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FALL | 2021



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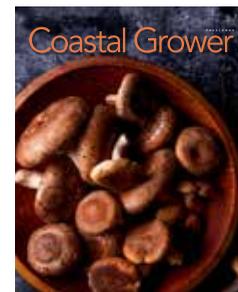
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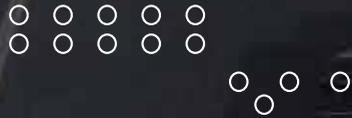
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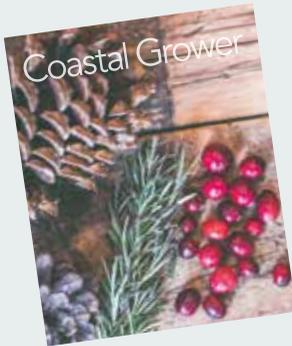
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## Coastal Grower

[www.coastalgrowermag.com](http://www.coastalgrowermag.com)

### PUBLISHER

Tom Koster

### EDITORIAL DIRECTOR

Lorri A. Koster

### MANAGING EDITOR

Whitney Brem Pridey

Phone: 831-596-4945

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

### ART DIRECTOR

Jay Galster

### STAFF HISTORIAN

Michael Hartmeir

### ADVERTISING SALES

Whitney Brem Pridey

Phone: 831-596-4945

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

Coastal Grower is published by

Koster Communications, Inc.

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Koster Communications, Inc.

24485 Vereda Del Valle

Salinas, CA 93908

Phone: 831-594-1977

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

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

### DESIGN & PRODUCTION

Marzo Design

22 Loma Avenue

La Selva Beach, CA 95076

831-521-2035

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

*Coastal Grower Magazine is a publication of articles concerning agriculture and its history.*

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# Wrap It Up

**T**he woman on the phone was not happy. She was demanding to speak to “the owner.” Our consumer affairs specialist was standing in the doorway of my office filling me in on the woman’s packaging complaint. “I got this” I informed my ever-patient consumer liaison and picked up our 800 line. It appears the woman was shopping at a Walmart in Florida and could not “possibly fathom” why we would shrink wrap a perfectly fresh bunch of broccoli. She was not afraid of germs and did not mind washing her fresh produce when she got home. Why on earth would we use plastic when we didn’t have to?

I could understand her frustration. From her viewpoint the packaging may have seemed unnecessary but then I explained.... by shrink wrapping the bunch of broccoli in a thin plastic film we were able to ship the fresh broccoli (all the way to Florida) without using liquid slush ice to keep it fresh. We used to generate almost 500 tons of liquid slush ice a day to cool some of our fresh produce—it takes a lot of water and energy to make that much ice. The packaging allowed us to use a technique called vacuum cooling, thus eliminating the ice and saving water. Without the heavy weight of the slush ice the truckload was lighter, creating fuel efficiencies. Without the liquid slush ice we lowered safety risks at the warehouse and store level from falls or slips from melting water. Without the ice we were able to ship the broccoli in a non-wax coated carton which makes it recyclable (at the time wax coated cartons were used for moisture resistance and could not be recycled). The shrink wrap also allowed us to put a sticker on the product with our brand, traceability data, our website and, yes, our 800 number.

My response calmed her down but it got me thinking. So much of the work we do in terms of packaging is unseen by the recipient. Often its greatest impacts are on the supply chain—which they have a limited view of.

I’ve always been a “packaging geek” and I have much respect for packaging engineers. One of my favorite parts of the new development product process was figuring out the packaging component. Not only what color of graphics and consumer messaging we were going to put on the individual unit, but should it

be put in a bag or a clam shell? How many units per box? How many boxes per pallet? I’ve always looked at the box as much as what’s inside the box.

Grower shippers on the Central Coast ship millions of cartons, bags and clam shells of product throughout North America and the rest of the world. Packaging items are likely the highest contracts any procurement department will ever sign. Freight is also expensive and none of us likes to ship “air” on a truck. It’s also wasteful and detrimental to the environment (shipping air) so we were laser-focused on how we could “cube out” a pallet with boxes of product and make sure the units per box would be the right supply but also provided adequate air-flow to keep the product cool. We also had to be mindful of waste disposal costs for our customers at the receiving end who have to dispose of the shipping cartons.

Due to the pandemic last year, like many of you, I did more online shopping for household goods—I also moved homes and did a lot of online ordering for lamps, rugs, cabinet hardware and the like. To say the least, the packaging geek came out in me big time! With every box I opened I checked out how the products (especially the more fragile ones) were framed in the box with cardboard corners and bags of air now used to eliminate those historic (and messy) Styrofoam peanuts. I also had to dispose of all those boxes and internal foam frames so gained a renewed appreciation for receivers that need to dispose of packaging.

So a salute to all of the packaging engineers and designers that focus not just on what’s in the box—but the actual box. How are we going to keep our freight costs efficient? How are we going to keep the product safe yet convenient and easy to open and dispose of? Someone has to do it—it’s a huge part of any product development analysis.

So...the next time that order arrives at your doorstep from Amazon, your favorite home meal delivery company or so many others...try to find the packaging geek inside of you. Take a minute to study the engineering of the packaging. Trust me...teams of people spent a lot of time and energy working on that box—doing all they can to ensure it arrives safe and sound.



# Contributors



## **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



## **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](http://hollowayag.com).



## **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.



## **JENNA HANSON ABRAMSON**

Jenna grew up in Salinas and returned in 2007 after receiving her B.A. in Mass Communications and Journalism from CSU, Fresno. In 2013, she founded the lifestyle website, Mavelle Style, to inspire other food loving, fashionistas and in 2016 she expanded her brand and developed Mavelle Media, a marketing communications boutique consultancy. When Jenna is not working on creative campaigns or blogging about being a stylish business owner, she can be found hiking, cooking, dabbling in photography or enjoying the Monterey County food and wine scene with her husband.



