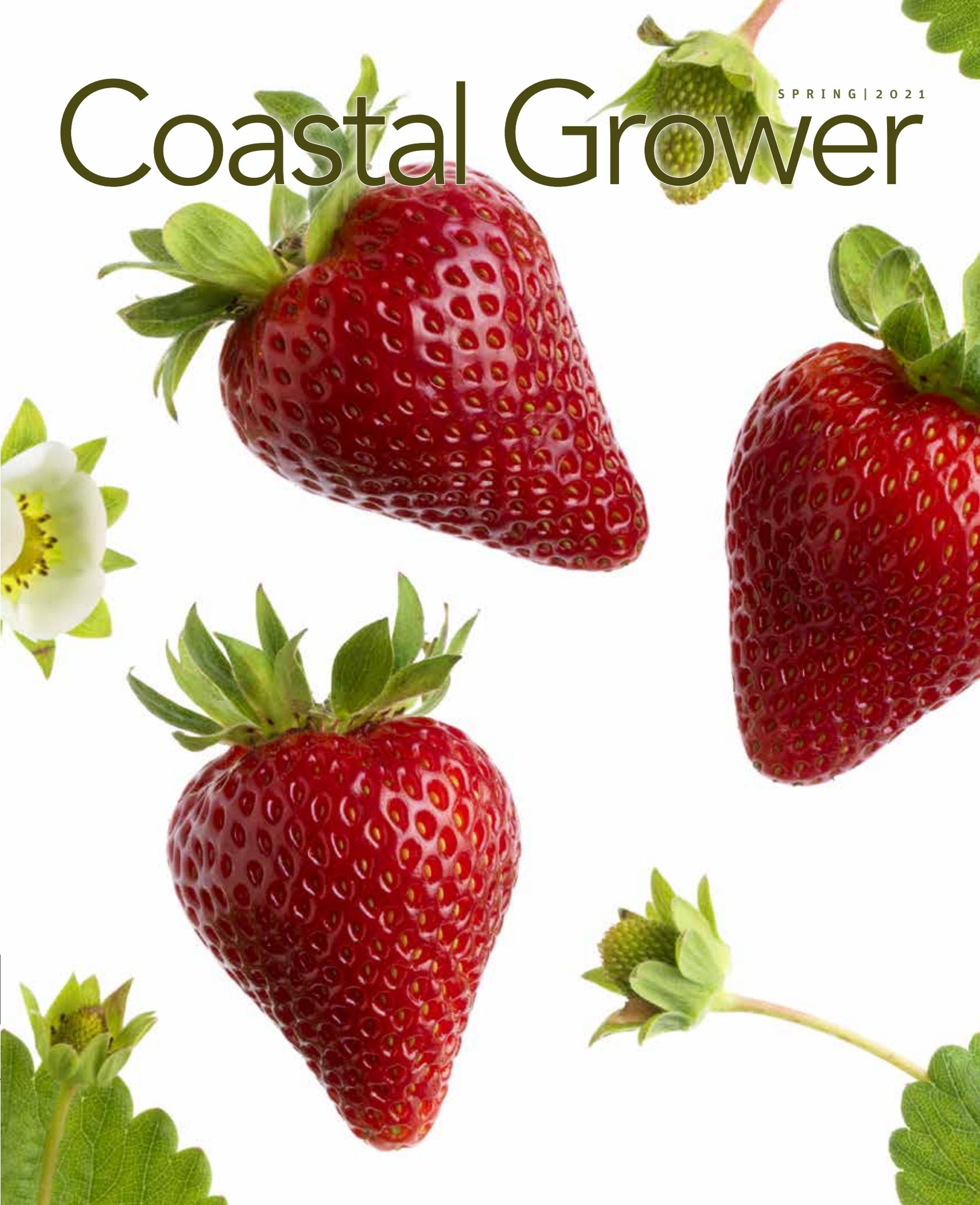


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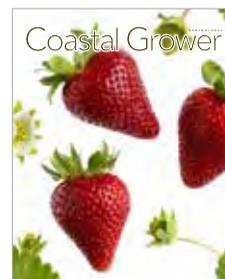
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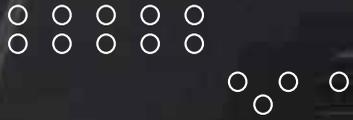
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COVER PHOTO

*Strawberry still life by Patrick Tregenza.
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Who Knew?

I did a little research the other day on how long it takes to develop (or break) a habit. The numbers vary. While I have commonly heard 21 days in the past, one study published in the *European Journal of Social Psychology* indicates 18-254 days, with the average being 66. Given the pandemic of 2020 has stretched beyond 365 days, I think it's safe to say we have all developed new habits—some we can't wait to break and some which may be OK (with me) if they stick around.

For instance: receipts. Who knew how little use or need I have for receipts? Such a waste of ink and paper. Last year it became common for more stores to ask if you wanted one at all or information systems were used that allowed you to choose if you wanted a receipt and, if so, how would you like it...electronically or printed? Unless it was a big ticket, high risk purchase or a gaggle of coupons were to be disbursed (CVS, anyone?) I found myself more and more declining the receipt. Think about it, in the past how many of us just crinkled it up and threw it in the garbage as we walked out the door? Bye, bye receipts (at least the printed ones, unless I'm at CVS).

Speaking of printed items, next on my list is menus. Who needs them? We've all learned to pull out our devices, scan the QR code sticking out of the centerpiece on the table and order away. I don't know how much restaurants spend annually printing and maintaining menus but save your money. Most of us have adapted to digital versions just fine (and...you can zoom in on them so they are easier to read and your phone lights them up!).

I know now why, as a frequent business traveler, even before the pandemic, I would always bring sanitation wipes with me on trips. While I'm not a full-blown "germaphobe" when I got to my seat on the plane I whipped those things out and wiped down the seat belt buckle, arm rest, tray table and other switches. Some people would roll their eyes and look at me like I was a weirdo, but more often than not people would ask if they could have one and follow suit. Same for hotel rooms...light switches, the television remote, frequently touched areas. It was already a habit of mine to

wipe things down and one I will continue. I know we can't live in a bubble and some germs are good for us; but while I don't enjoy wearing a mask and hope they soon become optional or obsolete, I have a sense I will always have one in my purse, travel bag or hanging from the gear shift in my car. If I run into a crowded situation and someone coughs or sneezes repeatedly I may want to put it on. You never know.

Speaking of crowded situations, of all the new practices we have put into place this past year, the "six foot, social distancing thing" I actually kind of like. First of all, I'm claustrophobic and short in stature so the extra space is calming and I like the privacy. Secondly, they invested all that money in the floor decals and tape telling us where to stand and what direction to walk in, why let all of that go to waste? Six feet it is.

Other new practices I'd like to see stay habitual: segregating shopping carts from used and sanitized. It's the same with pens at the registers. (Although, I took to carrying and using my own). I like the fact extra attention and focus is being put on keeping things clean.

I feel the same about the plexiglass dividers. Operators have spent the money to have them installed so why not keep them? I don't find them that obtrusive and if it makes the employee feel better having a layer of protection, keep the investment you have made and the plexiglass up.

It's been said your brain likes habits because they are efficient. Just like putting on my seat belt when I get into my car, I can now whip on and off a facemask like nobody's business! Who knew? I line up for the ATM at my bank with others six feet apart even without floor markers—we've got it down at this point. Who knew? I wash my hands and grab my shopping cart from the right section. My spray hand sanitizer is always at the ready—be it in my purse, car or home.

Now I know...new habits aren't always bad and maybe shouldn't be broken. While I share frustration with others on how these habits were "mandated" upon us and quite inconsistently, I learned I don't need a receipt to validate that.



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 ag advocate who has worked in the agtech industry since 2011.

He is currently the Vice President of Marketing and Communications for Holloway Agriculture. Founded in 1932, Holloway has expanded beyond being the trusted gypsum supplier of California’s top growers, providing a host of other products and services — from soil amendments to agronomy consulting, to complete vineyard and orchard redevelopment.

To learn more about Holloway’s sustainable, soil-first products and services, visit hollowayag.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.



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.



TAMARA FRANCIONI

An experienced Michelin-Star restaurant sommelier and corporate event planner, Tamara is a local consultant for wine, events, and hospitality. With over 12 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.



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.



EMILY BASANESE

Emily Basanese is the Marketing & Public Relations Coordinator at the Monterey Plaza Hotel & Spa. At the Plaza, Emily coordinates digital marketing campaigns, assists in updating the website, writes eblasts, posts on all social media platforms, monitors reviews online, maintains the local print and radio presence, and gives site tours to visiting media writers. She is a recent graduate of San Jose State University and received her bachelor's degree in Public Relations. What Emily enjoys most about her job are the opportunities to write, think creatively, and meet new people.



BILL HASTIE

Bill is the managing partner of Hastie Financial Group (HFG), a registered investment advisory firm. 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



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.



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 JULIAN

Scott Julian has built his career around constructing suitable spaces for his clients' particular needs and expectations. The President and COO of Lewis Builders design/build firm in Carmel is a contractor and an aging-in-place specialist, who understands that changing residential spaces, aesthetically and functionally, can have a positive impact on daily life and its routines and rhythms. Julian recently has been redefining the spaces in his own home, as he shelters in place with his wife, Alicia Stirling-Julian, and their daughter, Alexa.

Contributors



CLAUDIA PIZARRO-VILLALOBOS

Claudia Pizarro-Villalobos is a proud native of Salinas, CA. She attended Sacred Heart School, Notre Dame High School and earned a bachelor's degree from UC Berkeley and master's degree from Harvard University. She began working at D'Arrigo California in 2008 and currently handles marketing and communications for the produce company. She serves on the Board of Directors for the Central Coast YMCA and Sacred Heart School, is a member of the Salinas Rotary Downtown Club, United Fresh Marketing and Merchandising committee and advisory member for Cal State University, Monterey Bay, Women's Leadership Council.



DOUG LARSON

A former ag instructor, Doug Larson is a licensed PCA and National Sales Manager for Ag Water Chemical, working in the ag and irrigation industry for more than 30 years.

Ag Water Chemical provides local growers with irrigation management strategies, water analysis and has also been given EPA-approval for its non-lethal gopher repellent Protec-T, which is ideal for sustainable wine grape growers and other Central Coast crops.

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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.



BETSY WALLACE

Ms. Wallace has collaborated with many businesses and nonprofits along California's Central Coast and in the San Francisco Bay Area. She currently works in Monterey, California, as a writer and communications consultant with Armanasco Public Relations and as a writing coach with the Graduate Writing Center at the Naval Postgraduate School. Ms. Wallace is a graduate of Stanford University and San Francisco State University. She resides in Carmel Valley with her two sons.



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A Socially Distanced Spring: COVID-Friendly Activities

By Emily Basanese



Over the past year, we've learned that the only thing guaranteed is that nothing is guaranteed. From Shelter In Place to outdoor dining only, our options have fluctuated over the months, so it's good to be prepared for anything when it comes to spending a free day around Monterey Bay. Thankfully, our tricounty area has no shortage of options to accommodate for any advisories that come our way — even if your big outing is to the fabled Living Room.

SAN BENITO COUNTY

Let's start inland, shall we? Because the ocean isn't the only attraction around these parts. San Benito County features a little something for everyone, in its down-home-roots way.

For the Adventurer: As long as the outdoors aren't off limits, make sure you actually take that trip to Pinnacles National Park that you've been talking about for years. We know, we know, Big Sur has hikes with ocean views — but that's so predictable. The Pinnacles features otherworldly landscapes

that transport you to Mars: red rock monoliths shoot into the sky and the San Andreas Faultline plows through the park creating dramatic vistas. Our favorite hike: The High Peaks trail. We won't spoil it, but the name gives a great hint. Pack a lunch and enjoy at the top — hopefully you're lucky enough to see the endangered California Condors swooping through the spires.

For the Romantic: Canceled tropical vacation? Cruise by Ohana Shave Ice in Downtown Hollister and transport to Hawaii with every scoop. The shave ice is big enough to split, but you'll probably want to keep it all to yourself. This locally-owned business also serves acai bowls, smoothies, boba teas, and cult favorite: Marianne's Ice cream. If BBQ is your love language, check out the new hotspot in San Juan Bautista: The Smoke Point BBQ & Provisions. From savory options like St. Luis Pork Ribs to the Dr. Pepperoncini sandwich (10/10 recommend), you'll be licking your fingers for every last flavor. They also have classic sides like Mac and Cheese Gratin and Loaded Potato Salad, as well as rotating sweet treats like berry cobbler and soft serve ice cream.

For The Homebody: From quarantining, to work-from-home, to Shelter In Place, we've all spent a lot of time at the house. If you're looking to stay indoors, bring the party to you. Premiere Cinemas in Hollister is selling their popcorn by the bagful — and they even give you a "refill" with a large popcorn, so you're really getting two for one. Now that you're properly equipped, you're ready for an authentic movie night at home — because everyone knows that movies aren't as good unless you have real movie theater popcorn.

MONTEREY COUNTY

Monterey County has an irresistible draw due to Cannery Row, Fisherman's Wharf, and

every seaside spectacle along the especially beautiful portion of California coastline. Yes, the Bay is teeming with outdoor activities galore and a spectacular view to boot. This gives us several great options, including plenty of gems that are out of reach of the ocean spray.

For The Adventurer: Let's leave the wiles of Big Sur to the tourists for now and set our sights on the water a little further north — almost to the very top of Monterey County, in fact. The Elkhorn Slough in Moss Landing is a quiet estuary at the very middle of Monterey Bay. Its calm waters are the perfect place for kayaking, birdwatching, and paddle boarding. But we have something a little



different in mind — how about hydrobiking? It's exactly what it sounds like: a giant bike that floats on water. Take a socially-distanced spin up the slough and enjoy the wildlife (yes, there are otters!). Reward yourself with a bowl of clam chowder from Phil's Fish Market.

For The Romantic: Venture inland for a day of drifting between the tasting rooms in Carmel Valley. You can't go wrong with any of the choices (Our favorites are Cowgirl Winery, Georis Winery, and Joyce Wine Co.). Stop by the Corkscrew Cafe for an out-of-this-world cheeseboard to tide you over.

Thankfully, our tricounty area has no shortage of options to accommodate for any advisories that come our way

Craving something sweet? You can't miss with Carmel-By-The-Sea when it comes to Romance. Stop by a Carmel Coffee House then pick up treats at the aptly named Cottage Of Sweets. Take your spoils down to the sand and enjoy with a view.

For the Homebody: Staying at home isn't so bad when you have incredible baked goods to keep you company. Alta Bakery in downtown Monterey claims to be "your favorite neighborhood bakery" in their Instagram bio, and we just can't disagree. Pick from seasonal strudel selections and creative cookie flavors (hello tahini and sunflower seed). What we hear raved about the most, however, are the donuts: lemon verbena, butterscotch pudding, miso glazed, and chocolate cremé are among the most unique, worthy of a pilgrimage from all over the county.

SANTA CRUZ COUNTY

There are plenty of COVID-friendly activities in our most northern county of Santa Cruz. Gorgeous beaches, sunnier weather, and forested mountains are just a couple of the perks these communities have to offer.

For the Adventurer: If you haven't been to Natural Bridges since your school field trip to see the monarchs, it's worth another visit.



