home. As any successful industry would, the ability and effort to adapt has allowed for the market to remain strong and the concerns of many buyers and sellers to be met with the advancement of technology to allow for a nearly contactless experience from listing to close of escrow. We have seen a rise in virtual showings, contracts regularly being

signed electronically via platforms such as DocuSign, and forms relating to COVID-19 protocols required to enter a person's home for a showing to name a few.

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**In a year where many of us are searching for something positive to cling to, it is good to see that the outlook for the housing market remains strong.**

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The housing market remains one of the few encouraging spots in the US Economy to date. According to the California Association of Realtors, the median sale price of single-family homes in Monterey County year-to-year when comparing September of 2019 to September of 2020 was an increase of 30 percent. That's THIRTY PERCENT! There were also 299 homes sold in Monterey County in September of 2020, up 61 percent

from September of 2019. These statistics merely solidify the fact that the outlook for continued growth is promising. There remains reason to be optimistic that these trends will continue into 2021 with some of the highest demand, lowest inventory and lowest interest rates we have ever witnessed. As long as interest rates remain low it is fair to assume that the market will continue to improve and buyers will remain encouraged by the availability of lending options.

Housing sales, particularly in California, remain high while inventory continues to dip. The current challenge continues to be the impact of the Pandemic and its socioeconomic influence combined with the competitiveness of the market and historically low interest rates as they relate to home owners' willingness to sell in the current market. The inventory that existed prior to the pandemic has all but vanished and new listings are not keeping up with the growing demand of buyers, causing for a slower, albeit, above average level of growth. As of September, new listings in Monterey County were on the market an average of 10 days, many times with multiple offers prior to acceptance.

In a year where many of us are searching for something positive to cling to, it is good to see that the outlook for the housing market remains strong. The competitiveness of the market should not deter anyone from buying or selling a home. Be sure to utilize the resources of a real estate professional to give you the best chance for success in the current market! **ce**

## Matthew Pridey

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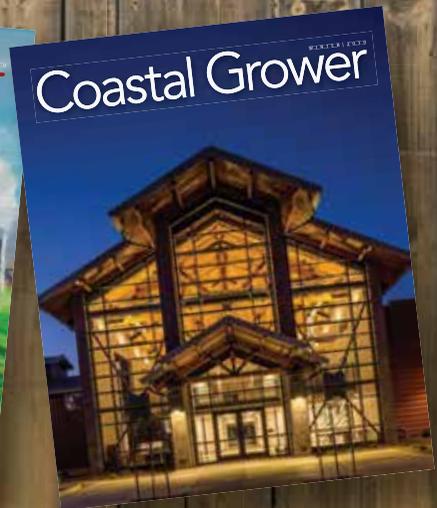
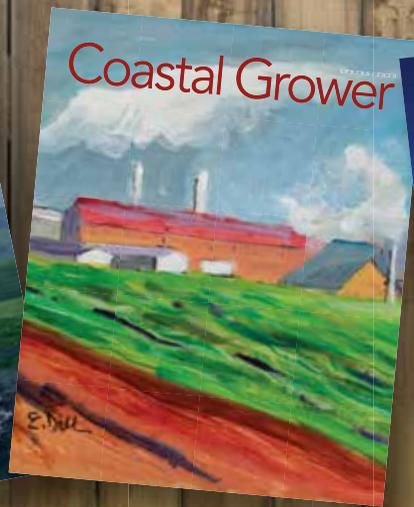
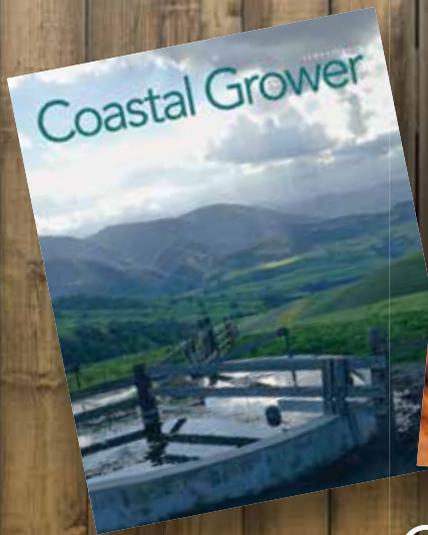
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# Christmas, Country-Style!

*Interview of Karen Pisturino, Christmas Enthusiast*

By Jess Brown



JESS: Where were you born and raised?

KAREN: I was born in Palo Alto and was raised in Sunnyvale. I was a city, or should I say, suburban girl until we moved to the ranch in Watsonville in 1982.

JESS: Was there anyone in your immediate family that was involved in ranching?

KAREN: No one in my family has ever been involved in agriculture.

JESS: How did you meet your husband, John?

KAREN: John and I met at DeAnza Community College in the choir. He's a tenor and I'm a 2nd alto.

JESS: Did you ever think you would live on a cattle ranch?

KAREN: I never thought I'd live on a cattle ranch although I always wanted to live in the country. I grew up catching frogs, lizards,

and snakes in the orchard, which drove my mom crazy!

JESS: Was Christmas a major celebration growing up?

KAREN: Christmas was a big deal in our house. We always had family around, either or both sets of grandparents. Putting up the Christmas tree was a big deal for my mom and me. She always made clam dip and that's a tradition I still do, although I'm the only one who decorates the tree.

JESS: Did your family make their own Christmas decorations?

KAREN: One year my mom made a really cool wreath made of pinecones she got on a trip to Colorado to visit her sister. Before that, I remember a wreath made of key punch cards, sprayed gold. I always made decorations at school and those would be put up in the house. I was also in charge of making place cards for all holiday celebrations.



*Clockwise from top left: 1.) Karen with two of her Putz Christmas houses. 2.) Karen loves making Christmas cookies. 3.) Karen's red and white Christmas tree with 500 lights.*

JESS: Did your family prepare special holiday foods?

KAREN: Mom always made turkey with all the trimmings for Christmas dinner but my favorite was Christmas Eve when she would make different kinds of finger foods and we would get to eat in the living room! That was a real treat. She would also let us make Shirley Temples; we weren't allowed to drink a lot of soda.

JESS: When your two children were growing up how did you develop your own traditions while bringing in yours and John's?

KAREN: I regret not carrying on some of these traditions when my kids were growing up but by then, our parents had passed away and it was just the four of us.

JESS: How do you decorate your house each year?

KAREN: My aunt Carol always says it looks like Christmas threw up all over my house! I've tamed it a bit over the years but I still love to decorate the kitchen and living room. It takes two days to do it and a third to clean up the mess. I like to change up the tree every year so as you can imagine, we have a decent collection of tree ornaments.

JESS: When did you first sell Christmas decorations?

KAREN: I first sold Christmas decorations in 2010; they were ornaments made out of polymer clay. Then Carol wanted to make ribbon wreaths and it started from there. Our first sale was in her driveway and it was a miserably cold day. The next year, we started sell at the holiday crafts at a gift show in Watsonville.

JESS: What made you decide to come up with Christmas decorations to sell?