## **STEPHANIE BOUQUET**

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



## **EMILY BASANESE**

Emily is the Social Media Manager & Head of Community at Strock Real Estate in Aptos. At Strock, she loves writing the community newsletter, spotlighting local businesses on social media, and collaborating with community members. Emily has lived in San Benito County her entire life and currently lives within walking distance to downtown San Juan Bautista with her husband Josh. Outside of work, she enjoys thrifting furniture, wine tasting, and reading with her cat Archie on the window seat at home.



**BRANDON MILLER**

An executive chef for most of his culinary career, Brandon Miller has had to adapt and improvise when the pandemic hit and closed local restaurants. So now he's doing cooking demonstrations for charities, farmers' markets, special events and kids, cooking for special popup events, private cheffing, and co-directing Chef's Stash, a curated prepared food, meats and produce pickup service.

Millers' resume includes stints at Bay Area's Fog City Diner and Tra Vigne, and Stokes Adobe, Mundaka, and Il Grillo locally. Fly fishing, gardening and beer brewing fills out his limited leisure time.



**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.

Learn more about Ag Water Chemical at [agwaterchemical.com](http://agwaterchemical.com).



**DOREEN LUKE**

Doreen is the Central Coast Director of Development for Kinship Center, A Member of Seneca Family of Agencies. She was born and raised in Monterey County and is currently a resident of Salinas. She began her career in nonprofit development with American Cancer Society. After 12 years with ACS, Doreen worked as a consultant for various nonprofits until she began working in her current position with Kinship Center in January 2017. Doreen holds a bachelor's in Business/Marketing from Fresno State



**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.



**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.



**MICHAEL BURTON HARTMEIER**

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

# Contributors



## MIKE HALE

Salinas native Mike Hale is a freelance writer who spent a long career in local journalism, working in various stints as both an editor and writer with the Salinas Californian, Santa Cruz Sentinel and the Monterey Herald. In 2014 he helped jumpstart KRML radio (94.7 FM) in Carmel, creating community-based programming for the “Locals Station for the Monterey Bay.” He is now semi-retired, enjoying traveling abroad and discovering new adventures along the way.



## NATALIE HERENDEEN

Natalie R. Herendeen is the Executive Director of the Center for Community Advocacy. A lifelong Salinas Valley and Central Coast resident, Herendeen has been a licensed attorney since 2014, worked with CCA on a case in 2016 when she was a staff attorney with Legal Services for Seniors, opened her own practice, Herendeen Legal, in 2016, received a bachelor’s degree in Global Studies from UC Santa Barbara in 2006, graduating with honors, Phi Beta Kappa; and got her Juris Doctor degree from Santa Clara University School of Law in May 2014.



## RENA SALAMACHA

As CEO of Mee Memorial Healthcare System, Rena Salamacha leads the operational and strategic direction of the healthcare system while managing a team of 300 employees and a medical staff of 80. A strong advocate for rural health care and South County well-being, Salamacha is a deep-rooted Mee Memorial employee, previously serving in executive roles as Chief Operating Officer (2018-2020), Chief Information Officer (2012-2018) and Director of Information Technology (2009 to 2012). Salamacha is working toward her doctorate in Health Administration, along with a Rural Hospital CEO certification by the National Rural Health Association.



## PATRICK TREGENZA

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



## SCOTT TEBO

Scott was named Director of Marketing and Communications for Central Coast YMCA in November 2018 after serving as Graphic Designer and Production Coordinator for two years. Before the YMCA, Scott spent six years as a designer/artist in San Francisco. In Salinas he worked as a freelance designer and instructor for the Art Institute of Silicon Valley, teaching Design/Illustration. Scott earned his bachelor’s degree in Graphic Design from San Jose State and a master’s from San Francisco’s Academy of Art University. Scott and his wife have two young children.



### NATALIE RAVA

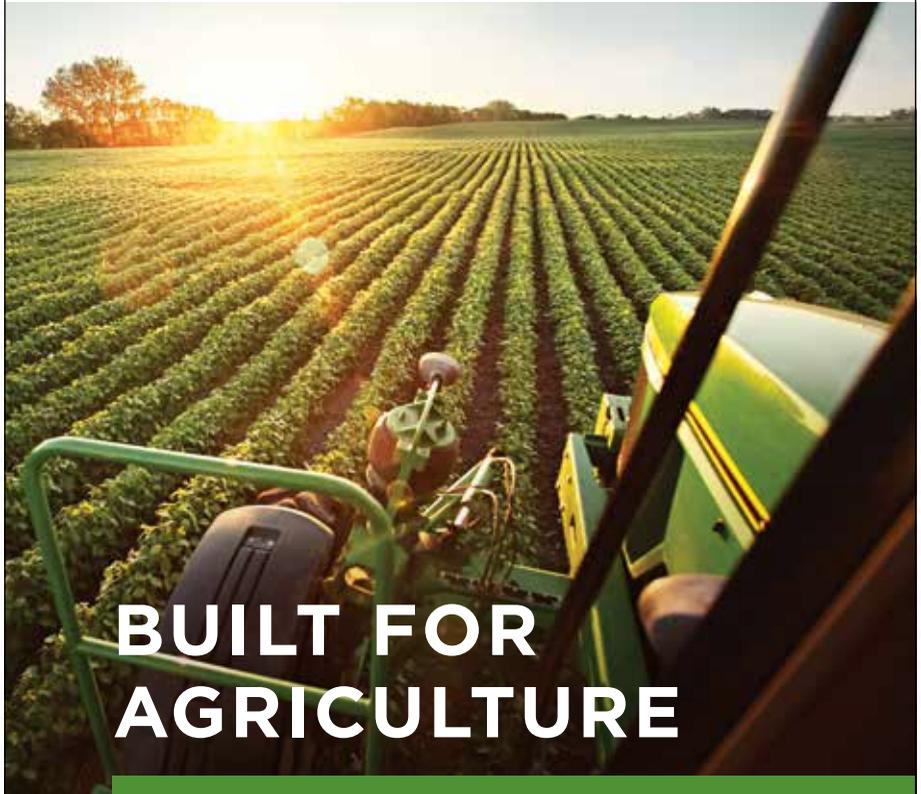
Natalie is a licensed CPA with a master's degree in accounting. She has worked at Hayashi Wayland for 16 years. Prior to her career in public accounting, Natalie worked in the accounting departments of large, private industry agricultural companies. She understands the operations side of the ag industry as well as the accounting and tax compliance that is required. She enjoys helping clients with their outsourced accounting needs as it enables her to utilize her past experience managing the accounting function.