What we love about this park is how moody it is — even the sand seems darker this far north. A giant arc of sandstone rises out of the ocean not too far from shore, the beach's flagship attraction. At really low tides you can almost walk out to it, but always be very careful of the unpredictable ocean.

The monarchs may have migrated this late in the year, but the marine sanctuary still has plenty of wildlife in tidepools to explore. An afternoon in the park is \$10 (for day use parking) well spent. If you're still looking to get your steps in, walk along the paved path on West Cliff for unparalleled views of where the bay meets the open ocean. Up north, it just feels more wild.

For the Romantic: Whether restaurants are open for outdoor, indoor, or take out dining only, you'll still be able to get the best seat in the house with our next COVID friendly activity: a pop up picnic. And we aren't talking about the checked blankets and woven picnic baskets. The latest trend of craft pop up picnics in beautiful locations has been sweeping social media, and we are here for it. Think boho-style seating, glass plates, incredible floral, and creative cocktails in gorgeous settings. Our favorite accounts include @_ohmypicnic, @_picnicbythesea, and @pillowsandpicnics - they're worth a follow just for their incredible feeds! So take

date night up a notch with their services, or pop the question with an unforgettable proposal.

One of the things we like most about these businesses is that they are able to set up picnics anywhere while remaining socially distanced: backyards, public parks, beaches, or any other location with an amazing view.

For the Homebody: Ready to stay indoors? We highly recommend grabbing a pint (or three) of Marianne's Ice Cream to enjoy at home. It's difficult not to get the same favorite flavors, but we feel like these three are must-tries if you haven't tasted them yet: 2 A.M. Truffle, 1020, and the Snickerdoodle Cookie Dough. And if you're thinking that Snickerdoodle Cookie Dough can't be that different from regular old cookie dough, you would be very wrong. Also, these scoops are best paired with a Netflix binge (speaking from experience).

CONCLUSION

From living room lounging in San Benito to oceanside pop up picnics around the Monterey Bay, we hope you're better equipped for every regulation that comes our way. Though it has been a challenging year, we are fortunate to live in counties that give us plenty of options — even when we are staying at home. **CG**

Even in a Pandemic, 'The future of our industry is still bright'

By Brian Milne



Spring is here, which means it's time to officially turn the page on last season and look ahead to a bigger and brighter 2021 season.

But as much as we want to put the pandemic-plagued 2020 season in the rearview, it's clear COVID-19 has had a lasting impact on our local ag industry – particularly in the wine grape market, which was hit hard last season:

- Labor was even tougher to come by in 2020, with farm workers missing extended periods due to illness, to care for family members, stay home with children, and, in some cases, opting out of coming to work completely.
- Vineyard and cellar teams alike had to compartmentalize their efforts, working alone in vineyard rows, keeping one operator per tractor, and building pod teams or working in silos, and remotely whenever possible.
- Operations had to implement new masking, sanitizing and distancing protocols across all departments.
- Many vineyards closed their gates to all

non-essential employees, which kept consultants and partners from being able to carry out business.

And the challenges in the vineyard often spilled over to the cellar and vice versa. For example, when the pandemic first hit, bottling was shut down for weeks in March and April, which threw schedules off over the remainder of the year as crews raced to empty their tanks and bottle everything they could in time for harvest.

It was a constant dance for growers and winemakers, and they learned a lot about what the industry was lacking in terms of safety protocols, labor management and field monitoring.

At the Unified Wine and Grape Symposium in January, Vino Farms Vice President and Partner Craig Ledbetter said their operation (which operates 16,000 acres from Lodi to Paso Robles) spent roughly \$40,000 on safety supplies over the first 45 days of the pandemic. And those costs continued to mount over the course of the season.

As tired as we are of discussing COVID-19, it was a major emphasis of this year's virtual Unified Wine and Grape Symposium, where growers shared what they learned in 2020 and what practices will carry over to 2021 even if the effects of the pandemic subside.

As North Slope Management General Manager Sadie Drury pointed out during a panel on "Winegrape Production During A Global Pandemic":

"The pandemic is still here," said Drury, adding she didn't expect all of their employees would get vaccinated in 2021.

"We are operating with all the same rules we implemented in 2020. It's easier and more efficient now. The crew knows the drill. We know what to expect for COVID-19 related expenses."

As tired as we are of discussing COVID-19, it was a major emphasis of this year's virtual Unified Wine and Grape Symposium, where growers shared what they learned in 2020 and what practices will carry over to 2021 even if the effects of the pandemic subside.

Those expenses forced growers to make unforeseen cuts to their budgets in 2020, which left some cultural practices from being completed on certain blocks, or forced others to cut out inputs or ag technologies they had relied on heavily in the past.

But as Drury pointed out, there were also some valuable lessons learned that will carry

over to this season. She added, “what made us successful in 2020” was:

- Flexibility
- Communication
- A strong management team
- Kindness and compassion toward our employees

Tony Bugica, Director of Farming and Business Development for Atlas Vineyard Management, echoed Drury’s sentiment.

“Farming didn’t stop,” he said. “I don’t think we missed a day all the way up until Christmas.”

Despite their relentless, day-to-day grind, Atlas said they learned a lot about technology last year, including using remote conferencing platforms such as Zoom for the first time. Using Zoom, and labor monitoring platforms, Atlas was able to limit in-person meetings and cross contact between crews and the office.

“We needed to monitor every move we make, both internally and externally,” he said. “Today, I’m able to track all of our employees in real time, and that helps us be more efficient.”

Bugica closed with his “T.E.A.M” motto, noting, “Leadership is important during a pandemic. We are all in this together, and we’ll be OK. ... Together. Everyone. Achieves. More.”

Ledbetter agreed, saying their leadership, HR team and employees are as important as they’ve ever been. He added he’s already seeing a promising outlook on the 2021 season, no matter the uncertainties that remain with the pandemic.

“Those silver linings are playing out in 2021 already with grape sales,” Ledbetter said, “and the future of our industry is still bright.” ☞



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Staying Active

By John Farahmand, PT, DPT



When Coastal Grower asked me to write an article about the importance of staying active during COVID-19 my first thought was, “Are you kidding me?”

To me, staying active has always been important. Not only has it been an integral part of my own life’s personal ethos, it has fueled the passion and the seriousness of purpose that I bring to my work in the clinic as a doctor of physical therapy.

When did physical activity become a chore instead of a ritual? When did riding the couch become more popular than riding our bikes? And when did we come to understand “diet” to mean anything other than the sum total of what we consume?

I’m not here to preach. Well, maybe a little. If physical activity has always been important, then there has never been a more important time in modern history to put it at the forefront of our attention.

Exercise doesn’t have to be formal. Just move! Get your heart rate up. Sweat a little.

Get out of breath. Stretch your muscles to the point of mild discomfort and hold. What you’ll find, I’m sure, is that it’s not going to kill you. In fact, movement of any kind is going to invigorate you.

Physical exercise is the foundation for an

We all want to live long, active, meaningful lives.

amazing life. That’s a bold statement, I know. But, as someone who has worked to enjoy a high level of fitness for most of his life, and as someone who has cared for thousands of people recovering from all manner of physical ailments, I speak from the perspective of a professional who wants everyone to enjoy a happier, healthier, pain-free life pursuing all the things that make them happy.

How can anyone possibly do that if they can’t move? Or, if they are in so much pain that the simplest things are nearly impossible?

How can someone enjoy their home when their legs are so weak that they can’t make it upstairs to their bedroom?

Rather than pointing out all the negatives that can happen when we don’t make exercise a priority, I’ll focus on some of the positive benefits of exercise. These benefits have been there for all of us to enjoy, for all time. Now, more than ever, they are important to protect everything about our lives that we hold dear.

This is not an exhaustive list. If it were, every page of this magazine would be filled, and we would still only be scratching the surface. If anything, this list is to give you a proverbial kick in the pants. For what? To get you moving!

1. Exercise helps control our weight.

We all know that body weight is a large determinant of our blood pressure, and we also know that many of the severe consequences of COVID-19 have been linked both to obesity and to hypertension.

2. Exercise helps fight many health conditions and diseases.

Sure, for those of us who may test positive for COVID-19, the healthier here we are, the more likely we are to come through it relatively unscathed. COVID aside, however, being active helps boost HDL cholesterol, the “good” cholesterol, and it helps decrease triglycerides. Together, this decreases our risk of cardiovascular diseases, which have been positively linked to some of the worst outcomes related to COVID-19.

3. Exercise improves our mood.

Aside from increased self-confidence and self-esteem, regular exercise can give us an emotional lift. It helps stimulate the release of dopamine, norepinephrine, and serotonin. All of these, serotonin in particular, help to positively regulate our mood. With all the craziness swirling around us right now, who doesn’t need a mood booster?

4. Exercise gives us energy. Most people who aren't regular exercisers might disagree with this statement, but regular exercise makes us more efficient at

Exercise doesn't have to be formal. Just move!

delivering oxygen and nutrients to our tissues and it helps our cardiovascular system work more efficiently. When our heart and lungs are more efficient at doing their jobs, we always have more energy to tackle whatever challenges life brings us. We can use some of this extra energy to help deal with all of the stress we are under right now.

5. Exercise improves our sleep. Sleep is restorative and essential for optimal brain and bodily functions. Because exercise helps regulate the neurochemicals that are involved with healthy sleep patterns, getting a regular physical activity can actually help improve the way we sleep. Wouldn't it be nice to have a completely restful nights sleep on a regular basis?

6. Exercise improves our sex lives. Now do I have your attention? It's true. Aside from improving our energy levels and self-confidence, regular physical activity can enhance arousal for women. Also, men who exercise regularly are less likely to have problems with erectile dysfunction than men who don't exercise.

7. Exercise can be fun... and social! As I said before, exercise does not have to be formal. It can simply be a chance for you to unwind and enjoy the outdoors or do things that make you happy like working in your yard or on your car out in the driveway. If you can't get the mojo going by yourself, take a class, find a hiking buddy or someone to ride bikes with, or join a team of some kind.

As always, I'd recommend taking the advice of a physical therapist before you embark on any sort of vigorous exercise program if you haven't been regularly moving your body for quite some time. Or, if you have a past medical history that requires special attention, absolutely seek professional advice before you begin.



Otherwise, keep it simple... Commit to strength training two to three times per week using free weights, weight machines, or your body weight. Steady state cardiovascular activity on a daily basis is also recommended between 20 and 30 minutes per day. This could include walking vigorously, using an elliptical trainer, or a stationary bicycle, etc.

We all want to live long, active, meaningful lives. For me personally, and on the advice of thousands of patients with much more life experience than me, I would suggest to anyone reading this article that the fountain of youth exists for all of us. It can be found each and every single day just by getting out and getting moving. **cg**

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Thinking Inside the Box

Smart-Home Solutions in a Work-From-Home Era

By Scott Julian



Whether it was the introduction of indoor plumbing, the advent of electricity, the surge of women in the workplace for a country at war, the shift to suburbanization, or the invention of the Internet, innovation has always influenced how we live our lives. It also affects how we use our homes, designate the spaces, create a sanctuary that serves our wide range of needs. Or, it should.

At the turn of the last century and throughout much of the 1900s, residential kitchens typically were small spaces, walled off from the rest of the house, where a woman could work her magic and then present dinner to her family in the formal dining room. Today, the kitchen is the hub of the house, often open to the family room, where everyone gathers and even collaborates to create and enjoy a meal.

When we change our space, we change our lives. A year ago, once COVID-19 became a pandemic and the Shelter-in-Place order went into effect, those of us not running

essential businesses were sent home and told to stay there. Suddenly, the place many of us were used to abandoning after breakfast and reclaiming in time for dinner, became the space in which people with diverse needs—adults, children, pets and, sometimes relatives—must eat, sleep, work, learn, exercise, play, and relax, together.

The pandemic has revealed that conversely, when our lives change, we need to change our space.

The pandemic has revealed that conversely, when our lives change, we need to change our space. That dinner table, whether in a formal dining room or an open-concept great room, also has become an office, boardroom, classroom, study hall, game table, with competing interests where no one wins.

It's time to rethink how we use our homes.

THE SMART SOLUTION

Ever since the pandemic blurred the lines between home and work or school, we've been faced with how to make a multi-use space work for everyone. People who are in the midst of building a new home or are planning to, have an opportunity to design a "Smart Home" equipped with an automation system, so lighting, heating, security systems, sound systems, and electronic devices can handle increased demands, and be controlled remotely by phone or computer. Those who suddenly feel the need to add a Smart Home automation system, can do so often without even opening up a wall.

An essential aspect of creating a home "smart enough" to serve everyone vying for computer time and Internet access during overlapping work, school, and entertainment hours, means ensuring adequate Internet and Wi-Fi (wireless fidelity) coverage in terms of access, speed, and equipment.

Picture it. It's Monday afternoon. Mom is doing a medical consult on her iPhone. Dad is directing a board meeting via WebEx. Daughter is taking her dance class via Zoom, Son is presenting his science project via Zoom, and Grandma is streaming her favorite series on Netflix. Five minutes into their efforts, it all slows down or stops. The problem is the house isn't "smart." This issue is that everyone is on hold.

Smart-Home automation is not new, yet as it became more technically refined, it increased in popularity, considerably, in the early 2000s. Twenty years later, the Shelter-in-Place order has accelerated the need to become "smart" about how we utilize our space and how effectively it is equipped to support our needs. Consider some of the household elements that warrant an "intelligence upgrade," particularly when life is playing out at home.



- Lighting controls
- Heating and cooling controls
- Automated door lock systems
- Video surveillance
- Garage and gate controls
- Sound systems
- Television
- Appliances
- Automated window shades
- Internet/Wi-Fi
- Voice controls via Amazon Alexa or Google

Pre-COVID, the average electronic device count per home was just over 10, yet today we're seeing double that number, all connected to the network as all aspects of life play out at home. To keep everything and everyone up and running, we need to adopt Smart-Home technology in an integrated program that works from one system, paired with a rethinking how we designate our spaces.

LOCATION, LOCATION, LOCATION

During life as we knew it, pre-pandemic, the average professional opened up a laptop at home to send out a late email, to polish

meeting notes in the evening, or perhaps to catch up on work over the weekend. Yet, when putting in 40 hours a week on that laptop, from a living room couch, kitchen counter, laundry room folding station, or on the bed, the space is not likely conducive to productivity, professional meetings, or posture.

We have designed or arranged our homes in a way that reflects and serves who we are and how we live our lives. It is time to update that.

We have designed or arranged our homes in a way that reflects and serves who we are and how we live our lives. It is time to update that.

Imagine, he says, all the spare bedrooms currently converted into offices. Plenty of people repurposed the dining room, a corner of the kitchen, the garage, the den, the end of the hall into workspaces, with little time

to get it suitably arranged when the stay-at-home order went into effect. A year later, when we know this isn't going away any time soon, we need to redesign our spaces to suit the "new normal."

Lewis believes, with the decrease in driving and the increase in working from home, more and more garages will be repurposed to offices, and cars will get kicked to the curb.

The point is to realize there are things we can do to make our homes more efficient shelters for the current demands of our lives. We need to be "smart" about how we utilize space, considering quality lighting, ergonomics, privacy, and concentration, as well as Internet speed and Wi-Fi access for our dedicated workspaces. We need to offset this with the comforts of home when it's time to close the lid on our laptop—and remember to create a balance of both. **ce**

Change Your Habits, Change Your Life!