KAREN: I make Christmas decorations because I love Christmas!

JESS: Has living on a ranch inspired some of your decorations?

KAREN: I get a lot of materials on the ranch from acorns to logs to horseshoes. I like any materials that are free! I've made wreaths from old roping ropes and tree vessels from old

boots. I like anything that's rustic and rusty.

JESS: During this pandemic more people are doing crafts. Since you've always done this, have you found the time to do more holiday crafts?

KAREN: I haven't been doing any Christmas crafts this year because I won't be attending any fairs, it's just too dangerous. I've spent my time repainting our kitchen and master bathroom and working a lot in the garden. The garden hasn't looked this good in 10 years. I've also gotten into decorating sugar cookies. I've been making them for friends and as a fundraiser for the Corralitos Women's Club. Right now I have a batch in the oven for a friend's birthday — teapots and teacups. It combines my two loves, cooking and crafting.

JESS: What are some of your most creative decorations?

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### **I love driving around and looking at Christmas lights and decorations, that's when I'm in my happiest Christmas place.**

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KAREN: The most creative things I do are probably the Putz houses I make. Those take a while to make but I can make my "dream" Christmas houses. I used to make gingerbread houses but there is not a big market for those and they don't last. Carol gave me a Cricut cutting machine a couple of years ago and it's really helped with cutting the tiny windowpanes and the roofing for the Putz houses.

JESS: Is there some type of new decoration you are doing this year?

KAREN: I'm not doing anything new this year but after the New Year, I'll start making things for next Christmas. I've got a few ideas for gnomes; I love gnomes, and some lanterns.

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

KAREN: My mom was a big influence in my



youth. She was a fantastic seamstress and cook and my dad made furniture as a hobby.

JESS: What is your Christmas motto?

KAREN: My Christmas motto is there's no such thing as a perfect Christmas, so don't stress yourself out; everything will be fine.

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

KAREN: I say 'Merry Merry' and 'Happy Happy'.

JESS: When and where are you the happiest during the holidays?

KAREN: I love driving around and looking at Christmas lights and decorations, that's when I'm in my happiest Christmas place. I also take great joy in cooking for our friends and family.

JESS: What is something Karen does during the holidays that most people don't know?

KAREN: I watch Mr. Magoo's A Christmas Carol every year and get verklempt. The music



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*Karen's Putz Christmas Church.*

is fantastic and it's rated one of the best versions of A Christmas Carol ever made.

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

KAREN: I'd like to have Christmas dinner with my mom and dad and my Hawkinson grandparents. Sorry, that's four but I can't leave any of them out.

JESS: It appears the pandemic will still be going on during the holidays. What is your advice to people to have fun and enjoy the holidays?

KAREN: During this year's holidays, eat good food, call or Zoom your friends and family, take some nice walks on the beach, watch some sappy holiday movies and decorate the outside your house for everyone to enjoy. I'm not going to put up a lot in the house this year but we want to go crazy outside and since I won't be doing any fairs, I'll have lots of time to do it. I've acquired a few blow molds in the last couple of years and they're so fun and funky. We even have a Santa and sleigh we put on the roof.

JESS: What type of Christmas activity does Karen want to do post COVID-19?

KAREN: Last year we went to Yosemite for Christmas Eve and we got a beautiful vintage style Santa under a glass cloche. I'm really looking forward to seeing that again.

CG



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# Patenting Software Inventions in Ag-Tech

By Nelson Rivera and Rudy Darken, Johnson; Rovella, Retterer, Rosenthal & Gilles, LLP



**R**ecent hardships experienced by farmers and/or the need for higher crop productivity are prompting Ag-Tech innovations, many of which have a significant software component. Protecting software innovations with patents has become problematic because they are often considered “abstract ideas” by the U.S. Patent and Trademark Office and therefore contain ineligible patent subject matter. Yet for many Ag-Tech innovators and entrepreneurs, the novelty that makes their product or service most valuable is, at least in part, rooted in the software component.

Overcoming patent claim rejections regarding patent-eligible subject matter can be quite a challenge for a software-related invention used in a field that is not historically considered to be “high-tech.” It is not uncommon for patent examiners reviewing Ag-Tech inventions to reject a

claim if it is (a) merely considered some type of human activity carried out on a computer, (b) does not improve the functioning of a computer, and/or (c) is not hardware-oriented (i.e., it is directed to an abstract idea). This article will analyze ways to overcome subject matter eligibility claim rejections in Ag-Tech.

## Rule 132 Declaration

One way to show that your invention is not directed to an abstract idea is to provide evidence to the examiner that shows that the software-related invention carried out on a computer is not well-understood, routine, or conventional activity in the agriculture industry. This can be done by using a Rule 132 Declaration. In patent law, a Rule 132 Declaration is made by a declarant who could be one of the inventors and/or an expert in the field. The declarant must verify that all representations made are correct and truthful,

and those representations must be supported by actual proof and/or based on factual evidence. Unsupported conclusions/opinions are given little or no weight.

There is legal precedence finding an inventive concept in a new combination of steps even though all the constituents of the combination were well known and in common use before the combination was made. The evidence in the Rule 132 Declaration should show that the claimed software invention includes novel algorithms, and/or a new combination of steps that are non-conventional or not in common use to those who work (i.e. skilled artisans) in the agricultural field. A persuasive declaration will also show that the invention includes subject matter that is not generic or merely conventional to a skilled artisan in the agricultural industry. This can be achieved by comparing the

claimed invention to what is currently being done in the agricultural field or citations from the application showing that the claimed invention is not widely prevalent or in common use in the agricultural industry. The declarant's arguments in the declaration should explain what is currently being done in the agricultural field and then show how the present invention is different from the current state-of-the-art.

**While software-related inventions can be somewhat more difficult to successfully obtain a patent, they are the life blood of your Ag-Tech business and worthy of the protections that patents can offer.**

A well-crafted declaration will also show that the claimed invention is not well-understood, routine, and conventional because it is not generic. To show that the claims are not generic, the declarant should show that:

- any calculations being performed in the claims are not generic
- the invention is not just performing repetitive calculations
- the invention is not just receiving, processing and storing data
- the invention is not just receiving or transmitting data over a network
- the invention is not just using a computer as a tool, and
- the invention is not just using the Internet to simply gather and store data.