She has previously served as treasurer for Ag Against Hunger, as Finance Chair for the National Steinbeck Center and on the Finance Committee for the Hartnell College Foundation. She is a past member of California Women for Ag and both the Salinas Valley Fair and Mid-State Fair Heritage Foundations. She is currently the board treasurer of the Arts Council for Monterey County and the Campaign for the Preservation of Mission San Antonio.

*Coastal Grower values the contributions of all our writers. Contributors wishing to be recognized are listed here. In some cases contributors prefer to remain unrecognized with a bio and photo, or prefer complete anonymity. In those instances articles are published with no recognition or attribution.*



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# Secondary Main Streets Do It Better

By Emily Basanese

**W**e've all walked down Alvarado Street, eaten somewhere on Pacific Street, or been to a place called Ocean Avenue, but there are some secondary side streets that are hardly the runner-ups. Skip the crowded sidewalks, expensive parking lots, and long lines; instead, dig a little deeper and discover some communities that are a little less obvious but every bit as enjoyable.

In Monterey County, we know you'll be tempted to go straight to Carmel, Fisherman's Wharf, or Cannery Row as soon as temps top 65. That isn't a bad way to spend the day either — these places are touristy for a reason, after all. One of those weekends, when you're sitting in traffic on Highway 1, pull off much further north and head over to Broadway Avenue in Seaside. Trust me on this one, this plucky town has done some growing up and now offers amazing small businesses that are worth the jaunt.

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**Skip the crowded sidewalks, expensive parking lots, and long lines; instead, dig a little deeper and discover some communities that are a little less obvious but every bit as enjoyable.**

---

Counterpoint Coffeeshop is one such location. It has an attitude in all the right ways, and that's just what you'd expect from a coffeehouse in Seaside. Set inside a massive warehouse with market lights strung from the rafters, this place has a seriously cool vibe that invites you to stay, book in hand, overcast skies outside, and a homey mug topped with latte art on your table. You can also snag wine, beer, and light fare if you aren't in the coffee mood. Beyond that, Counterpoint invites



local small business pop ups and food trucks, keeping the good times rolling.

If you're looking for something a little healthier, The Hem Nutrition store is just the trick. This juice bar ALSO has coffee — protein coffee that is. If you're in the mood for a cool down, try one of their shakes (think flavors like Cap'n Crunch PB Berries or Matcha Cookie Crumble). They also have teas boosted with vitamin B12 and shots for immunity, vitality, and something called a Donut Shot that sounds like a must-try.

Further down Broadway you'll come to Other Brother Beer, a locally brewed taproom that also serves natural wine. Good vibes and great sips abound at this eclectic pourhouse. Not only do they source incredible local brews and pair it with killer culinary, they also make their own beer and olive oil. Grab a house-made pour (maybe the Seaside Pale Ale if you're really feeling the Seaside love), some Ad Astra bread that's also always on tap, and settle in on the outdoor patio.

When you think about an afternoon of drifting in and out of shops, the sleepy town of San Juan Bautista is probably not the first place that comes to mind. But if you haven't been to this historic township since your 6th grade field trip to the San Juan Mission, trust us, it's time for another visit.

The town is the size of a postage stamp with most businesses congregating on Third Street. Grab some delicious Mexican grub at Dona Esther's Restaurant; their enchilada sauce could be served as a main course and on select days, their margarita refills are only \$0.25. Other must-tries are Jardines De San Juan, Smokepoint BBQ & Provisions, and Lolla sandwich shop. Pro Tip: If you get a sandwich from Lolla's, enjoy it on the lawn at the Mission, which is just a block away.

Also on Third Street are a surprising number of watering holes. A local favorite is Bear's Hideaway, which we love for its laid back atmosphere that makes you feel like you're hanging out in a friend's backyard. They also keep a humidor well stocked with cigars, if you're into that kind of thing. You can also put your feet up at 18th Barrel that claims beverages on "Both Sides of the Barrel" with separate counters for wine and beer; they also host taco trucks and live music on select weekends.

San Juan Bautista offers lots of locally owned shops as well. From the thrift store



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### **Next time you're looking for a day on the town, take a break from the overpopulated main streets and opt for something a little off the beaten path.**

---

called Thrift Store, to the numerous antique shops, to a skateshop, to an alpaca store, there are tons of options to keep you busy. Our latest favorite has got to be The Honest Company. Opening in the middle of the pandemic, this tenacious startup has tons of all natural products. Their shelves are stocked with homemade soaps, non-toxic beauty products, organic candles and more. Any purchase here will be the right one.

Up North in Santa Cruz County, break away from Pacific Ave and the touristy shops around the Boardwalk and opt for something a little quieter. Let's take a walk along Soquel Street in Soquel Village. From here a couple of streets spider off from the main drag, each with a hidden gem.