By Claudia Pizarro-Villalobos



Why is wellness so difficult to achieve? If we could manage obesity, type 2 diabetes, lower our risks of heart disease, stroke, some types of cancer, macular degeneration, cataracts, cognitive decline and Alzheimer's by consuming more fresh fruits and vegetables – then why aren't we? Well, the fact is, change is hard!

Wellness is an interactive process of becoming aware of and practicing healthy choices to create a more successful and balanced lifestyle. Wellness is the framework that you can use to organize, understand, and balance your own growth and development.

It is a continuum of self-care, giving yourself permission to get off track and get back on track, and remembering to celebrate your successes along the way.

D'Arrigo California has partnered with Stephanie Bouquet, a registered dietitian, certified specialist in sports dietetics, certified diabetes educator and certified wellness coach to share simple and holistic ways to find wellness and balance this new year. "We have been in the business of growing fresh fruits and vegetables under the Andy Boy label since 1923 and we want to highlight new approaches to inspire families to find balance that leads to a healthier lifestyle as

we come out of a challenging 2020 year. To help us on this wellness journey, we reached out to Stephanie, C.E.O. of SB Nutrition, as a professional in this field her knowledge and experience make her the perfect partner," stated Claudia Pizarro-Villalobos, D'Arrigo California, Marketing and Communications.

"As creatures of habit, we must jump in with both feet to start something new that will revolutionize our health outlook and results. It begins with simple daily practices, prepping meals ahead of time, and finding healthy recipes that inspire you in the kitchen and help you attain your wellness goals," stated Stephanie Bouquet.

Wellness is an interactive process of becoming aware of and practicing healthy choices to create a more successful and balanced lifestyle.

DAILY PRACTICES

- Make family cooking at home fun. As some say, "families that cook together, stay healthy together." Also, family cooking promotes fun family time.
- Encourage your kids to help plan the menu. Kids love to get involved in the kitchen (especially making a mess!) and when they are part of the prep and cooking process they are more willing to try new dishes.
- Purchase healthy snacks to promote smart "nibbling" choices. Stock up on plenty of fresh fruits, vegetables, and whole grains. Try to curate snacks that are high in fat, calories, and sugar.
- Get moving. Aim for at least 30 minutes of moderate physical activity every day.
- Find a workout partner. A partner will help

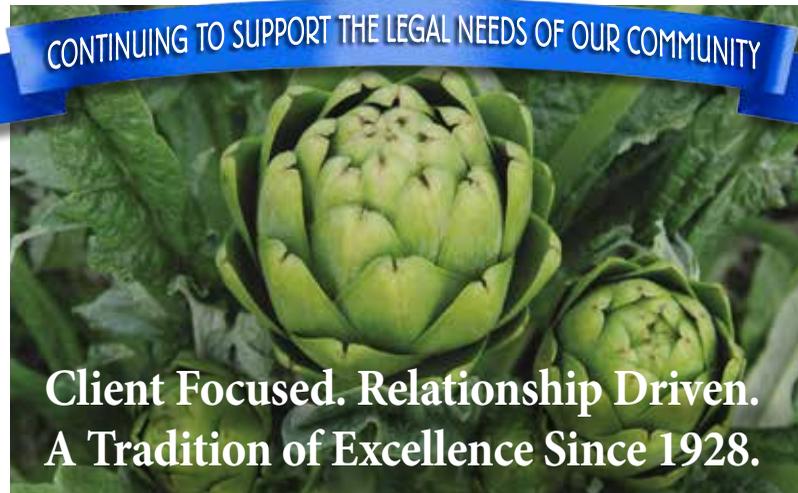
keep you accountable and inspired to power through workouts.

- Stay hydrated. Drinking water keeps you hydrated, feeling full, helps maximize physical performance and lubricates your joints, spinal cord, and tissues. Health experts recommend eight 8-ounce glasses per day (8x8 rule).
- Learn to slow down. It takes roughly twenty minutes for the brain and stomach to talk to each other to establish fullness. If you slow your rate of eating, you might find a smaller portion goes a lot farther which also fairs favorably to your waistline.
- Get enough sleep. Shoot for 6-8 hours of sleep nightly to help regulate appetite, fullness, and blood sugar levels. Try to go to sleep nightly at the same time and avoid distractions (electronic devices, caffeine, and alcohol) close to bedtime for peaceful slumber!

A simple way to increase produce consumption starts with meal preparation and what you put on your plate. Stephanie shared, "Some of my favorite Andy Boy veggies are broccoli rabe, fennel and sweet baby broccoli.

Embracing change may not be easy but you can do it! It starts with creating a health and wellness plan that incorporates daily behaviors to help you feel refreshed, replenished, motivated and energetic. "Start anew every day knowing that exercise, meal preparation, and a balanced diet with a high intake of produce holds tremendous health benefits," stated Bouquet. "Let's spread health in 2021 and inspire families to increase their intake of fresh fruits and vegetables to live a more balanced life." **ca**

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More Uptime with Commercial Mower Maintenance

By Matt Robertson



Whether early morning or before dusk, during the week or headed into the weekend, there's no wrong time to tackle the task of mowing a large property. Imagine though, it's time to start the work and start up the mower...only the mower doesn't start. Now, instead of settling in and taking care of the job at hand, it's time to troubleshoot.

When equipment, any equipment, doesn't work as it should, it's frustrating. It can mean costly repairs. And then there's perhaps the worst part: the lost hours and productivity. Mowing, while not as crucial a task as planting or harvesting, is a job that needs to get done on a regular basis. Growers need their riding lawnmower to be just as reliable and ready to go as their tractor. One of the best ways to ensure dependability and good performance is a commitment to routine maintenance.

With the nature of the work they do and the environments in which they're used, lawnmowers have maintenance requirements all their own. Boiling it down a step further, commercial-grade mowers and those

intended for heavier use have slightly different considerations than riding mowers intended for light residential use.

For growers maintaining their large properties, here are five basic lawnmower maintenance tips. Before proceeding with maintenance, always consult the operator's manual, wear appropriate safety gear, park the mower on a flat surface, and ensure the engine is off and cool.

With the nature of the work they do and the environments in which they're used, lawnmowers have maintenance requirements all their own.

AIR FILTER

Dirty air filters do more than hamper a mower's performance – they create inefficient operation that wastes fuel. If they allow dirt and other debris to enter the engine, the result can be permanent damage.

While the average homeowner might replace the air filter only once a year, commercial mowers likely need a filter replacement more often. The frequency further depends on the environment, with drier, dustier, dirtier conditions requiring more air filter changes. Check the air filter monthly to assess condition.

When it's time to change the filter, first clear away any debris from the air intake area. Remove the paper element and foam pre-cleaner. A paper air filter element should never be cleaned; a foam pre-cleaner can be cleaned in a bucket of warm soapy water. Rinse, squeeze out excess water, and allow the pre-cleaner to air dry on a clean towel.

Once dry, replace the pre-cleaner, taking care so debris doesn't get pushed into the engine. Insert a new, clean air filter and close the cover.

FUEL FILTER

Similar to the air filter, a clean fuel filter keeps harmful particles from entering and damaging the engine and aids in efficient fuel consumption. The best time to change a fuel filter varies by machine so it's best to consult the operator's manual as a guide, then check regularly, as appropriate.

When it's time to change a fuel filter, begin by placing a drain pan under it. Also, note the arrow on the existing fuel filter and the direction it's pointing. The new filter must be attached so that the arrow is pointing in the same direction.

Inspect the fuel filter and connecting hoses, looking for cracks or signs of excessive wear. Next, loosen the hose clamps and move them away from the filter. Disconnect the hoses from the old filter, then quickly reattach the new filter, making sure it's facing the correct way. Finally, reposition the hose clamps to ensure the filter is secure.

It's a good idea to start the mower and

let the engine run for a few minutes while quickly checking for any leaks.

The final step is to dispose of the fuel filter in an environmentally-responsible way. Most filters have to drain for a day, then disposal will vary according to local laws. Also, any spilled fuel and fuel-soaked towels should also be discarded in a proper manner.

ENGINE OIL

Perhaps the most basic step of any equipment preventative maintenance is a daily oil check. While a homeowner only needs to change the oil annually, higher-use commercial mowers demand more frequent changes. Similar to the air filter, the environment will also dictate how often oil changes are required, with dry, dusty, and dirty conditions demanding more frequent changes.

By giving it some simple, routine care, the mower will pay back with years of dependable operation and beautifully cut grass.

Most growers are already pros at oil changes but for those who may be newer to the process, begin by placing a drain pan under the oil plug and loosen the dipstick. Next, drain the oil. Replace the oil plug, then wipe down and clean up the area. Replace the engine oil with a fresh fill and finally, replace the dipstick.

Run the engine for a minute, then shut it off and allow ample cool-down time. While the engine is cooling off, clean up any spilled oil and dispose of the old oil in a proper manner. Check with local regulations and, ideally, look for recycling options.

There's one final step before checking this job as complete. When the engine is cooled, check the oil level. Over-filling can damage the spark plug and lead to engine start issues.

DAILY TO-DOS

There are a handful of miscellaneous tasks that should become part of a daily maintenance routine. Most of these involve simple checks, with larger efforts only on an as-needed basis.

On the days the mower is used, start by checking the tires and tire pressure. Inadequate tire pressure affects the quality of cut, while a puncture may be the root



source of a low tire.

Another simple morning check is the bagger, if one is being used. Look for rips, holes, or other damage that would warrant replacement.

A clean mower, good-condition belts, and sharp blades ensure good airflow and quality of cut. At the end of each day the mower is used, remove the mower deck as instructed in the owner's manual and clean it of excess debris.

Once a week, inspect the drive belt for worn or cracked areas and replace the belt, if needed. Also, remove and check the blade, looking for any signs of damage or excessive wear. Depending on the condition, a blade can be replaced or may just need to be sharpened. Many commercial or more frequent users find the blade to be one of the most important areas to check and will clean and sharpen on a weekly schedule.

Although it may sound time-consuming and not crucial compared to TLC for combines, sprayers, and larger machines, basic maintenance is one of the easiest, most cost-effective, and best investments growers can make in their riding lawnmower. By giving it some simple, routine care, the mower will pay back with years of dependable operation and beautifully cut grass.

For more information on lawnmower maintenance or to find the right mower, visit www.RDOequipment.com, or contact RDO Equipment Co. in Salinas or Watsonville.

ABOUT THE AUTHOR

Matt Robertson is Service Manager for RDO Equipment Co. in Moorhead, MN. He has been with the company more than 18 years and helps customers get the most uptime and performance out of equipment by ensuring a great service experience. **ce**



A Case for Stocks in 2021

By Bill Hastie



2020 was an impressive year in the U.S. equity markets for several reasons. By year's end, the average investor saw the majority of their stock holdings post solid, if not fabulous, risk-adjusted gains. More impressive, however, is the path that the stock market traveled before finally achieving those gains. There were two history-making events the market experienced along that path. First, between February 19 and March 23, 2020, the market experienced the fastest correction/bear market decline – from all-time highs to more than 30 percent loss – in history. This was largely due to the realization of just what an overwhelming threat COVID posed to the world's health and economy. Second, from March 24 to early July, the market staged the fastest recovery from a

correction/bear market decline in history.

Now its 2021 and many investors are asking, "Where does the market go from here?" Without a crystal ball, the best analysts can do is make predictions based on the financial and economic landscape. Let's break down one commonly accepted outlook for the U.S. stock market for 2021 in terms of having headwinds and tailwinds.

HEADWINDS

The Biden administration, along with the new Treasury Secretary Janet Yellen, have made it clear that their first priority is to revive the U.S. economy. They have also indicated that tax increases, both personal and corporate, are coming later this year. Historically, such increases have weighed on the stock markets by putting a drag on corporate net income (stock prices are often a function of discounted future cash flows). The question remains if this round of proposed tax increases, increasing the corporate income tax from 21 percent to 28 percent, will make history repeat itself, and if it does, to what extent. The proposed increase in the capital gains tax rate, as well as the suggestion of a tax on unrealized gains, may also potentially weigh heavily on the investment markets.

Investors should be aware that although 2021 as a whole potentially looks good for stocks, volatility should be expected throughout the year.

TAILWINDS

The U.S. economy's current stage on the economic cycle has historically provided room for the growth of future stock prices.

December 2019 through mid-February 2020 was considered the top of the economic cycle making for a late-stage stock market – presumably with only one way to go. And that's exactly what happened with second quarter 2020 GDP (gross domestic product) sinking more than 30 percent, so did the Dow, S&P 500 and NASDAQ. With the first quarter 2020 GDP also being negative, the U.S. economy was then in a technical recession. Although economic growth remains sluggish today, the outlook is that the economy is entering the growth stage of the cycle and stock prices tend to follow growth in GDP.

The current interest rate environment, at or near zero, supports higher-than-normal stock valuations. While the U.S. equity markets are at what is considered to be historically high valuations, measured by the P/E ratio (price/earnings), earnings recovery/growth so far in 2021 is looking surprising strong. With the cost of capital very low, corporations can cheaply borrow for operations and expansion – also providing for the potential higher stock prices.

LACK OF INVESTMENT ALTERNATIVES

Low interest rates also make money market instruments, such as Certificates of Deposit and the like, relatively unattractive for investors seeking to at least keep up with inflation. With the inflation outlook for 2021 being in the range of 1.9 percent and the rates currently paid on most any type of cash deposit being far less than that, investors actually receive a negative inflation-adjusted rate of return. With few viable options, many investors have sought potentially higher returns in the stock market, albeit at increased risk levels.

EXPECTED VOLATILITY

Investors should be aware that although 2021

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Employment Regulations to Know for 2021

By Theresa Kiehn, President and CEO, AgSafe

It is that time of the year when the clock struck midnight on January 1st and many new employment law regulations took effect. In addition to the list of policies and programs you launched last year, including your COVID-19 Prevention Plan, I want to ensure you pay close attention to these regulations and get them integrated into your operation.

1. CALIFORNIA WAGE INCREASE

In 2016, Governor Brown signed legislation that would gradually increase minimum wage rates in California, with the intent that by 2023 all California employees would earn at least \$15 per hour. January 1, 2021 marks the fifth year of this increase. California’s minimum wage increased to \$14 an hour for large employers (those who employ 26 or more employees) and \$13 an hour for small employers (those with less than 25 or less employees). In 2022 large employers will reach the \$15 per hour threshold, while small employers will reach \$15 per hour in 2023. Please note, that once employers reach the \$15 per hour rate, every year following there will be a 3 percent cost of living increase added to minimum wage. Additionally, pay attention to your local ordinances as some have imposed minimum wage rates higher than the state. For example, the cities of Sonoma, Santa Rosa and Petaluma have minimum wage rates currently of \$15 an hour or higher for large employers and as an employer in those communities, you would be required to pay those higher rates.

In addition to increasing minimum wage, this legislation also created a parallel wage increase for overtime exempt employees. The law requires exempt employees to earn twice the minimum wage rate. For instance, in 2021 large employers are required to compensate exempt employees at no less than \$28 per hour with an annual salary of \$58,240. By 2022 large employers, followed by small employers

in 2023, will be required to pay their exempt employees a minimum of \$62,400. And just like the minimum wage requirement, a 3 percent yearly increase will need to be enacted after reaching the \$30 an hour rate. For additional questions on these wage increases, please visit the State of California’s Department of Industrial Relations FAQ’s at dir.ca.gov/dlse/sb3_faq.htm.