While software-related inventions can be somewhat more difficult to successfully obtain a patent, they are the life blood of your Ag-Tech business and worthy of the protections that patents can offer. If you receive a subject matter rejection for an emerging Ag-tech invention, it would be prudent for you to consider offering persuasive evidence from the agricultural industry using a Rule 132 Declaration. A licensed patent attorney can help you use a Rule 132 Declaration to navigate your way to a successful patent on your innovations, even if they've been initially rejected. **CGW**



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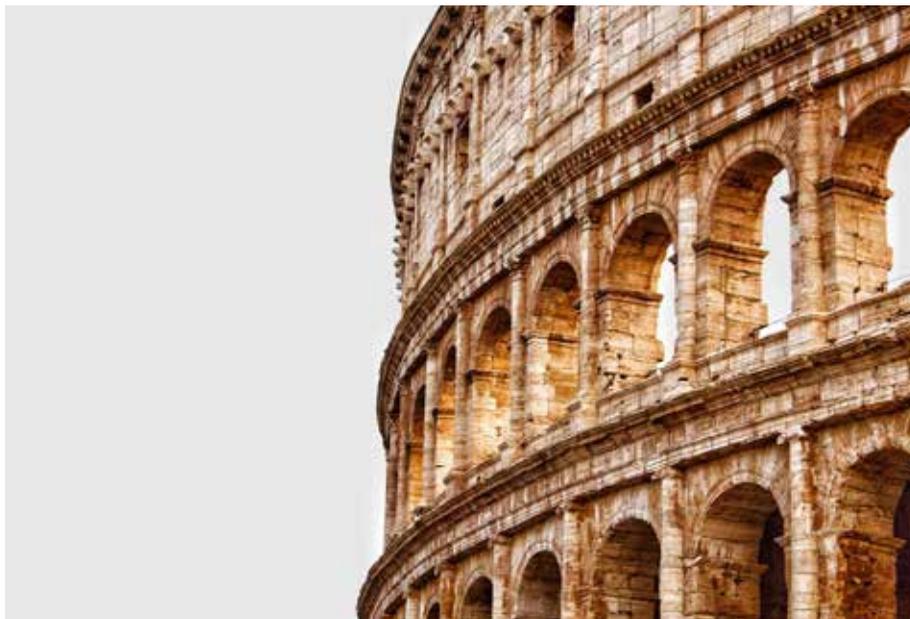
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# Lifeblood of an Empire: The Ancient Roman Influence on Wine

By Michael Hartmeier



**A**uthor's Note: This article is from an essay I wrote in a college history course. It has been altered from its original version.

Ancient Rome is regarded as one of the most influential cultures in history in many respects including its style of government, its army, and its society as a whole. One cultural aspect of Roman life that has remained an important part of western culture today is wine. Wine in Ancient Rome was an integral part of several aspects of society including religion, medicine, economics, engineering, and everyday life of Roman citizens, farmers and soldiers. At its height, the Roman Empire ruled from the Mediterranean Sea to Hadrian's Wall in England. Control of so much land required a certain degree of power and influence that the Romans brought to Europe, which included the cultural influence of viticulture and wine that traveled with the Roman army and settlers. Thus, Ancient Rome was responsible for the spread of wine culture throughout Europe, and perhaps sparked the global wine industry that exists

to this day.

The success of wine in Ancient Rome was the product of geographic coincidence and exploitation. The common wine grape *vitis vinifera* is native to the Italian Peninsula. Although there is evidence of the native inhabitants farming grapes in north Italy,

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**Wine in Ancient Rome was an integral part of several aspects of society including religion, medicine, economics, engineering, and everyday life of Roman citizens, farmers and soldiers.**

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the winemaking style known to Ancient Rome was brought by the Greeks, originally to southern Italy. As Rome expanded, Greek cultural influence contributed to the knowledge of winemaking, while the

Etruscans had established trade routes to the Gallic tribes to the north (modern Switzerland, France, and Germany). Even before Caesar arrived in the 1st Century BC, Roman merchants had used these routes to develop a strong trading relationship with the Gauls. Eventually Rome expanded beyond Gaul, and the expanse of soldiers and settlers throughout Europe required more acres to supply grapes for the demand of wine.

With the Roman defeat of Carthage in the 2nd Century BC came control of parts of the Iberian Peninsula and Northern Africa, as well as new winemaking practices used by the Carthaginians. The Romans soon discovered that the Iberian Peninsula, like Italy, was naturally suitable for growing grapes, and built up vineyards connected through a network of trade routes to connect with Rome and other trading posts.

Similarly in what is now France, Roman vineyards sprouted up along the banks of the Rhone River during the 1st Century AD, the Seine River in the 4th Century AD, and into the Loire Valley in the 5th Century AD. Vineyards in Burgundy were even documented by Emperor Constantine in 312 AD. Vineyards in France started out as sources of wine for outposts, forts, and settlements throughout the empire, but quickly expanded to support Rome and beyond. Some wines from France were exported north to the Roman outposts in Britannia, as the British Isles are not ideal for grape growing. This was also the case with some wines from Germania, as wines grown along the Rhine River could easily be shipped out to sea into the English Channel.

Wine was not as readily produced in Germania until the Romans discovered the proper techniques to grow grapes in the colder climate. This area is cooler, and grapes can only be grown in the sunniest places along the steep banks of rivers, particularly the Rhine River. Historian Hugh Johnson

comments how the Germanic people were eager to trade for wine in these areas. To accommodate this growing demand in Rome and the cultures of the ancient Mediterranean, Roman viticulturists had to develop new and improved techniques to produce their grapes and wines.

The early Romans knowledge of viticulture and wine making came almost entirely from the Greeks in the early centuries of the Roman Republic. However, as time went on and the demand for alcohol grew, ancient farmers and engineers developed not only new techniques and equipment for harvesting and processing, but also a greater understanding of agricultural practices in general. Some of their observations and techniques remain to this day. For example, in parts of Germania, the Romans determined that the best place to plant vines was on hillsides of river banks facing the sun as much as possible or during the warmest parts of the day. Two-thousand years later

this is still how the majority of grapes are grown in Germany. The ancient writer Pliny described in his works on farming and the natural world the process of grafting vines, a technique taken from the Greeks, who in turn learned it as a botanical practice from travelers from China. Grafting is a key agricultural practice in the wine industry, both of old and today. In ancient times,

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### Perhaps one of the most significant contributions to wine culture by the Romans was the utilization of the wood barrel.

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grafting was most likely used to control the size of vines or help the vines bud and flower more effectively and consistently. Today it is used in part to protect *vitis vinifera* from the deadly root pests such as *Phylloxera*, which cannot infect the vines when they are grafted to other select roots. Beyond the vineyards, the Romans made several advancements in the winemaking process.

Perhaps one of the most significant contributions to wine culture by the Romans was the utilization of the wood barrel. For centuries, wine was aged, stored and transported in clay jugs called amphorae. Amphorae ranged in size, shape and capacity, but in general they held about 22 liters, according to Tim Unwin using sources from Cato the Censor, and thus could easily weigh over 60 pounds. It was said that at times one amphora could be traded in Gaul for one slave (Unwin 124). In the cultural mangle that occurred between Gaul and Rome over the centuries, the Romans took advantage of the Gallic woodworking skills. Jim Lapsley, a Professor in the Department of Viticulture and Enology at the University of California, Davis, commented in a lecture on wine history that the Gauls were responsible for the development of the oak barrel technology that overtook the ancient wine industry and which has carried on through today. Wine barrels were a major advancement in the history of wine production. They allowed for a uniform size that could be stacked for aging in storage and transported throughout the

Mediterranean. It was not until later that the characters added to wine by wooden barrels were fully understood and appreciated. The Romans also had a keen understanding of how certain practices affected wine quality, such as the addition of chalk to balance taste by countering acidity, or how burning sulfur candles under inverted empty jugs prior to filling would help preserve wine. The principles of these techniques still exist today.