Start the day at the Ugly Mug, a lovingly named coffee shop that's been "Brewing the hell out of corporate coffee since 1996." Fresh ingredients like just-zested orange peel on the Cafe Borgia are what you can expect at

this (espresso) shot-spot. Yummy eats, local art, live music, and amazing service keep the "muglies" coming back!

Down the street you'll have a couple of choice eateries you'll want to try out. The first is Pretty Good Advice (yeah, the business names around here are top notch). This vegetarian eatery has quickly become a favorite stop for locals. Plus, we love a spot that has a great breakfast sandwich, and this place serves delicious breakfast sammies all day. The Spicy Boy is an egg sandwich with roasted jalapeno, caramelized onions, and something called sweet pepper jam. That alone should be a reason to stop by.

If you're looking for something a little meatier, try HOME. Don't be fooled by the quaint exterior: this cozy restaurant serves up artfully plated dishes. Bites like HOMEMade focaccia, King Salmon tartare, and squid ink spaghetti make their way onto the locally sourced menu. Beyond your plate, you'll enjoy the relaxed atmosphere that really does feel like home.

Between cups of coffee and delicious food, explore the antique shops and locally owned storefronts that come in all shapes and sizes along this stretch. Peruse shops like The Trader's Emporium, Cowbells For Heart & Home, After Effects Antiques, and Loot Vintage Shop (we weren't kidding about the names around here).

All of that hunting will absolutely make you thirsty; thankfully there are a number of places nearby where you can refresh. Duck into Vinocruz Winebar + Kitchen for sips of local wines, hometown brews, and a smattering of favorites that come from all over. Pair with plates for every appetite: small, large, snacks, and salads.

Visit Beer Thirty down Porter Street for a wide variety of beer and a ton of family-friendly activities, like corn hole and ping pong. You'll see a lot of "big kids" competing; it's pretty fun for all ages. There's also Wargin Wines tasting room located in the self-proclaimed "hobbit house" if you're looking for a proper flight of some local vintages.

Next time you're looking for a day on the town, take a break from the overpopulated main streets and opt for something a little off the beaten path. With half the crowds, double the parking, and gems that locals actually like, you're sure to have a great time. ☘

# Expanding Mental Health Access For Youth In Foster Care

*A local nonprofit is making strides in mental health access for children with innovative partnerships and programs that benefit families throughout Monterey County*

By Doreen Luke



Salinas-based nonprofit Kinship Center, a member of Seneca Family of Agencies, is making access to mental health services more widely available for youth in the Salinas Valley and throughout Monterey County. The nonprofit has integrated their Mobile Crisis Response Team with the state of California's Family Urgent Response System (FURS) in a new partnership with Monterey County Behavioral Health.

FURS is a statewide mental health crisis hotline that is accessible 24/7 to current and former youth in foster care and youth involved with juvenile probation, up to age 21, as well as their caregivers.

Since March 2021, the hotline has provided these youth and their families with access to real-time phone and in-person support when they experience an immediate mental health crisis by providing them

with stabilization and support from caring counselors trained in conflict resolution and de-escalation techniques for children and youth impacted by trauma.

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**FURS is a statewide mental health crisis hotline that is accessible 24/7 to current and former youth in foster care and youth involved with juvenile probation, up to age 21, as well as their caregivers.**

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Callers to the FURS hotline are assessed and offered phone counseling and intervention from trained counselors to

establish safety, stabilization and to provide support in deescalating and addressing the caller's situation. The goal is to resolve conflicts and assess risk and safety.

If in-person support is needed, FURS hotline staff can conduct a three-way call with the caller and Kinship Center's Mobile Crisis Response Team, which consists of at least two licensed clinicians, to address the situation without needing to transition the caller to another phone number. FURS staff members remain in contact with the caller and Mobile Crisis Response Team until safety is established.

The Mobile Crisis Response Team travels to and works with the youth, caregivers and local community providers to provide the least restrictive interventions needed for each situation. "It is important that we include all members of a youth's support systems in the follow-up safety plan to improve the mental health status of the youth. These stakeholders include guardians and family members, social workers, therapists, teachers, and psychiatrists," said Dawn Henson, Kinship Center Regional Executive Director.

## **A New Approach to Providing Mental Health Services**

Kinship Center's Mobile Crisis Response Team is unique because of how it is rooted in the community through its mobile nature and involvement of different community members in risk and safety assessments. The team also stands out due to its focus on providing services to low-income and at-risk community members, as it is designed to help high-risk youth with Medi-Cal or no insurance.

"With our new mobile unit, we will be able to immediately go into schools, homes,



youth centers, and other community locations while a youth is actively experiencing a crisis. We are addressing an issue as it is actively unfolding and taking away logistics of scheduling appointments and working with insurance, allowing us to focus more attention on the most important issue at hand which is the mental health of the youth," said Henson.

This new program goes beyond just helping youth solve problems by connecting them with mental health professionals and resources. It ultimately helps to reduce law enforcement contacts and placements in out-of-home facilities, promotes family healing and stability for youth in foster care, and improves relationships between foster youth and their caregivers while increasing retention of current foster caregivers.

"Families often have trouble finding the support they need precisely when they need it most," said Henson. "They may not know who to contact during these critical moments, or they find themselves turned away from services because their situation doesn't meet specific eligibility criteria. FURS fills this gap by providing a central place for children, youth, and their caregivers to access immediate phone and in-person support at any time, year-round."

### **Keeping Youth Out of the Juvenile Justice System**

One of the most important aspects of Kinship Center's integration with the FURS program is

that it supports families experiencing conflict by providing a trauma-informed alternative to calling 911 or law enforcement. "With this early and proactive stabilization support, we can help prevent conflicts from escalating into a crisis and disrupting the relationship between the child or youth and their caregiver," said Henson.