2. OVERTIME FOR AGRICULTURAL WORKERS

In 2016 the California legislature passed Assembly Bill 1066 which created a gradual timetable for agricultural workers, as defined by Wage Order 14, to receive overtime pay like those in other industries. In January 2022 large employers (those with more than 26 employees) and in January 2025 small employers (those with 25 or less employees) will be required to pay overtime to workers once they work more than an 8-hour day or more than 40 hours in a work week. AB 1066, now in its third year of implementation, requires large employers to pay overtime at 1.5 regular rate of pay if an employee works more than 8.5 hours in a day or more than 45 hours in a work week. Beginning in 2022,

small employers will need to begin complying with this regulation and pay overtime wages once a worker reaches more than 9.5 hours in a day or 55 hours in a workweek.

Please note, overtime requirements on the 7th consecutive day of work in a workweek have not changed. Employers are mandated to pay overtime at time and one-half time for the first 8 hours of work and double-time for all hours worked after 8 hours on the 7th consecutive day of work in a workweek. Please see the chart for an annual adjustment of regular pay for a workday and work week.

3. CALIFORNIA FAMILY RIGHTS ACT

This January also brought significant changes to California Family Right Acts (CFRA). Previously, CFRA did not require employers to provide family care and medical leave if your business employed less than 50 people. Additionally, employers with 20 or fewer employees were excluded from providing baby bonding leave through the New Parent Leave Act. However, Senate Bill 1383 expanded the scope of these leaves and now requires employers with at least five employees to

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Schedule for Changes to Daily and Weekly Hours After Which Agricultural Workers Receive Overtime Pay		
Effective date for employers with 26 or more employees:	Effective date for employers with 25 or fewer employees	Overtime (1.5x regular rate of pay) required after the following hours per day / hours per workweek:
Jan. 1, 2019	Jan. 1, 2022	9.5 / 55
Jan. 1, 2020	Jan. 1, 2023	9 / 50
Jan. 1, 2021	Jan. 1, 2024	8.5 / 45
Jan. 1, 2022*	Jan. 1, 2025*	8 / 40

This chart from the State of California Department of Industrial Relations provides an annual breakdown of regular pay per day and workweek.

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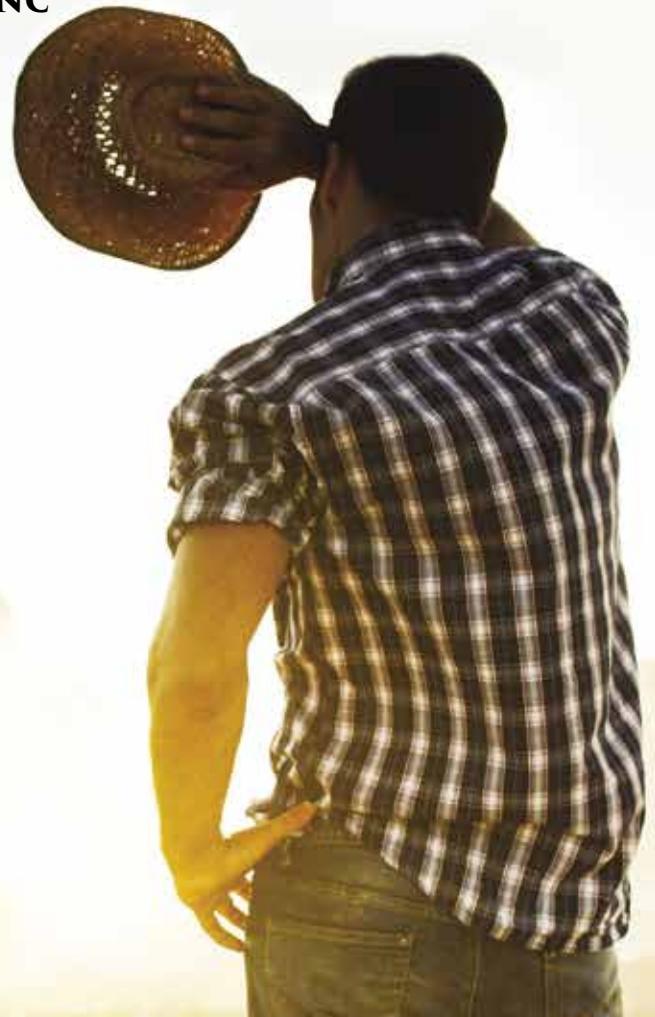
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A Case for Stocks in 2021 Continued from page 22

as a whole potentially looks good for stocks, volatility should be expected throughout the year. The age-old question is being often asked by investors, “Is there going to be a market correction?” The resounding answer is yes, there is going to be a market correction. But we never know when the correction will come. The extent to which market volatility negatively effects a given portfolio will largely depend on the individual holdings in the portfolio. Historically, the higher the allocation to equities, the greater market volatility will impact portfolio value. In normal markets, high quality bonds can help absorb some of the stock market’s declines having what is known as “negative correlation” – that is price movement in opposite directions. In extreme stock market declines, however, bonds tend to lose their negative correlation and actually move with stocks. **es**

Employment Regulations to Know for 2021 Continued from page 24

provide eligible employees 12 workweeks of unpaid job protected leave during any 12-month period for eligible reasons covered by this legislation. The legislation also expanded the scope of leave if the employee elected to bond with a new child of the employee or to care for themselves or a child, parent, grandparent, grandchild, sibling, spouse, or domestic partner. It is important that your business updates your employee handbook to reflect this new legislation and ensure you communicate these changes in your policies with your employees.

As you are gearing up for your 2021 season and find yourself in need of assistance implementing these new wage hour regulations or need to update your employee handbook, please feel free to contact the AgSafe team. For more information about worker safety, human resources, labor relations, pesticide safety or food safety issues, please visit www.agsafe.org, call (209) 526-4400 or email safeinfo@agsafe.org. **es**



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The Promises and Challenges of Wine in a Can

By Tamara Franscioni

Photos courtesy of The Can Van



If you've recently visited the adult beverages aisle at your local supermarket, chances are high that you've seen a growing number of canned wines taking up shelf space. It's no secret that the canned adult beverage sector is a rapidly growing industry. Nielsen Data reported that the category has gone from generating \$2 million annually in 2012, to \$183.6 million as of last summer. In 2019, canned wine sales rose nearly 8 percent, while general wine consumption rose just 1.4 percent during the same period. Statistics predict a swift upward trajectory throughout the next decade.

To me, there are many attractions to drinking wine from a can. It's better for the environment: whereas around 70 percent of wine bottles are never recycled even after going into the blue bin, cans are the easiest and most accepted vessel to crush down and process again. They are also much lighter than your average bottle, extremely portable, and convenient to fit into your fridge. Wine in cans

chill down faster than in a bottle. Cans give wine a less pretentious, more approachable persona. What's more, there are a plethora of portion sizes you can choose from. In my opinion as a wine sales veteran and longtime wine drinker, there is a lot to love in this movement.

However, making and selling a canned wine is easier said than done. While seltzers, flavored spritzers, and beers must hit certain standards to be legal and palatable in can format, wine is undoubtedly the most challenging beverage to adapt to. I'm learning the ropes in real time, as I get ready to release my first run of canned rosé this summer. Armed with information from industry research, personal polls, conversations with winemakers, and my own current production process, I'm here to share some details of what it's like, so far, to attempt to produce a delicious canned wine. If you're curious, read on!

It's important to mention that I believe not

every wine belongs in a can. One of the most enchanting qualities of wine is that it has the potential to gain new flavors and complexity over time. At this technological stage, canned wines are meant to be consumed within 18 months of the canning date. Many producers and consumers recommend even sooner. This short shelf life requires the wine to be both sold and consumed relatively quickly. Premium wines that benefit from a few years to decades in the cellar will always have a place. I also find that the sensual curves of glass are much more of a visual treat than a boxy silver can. At this time, experts agree that the most successful canned wines are typically low in tannins, fruit-forward, and light in style. But like screwcaps, the technology is still evolving. I think it's possible that, fifteen years from now, we may see age worthy canned wines.

There is great potential to create new wine drinkers through cans, as well as to bring the wine industry into stronger alignment with today's socioeconomic trends.

The wine production process must be scrutinized from the start, in order to enter a can. I learned early on that wines headed for aluminum must have lower levels of SO₂ and copper than is required of bottled wines. If not, hydrogen sulfide may form. This causes a 'rotten egg' odor and will drastically reduce the wine's shelf life. It helps significantly to start with good-quality grapes, which can curtail the need for high amounts of these

common additives.

To prevent corrosive or volatile reactions between the beverage product and the aluminum of the can, any wine destined for a can must first be sent to the Ball Corporation for chemical testing. I remember the glass Ball jars I canned with as a young girl, standing next to my mom, aunts, and sisters. I now know how influential the Ball Corporation is to the global canning market. It is the largest provider, and is seen as setting the industry standard for quality.

Another risk I learned is that wines can also be prone to reduction after entering the can. This means that desirable fruit flavors are masked, and other unpleasant aromas may come forward. I'm experimenting to err on a fruitier style of wine than originally planned, in order to combat the possibility of losing the characteristics I'm aiming for in this rosé.

Once the wine comes off the canning line, there are additional challenges to storing it. Like bottles, once filled, cans are stacked on pallets. Stacking cans without additional packaging around them will often result in breakage, since the thin walls of the cans cannot support much weight on their own. It also benefits the canned wine to be stored and transported in refrigeration, to preserve its shelf life.

There are plenty of challenges during this learning curve of new wine packaging, and still more to be discovered. I am excited to join in the exploration of what makes it work well. There is great potential to create new wine drinkers through cans, as well as to bring the wine industry into stronger alignment with today's socioeconomic trends. Here's hoping that great wine quality in a can becomes the standard!

If you are curious to see how my canned wine turns out, drop me a line at www.minivacaywines.com, or DM me at @forwarddrinking on Instagram. I welcome your comments, questions, and any learned tips you may have regarding canned wine. ☺

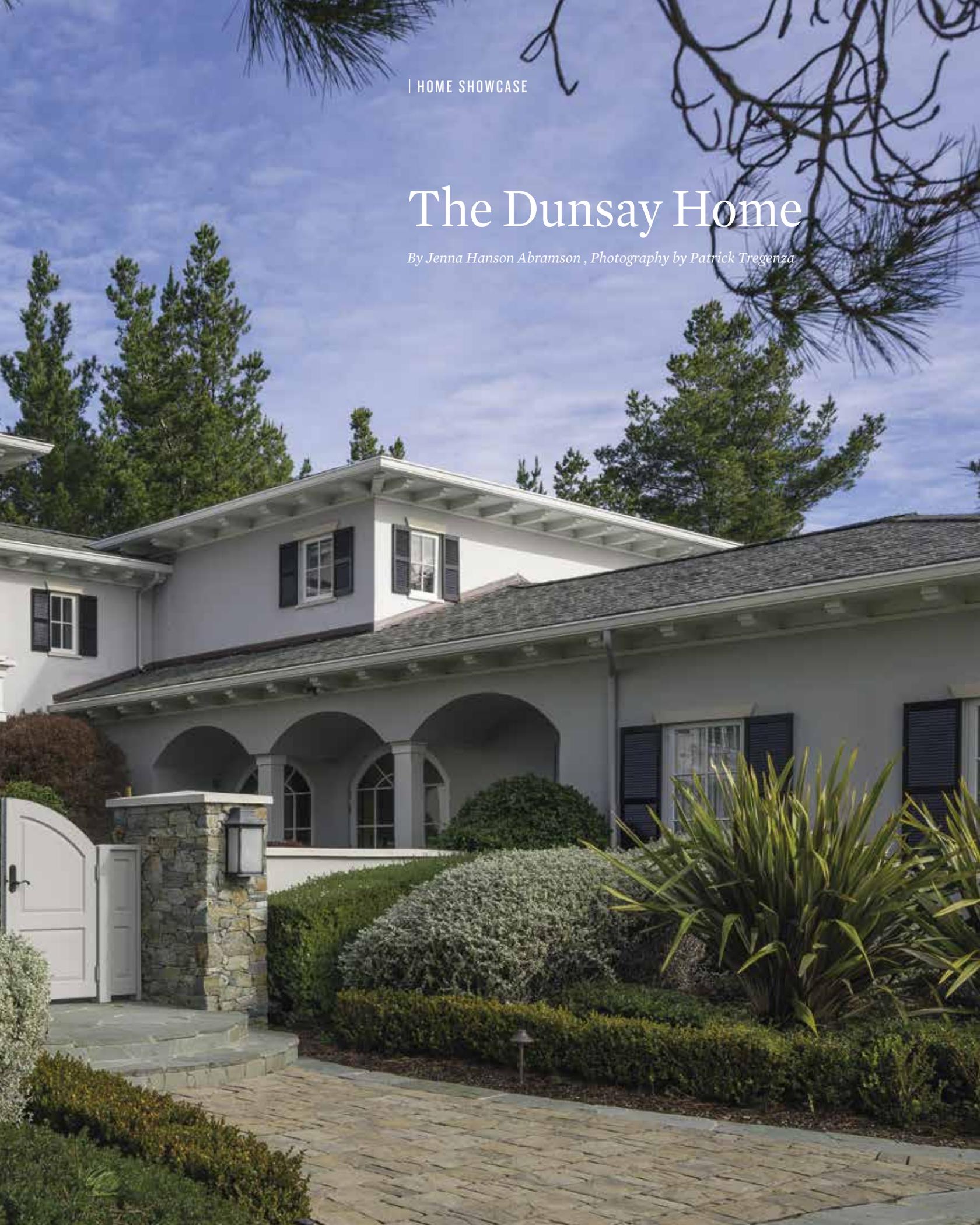




| HOME SHOWCASE

The Dunsay Home

By Jenna Hanson Abramson, Photography by Patrick Tregenza





Style and class are the first two words that come to mind when you enter the 8,000 square foot, Tehema home of Anita Dunsay. Quickly to follow are the following observations: there's quite a collection of artistic pieces that are sure to tell a story; the couple did not shy away from using their favorite vibrant colors; and those awe-inspiring views starting with the drive in. On one side, you see an endless number of mature trees giving you all of the forest feelings you didn't know you needed when in Carmel, and from the other side the Monterey Bay, all the way to the Moss Landing smoke stacks.

On one side, you see an endless number of mature trees giving you all of the forest feelings you didn't know you needed when in Carmel, and from the other side the Monterey Bay, all the way to the Moss Landing smoke stacks.

After driving through the property's 12.5 preserved acres, you are greeted by a stone-circled driveway and a timeless architecturally-designed home detailed with black shutters and pristine landscape. Fun fact, every home in Tehema is required to have a certain amount of stone built into the design. The Dunsays chose to incorporate the stone into the driveway and entrance rather than the home architecture itself. Walking up to the house you pass through a gate and enter into the front courtyard complete with a Koi pond and, if you're lucky, a turtle sighting. Then you find your way through the glass front doors and in to the canary-yellow halls that accent the black and white marble-like flooring to perfection. It is at this time that you are taken aback by all the beauty that comes in the form of art, design and color.