Wine is about 86 percent water, and as such is difficult and expensive to transport over land, particularly in the oddly shaped amphorae. Professor Lapsley comments that if wine needed to be transported over 50 miles, it was more cost efficient to ship it by sea. The wine trade was evident throughout the Mediterranean. Nearly every river that flows into the Mediterranean Sea, and most former Roman settlements, have remains of amphorae from Ancient Rome. In fact, those originating from Italy have been found across greater Europe from Britain to Egypt, and peppered throughout the settlements in between (Unwin 120, 122). In Gaul, some historians estimate that up to 10 million liters were traded every year during the peak of wine production (Unwin 120). That figure is equivalent to about 450,000 amphorae or about 13.3 million modern 750ml bottles. In the days of the Roman Republic, not many major wine traders existed, and most vineyards operated as smaller manor style farms. But in the first centuries of the Roman Empire, larger commercial vineyards and distributors established themselves both along the Tiber and up north in Lyon in Gaul to account for the growing demand of wine (Unwin 123). This network of trade formed a large portion of the economy.

Until the first centuries AD, wine was both a commoner's drink and a pleasure of the wealthy. It was available to the slaves, the non-citizens, the Plebeians, and the aristocracy alike. For this reason, it was a valuable commodity that played a key role in the Roman economy. Because all Romans consumed wine, it had to be available in both large quantities and in varying qualities. Pliny the Elder lists ninety-one grape varieties and over 110 different wines in his extensive work *Natural History* (Pliny). This gave a wide range of qualities to accommodate the



wide range of consumers. Even slaves were given their fair share; Unwin cites that Cato suggested that a slave should receive seven smaller amphorae each week, and field slaves could receive ten. Unwin calculates this to a rather significant amount of about three-quarters of a bottle per day per slave. Eventually, though, the golden age of wine and its market in Rome crashed after the most plentiful region was compromised.

According to Pliny, the best wines came from the Latium and Campania regions of Italy, notably Pompeii. Pompeii was a large producer of wine in the ancient world; Unwin notes that amphorae from Pompeii have been found throughout the remnants of the Empire. In addition to mass production, Pompeii also produced some of the most expensive, high quality wines in Rome. However, Pompeii and its surrounding vineyards met an unfortunate end in 79 AD, when Mt. Vesuvius erupted and decimated the city and surrounding lands. Nearly all vineyards, wineries, and storage areas were destroyed at the mercy of the volcano. The event caused an abrupt and unforeseen shortage of wine in Italy.

The wine famine, as it came to be known, caused a deficit in supply and subsequently a spike in demand, resulting in limited availability to only the wealthier Romans. In a panic, many Romans took to the fields to plant vines to replenish the supply and quell the demand. Many farmers even uprooted their grain stocks to plant vines. The end result was an over correction; in a few years grapes and wine were abundant and prices dropped significantly, while the prices of grain rose with its reduction in acreage, which caused grain shortages. Fifteen years later, in 92 AD, Emperor Domitian issued an edict that ordered about half of the vineyards in Italy to be removed, and banned the planting of new vines. This edict lasted nearly 200 years before it was repealed by Emperor Probus in 280 AD. The end of Pompeii not only brought on a famine, but an end to its passionate wine culture. Pompeii had been known for its wine, and surviving paintings preserved in ash give insight into the role the drink played in the social scheme of both Pompeii and ancient Rome.

One of the reasons for the survival of wine in Rome was that it was so commonly

used by all classes, for many purposes.

While the common people used wine for its mind-altering effects, drunkenness was often frowned upon in the aristocracy who, along with the more affluent citizens, drank it for status and exploited its medical uses. This social responsibility may have been a carryover from the Greeks, who believed that three glasses of wine was the optimal amount for an individual each evening, which is why the standard modern wine bottle contains six glasses (meant for a couple each having three glasses). However, this social expectation did not stop Marc Antony from being seen as a drunkard, nor did it stop him from vomiting on the Senate floor from intoxication (Phillips). Cicero often referred to drunkards as dangers to society, which is appropriate given the role Marc Antony played in the transition from the Roman Republic to the Roman Empire. In addition to the social aspects, wine was also used for medical purposes. Johnson notes that the physician Galen used wine to treat gladiators; the alcohol may have acted as a mild antiseptic (though this benefit was likely unknown to the Romans), and dulled the senses for operations. It also formed the foundational basis of various medicines. Beyond the physical effects, wine was also seen in the spiritual culture of Rome.

Surviving artwork in Pompeii depicts the city's fondness for the Roman wine god Bacchus (the Roman version of the Greek god Dionysus). Bacchus was said to represent the lifecycle of vines over the course of the year, observed through the dormant and ripening stages of buds. The god was also worshipped through cult rituals often involving sacrifice and sexual acts. In the 2nd Century BC, the cult of Bacchus in Pompeii was shut down by Rome because it was seen as a threat. Given what is known today of contemporary Roman morals, one can only imagine what obscenities the cult was up to that required the government to shut it down. Nevertheless, Bacchus and the role of wine in religion persisted until the Christian Community was established in Rome by the Apostles Peter and Paul in the early 1st Century AD.

Wine is important in Christianity for a few reasons. The most important, though, is that that Christians believe Jesus changed

wine to His blood at the Last Supper, which is celebrated during the Eucharist at mass each week. The Emperor Constantine the Great converted to Christianity in 312 AD after a vision from God predicted his victory at the Battle of Milvian Bridge. In the same year, he issued the Edict of Milan legalizing Christian worship. After years of growing popularity, Christianity became the state religion under the emperors through the Edict of Thessalonica in 380 AD. The Romans influence on Europe resulted in the mass conversion to Christianity of many citizens throughout the empire. Because of wine's role in Christian life, it survived through the cultures that remained after the fall of mighty Rome.

Rome left a legacy that has stood in part both physically and socially since its fall. For 1,000 years, the Romans spread their influence across Europe, from North Africa to England and most areas in between. Though this influence took many forms, an important impact of Rome to consider is that of viticulture and wine. Many areas of Europe, particularly Spain, Portugal, France, Italy and parts of Germany, are naturally suited to grow grapes, and some grow them naturally. But it was the Romans who turned small grape farms into large vineyards to supply the needs of the Republic and later Empire. Nearly every person in the Roman sphere of influence drank nearly a bottle of wine per day; it was their staple drink of sorts. And even when the Roman Empire eventually collapsed in the 5th Century AD, the network of vineyards, wine producers, and culture that made up the wine trade survived. For the next 1,500 years, Europeans built upon the foundations and advancements set up by the Romans, and continued to perfect the art of winemaking in their own right. Thus, it can be argued that the Romans had more influence on the culture and industry of wine than any other culture of the ancient or medieval worlds. **ce**

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Sharing a healthy future



# The Consumer Rule

*The essential element of ending homeless encampments*

By Jill Allen, Executive Director, Dorothy's Place



I'll do my best to inform you about what's happening lately with chronically unsheltered people—the street people camping under bridges or in runoff ditches. These aren't occasionally or situationally homeless who get back on track with a little help. I'm talking about those we don't want to talk about. They suffer bone-pounding, gut-wrenching years of cold and wet homelessness, mostly feeling and often acting hopelessly out of control. They are often unkempt, unhealthy, and obnoxious. Many fall prey to drugs, crime, the street economy and street morality. Substantial numbers have lived among us for decades and many of today's unsheltered are the children and grandchildren, the collateral damage, of people that were deinstitutionalized in the 1970's.