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### **Callers to the FURS hotline are assessed and offered phone counseling and intervention from trained counselors to establish safety, stabilization and to provide support in deescalating and addressing the caller's situation.**

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The merging of Kinship Center's Mobile Crisis Response Team with the FURS hotline streamlines access to crisis intervention services in homes, schools and communities based on the current location and needs of the family. Regardless of the setting, clinicians work with the youth and family to complete a short-term safety plan and, if needed, develop a plan for immediate referral to emergency psychiatric services. In instances where a mobile response is not needed, the FURS

hotline staff help with connecting the caller to other local resources they may need.

By offering centralized access to the resources and tools families need to resolve conflict and build healthy relationships, the FURS hotline and Mobile Crisis Response Team aim to assess the mental health needs of youth with the goal of reducing involvement in the juvenile justice system, increasing suicide prevention, reducing unnecessary psychiatric hospitalizations, and decreasing placement changes for children not living with their biological parents.

The FURS hotline number is (877) 305-8989, and Kinship Center's Mobile Crisis Response Team can be reached directly at (831) 687-4379.

Kinship Center supports thousands of children and their families through adoption, foster care, relative caregiver, children's mental health, and other critical family and community services. For more information regarding FURS, Kinship Center's Mobile Crisis Response team, other Kinship Center services or to get involved with the nonprofit, visit [www.kinshipcenter.org](http://www.kinshipcenter.org). 

### **Kinship Center relies on community support to fund their programs**

Support from the agricultural community of the Salinas Valley has been instrumental in keeping Kinship Center's programs running strong. Opportunities to support Kinship Center include their Ag for Kids campaign, as well as their annual Children First gala. For more information, visit [www.kinshipcenter.org](http://www.kinshipcenter.org).

# Erik Lahr

Courtesy of Enza Zaden



The best part of Erik Lahr's day is his early morning walk around his fields in rural Paso Robles. Being out there by himself, in the silence of still, crisp air before the heat takes over, is a magical experience that sets the tone for the day.

As a seed production specialist, Lahr's job is to create a reliable stream of quality high germinating seeds for growers. The morning walks tell him how he's doing and what he needs to work on.

"Looking for problems is why you're there, and a great day is when you don't find one," says Lahr, who specializes in seed production at Enza Zaden.

Born and raised in an agricultural family in the Santa Maria Valley, Lahr became hooked on agriculture as a career during a college internship with APIO in Guadeloupe, CA. "I was running my first broccoli harvest crew, and just felt blessed to be part of the chain that helps feed people. I was in love, and I've loved every harvest since," said Lahr.

Following his agri-business degree from Cal Poly, San Luis Obispo, Lahr spent time in viticulture before landing in seed. He enjoys the never-ending challenges of vegetable seed production, with no two crops or seasons ever the same. For Lahr, bureaucracy, regulation change, labor supply and inconsistent weather patterns are hindrances that create opportunities to innovate, appreciate and educate about the industry.

"It's harder and harder to get the labor for production fields that need weeding and harvesting. While automation will eventually improve the labor situation, it will further challenge the survival of small family farms, especially those burdened with drought. In my world, seeing a family farm sold or abandoned is one of the saddest things, but at the same time, we need to change as both the industry and the world evolve," says Lahr.

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**As a seed production specialist, Lahr's job is to create a reliable stream of quality high germinating seeds for growers.**

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While innovation in farming is constant, with growers continually looking for ways to grow more consistently and often more sustainably, seed production has not significantly changed. "To produce seed, I farm very traditionally, just for longer periods," says Lahr.

"I enjoy contributing to the region-specific crops that we grow here in the Salinas Valley through seed production, alongside the global nature of farming. In addition to the "vegetable basket" crops we're known for, I get to grow varieties for unique places around the world — an onion for Brazil, special lettuces for France,

China and the Middle East, unique basil for Italy, culinary herbs for Germany. When I travel, I can eat something that I grew. I love that aspect; but having my home base in California is the pinnacle," says Lahr.

For the past several years, Lahr has worked with Cuesta College, to raise the profile of seed production as a career opportunity, through interactive field trips. "Seed production is a step back from what most people think of when they think about agriculture," says Lahr.

Lahr enjoys highlighting the opportunities that seed production presents, while strengthening knowledge of the industry overall. He also enjoys continuing his own education, primarily through courses at UC Davis. "There's always more to learn in





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### He enjoys the never-ending challenges of vegetable seed production, with no two crops or seasons ever the same.

this industry," says Lahr, who continues the education theme in how he raises Clayton (9) and Juliana (6). They learn about how vegetables grow, alongside how to take care of animals, and where meat and eggs come from.

"My dad is a farmer who grows seed and onions for other farmers to grow," says Clayton. "I like my chickens the most," says Juliana.

"Respect for country, family and tradition is what I try to instill in my amazing kids at every opportunity. They love their life, and they feel like they belong here." **CS**



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# How Do You Like Them Apples?

*Twisted Roots Winery has found legions of fans for its crispy, dry, refreshing hard cider*

By Mike Hale



To include children in family celebrations, a generation of American parents would uncork some sparkling cider, a cloying cliché of a beverage intended to mimic Champagne.

For many of us of a certain age, those occasions were the closest we would come to trying the real thing — hard cider. The alcoholic drink once favored by colonial Americans (and ultimately killed by Prohibition) has eventually regained fans in the U.S., thanks to an adventurous younger set and the fact that cider — unlike beer — is gluten-free.

Josh Ruiz is part of that revolution. The co-owner and winemaker at Carmel Valley-based Twisted Roots Winery (known best for its Old Vine Zinfandel and Petite Sirah) branched off into cider back in 2016. His goal? Make something completely different from other American ciders, avoiding the usual pitfalls seen in a country that insists on making everything bigger, bolder, stronger, sweeter.