Anita and her late husband, Richard, both originally from the midwest, bought the Tehema lot and moved to the area, from Beverly Hills, 14 years ago. The couple had always enjoyed traveling to the area but never imagined living here. Until that one time they came up to Carmel and never left. They fell in love and knew it was meant to be









Anita points out that the overall interior design really reflects herself and is true to her personal style.

home. After one and a half years of construction, the four bedroom, four and a half bathroom, three-level home was finished and ready for its occupants (Anita, Richard and their furry family members). They brought a few key pieces with them from Beverly Hills, such as the chandelier that currently hangs in their entry, and artwork that carries a lot of sentiment, including an oil painting of Anita with her sister and mother, portraits of their late pets and her father's headboard, which hangs above the piano, uniquely in the foyer. For furnishings that didn't make the move, they worked with Nancy Langdon, out of Los Angeles, to bring their new Carmel home to life. However, Anita points out that the overall interior design really reflects herself and is true to her personal style.

Each room stands out with a different color palette. In the formal living room you are surrounded with periwinkle walls and furniture in blue, pink and neutral tones, and above the fireplace mantle hangs a piece of art that once hung in the Norton Simon Museum. This is one of the first rooms you will see while walking through the Dunsay home and let's just say, it sets the bar pretty high. If you continue down the yellow hallway, past the living room, you enter into another remarkable room, the den, that confidently holds its own with its rich and vibrant red walls, inviting furniture, and collections of both books and artifacts from around the world purchased during their travels. Personal art is a theme seen throughout the home. Anita can entertain with infinite stories that share a glance into the couple's history just through the art found in every room and on every wall, the majority brought back from adventures through Asia and many from her father's business travels overseas as well. Each piece is as unique as it is personal.

Off to the other side of the entryway is the formal dining room, which is square in shape and adorned with a delicate and beautiful silk print wallpaper. This room overflows onto an outdoor dining area making it great for parties and one of the main reasons the Dunsay home has served as the perfect stage for several non-profit benefit dinners.

One can only hope these dinner parties can safely resume in the near future because this house was not meant to be hidden and deserves to be filled with the banter of happy guests. **CS**



Market Update

By Matt Pridey, Agency One Real Estate



The year 2020 brought about some of the most demanding circumstances the real estate market has ever seen. The demand for housing, loans, innovation, and increased safety standards only begin to scratch the surface of what we experienced last year. That said, the real estate market as a whole, especially in California, saw historic numbers from nearly all areas and remains strong as we look to 2021.

The main challenge to date continues to be inventory. While new homes reach the market daily, new listings simply are not keeping up with buyer demand, which only increases the necessity to be proactive for both buyers and their agents. Multiple offer scenarios are becoming the norm and further increases the need to have a savvy agent and be fully

The main challenge to date continues to be inventory. While new homes reach the market daily, new listings simply are not keeping up with buyer demand which only increases the necessity to be proactive for both buyers and their agents.

prepared to purchase the home you are after. As more people continue to get vaccinated and health and safety measures throughout the state begin to ease, it seems logical to assume that sellers will become more

confident in their ability to list their home and do so with limited concern. Until that time comes, buyers must stay vigilant and find an agent that will go to work for them to make the dream of buying a home become a reality.

According to the California Association of Realtors, although it still remains above the year to year average, February was the first time the state of California saw a dip in home sales snapping a 34-week streak of growing sales come to an end. This merely shows that the market is still strong and if we are going to see any type of “slow down” it’s likely going to gradual. ☞

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The Influence of Community College on a St. Louis Family

Questions for Matthew Wetstein, President of Cabrillo College

By Jess Brown



JESS: Where did you grow up?

MATT: East St. Louis, Illinois.

JESS: How far back in your family do you have to go to find a college graduate?

MATT: My mom is a community college graduate. She completed her nursing degree when I was 10 years old. My dad studied in an apprenticeship program and became a carpenter, and later a bowling machine mechanic.

JESS: Why was a college degree important to you?

MATT: Seeing my mom do homework at the kitchen table really stressed the importance of education. Her ability to become a nurse lifted our family into the middle class. That has always been a powerful motivator for me.

JESS: What was your job experience prior to being president of Cabrillo College?

MATT: Prior to Cabrillo I was a political science teacher, a dean, and a Vice President at Delta College in Stockton, California.

Seeing my mom do homework at the kitchen table really stressed the importance of education.

JESS: In the early days of community colleges, one of the selling points was the free education, now students are paying for classes. Is this preventing students from attending community colleges?

MATT: The free community college movement that was booming in the 1960s and 1970s is making a comeback. California's Promise Program ensures students coming right out of high school who attend full time do not have to pay tuition. On top of that, many students qualify for tuition waivers based on income and hardship guidelines. So needy students always have an inexpensive path to higher education in California.

JESS: Cabrillo College is over 50 years old, what is the most notable success during its history?

MATT: The college was built by great leaders and has tremendous community support. The Stroke and Disability Learning Center is the only one of its kind in the country at a community college and provides incredible health and educational benefits to our community. The performing arts and summer stage series are renowned for their high quality productions.

JESS: What are a few of the facts about Cabrillo College that the public may not be aware of?

1. Hispanic enrollment at Cabrillo now equals 45 percent of the student population. Within a few years it will exceed 50 percent.
2. Cabrillo trustees are the only unpaid elected officials in the California Community College system.

Clockwise from top: 1.) Founding Cabrillo Trustee Hal Hyde and Matt Wetstein, Cabrillo College Greenhouse Grand Opening, Spring 2019 (Cabrillo College photo). 2.) Matt Wetstein presenting an honorary degree to George Ow, Jr., spring 2019 (Cabrillo College photo).

3. Watsonville High School is the top feeder HS for the College's Aptos campus and Watsonville Center

JESS: How has the college student from 1959 changed from the student of 2020?

MATT: In 1959, the college was predominantly white and male. Today, Hispanics make up the largest group of students, and women outnumber men (56 to 44 percent). Students wear clothes that are far more casual today than in the 1950s.

JESS: Many of our readers may be unaware of your Horticulture Center. Can you provide highlights of this department?

MATT: The Horticulture Center is a hidden gem at the top of the Aptos campus. In terms of its footprint, there are acres of fields and greenhouse cultivation in production throughout the year. The produce grown by the students gets sold every Saturday at the college's popular Farmer's Market. The

Center also serves as a test site for some large growers and ag tech companies looking to test new products or approaches. Two years ago, we used federal grant funds to open a million-dollar greenhouse with sustainable energy panels on the roof and modern, efficient lighting and watering systems.

Agriculture is so important to the regional economy, and our role as a community college is critical to support the needs of key industry sectors.

JESS: Does it interact with the local nursery industry?

MATT: Absolutely! Local industry helped finance some of the costs of construction for greenhouses at the Center. We have local industry representatives serving on our

advisory board to help define our curriculum and program offerings.

JESS: Your culinary school is well known in the community. Does it have a tie in the local agriculture community?

MATT: The culinary program features a student-run restaurant called Pino Alto at the historic Sesnon House. Our faculty chefs do a great job building their menu around locally grown produce and meat. Local wines are also celebrated and featured.

JESS: How can Cabrillo College help bridge the high tech and the agriculture industries together?

MATT: Cabrillo's curriculum has to stay current with trends in ag tech production. The advisory board that works with our faculty helps us design degree specializations in agriculture that focus on areas like computer network technology, sustainable practices, and organic production.





Cindy Ostberg and Matt Wetstein on vacation in Valencia, Spain, Summer 2019 (Courtesy Matt Wetstein).

JESS: What challenges has Cabrillo College faced with the pandemic?

MATT: The pandemic's largest impact has been on enrollment. Nationally, community college enrollment dropped 23 percent in the fall of 2020. Cabrillo's decline was 18 percent. The biggest challenge has been getting technology in the hands of students so they can stay in school. Statewide and nationally the challenges have been similar for community colleges...how do we get folks to register for classes and stay in school amidst the turmoil of the pandemic and economic dislocation? The biggest worry is that the impact has been hardest on first generation, poor students of color.

JESS: Santa Cruz County was given a double whammy this year with the CZU Lightning Complex Fires. How did that affect Cabrillo College?

MATT: Cabrillo lost 8 percent of its enrollment in one week due to the CZU Fires. People were just struggling to evacuate, find a place to live, so school took a backseat for some students — and rightfully so.

JESS: The Cabrillo College Foundation is successful in raising funds for the school. To what do you attribute this success?

MATT: Cabrillo's Foundation is one of the top five in the state community college system. Its success stems from sustained support from local contributors who are loyal to the college and what it represents in the community. People care deeply about our students. It also helps to have a dynamic leader like Eileen Hill and a terrific staff.

JESS: Where do you see Cabrillo College in 2050?

MATT: Cabrillo needs to stay on the leading edge of workforce needs. There's a transportation and robotics revolution that is launching in this region. That sector will need a trained workforce and I'd like to see Cabrillo as a main provider of those technicians.

JESS: You are currently a board member of the educational organization Agri-Culture. Why did you become involved with that organization?

MATT: Agriculture is so important to the regional economy, and our role as a community college is critical to support the needs of key industry sectors. Plus, agriculture is an area where some of my family members back in Illinois make their living. There's a natural sense of curiosity for me from that perspective.

JESS: What does Matt Wetstein do during his free time?

MATT: I like to swim, hike, and get outdoors. Cindy (my wife) and I like to travel abroad. Switzerland is our favorite spot in the world.

JESS: Tell us a few things about yourself that most people do not know?

MATT: My wife and I have published more than a dozen articles and three books on the Supreme Court of Canada. I am a baseball junkie and take part in an annual rotisserie league that is spread out across the U.S. I've only won the league title once (in 2012).

JESS: If you could have dinner with three people that are alive or dead, who would you invite?

MATT: I think I'd want to spend time with a couple of great writers through history. People like Aristotle and Jane Austen, and throw in someone like George Carlin for good comic relief.

JESS: Where do you see Matt Wetstein in 2035?

MATT: Retired, hopefully living in La Selva Beach, and taking an occasional class at Cabrillo College on painting or music. **CS**

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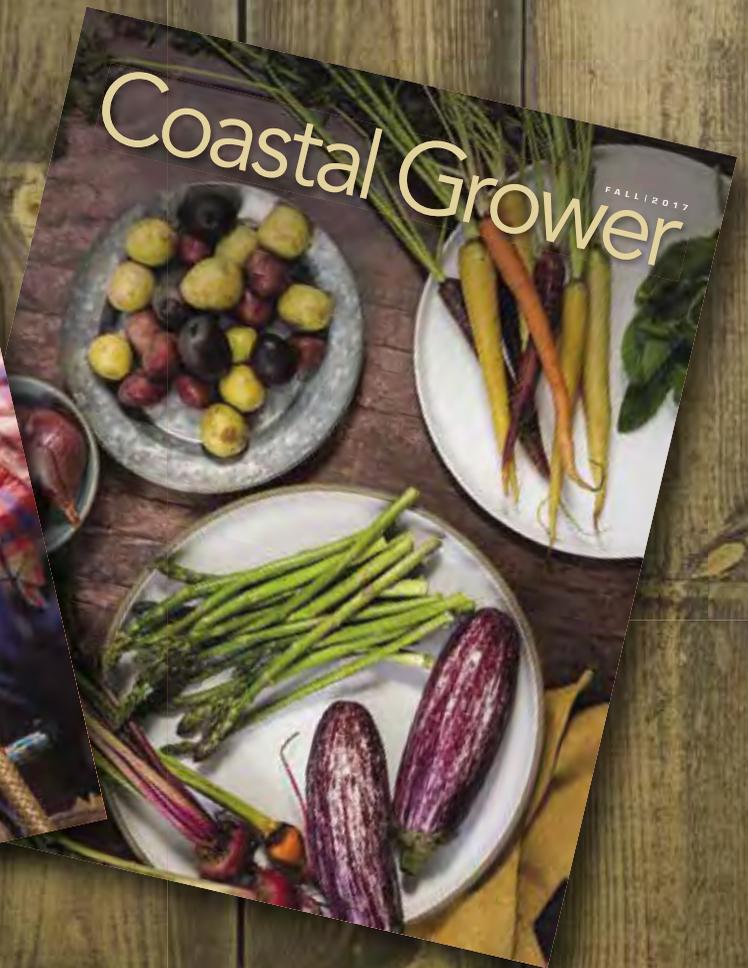
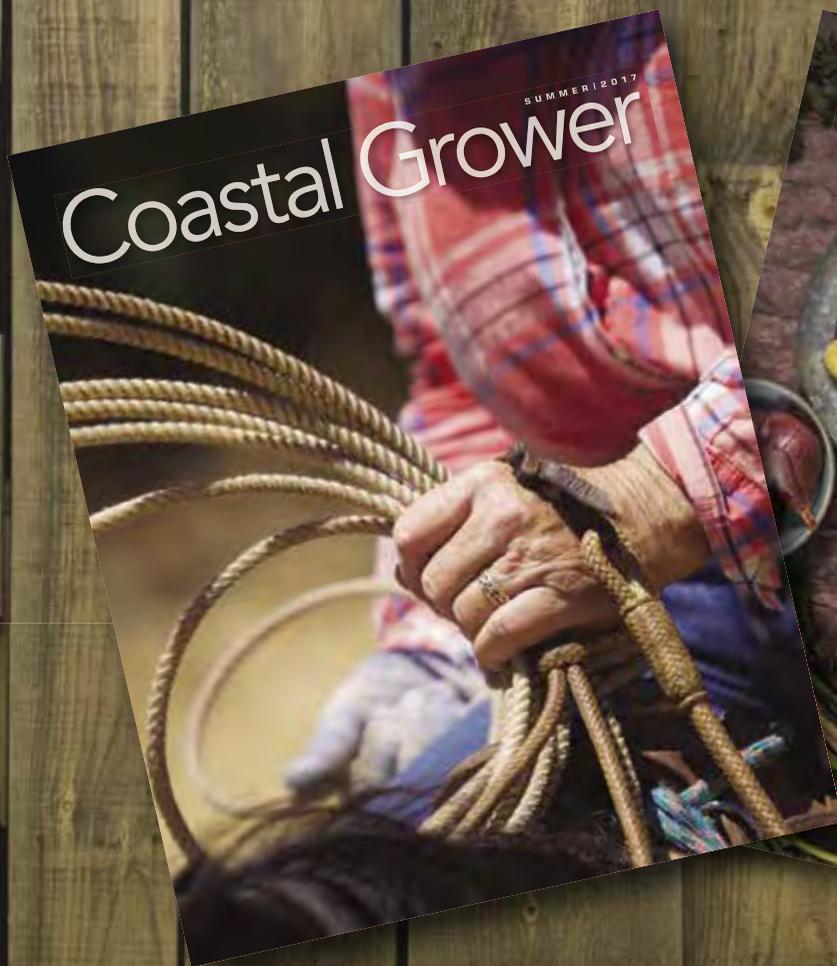
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Dog Friendly

Portion Distortion

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



Picture yourself sitting down at your next meal... next to three adorable cartoon bears. Yes, those cute little bears many of us grew up knowing from childhood storybooks.