They are also consumers. They devour

food, shelter, and services. They shop at convenience stores, attend movies, use public transportation, and own vehicles. They also "consume" government services and subsidized meals, lodging, and health services. Given this, we should understand how chronically unsheltered consume. Why should we pay attention to folks who don't pay for what they consume? Because someone does pay for all those commodities and services, and that someone is you.

Taxes pay for very high costs of meals, lodging, medical services, and governmental services the chronically unsheltered consume. This dysfunctional cycle of inefficient funding and consuming of poorly designed services feels like an impossible situation.

I believe we can do better. If we understood the needs of chronically unsheltered "consumers," we could deliver services

that actually address those needs, do so cost effectively, and dramatically improve outcomes. I call this "The Consumer Rule".

Mary is a friendly and open white woman in her mid-thirties. Skinny with poor complexion, she seemed a likely crack or heroin user. Yet she possessed a certain confidence and was likeable, not lamentable. One evening, while walking to my car after a function, I stopped to speak to Mary and offered her the to-go dinner I had from the function. We sat on the curb amid the Chinatown chaos and discovered she was the neighborhood merchant selling small packets of "ice" (crystal meth). For 15 minutes she juggled dinner and five transactions.

Mary lived for years selling drugs, living off "free" meals, countless interactions with homeless service providers and addiction counselors. She's been locked up, beat up, and severely disappointed. She watched her daughter be raised by her sister and felt the pain of her child's unhappiness.

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**If we understood the needs of chronically unsheltered "consumers," we could deliver services that actually address those needs, do so cost effectively, and dramatically improve outcomes.**

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One day Mary asked me to attend her court hearing to regain custody of her daughter. She wanted out of the street life, and she wanted a job so she could stop selling meth. She was seriously motivated to get her daughter back. At the hearing, she introduced me to others as her friend and as

someone who could be trusted.

Today, Mary is in her new studio apartment. Once there, she successfully petitioned to reclaim custody of her 14-year-old daughter. She's put on weight, and her complexion is beautiful, as is her daughter, living with her now. Success! But it didn't start that way.

What changed her life? The ability to trust. She knew I cared and respected her choices. Mary's choice was to do what it took to get her daughter back, and that meant that securing housing was securing her future. Today she looks great, feels good and when she's not at her job, she's with her daughter navigating online school.

As service providers, we must do what successful businesses do. We need to garner

we will gauge it on building trust and consumer satisfaction. This sounds strange, but doable. True accountability to our funders and our consumers will be built through a network of private, public and non-profit providers working with shared values and common strategy to build trust and meet the needs of chronically unsheltered consumers. Like Mary, many of these consumers will make the choice to leave life on the streets.

In Project Roomkey, the State of California implemented an unfunded mandate to protect COVID-vulnerable unsheltered people by isolating them in motel rooms. Then, through a funded mandate, moved these people into permanent housing. Through a \$9 million grant from the State,

the City of Salinas will purchase and convert a local motel into 100 studio apartments in a matter of months and begin to move people into the new rooms while phased construction is in progress. It will be completed by the end of the summer.

As we shake our heads and wonder, "What just happened here?" we see that we just gave consumers what they wanted. A safe room with a door they can lock and basic needs support. The first step toward long-term safety and health. That \$9 million investment will pay off many times over out of the savings of public dollars achieved by assisting these people into health and safe housing. Because the Consumer Rules. **ce**

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**Instead of gauging success by how much money we spend on services to the homeless, we will gauge it on building trust and consumer satisfaction.**

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an understanding of our consumers and earn their trust. Our consumer's motivations, needs, and desires will determine their path to success. The Consumer Rule in practice.

These "consumers" flatly reject congregate shelters, doctor's offices and County service offices that have no value to them. We have a social services model structured to be safer and more convenient for the service providers and we ignore the needs of the consumers. The system is backwards.

Using the Consumer Rule, we should look for ways to build trust, which is the prerequisite for good outcomes like Mary's. Chronically unsheltered learn survival skills of manipulation and they will constantly test us, often with unreasonable requests, as we put in the effort to build trust. If we react flippantly or disrespectfully, they see right through us and place us in the same category as all the others that have disappointed them.

The Consumer Rule will drive service providers to measure success differently. Instead of gauging success by how much money we spend on services to the homeless,



# Scheid Vineyards

By Mac MacDonald



**S**ustainability, environmental consciousness, organic, responsible soil management — all wine industry catchphrases, but instead of being an objective or even an aspiration, too often they're simply used as a marketing or publicity tool.

Not so with Scheid Vineyards, which not only takes its stewardship and care of the land it uses seriously, it's a commitment. So much so, it's part of their vision statement: "By 2025, Scheid Family Wines will become one of the most recognized wine producers in quality, innovation and sustainability in the world."

According to Kurt Gollnick, COO of Scheid since 1988, sustainability, or what he calls Scheid's "progression of sustainability," started from the beginning and from its founder and namesake, Al Scheid, who started his grape-growing operation in Monterey County in 1972.

"Before it was a popular notion, sustainability was part of our fabric, a cultural way of belonging," says Gollnick. "That's been the evolution of our operations, part of our innovative drive, it's a core value of ours.

And the DNA is Al Scheid, it's in his DNA to innovate."

Gollnick was only three weeks into the job at Scheid in 1988 when that concept was severely tested by an infestation of root aphids (*Phylloxera*) that was killing the grapevines. But instead of using

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**Sustainability doesn't end with the environment, the soil or grapevines. Scheid's commitment to sustainability extends to its employees, and by extension, the community at large.**

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environmentally damaging chemicals or pesticides, Scheid decided to "change the way of farming," pull out all the infested roots, start from scratch and replace it all with high-bred roots that were resistant to root aphids.

"Ultimately, it became an opportunity for us," says Gollnick. "It let us plant new root stocks and varieties in the right places." It

also brought about a stronger awareness of responsible soil management practices. "You can imagine the evolution of sustainability and our business after that."

After that, Scheid's sustainability efforts were on a fast track and became part of the company's ethos. A direct reflection of that can be found in the third-party certifications they have earned, the installation of a wind turbine that not only provides 100 percent of the power for the winery operations, but energy for 125 homes in the surrounding area; an effort to expand its organic farming operations; longstanding support of the local community through philanthropy, and a strong commitment to its employees, many of whom have been with the winery for decades.