Standing apart in the cider market wouldn't be easy. Mega-companies eagerly

entered the cider market, creating mostly sweet cider in huge batches. In the last 10 years, MillerCoors has purchased the Crispin Cider Company of Minnesota, and has rolled out its Smith & Forge Hard Cider label, while Anheuser-Busch launched Michelob Ultra Light Cider.

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**The new packaging also features a redesigned logo — a red, cross-sectioned apple against a sleek, black can.**

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Ruiz wanted to create the antithesis of a typical American cider that is often over-carbonated and sweet — something he calls “candy apple ciders.”

“People were ready for something else, especially those who love our wines,” he said. So he created Twisted Roots Hard Cider, an easy-drinking, dry, crisp, lightly carbonated adult beverage that is low in sugar and carbs — “something clean, simple and refreshing.”

Ruiz took a studious approach, beginning with spending many hours atop bar stools at pubs in England (the top cider-drinking country in the world).

“Wine is sometimes not as easy to find as a cider is, and ciders over there have complexities like wine does here,” he said.

Ruiz and his wife Julie spent time researching the cider culture, and found that ciders “vary greatly depending on the region, area and the makers, just like wine.”

Twisted Roots uses a combination of five fresh apple varieties, each of which add unique elements to the finished product:

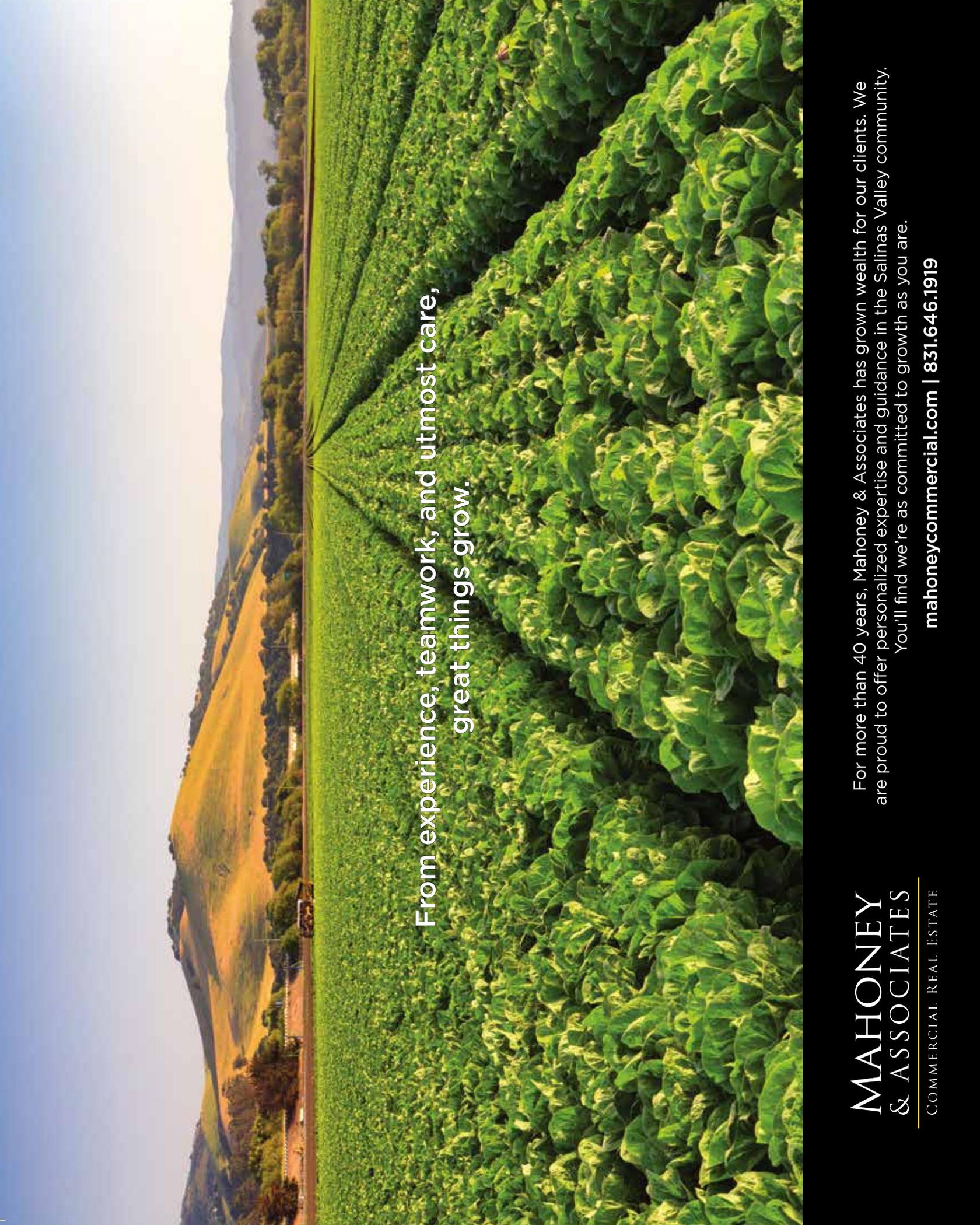
- Golden Russets enhance the bouquet and aromatics, and contribute complexity and fruit flavor
- Granny Smiths add tannic structure and tartness, adding to the mouthfeel
- Galas help deliver a clean, refreshing finish
- Fujis lend just the right amount of sweetness
- Red Delicious bring rich mouth-feel and a distinctly apple aromatic quality

Originally capped in 750-ml wine bottles, Twisted Roots Hard Cider now comes in four-packs of 16-ounce cans as part of a company-wide rebranding effort. The new packaging also features a redesigned logo — a red, cross-sectioned apple against a sleek, black can. The cider has also branched off onto its own website at [twistedrootshardcider.com](http://twistedrootshardcider.com).

“This is just the next step in the evolution of the product,” said Ruiz. “We wanted to make it accessible to the crowd, easy to carry to the beach or a picnic. It’s certainly a younger, fresher approach.”