Goldilocks and the Three Bears was one of my favorites. As an animal lover, I fantasized what fun it would be to share a cozy home with a family of bears. I innocently had no idea that I would be their best “meal” and not the best housemate for the family. I fondly remember the words that Goldilocks uttered about the breakfast porridge bowls. She exclaimed that Papa Bear’s bowl was “too hot” and Mama Bear’s bowl was “too cold”, but she felt Baby Bear’s bowl was “just right”. I am sure her inference was geared towards the temperature of the porridge, but I do not discount that Baby Bear’s portion size was the best for dear Goldilocks’s small stomach.

We develop hunger and satiety (fullness) cues from birth. Interestingly, if you watch young children eat, they are in tune with these cues and will stop even if there is food left on the plate. As we age, additional influences (environmental, emotional, social) teach us to bypass or ignore these cues. This has led to growing portion sizes (and waistlines) in our society. In his book, *Mindless Eating*, Brian

Wansink PhD, explains how weight gain can occur each year by consuming as little as 100 extra calories per day.

You might not think 100 calories is that excessive (a large cookie, a handful of crackers, extra tablespoon of peanut butter), but consuming it consistently day in and out can lead to a 10-pound weight gain in one year! Ouch! Wansink speaks of creating a 100-calorie deficit (termed the “mindless margin”) that trims all our food portions daily without feeling deprived and, better yet, avoids unwanted weight gain.

We develop hunger and satiety (fullness) cues from birth.

To trim portions, we first need to classify what is an “appropriate” portion size. Unless you are a dietitian, I doubt you pull out measuring cups each time you serve yourself a meal. Luckily, our own hands are always available and can serve as a great guide to portion sizes. For instance, when you make a fist, that is roughly about the same size of one cup of a food. When eating a protein food (like chicken, beef, or fish), flipping your

hand over to expose the palm of the hand (no fingers or thumb) resembles a 4-ounce serving size. Give a thumbs up and the length of the thumb represents about 1 ounce (this is good to use to figure a serving of block cheese) while the thumb pad equals approximately 1 tablespoon.

How can these sizes be used to create a balanced meal? Try to shoot for 4 “fists” of food at each meal. Two of the fists (or half your plate) should be filled with non-starchy vegetables and fruits. Reserve the next fist for a type of starch (rice, pasta) or a starchy vegetable (peas, corn, or potato). The final “fist” or palm of your hand should come from a protein source. Top off the meal with a thumb size amount of salad dressing or other added fat for flavor.

Once you know the recommended portions, the last step is to retrain the brain (and stomach) to mindfully determine fullness. Learn to slow down and assess stomach satiety using a numerical hunger scale:

- 1 = so starved you are weak or dizzy
- 2 = extremely hungry and feeling irritable; lots of stomach growling
- 3 = less famished; hungry enough for occasional stomach growling
- 4 = mildly hungry – often following a light snack
- 5 = satiated – feeling neither hungry nor fullness
- 6 = mildly full with no discomfort
- 7 = full enough for mild discomfort
- 8 = stuffed enough for more notable discomfort
- 9 = “Thanksgiving-stuffed”, possibly with extreme discomfort
- 10 = filled to the point of feeling sick

The goal is to always remain in the middle (5 or 6) of the scale. It is easier to stay in the optimal number range by eating at regular intervals. With time and patience, you will be feeling “just right” about your own food portions and body weight. **es**

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Tips for Preventing Gopher Damage this Spring

By Doug Larson, Ag Water Chemical



Here in Central California, we're pretty fortunate to have an ideal climate for growing a wide variety of crops without some of the menacing pests we've seen plague other regions of the world.

In fact, here in Monterey County we grow more than 150 crops across close to 400,000 acres (including range land), according to the Monterey County Farm Bureau (MCFB).

Out of that crop acreage, the MCFB reports approximately 72 percent of those crops rely on drip irrigation, which helps cut down water use and also helps deliver precisely the amount of water a crop needs to maximize production and fend off disease and pest pressure.

But even if we deliver exactly what our plants need with our inputs (water, pesticides, fertilizer), there's one pest that continues to give Golden State growers fits every spring: gophers.

That's right, whether you're a small grower or a corporate farm, gophers continue to poke holes in our irrigation programs ... literally.

Gophers are public enemy number 1 for farmers because they not only damage irrigation lines and other infrastructure, but their mounds can disrupt machinery, harvesting and other cultural practices, and their tunnels are notorious for disrupting water flow and destroying irrigation channels.

In fact, according to a Colorado State University Cooperative Extension study, pocket gophers can reduce the productivity of alfalfa fields by as much as 20-50 percent.

So how do growers, particularly those who use subsurface drip irrigation (SDI) systems, keep gophers from decimating irrigation systems and other infrastructure this spring?

"It takes developing an Integrated Pest Management program that works for your specific operation," said Ag Water Chemical President and Owner Richard Clevenger. "An IPM strategy depends on a number of factors: the time in the season, regional laws and regulations, and budget, of course."

But given that gophers can wreak havoc on water distribution and productivity in the

row crops we have here in California, it makes sense to have a well-rounded IPM strategy throughout the year:

- Identifying exactly what pests are causing the damage as soon as possible.
- Determining what control options are best for your operation and region (organic operations have different requirements than traditional crops, for example).
- Implementing the plan at the appropriate times in the season.
- Promoting sustainable natural predation through increased habitat, owl boxes and hawk stands.
- Monitoring and tracking the progress and effectiveness of the plan.

Gophers and other rodents have been aggravating farmers for hundreds of years and aren't going anywhere anytime soon.

Clevenger notes an effective IPM plan starts with "driving rodents above ground and out of the field."

Weed control is critical throughout the season, reducing undesired cover and roots that rodents love, while traps and predatory birds help control rodent populations. But to make a substantial impact on gopher populations, Clevenger recommends applying non-lethal gopher repellents for drip and micro irrigation systems.

"Using a repellent pushes rodents above ground and out of the field where owls, hawks and other natural predators can take care of business," Clevenger said. "It helps create a buffer zone around your field, and has a significant impact on menacing gopher populations."

A more proactive approach when compared to traditional, more reactive IPM strategies, repellents are also applied through the irrigation system – targeting gophers at the root of the problem (or where they hit growers’ pocketbooks hardest).

This cuts back on wasted energy and inputs, costly repairs and ensures the proper water distribution a crop demands during the spring and summer months.

But with the right tools and IPM strategy, growers can limit their damage to drip systems and other infrastructure, helping improve production and crop health along the way.

But even after ripping the soil (to disrupt habitat and destroy burrows) and applying repellents, these traditional IPM strategies will help keep gophers and other pests at bay throughout the spring:

- Eliminating litter and rodent-attracting weeds.
- Monitoring hotspots, such as tunnel entry points, to see if pests return.
- Scouting fields for burrowing activity after each cutting, or during cultural practices that provide more visibility into soils.

Gophers and other rodents have been aggravating farmers for hundreds of years and aren’t going anywhere anytime soon.

But with the right tools and IPM strategy, growers can limit their damage to drip systems and other infrastructure, helping improve production and crop health along the way.

For more IPM or irrigation management strategies, or to get a free water analysis from a local expert, visit [Ag Water Chemical at agwaterchemical.com](http://AgWaterChemical.com).

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Searching for Women Leaders in Agtech: One Journalist's Journey

How a single question turned into a movement

By Amy Wu



What is a big city woman doing in farm country? This is the first question that friends and family asked when I shared that I'd be moving to Salinas, California.

It was 2015 and I'd been hired to cover government for the local newspaper. Salinas was known as Steinbeck Country. It is the birthplace of renowned author John Steinbeck and serves as the background for many of his works, and it was also known for big agriculture.

The Salinas Valley, which included Salinas and four neighboring cities, boasted a \$9 billion ag industry that produced some 80 percent of the leafy greens consumed in the U.S. It was home to agribusinesses known for bagged salads.

I quickly learned that the region was also a growing mecca for a fast-emerging sector called agtech. With significant challenges including a severe labor shortage and growing

costs of doing business, growers were keen on solutions. Farmers are under pressure to feed what is forecasted to be a population of 9 billion by 2050. New innovations within technologies offered potential solutions to cost savings and efficiency.

New innovations within technologies offered potential solutions to cost savings and efficiency.

Change was fast occurring. In downtown Salinas there was a new innovation center that housed agtech startups. Large ag companies themselves showcased new innovations whether it be a machine that cut lettuce with water pressure or sensors that captured critical data on weather and disease. The city had just started hosting a large agtech summit annually for executives, investors and

entrepreneurs in the agtech space.

When I looked at the landscape of agriculture and agtech, though, I visibly noticed women, especially women of color, were often missing. Agriculture and technology remain industries that are male-dominated, especially at the decision-making level. I started asking the question, "Do you know any minority women entrepreneurs in agtech?" It often elicited silence.

But in asking the question repeatedly and doggedly, I unearthed one story and then another.

- At the Western Growers Center for Innovation and Technology (WGCIT) I met with Dennis Donohue, who pointed me to Diane Wu (no relation to me) and Poornima Parameswaran, the cofounders of Trace Genomics, a soil testing company that opened a Salinas office in 2018, which had produced a soil testing kit for analyzing soil DNA.
- I also met with Pam Marrone, the founder and then-CEO of Marrone Bio Innovations, a NASDAQ-listed company that produces bio-based pesticides, was mentoring women entrepreneurs in agtech. Marrone connected me with Miku Jha, the founder of AgShift, which at the time was developing a software similar to Quickbooks for growers. Marrone also referred me to Le Thuy Vuong, the founder of The Redmelon Company. Vuong invented a technology that extracts the oil from gac, an exotic fruit high in beta carotene. Marrone then linked me with Fatma Kaplan, the CEO and cofounder of agbiotech startup Pheronym, which uses pheromones for eco-friendly pest management solutions, including

controlling parasitic roundworms called nematodes.

From this came my documentary, *From Farms to Incubators*, which introduced several of the women innovators and their work. The film was well received, has screened at dozens of venues including SXSW and Techonomy's annual conference in 2019 and has served as a platform for discussion on the role that women play in this rapidly growing sector.

Why not stop right there? This question came from close family and friends who congratulated me on the film and the written series of portraits in the newspaper and said, "Ok, now you can move on to the next story." That's what journalists do, right?

The story tips continued to come in, often in the form of an email or phone call from someone who'd seen the film. "Have you heard about this woman?" "Have you talked to this woman?" The amount of such correspondence was growing. Were there more women in this space now, or were they just now coming out of the woodwork?

I found myself inspired by the women I connected with. Many shared a passion and

background in STEM. They were the first in their families to attain a higher degree or came from immigrant families. They all shared a passion for solving big impact problems. Despite the many roadblocks they faced from fundraising in this fledgling sector to the struggles of building a team, they continued to forge forward.

There were so many inspiring stories that by the end of 2018, I decided to extend the project to an art exhibition and a book.

Simultaneously, the road they are paving uplifts the successes of women leaders and entrepreneurs in all sectors. Get ready to be inspired.

STORYTELLER TO ADVOCATE

In November 2020, the art exhibition "From Farms to Incubators : Women in Agtech Exhibition," opened at the National Steinbeck

Center in Salinas. The exhibition included art pieces by artists in the Salinas Valley region inspired by the theme of celebrating women leaders in agriculture. Due to COVID, the opening was virtual and the exhibition could be seen through an 8-minute video tour. The opening featured speakers such as California Senator Anna Caballero and Frieda's Specialty Produce CEO Karen Caplan. This was followed by an engaging panel with three women founders in agtech—Marrone, Penelope Nagel of Persistence Data Mining and Ros Harvey of The Yield.

While the pandemic was disruptive for businesses in most sectors, in some ways it brought agtech to the forefront. Issues related to food access, food insecurity and food systems fast surfaced. COVID ignited questions (often personally experienced) about where our food comes from, and who grows our food. Almost all of the women founders and leaders in agtech who I'd connected with continued building their businesses and innovations. Almost all reported an uptick in investment, business and overall interest in their innovation.

The story of women founders in agtech is an evolving one and is a testament to the rapid changes in our world now. Their stories are now captured in a forthcoming book. As you can see, in unearthing one source, I found another and another, and as I write this, I am finding more women in California, across the country and around the world.

During these challenging times, I hope their stories will be an inspiration to those—especially youth—to consider opportunities in emerging sectors. Simultaneously, the road they are paving uplifts the successes of women leaders and entrepreneurs in all sectors. Get ready to be inspired.

This essay was first published in Women & Worth. The book "From Farms to Incubators: Women Innovators Revolutionizing How Our Food Is Grown" will be released on April 20, 2021 by Linden Publishing. 



Photo courtesy of Dexter Farm.

Wrath Wines Feels the Passion and Power of Winemaking

By Mac MacDonald



Most wineries take their names from the family that owns it or from the location of the vineyards or the appellation. Wrath Wines may be the first and possibly only winery to be inspired by a Led Zeppelin song.

That song is "Going to California," written by Jimmy Page and Robert Plant, with the line, "the wrath of the gods got a punch on the nose." On its website, Wrath further explains, "For the ancient Romans, ira or wrath, was a tool of a god, an unstoppable anger driven by forces greater than man. One can argue that we see such fury in both the might of nature and the passion of art."

So, basically a really good thing and not the commonly held meaning of the word.

The estate, San Saba Vineyards, was established in 1975; in 2007, the Thomas family changed focus to Pinot Noir and Chardonnay and Wrath Wines was born, refocusing the brand towards premium wine production.

One of the hallmarks of Wrath is the amount of experimentation the winemaking team does each year. Wrath offers 24 different bottlings, including 11 pinot noirs, out of a total production of 10,000 plus cases.

"We do four to five experiments every year, some become wines and some end up in a

One of the hallmarks of Wrath is the amount of experimentation the winemaking team does each year.

blend with other wines," says winemaker Sabine Rodems. "Because we do a lot of experimentation, it's a lot of fun. It can get to be the same old, same old, but we don't fall into that rut. I've been doing this for 17 years so doing the same thing all the time would be boring."

She especially likes to work with Pinot, Wrath's signature varietal, because of the clonal differentiation, which lends itself to a wide variety of experimentation.

"Pinot's multiple clones express themselves in the flavor profiles of the fruit and in the wine; that's what makes it so exciting to experiment," she says. "I never run out of ideas. There's always something to do."

Wrath's Pinot is a good example of its commitment to sustainability and best environmental practices. San Saba is SIP (Sustainable in Practice) certified. In addition to protecting the local environment, Wrath

believes SIP-certification allows it to produce wines that are more authentic and specific to its terroir.

In fact, just recently, Wrath's San Saba Pinot Noir was awarded the Slow Wine Movement's "Coin," which means it is a great value for its price. The Slow Wine Movement is an arm of the Slow Food Movement, which advocates for similar standards to SIP: minimal intervention and handling of grapes and wines during growth and production, community support and engagement from the winery staff, winery/office built to be respectful of the environment, respect for vineyard agricultural practices and supportive of the area's biodiversity.

Decanter magazine named Wrath "One of the Top 10 Wineries on the Central Coast," and most of its varietals have garnered consistent 90-plus ratings in wine publications such as *Vinous*, *Wine Enthusiast*, *Wine Spectator*. Its 2018 Tondré Pinot, for example, has been called a "knockout" by *Wine Spectator* and *Vinous* wine critic Josh Reynolds, awarded it with 94 points and descriptions of "excellent clarity; closes on a vibrant mineral note, delivering superb persistence."