Scheid is certified by Certified California Sustainable Winegrowing (CCSW), a statewide certification program that provides third-party verification of a winery's commitment to continuous improvement in the adoption and implementation of sustainable winegrowing practices. Scheid achieved certification on 11 of its 12 estate vineyards in 2014 and on its winery in 2018. In addition to environmentally sound practices, CCSW includes sections on responsible business and community practices, one of Scheid's core values.

In addition to CCSW, Scheid is certified by HACCP (Hazard Analysis and Critical Control Points), an internationally recognized system for reducing the risk of safety hazards and ensure farm-to-table consistency and protection, as well as by Global G.A.P. (Good Agricultural Practice), an internationally recognized system that sets standards to ensure safe and sustainable agriculture and ensure product safety, environmental responsibility and the health, safety and welfare of workers.

And, Scheid is accredited by the British Retail Consortium (BRC), which is arguably the most rigorous, internationally accepted standard for food safety. With 25,000 auditors

in 130-plus countries, BRC is among a small group of accreditations recognized by the Global Food Safety Initiative. GFSI defines best practices throughout the entire food supply chain to ensure food safety for consumers.

Scheid became HACCP certified in January 2015 and became the first Global G.A.P.-certified vineyard in the U.S. in November 2015. Scheid was first certified by BRC in December 2016, earning the highest grade of "A." Since then, with each annual audit, Scheid has continued to achieve grade "A" ratings and exceed the BRC's rigorous standards.

In May 2019, Scheid received the California Green Medal Environment award, which recognizes the leadership of wineries and vineyards committed to sustainability and is presented by the California Sustainable Winegrowing Alliance, California Association of Winegrape Growers, Wine Institute, Lodi Winegrape Commission, Napa Valley Vintners, Sonoma County Winegrowers and the Vineyard Team.

As for wind power, Scheid erected the almost 400-foot wind turbine in July 2017, just four miles south of Greenfield. Its footprint is only 2,000 square feet, making it highly efficient for the amount of energy it

produces. It also generates electricity at night and doesn't lose its efficiency due to dust. "There's nothing more efficient than a wind turbine," says Gollnick.

In addition to wind power, the state-of-the-art winery in Greenfield uses tanks designed for maximum efficiency, with insulating jackets that reduce heating and cooling energy needs. Scheid composts 100 percent of the grape pomace, stems and seeds and spreads it back into the vineyards, and recycles 100 percent of winery water through its wastewater irrigation ponds and reuse it on its vineyards.

Sustainability doesn't end with the environment, the soil or grapevines. Scheid's commitment to sustainability extends to its employees, and by extension, the community at large.

"Sustainability not only encompasses the environment, but also employees, in terms of health insurance, vacations, benefits, the quality of life for our employees and our community," says Gollnick. "So many of our employees have been with us for so long. We have employees who have been with us 20, 30 and 40 years, which has been really helpful with continuity and helpful to sustainability."

What started as a grape-growing operation that sold 100 percent of its production to



other wineries, has evolved into a family business that encompasses a 70-mile swath of the Salinas Valley, with 12 vineyards, 4,000 acres, 39 varietals, two wine-tasting rooms (in Carmel and Greenfield) and seven distinct labels: Scheid Vineyards, District 7, Sunny with a Chance of Flowers, Metz Road, Ranch 32, VDR and Stokes' Ghost.

Another step in the "progression of sustainability," Scheid has established a certified organic vineyard in the Hames Valley, 35 miles from Greenfield near the San Luis Obispo County border, currently producing a rosé at its White Flower Vineyards. Another 550 acres adjacent is currently in the process of being certified organic, part of a long-term plan to "roll organic farming north" and eventually converting to organic, admittedly a challenging prospect.

"It's challenging, yes, but that's the journey we're on now," says Gollnick. "It's a learning experience to do that and for me this has been a 32-year journey."

In addition to sustainability, organic farming and environmental consciousness, the winery is also exploring the influence and importance of terroir, the unique and distinguishing characteristics of a wine imparted to it by the soil, topography, and climate, a sense of place, to its final product.

When grapes are transported from a vineyard to a winemaking facility it is



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processed with a commercial yeast, which, among other things, kills off all the micro-organisms, but can also affect the terroir. Grapes and vines in the vineyards possess a dozen or more natural yeasts, but can lose a lot in transition and the effects of the commercial yeast.

“So we said, let’s make the wine in the vineyard,” says Gollnick, which Scheid is doing at a vineyard in Soledad. “It’s a long-term organic system that takes tremendous technical expertise, but it gives us a stronger relationship with the terroir and can be a real game-changer. The wine tastes very different, I think it tastes a lot better.”

It’s all part of the process of reaching its company vision of becoming the most recognized wine producers in quality, innovation and sustainability in the world by 2025, and which also fulfills its mission statement: “Bringing people together to enjoy and savor life.” **ce**

## Scheid Vineyards

[scheidvineyards.com](http://scheidvineyards.com)  
[scheidfamilywines.com](http://scheidfamilywines.com)  
305 Hilltown Road  
Salinas, CA 93908  
831.455.9990  
Toll-Free: 888.772.4343

General Inquiries:  
[contact@scheidvineyards.com](mailto:contact@scheidvineyards.com)