Twisted Roots Hard Cider has 6 percent alcohol, and each 16-ounce can contains only 100 calories.

Tastings of Twisted Roots Hard Cider are available at the wine tasting room in Carmel Valley, 12 Del Fino Place. For information, call 594-8282. **cs**



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# Central Coast Soils and Geography

*A Blessing and a Challenge For Wine Grape Growers*

By Brian Milne



**H**arvest season is here, which means our vineyards will soon be lit up in the evenings with wharvesting equipment and crews hustling to pull off grapes all through the night. In a matter of weeks, more than 80,000 acres of wine grapes will be harvested from Paso Robles to Pajaro, which will provide wine enthusiasts with some of the most diverse and complex wines California has to offer. But what makes Central Coast wine grapes so special?

Well, it starts with the soil and geography, which is also what makes growing — and harvesting — grapes such a challenge in this region.

Our soils and geography, and microclimates they help create, are as unique as the wines we produce, with vineyards stretching from old river bottoms to rolling hills, flatlands to steep mountains and canyons.

The vineyards from Paso Robles to Pajaro produce more than 60 varietals for more than 350 wineries, a viticultural laboratory if you will, that produces everything from Cabernet Sauvignon and Merlot, to

Syrah and Viognier, Roussanne to Zinfandel.

## **But why is there so much variety?**

Well, it comes back to our diverse geography, microclimates, and the wide array of soil types we have on the Central Coast — where

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**Our soils and geography, and microclimates they help create, are as unique as the wines we produce, with vineyards stretching from old river bottoms to rolling hills, flatlands to steep mountains and canyons.**

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grapes are grown down on the valley floor at a few hundred feet of elevation, all the way up the Santa Lucia Mountain Range, which stretches up above 2,000 feet.

While the valley regions have deeper, rich, fertile soil, our coastal AVAs are defined by dozens of different soil series, derived from

bedrock, weathered granite, sedimentary, volcanic and marine sedimentary rocks. All of which makes developing and managing these vineyards quite an undertaking for coastal ag operators and managers.

“It can be a challenge establishing a vineyard in this region,” said Nick Hillman, Vineyard Manager for Vineyard Professional Services (VPS), which as a company has designed and planted over 50 vineyards on the Central Coast.

Hillman took time to discuss some of those challenges this past July during a break on one of their redevelopment projects in West Paso Robles, where they had to work meticulously around hundred-year-old oak trees and boulders the size of ATVs.

“With our soil analysis, we were able to identify we’re on three specific soil profiles on this particular site: a very heavy clay soil profile, a sandy loam and sandy profile,” he said. “With this information, we’re able to create more homogenous block layouts that won’t intersect too much. And that will help with sustainability and efficiency with irrigation in our future development and

management practices.”

### Leveraging science, technology to develop sustainable vineyards

To get new developments ready for planting, VPS utilizes innovative soil sampling services, aerial mapping, GPS and precision deep ripping technology to promote uniformity through the soil profile, increasing water-holding capacity and incorporating organic matter throughout the rootzone.

Growers that leverage precision deep

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**It can take years for a vineyard to reach optimal production, so let's appreciate the work that goes into each vine and every bottle, and give a toast of good luck to our growers and winemakers for the 2021 harvest season.**

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ripping of their vineyards, to bust up those rocky soils and allow for deep incorporation of compost and vital soil amendments, have seen the roots from their vines stretch 4-6 feet deeper than in compacted soils, improving crop health and the life expectancy of their grapevines.

“Healthy soils make great wines,” said Randal Tomich, owner of Tomich Wines and founder of AgSoilworks, a precision development company that focuses on vineyard redevelopments and deep ripping.

“Sustainable vineyards start with a detailed soil database,” he added. “Our job is to translate the science to the ground and ensure optimal soil conditions along every row of a new vineyard.”

### Renewed focus on soil health, sustainability

Central Coast vineyards have seen a renewed focus on soil health and sustainability in recent years, adopting precision irrigation practices, incorporating soil and weather sensor data, and using soil mapping and sampling (of water, soil and tissues) to determine exactly what nutrients and amendments are required by the crop.

“You only have one shot at getting

a vineyard redevelopment right,” said AgSoilworks partner John Crossland, a former chairman for the California Association of Wine Grape Growers and Advisory Board Member for Fresno State’s Department of Enology and Viticulture

“It’s important to do everything you can to get your soils in order before planting, to ensure the crop gets off to a strong start with a deep, healthy root system. Especially in the soils that we have here on the Central Coast, the first few years of a new vineyard are critical for ensuring long-term health

and production.”

So when you uncork your first bottle from the 2021 vintage, stop and think about where it comes from, the regional soils and vineyard development practices that went into producing those wonderful grapes. It can take years for a vineyard to reach optimal production, so let’s appreciate the work that goes into each vine and every bottle, and give a toast of good luck to our growers and winemakers for the 2021 harvest season.

Cheers! ☞

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# The ROAR of Success

By Mac McDonald



As a third-generation farmer, Gary Franscioni expected to go into farming as a livelihood, but he didn't exactly foresee becoming an influential grower who cultivates vineyards that produce some of the finest wines in the country, if not the world.

Franscioni was attending at college Cal Poly San Luis Obispo in the late-'70s studying food science when his class took a field trip to Napa Valley to study the operations of a vineyard and winery. It lit a fire in him, although it took about 20 more years of growing produce on his family's farm for that spark to become a roaring fire, as it were.

"After 20 years of farming vegetables on the home property, I began my wine journey in 1996," says the soft-spoken patriarch of ROAR Wines, which produces award-winning pinot noir and other varietals on four vineyards in the Santa Lucia Highlands in Salinas Valley. "Viticulture is just an extension of farming, it's all about the soil and weather. The beauty of it is I could travel around the world (to promote his wines) and it helped balance life for me. And, it got

me off the tractor."