In addition to Pinot, Wrath produces Chardonnay, Syrah, and Sauvignon Blanc



Wrath winemaker Sabine Rodems.

from its estate vineyard and other vineyards in the Santa Lucia Highlands that they source grapes from. In addition to San Saba, Wrath sources grapes from McIntyre Vineyard, Tondré Grapefield, KW Ranch, Alta Loma Vineyard, and Boekenoogen Vineyard.

Wrath's estate San Saba Vineyard was planted in 1975 as one of the first six privately owned vineyards established by local viticulturalist Jerry McFarland. Owner, Michael Thomas has kept the vineyard name as San Saba to honor his stepfather's 30 plus years of growing grapes and making wine.

To preserve the local ecosystem, Wrath

of Ocean Avenue and Mission Street, ground floor and is open daily from 11 a.m.-5 p.m. In Carmel, the seating wraps around a fire pit so it's cozy and warm. **ee**

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Bird's nest in the vines (Wrath is SIP Certified).

Wrath's Pinot is a good example of its commitment to sustainability and best environmental practices.

worked with viticultural consultant Steve McIntyre to develop and implement a SIP-certified sustainable farming program specifically tailored to the vineyard's unique conditions.

Rodems has been with Wrath for her entire winemaking career, a rarity in this age of career strategies. She joined the then-San Saba Vineyards in 2004 as assistant winemaker just out of University of Davis with a Masters in Viticulture and Enology. "I didn't want to live in a monoculture and I wanted a winemaking job that would allow me to move up the ladder quickly," she says. And when asked, after 17 years winemaking, if she still has a lot of experimentation left in her, she didn't hesitate, "Oh yeah, always. It's a lot of fun."

Or as the Led Zeppelin song says, "Never let 'em tell ya that they're all the same!" As of January 25th, both Wrath tasting rooms are now allowed to open for limited outside seatings and tastings.

New hours for Wrath's winery tasting room at 35801 Foothill Road (at the junction of River Road) in Soledad, are 11 a.m.-5 p.m., Friday through Monday. The winery patio is large so it can accommodate multiple visitor groups and still maintain 10-foot-plus spacing for safety.

The Carmel tasting room is at the corner



Looking down the vine rows.

Marina Coast Water District Celebrates 60 Years

By Betsy Wallace



MCWD Conservation Specialist Paul Lord

At 60, Monterey County's oldest public water district continues to protect the county's groundwater, sustain Salinas Valley agriculture, and rally partners behind a regional water solution using recycled water. But Marina Coast Water District (MCWD) has outgrown its name. Though once only a provider of water and sewer collection services for a small coastal town, today MCWD serves the ever-growing city of Marina, the former Fort Ord community, California State University–Monterey Bay, portions of the city of Seaside, and expanding public lands, connecting north and south as the county's regional water hub.

MCWD was formed in 1960 as the Marina County Water District by a group of local citizens, and it was initially a locally owned water system with boundaries to coincide with the existing Marina Fire District. In 1966, voters authorized the sale of water bonds to acquire the system as a publicly owned water district serving the area. In the early 1990s, MCWD pioneered recycled water with its own tertiary treatment plant, and it was the first government agency in Monterey County to establish

a permanent water conservation program to conserve Salinas Valley groundwater.

SUSTAINING OUR BASIN

Because MCWD depends almost exclusively on non-intruded groundwater from the Salinas Valley groundwater basin, its fate has always been intertwined with the agricultural community. Fittingly, MCWD is a state-designated groundwater sustainability agency (GSA), and as such partners with the Salinas Valley Basin GSA to develop groundwater sustainability plans for both the 180/400 and Monterey subbasins, both part of the greater Salinas Valley groundwater basin. The two GSAs work together toward sustainability under a framework agreement to manage groundwater storage and supply, ensure water quality, and protect against seawater intrusion and over-pumping of the Marina-Ord management area and the Corral de Tierra management area.

But long before California passed the Sustainable Groundwater Management Act establishing GSAs with oversight responsibilities over subbasins, MCWD recognized

its intrinsic connection to agriculture, sharing responsibility even through drought years for the health of Monterey County's vital ag industry.

In 1998, MCWD began serving the Fort Ord community, first under contract with the U.S. Army and later under the Fort Ord Reuse Authority. Simultaneously, MCWD bought into zones 2C, 2Y, and 2Z of the Monterey County Water Resources Agency (MCWRA). As a result, for decades MCWD and Ord Community customers have helped sustain three major Salinas Valley agricultural zones through assessments. In 2019 alone, MCWD customers paid \$390K to the MCWRA in zone assessments, which have generated approximately \$9.85 million in all for water projects in the Salinas Valley.

Specifically, MCWRA ag zone assessments pay for the county's Nacimiento and San Antonio Reservoirs, the operation of the Castroville Seawater Intrusion Project (CSIP), and the Salinas Valley Reclamation Project, which treats sewer flows to produce irrigation water for CSIP.

Derek Cray, MCWD operations and maintenance manager and interim general manager, emphasizes the cumulative impact of these projects on agriculture and groundwater sustainability. "These projects have resulted in less pumping, which has slowed the rate of seawater intrusion and provided the growers in the area an affordable option to further groundwater pumping and degra-



MCWD Recycled Water Tank.

ation,” explains Cray.

The California Division of Safety of Dams is now requiring significant upgrades to Nacimiento and San Antonio Reservoirs. The reservoirs must be made fully operational because they are foundational to many proposed sustainable water projects in Monterey County. MCWRA assessments on Marina lands—paid by MCWD customers in Marina, Seaside, and East Garrison—will help fund the projects.

“Expanding CSIP will give more growers the opportunity to use recycled water instead of deepening or moving wells when faced with encroaching intrusion.” —Derek Cray, MCWD

SEAWATER INTRUSION CHALLENGE

Before Marina existed as an official town, from the first day MCWD’s founders dug wells into the district’s aquifers, forestalling seawater intrusion has required ingenuity and innovation. MCWD has over many years, therefore, invested substantial resources into mapping and studying the subsurface to detect the extent of seawater intrusion and measure its fresh water supply.

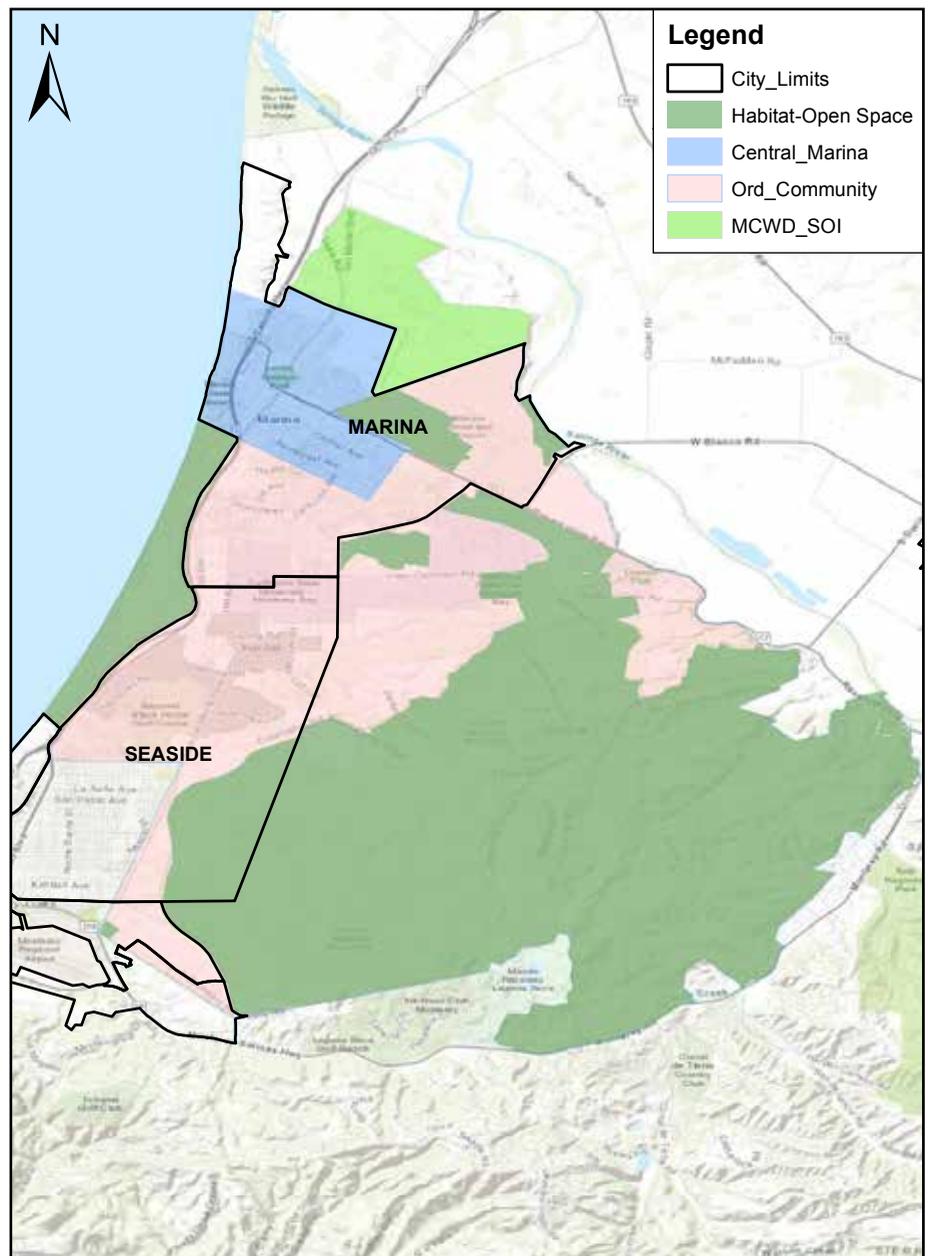
In 2017 and 2019, MCWD partnered with Stanford University in an expansive study of the subsurface using airborne electromagnetic (AEM) technology, collecting the most accurate and extensive data to date on the presence of both fresh water and seawater to the north and south of the Salinas River. The AEM method, akin to a large-scale MRI, is a reliable and cost-effective way to assess groundwater conditions, backed by the California Department of Water Resources, which will soon announce a state-wide program to conduct AEM surveys of all high and medium classified groundwater basins and subbasins within the state.

But detecting groundwater is one challenge and sustaining it is another. That’s where groundwater replenishment and recycled water comes in. Starting in late 2021, MCWD

will begin using 600 AFY of recycled water in lieu of pumping the same amount of Salinas Valley groundwater. Initially, the 600 AFY will be used by a subset of MCWD customers for outdoor irrigation. Projected uses include athletic fields, golf courses, and common space irrigation within developments. In the near future, MCWD is looking to recharge the groundwater in the Monterey subbasin by injecting high-quality, advanced treated water, which will stop further saltwater intrusion and restore the groundwater basin levels. When the State of California approves direct potable

reuse, the advanced treated water can be used as a direct substitute for groundwater.

The recycled water will come from the Pure Water Monterey (PWM) groundwater replenishment project, a joint project of the Monterey Peninsula Water Management District (MPWMD), Monterey One Water (M1W), and MCWD. PWM represents a multi-agency, regional approach to high-tech water recycling, and MCWD is proud to be not only one of its key partners, but also the owner and operator of the recycled water conveyance pipeline and storage reservoir for the project.





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MCWD believes that expanding PWM is critical to the seawater intrusion challenge for Salinas Valley agriculture, as is the expansion of CSIP. CSIP water is tertiary treated wastewater pumped to the growers, which offsets their sole reliance on groundwater within a critically over-drafted subbasin. "Expanding CSIP will give more growers the opportunity to use recycled water instead of deepening or moving wells when faced with encroaching intrusion," explains Cray.

REGIONAL COLLABORATION

MCWD's work with PWM reflects its commitment to bringing groups together to work on the region's water issues. "The regional approach must be truly collaborative, inclusive, and balanced among agriculture, urban, and environmental interests," said Cray. Through its engagement with the Salinas Valley Basin GSA, the MCWRA, PWM, and other local agencies, MCWD strives to assist partners and water users alike in finding solutions to the region's groundwater challenges.

In 2019, Monterey County LAFCO approved MCWD's annexation of the Ord community. With its expanded service area, MCWD continues to grow as the connection between north Monterey County agriculture and the Monterey Peninsula. MCWD embraces the chance to work in tandem with both the agriculture community, its local customers, and others on the Peninsula served by its pipelines—to solve the common regional problems of water supply, groundwater overdraft, and seawater intrusion, and to innovate and recycle more water.

"Water on this planet is finite, and in the Monterey Bay it's becoming a scarce commodity," says Cray. "However, Marina Coast Water District doesn't let the challenges we face today, dictate its future. We work with our partners in ag to help sustain our groundwater basin, while still providing the means for the Peninsula to grow at reasonable costs for generations to come."

MCWD is governed by a five-member board of directors elected by the voters. For more information, please visit www.mcwd.org. **es**

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Kale Kamut Pomegranate Salad

Courtesy of Chef Daniel Elinan, Executive Chef at The Hyatt Regency Monterey Hotel & Spa



SALAD

- 1 whole Pomegranate, deseeded – reserve $\frac{3}{4}$ of seeds for salad, use remainder for dressing.
- 1 bunch - Red Kale, destemmed, lightly blanched
- 1/2 a radicchio head
- 10 each - Brussel sprout leaf, destemmed and pulled apart
- 2 cups Baby Spinach
- 3 each Serrano Pepper
- 1 each Avocado
- 1/3 cup Roasted Shitake Mushroom – destemmed and roasted at 350 until golden
- 1/3 cup Roasted Pistachio
- 1 Tablespoon Cooked / Cracked Khorasan Bulgar
- 1 teaspoon cooked quinoa

Combine

DRESSING

- $\frac{1}{4}$ cup seeds and remaining liquid from whole pomegranate.
- 2 tablespoons champagne vinegar
- 3 tablespoons EVOO
- Dash of kosher salt
- Fresh ground pepper to taste

Combine pomegranate, vinegar and salt in blender and drizzle in EVOO until smooth.