Wine Club Inquiries:  
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Other Inquiries:  
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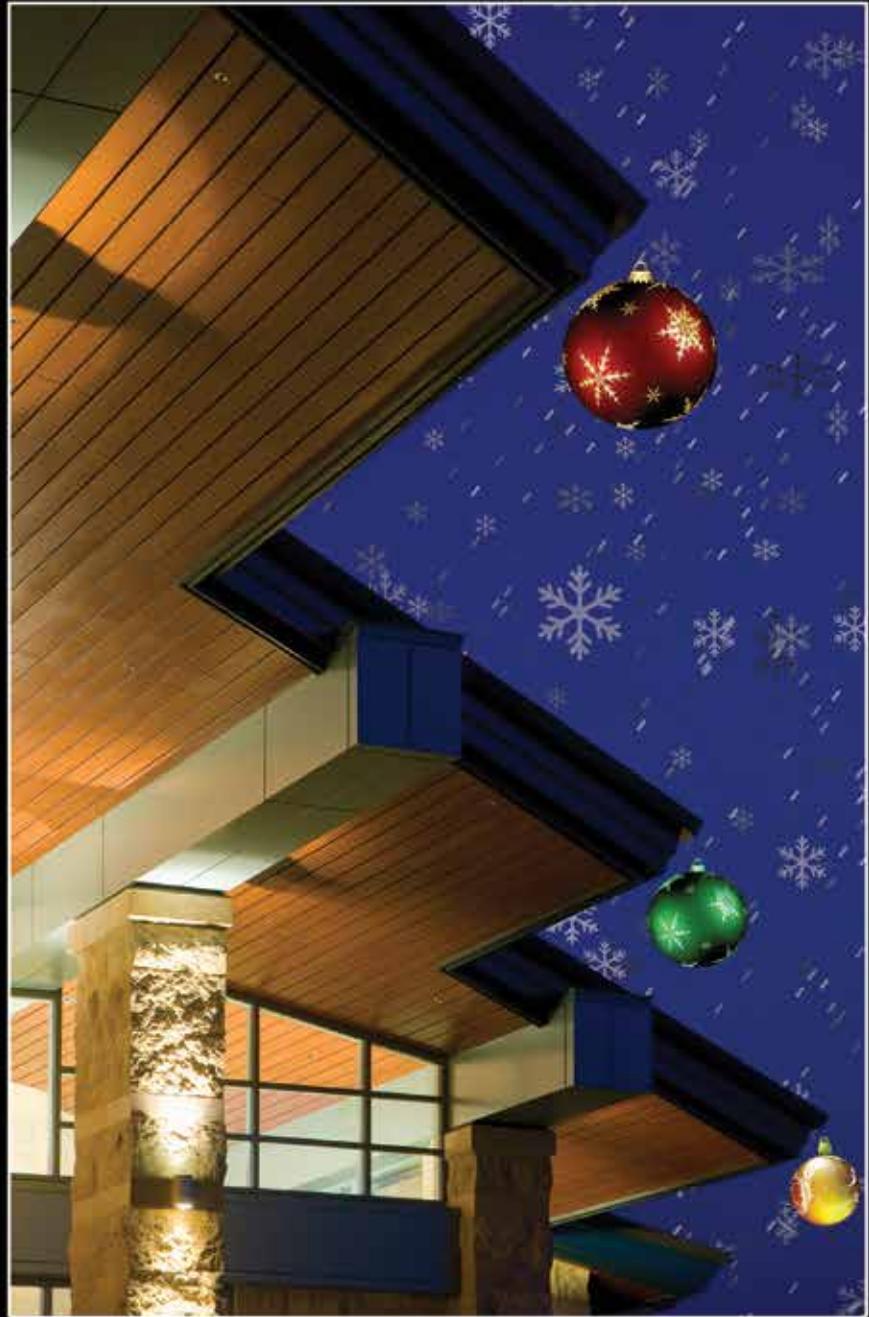


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# Operation Vegetable Recovery

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

**T**he best laid nutrition plan. Does it exist? I am not sure, but I do know that I often get overzealous at the grocery store with the intention of eating healthy at each meal. I fill my cart with bunches of lettuce, broccoli and celery while envisioning elaborate recipes to prepare. The reality is the week gets hectic and many of the vegetables remain untouched in the refrigerator. In order not to waste these wonderful commodities, here are four preparation techniques that may help prevent vegetable waste:

**Air Frying:** An air fryer is the newest kitchen device to hit the market. It does not fry, but cooks by circulating hot air around the food. It is a perfect choice for anyone who loves cooking healthy foods because it

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## Preplanning and a little preparation when returning home from the grocery store are the keys to avoiding vegetable waste.

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does not require an added fat source (like oil or butter) to provide a crispy outer texture. Vegetables like beets, carrots or potatoes that are thinly sliced cook in minutes to provide a tasty “chip” alongside your next sandwich. Consider lightly breading asparagus, zucchini or sweet potato sticks before throwing them into the fryer for delicious vegetable fries. These treats will remain crisp in resealable plastic bags for days.

**Sauté:** Greens (such as spinach, kale, or chards) have a relatively short lifespan in the refrigerator before they become limp and soggy. Drizzle a small amount of your favorite oil and add a clove of minced garlic to a



skillet. Once heated, add the greens, and cook until they are slightly wilted. These greens can be cooled and placed in air tight containers for use throughout the week in soups (even if you are opening a can of soup, it will improve its vegetable content), pastas, casseroles, or mixed into a grain side dish. It is a fast and easy way to retain nutrients, prevent spoilage and add vegetables to almost any food item consumed.

**Freeze:** Have you ever tried to make your own frozen vegetable packs? It is necessary to thoroughly wash and dry all vegetables before chopping into bite size pieces. As a precaution, I encourage blanching the vegetables (a quick boil for 2 minutes followed by a 2-minute dunk in an iced bowl of water) before laying the pieces out in a single layer on cookie sheets. Place the cookie trays in the freezer for one hour. Once frozen, a combination of vegetables can be packaged together into freezer bags or desired containers. How about cauliflower and broccoli packs? Carrots and celery? The possibilities are endless! Frozen vegetables can be used in just about any way you use fresh vegetables. After a long day at work, it is very convenient to pull out a package from the freezer and add it to a meal.

**Roast:** My favorite way to use leftover vegetables from the week is to roast them. I clear out my vegetable bin and chop up what I have left. Spread the vegetables on a cookie sheet and drizzle lightly with oil and desired seasonings. Place in a 375-degree oven for 20-25 minutes or until a caramelized crust forms on the pieces. Portion out the vegetables in one cup servings in desired containers and they will last an additional 2-3 days in refrigerator or place in freezer for later use.

Preplanning and a little preparation when returning home from the grocery store are the keys to avoiding vegetable waste. Your diet (and bank account) will thank you! **CG**



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# Smoked Chicken With Smoked Chili Butter

Courtesy of Rio Grill Carmel



## Ingredients

- 1 Whole chicken
- 1 lb baby artichokes
- 1 lb red creamer potatoes
- 1 tbsp fresh crushed rosemary
- 1 tbsp olive oil
- 1 tbsp unsalted butter
- 3oz chicken or vegetable stock

## Chicken Marinade

- 2 cup olive oil
- 2 tsp annatto seeds (orange-red condiment from achiote)

## Smoked Chili Butter

- 1 tbsp chipotle chiles
- 3 garlic cloves
- 1 tbsp fresh crushed rosemary
- 1 cup rice vinegar
- 1 cup white wine
- 2 cup heavy cream
- ½ pound unsalted butter

In a small pot, put chipotle, garlic, rosemary, wine and vinegar reduce half way, add the cream, reduce halfway, then remove from the heat. Add the butter, salt and pepper. (That will be like a beurre blanc sauce).

## Cooking Direction

1. In small pot, place the annatto seeds and olive oil at the same time, boil and cool down, strain and use that for rub for the chicken.
2. Cook the artichokes in boiling water with one lemon juice and salt for 25 minutes, cool off and cut them on halves.
3. Cook the red potatoes in boiling water for 12 minutes and slice them thin.
4. Prepared your smoker at 180 degrees, put the chicken in for 3 hours, cool of and cut the legs and the wings with the breast.



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# Key for a Cure

**E**ach year about 13,500 children are diagnosed with cancer in the United States, but less than 4 percent of the National Cancer Institute's budget is dedicated to childhood cancer research.

The primary focus of the Monterey County-based Key for a Cure Foundation, which was formed in 2015, is to advocate and raise funds for pediatric cancer research initiatives that lead to less toxic forms of cancer treatment and a cure for cancer. Pediatric cancer research can save lives and innovative treatments can significantly improve the quality of life for survivors.

Key for a Cure Foundation is committed to fighting pediatric cancer. The foundation is currently working to raise funds for T cell-based Immunotherapy research being conducted at St. Jude Children's Research Hospital. The foundation raised \$250,000 in the first year after the non-profit was established and donated the funds to this innovative research protocol.