FLAXSEED CRACKER

- 1 cup Gold flaxseed – ground to powder
- 1/2 cup Water – tap or softened
- Spices – 2 teaspoon each - Onion Powder, Smoked Paprika, Dried Rosemary
- 1 teaspoon Garlic Powder
- 1/2 teaspoon Kosher salt
- 2 Tablespoon each - Whole Sesame Seeds – black / white

Combine all ingredients a bowl and knead by hand until a sticky ball forms. Do not over knead. Should take about 1 minute total. Transfer to parchment and sprinkle fresh ground flaxseed over it. Cover with another sheet of parchment and roll out to your desired thickness (I prefer a 3mm thick cracker). Bake at 350 for 25 minutes. Check at 15 minutes and every 5 minutes after until crisp. Turn or stop prior if necessary. As soon as the crackers come out of the oven, blast them with fresh ground Pink Himalayan Salt **es**

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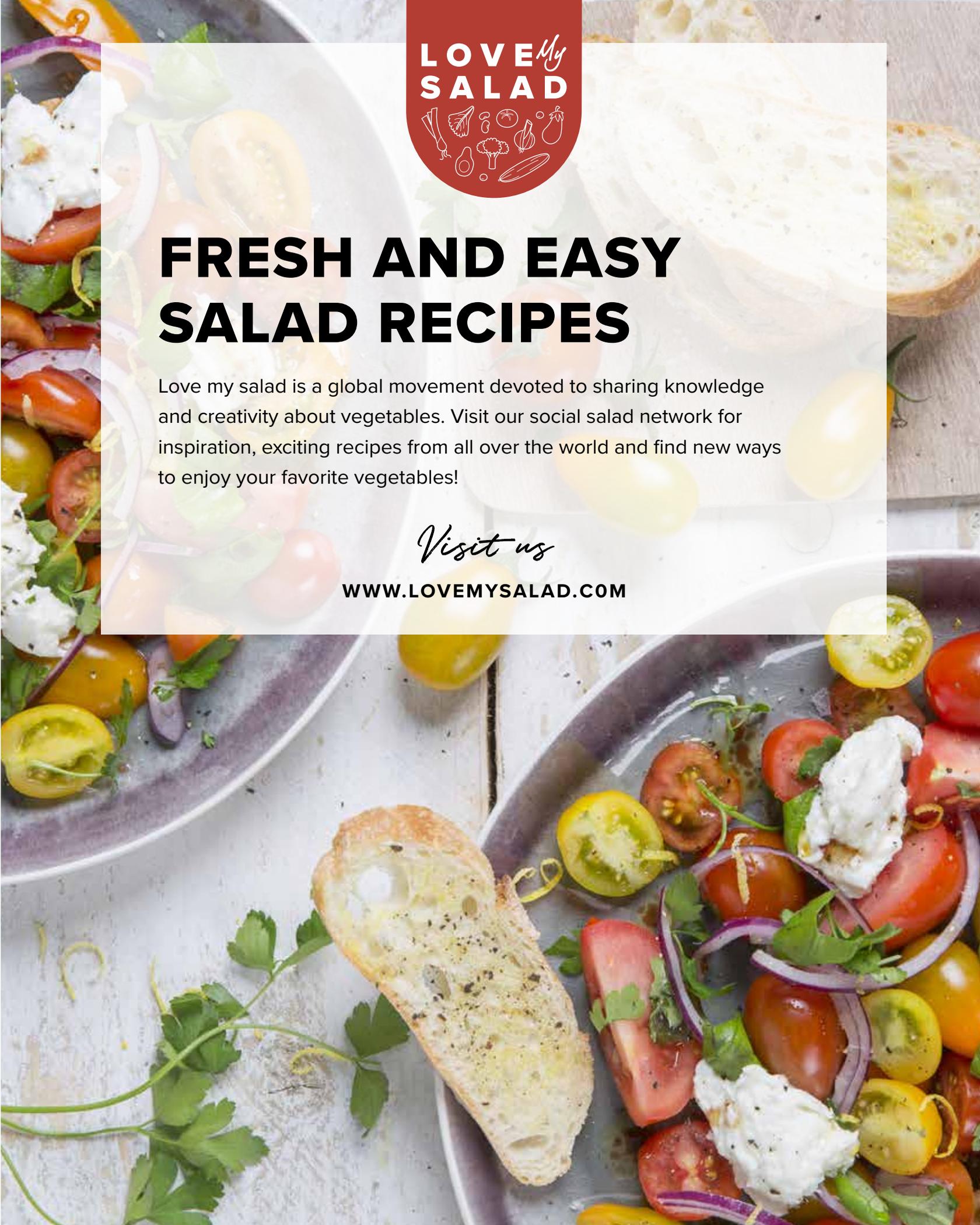
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After having to close their first restaurant, Crema in September 2020 due to the pandemic, owner Tamie Aceves and her La Crème Hospitality team pivoted and swiftly opened The Grill at Point Pinos. Open seven days a week they are serving up awarding winning favorites like our Huevos Rancheros, Fried Chicken and Waffles, Birdie Breakfast Burritos, Cubanos and more. In addition, they have a full espresso bar, as well as an extensive Grab and Go Menu for golfers, club members, walkers, cyclists and visitors on the go.

In addition to the regular menu, the \$10 Lunch Menu has quickly become a fan favorite! Served from 11am-3pm daily, each special includes your choice of curly fries, classic fries or a cup of soup. Choose from our Crispy Chicken Sandwich, Grilled Cheese and Tomato Soup, Point Pinos Double Cheeseburger, Strawberry Spinach Salad OR a Hand Sandwich on an Ad Astra Roll. Sandwich options include: Turkey, Bacon and Provolone, Grilled Veggie and Chevre or Smoked Salmon and Herbed Cream Cheese.

They currently offer outdoor dining on our patio with golf course and ocean views, online ordering, phone/text ordering and contactless pickup the Window at 9.5; 8am-3pm.

Happy Hour at the 19th Hole and special events are also in the works, as is an interior and exterior renovations to the Golf Clubhouse where they are located! Coming soon, private event and meeting space, micro-wedding packages, and more!



1



2

3



4



5

1. The Grill at Point Pinos.
2. Hand sandwiches on Ad Adstra rolls.
3. Cubano sandwich.
4. Morning Glory Muffins.
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Coastal Roots Hospitality

Coastal Roots Hospitality and its three restaurants — Tarpy’s Roadhouse and Montrio Bistro in Monterey, and Rio Grill in Carmel — started the “Pick It Up, Pay It Forward” campaign in the summer of 2020, to support a wide variety of causes in need and to give back to the community in meaningful and ongoing ways.

Coastal Roots’ first Pay It Forward campaign was launched to benefit the Food Bank for Monterey County, which was struggling to keep up with growing demand caused by job losses, economic hardship and other difficulties caused by the coronavirus pandemic of 2020.

With the campaign, 10 percent of all proceeds from takeout orders from all three restaurants through Dec. 31, 2020, was donated to the food bank. Initially the goal was \$20,000, which was increased to \$50,000 when the campaign was extended through the end of the year.

Coastal Roots has selected the recipients of its 2021 Pay It Forward campaign, including Christians, Muslims United, the Kinship Center, Wonderwood Ranch, O’Neil Sea Odyssey, Monterey County Rape Crisis Center and Gathering for Women.

In 2020, Coastal Roots took over ownership and management of Downtown Dining and its restaurants, which have been creating memorable dining experiences and connecting to the local community for more than 30 years.

Coastal Roots strives to continually set new benchmarks in hospitality, growing and developing staff and teams who embrace its vision and commitment to community. They are committed to serving the community and building extraordinary foodservice operations, with a vision to develop one of the premier hospitality groups on the Peninsula.

Support the community and the Pay It Forward campaign by ordering food for takeout from any of the three Coastal Roots restaurants.



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Patria Restaurant

Just like every other restaurant in Monterey County, Paulo Kautz' Patria in Salinas has weathered a drastic decline in business, doing only 10 percent of the business he did before the pandemic hit last year.

But thanks to a very loyal and dedicated group of patrons, Kautz has been able to stay afloat and one day get back to the robust success the European-style restaurant once enjoyed.

"I have about 20 customers who have supported us during this time," said Kautz, who opened the restaurant in 2012 with partner Gloria Magdirila, who left in 2017. "They made an effort to help us and support us during this very hard time, just so we wouldn't go under. It's unbelievable. It's something I will never forget."

Kautz said the number of employees he's hired went from 30 to three, as the restaurant has had to cut back on its menu offerings because of COVID restrictions, then opening partially, then closing, then re-opening with some outdoor seating.

While the 6,000-square-foot restaurant remains closed, he's able to stay open with about 10 outdoor tables, as well as a to-go reduced menu.

With the pandemic and the street construction in front of our restaurant, we're just hanging on. Nobody really knows what we have had to go through."

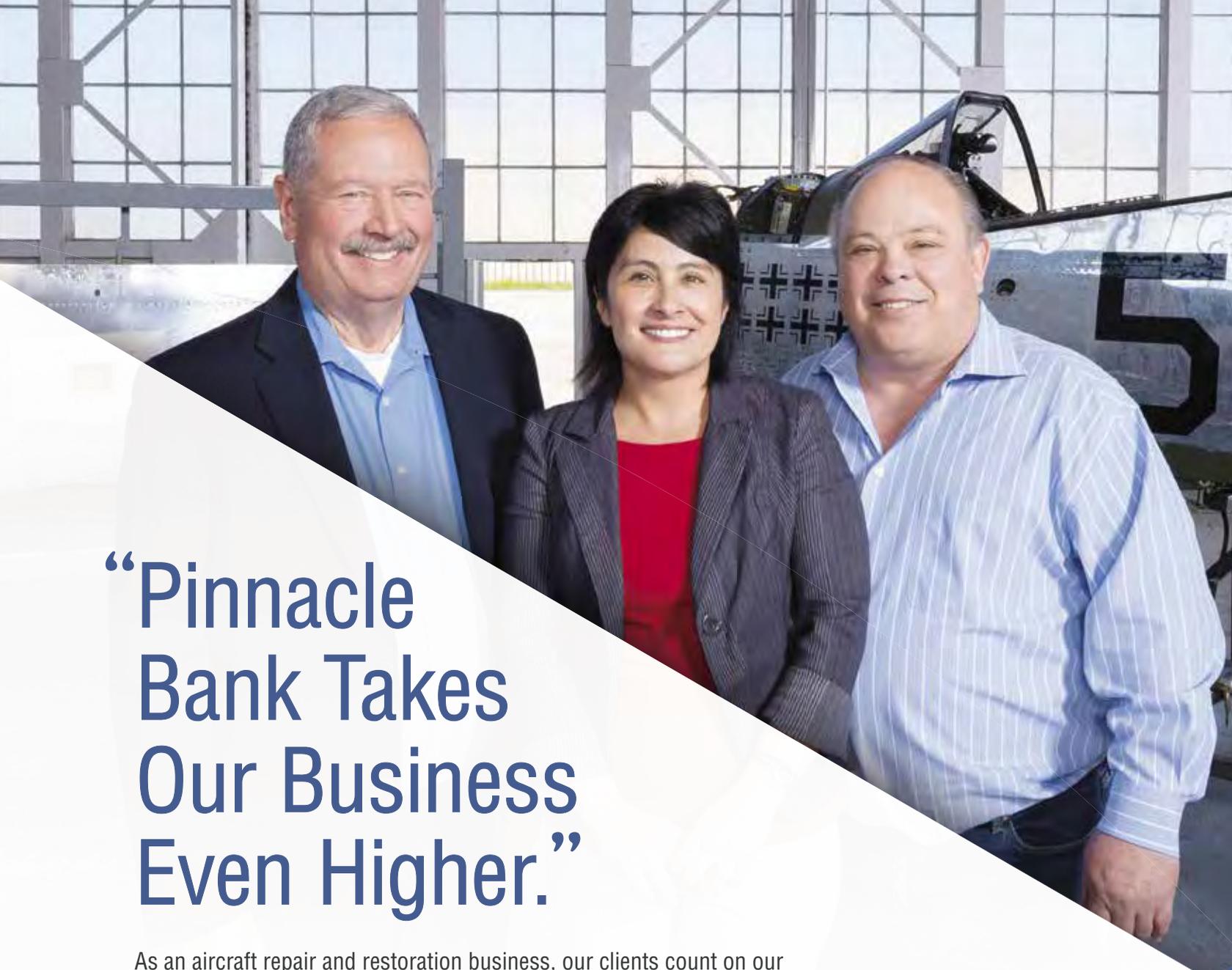
Kautz said he has managed to retain some customer favorites, such as his famous au gratin potatoes and his best seller, the Jaeger Schnitzel, breaded pork with wild mushroom sauce, braised red cabbage and homemade spaetzle.

He's also retained the decor inside the restaurant, which is adorned with some of his own colorful paintings, he does in his spare time.

"It's an Old World atmosphere, makes you feel like you're in Europe for a couple of hours," he says, meshing perfectly with the restaurant's name, Patria, which means "homeland" in Latin.



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The Sardine Factory was voted "Best Restaurant in Monterey" by the readers of the Monterey County Herald and Wine Spectator highlighted the restaurant as one of 12 seafood restaurants to catch great wine in the United States. Over the years, The Sardine Factory has hosted celebrities, movie stars, sports legends and public figures from all over the world including Clint Eastwood, Julia Child, Tony Romo, Kenny G, Ray Romano and Prince Albert II of Monaco to name a few. Guests can also pop over to the Sardine Factory Lounge to enjoy live piano music, Monterey-inspired specialty cocktails and tasty small bites.



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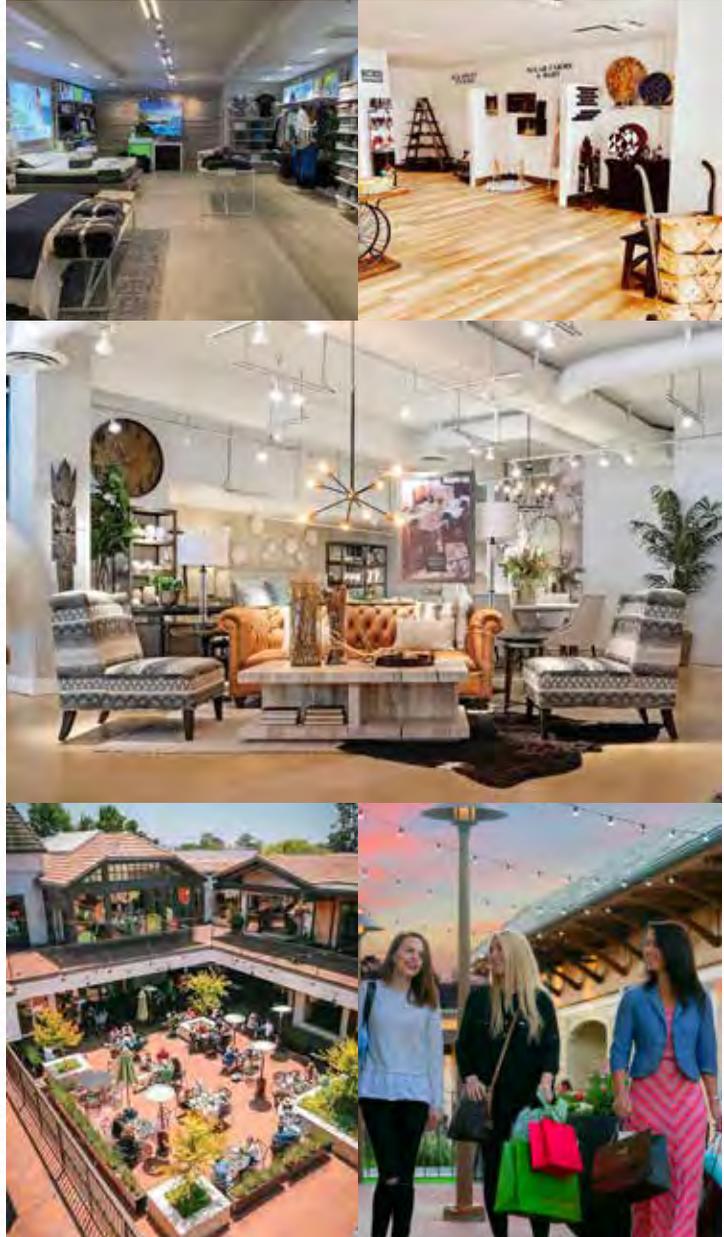
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