Key for a Cure is operated by volunteers. The board is dedicated to making a significant difference with a commitment that all funds raised by Key for a Cure go directly into supporting its mission.

Key for a Cure also has a low operating expense of 4 percent, and does not spend donated money on flights, hotel stays, bonuses, and dinners for board members. This enables the foundation to qualify for grants that are specific to non-profits with low operating expenses.

The Key for a Cure board requires 100 percent financial participation and every board member purchases tickets to their events because they too are financially invested in finding a cure for cancer.

## Key For A Cure Foundation

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# Big Sur Foragers Festival

The inspiration for the Big Sur Foragers Festival was born out of the popular Chanterelle Festival that had been discontinued by its organizers. As a nonprofit that depends upon the generosity of individual donors and foundation grants, Big Sur Health Center was looking for a signature event as its main public fundraiser.

Soon, ideas expanded into a general foraging theme, which although focused on all types of mushrooms, included the use of many other types of locally foraged foods.

Area restaurants supported the event with special foraging-themed diners. Hikes spotlighted the variety of interesting foods that can be foraged. The highlight of the weekend was the Fungus Face-off, which was held at Big Sur River Inn. In keeping with the desire to encourage buying locally, they partnered with Central Coast wineries and bay area chefs to showcase their immense creativity by providing an awesome array of delicious and imaginative dishes.

They were so fortunate to have the skies part earlier this year and bring sunshine and warm weather for the Face-off. The event has brought in over \$30,000 so far, with several more donations on their way. They are grateful for everyone who participated to help make this year so successful!



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# D'arrigo California Celebrates Breast Cancer Awareness Month

As of 1999, D'Arrigo California has donated over \$2 million to the Breast Cancer Research Foundation® (BCRF) to fund innovative breast cancer research. To raise awareness, a pink ribbon adorns the packaging and cartons of D'Arrigo California products under the Andy Boy® label that you find in grocery stores and restaurants domestically and internationally. It is D'Arrigo California's goal to 'grow' prevention through education, and find a cure for breast cancer during our lifetime.

We remain steadfast in our commitment to support BCRF. In the 21 year partnership with BCRF, our financial commitment has led to 42,000 research hours conducted by 275 researchers around the world at leading academic and medical institutions in 15 countries in an effort to develop innovative treatments to save lives from this disease," stated John D'Arrigo, D'Arrigo California, President/CEO and Chairman of the Board. "We are extremely proud to play a vital part in these encouraging statistics to find a cure and end breast cancer."

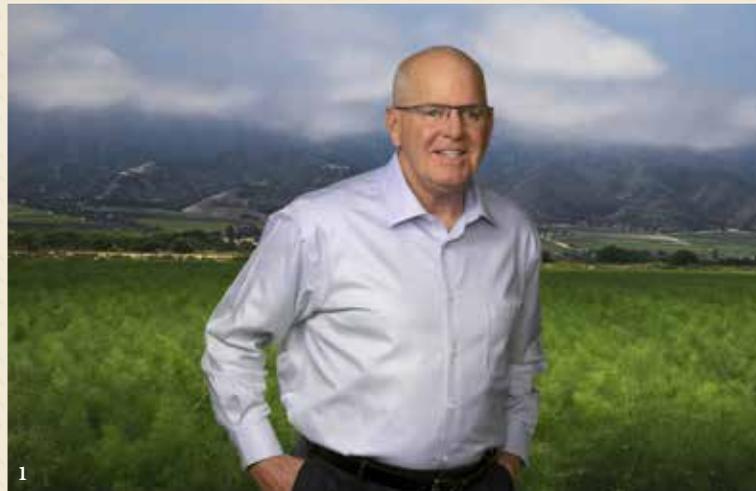
## Breast Cancer Statistics\*:

- 1 in 8 women will develop breast cancer in her lifetime.
- Every 2 minutes a woman is diagnosed with breast cancer in the U.S.
- The average 5-year survival rate for early-stage breast cancer is more than 90%.
- Breast cancer deaths have declined by nearly 40% over the past three decades.
- More than 42,000 women and 500 men die from breast cancer each year.
- There are more than 3.8 million breast cancer survivors in the U.S.

\*Statistics from Breast Cancer Research Foundation®

"Research is the reason deaths from breast cancer have declined by 40 percent since our founding," said Myra Biblowit, BCRF President and CEO. "By partnering with BCRF, D'Arrigo California has undoubtedly impacted that trajectory. We are deeply grateful for their continued commitment and, together, we are moving closer to achieving our shared goal of ending breast cancer once and for all.

Andy Boy packaging and cartons with BCRF pink ribbon to increase awareness and education of breast cancer.



1. John D'Arrigo..
2. Andy Boy Romaine Hearts Carton and Bags.
3. Andy Boy Artichokes.



# Share the spirit of the season!

Pinnacle Bank has always put our community first, and we are dedicated to helping those in need. That's why we are continuing our holiday tradition of donating to local food banks on behalf of our clients.

*We wish you all a safe, healthy and happy holiday season!*



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# Pay It Forward Campaign

The year 2020 has been a difficult and challenging one for everybody. First the pandemic hit with an impact that nobody could have predicted. Then in summer, wildfires devastated the Central Coast, putting even more stresses on a community already reeling from the pandemic.

And particularly hard hit was the Food Bank for Monterey County, which serves as the central distribution hub for high-quality food, fresh produce and educational and nutritional resources to more than 160 local nonprofits. Because of the pandemic, demand for food from the Food Bank has quadrupled, so much so that they now serve 60,000 families every month at safe drive-up sites.

And the Food Bank is not only helping the general community, but is also helping to feed those displaced by the devastating fires in the county. In fact, the demand has increased significantly because of the fires, making the Food Bank's role in providing food even more critical.

That's when Ken and Mona Donkersloot, owners of Coastal Roots Hospitality and its three restaurants, Montrio Bistro, Tarpy's Roadhouse, and Rio Grill, stepped in and launched a fundraiser, "Pick It Up, Pay It Forward" campaign, in which 10 percent of all proceeds from take-out orders will be donated to the Food Bank, until December 31st. They hope to raise a total of \$50,000 for the Food Bank by the end of the year, thanks not only to the proceeds from take-out orders, but donations from individuals, companies and private donors.

"With the difficulties of the pandemic, food banks are struggling to keep up with growing demand," said Ken Donkersloot. "So come and pick up your favorite meal today to help us support this cause! Our dishes make your taste buds feel great, but nothing feels better than helping others in need."

Visit the restaurants' websites to view their takeout menus and place your order by calling below:

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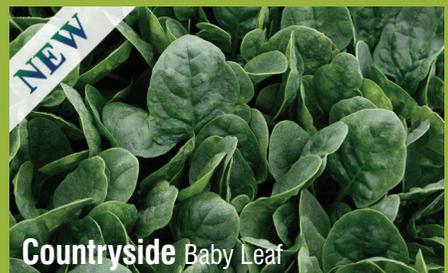
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