But make no mistake, Franscioni is a hands-on grower and winery owner overseeing all aspects of the family

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**As a third-generation farmer, Gary Franscioni expected to go into farming as a livelihood, but he didn't exactly foresee becoming an influential grower who cultivates vineyards that produce some of the finest wines in the country, if not the world.**

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operation, from planting vines, shepherding them through the growing season, crushing the grapes and aging and bottling and marketing wines that have become almost legendary.

"Saying ROAR to a Pinot Noir lover is like saying 'Ferrari' to a person who loves

cars. Some of the most luscious, complex, and rich Pinots are made by this small producer," wrote Karen McNeil in the Wine Bible. With MaryAnn Worobiec of Wine Spectator adding, "Monterey County is one of the most exciting outposts on the California Pinot Noir frontier, and one of the most impressive producers is ROAR."

And that's no accident. Franscioni says being a small, family-run operation, where "our eyes and boots are in the vineyards every day" means the wines really have to shine.

"We're very hands-on with the vineyards and the wine itself," he says. "It's a small production winery so it has to be top of the board. In fact, we're more well known outside Monterey County than in Monterey County. We're nationwide."

Franscioni and his wife Rosella's oldest son Adam is the Vineyard Manager, while their other son Nick is the Winery Manager, which he oversees with Winemaker Scott Shapley. But the most important member

*Top: Garys' Vineyard.*

*Right: The Franscioni Family.*

of the entire process may just be Gary's wife. There's one ironclad truism in the ROAR firmament: "Every blend must receive Rosella's approval." That goes hand in hand with the original goal of the couple when they planted the first gnarled vines. Gary and Rosella's mission was to make wines that they themselves would love to drink. Now virtually everybody loves to drink their wines.

This is what Matt Kettmann of Wine Enthusiast said about the award-winning 2017 Garys' Vineyard Pinot Noir: "Jaw-dropping on all fronts, this wine by the pioneering Franscioni family approaches regional perfection. Black plum fruit meets with dried violet and lavender on the extremely well-integrated nose, while a mineral tension frames the palate. Flavors of black plum and blackberry jam are cut by rocky earth and wild mint, and the acidity is vibrant but not overpowering."

Garys' Vineyard is one of the four vineyards the family owns and operates,

a collaboration between two high school buddies both named Gary (thus the apostrophe after the s), Franscioni and Gary Pisoni, who also makes high-demand, award-winning pinots in his own right and

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**But it was Garys' Vineyard that perked up people's ears and taste buds and helped put Santa Lucia Highlands on the map of leading viticulture regions in the country.**

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was one of the first to champion Pinot in the Highlands, planting his first vines in the early 1980s.

Franscioni's flagship vineyard is Rosella's Vineyard, the home ranch planted in the first year, 1996, and its northernmost

property. Garys' Vineyard was planted shortly after, in 1997. The first vintage of ROAR was released in 2001, and was made from these two vineyards. But it was Garys' Vineyard that perked up people's ears and taste buds and helped put Santa Lucia Highlands on the map of leading viticulture regions in the country.

"I knew Gary well, we went to school together in Gonzales. I knew Gary was putting his brain on pinot and I wanted to continually grow and this was a step to do it," he says about the award-winning partnership. "I came from the growing side and Gary from the marketing side. We knew the climate was here and the setup was here, so we felt we had already scored a touchdown and we were setting up for the extra point."

Before long, and after the word got out in the industry, more than 30 wineries were inquiring about purchasing grapes from Garys'. Franscioni says it's a combination of





factors that propelled Santa Lucia Highlands into the stratosphere.

“Climate is king in the Santa Lucia Highlands — it’s the cool foggy mornings, and winds in the afternoon, which allows for a longer hang time,” he says about the moisture-wicking qualities of the wind, which prevents botrytis and keeps temperatures down. “Pinot really is the ‘noble grape,’ and the Santa Lucia Highlands has a very distinctive style to it, fruit-forward, fresh and bright. It all gets down to the quality of the farming. And believe it or not, the Santa Lucia Highlands is still getting there.”

On the heels of the success of Garys Vineyard, Francioni was able to expand, planting Sierra Mar in 2007, the southernmost and highest elevation vineyard. Another year later, he and the Pisonis co-founded Soberanes Vineyard, just south of Garys’, with similar soils but different clones and row orientation.

ROAR Wines is committed to sustainable farming practices, in fact, all Francioni vineyards are SIP (Sustainability in Practice) Certified, a rigorous certification for vineyards and wineries that is widely recognized as the gold standard for

sustainable certification.

Planting that third vineyard allowed Francioni to take what he learned from Rosella’s and Garys’ and get creative.

“This offered a perfect opportunity to take what we learned at Garys Vineyard, and try new things at Soberanes,” Gary says. “Different row orientation, vine spacing, and grape clones are a few ways we adapted our viticultural approach to offer a refreshed, yet distinctive profile at Soberanes.”

And, ROAR recently moved its winery operations from the Bay Area to Castroville, which allows the grapes to travel a much shorter distance from field to winery, where son Nick and winemaker Shapley work their magic in fermentation, aging and bottling. It also allows the pair to experiment and get creative.

As grapes arrive during harvest, the ROAR team utilizes 1-ton bins to experiment with smaller fermentations. Two examples recently include fermenting and aging Pinot Noir in concrete, as well as co-fermenting multiple clones to drive complexity earlier in the process.

The ROAR name came from the Francionis not wanting to just put their family name on the label, as most wineries

tend to do.

“ROAR has many meanings — we love the roar of the crowd at sporting events, the roar of the wind in the Salinas Valley, the roar of the creek through our property,” says Francioni. “We wanted something short and bold and ROAR captures all that and puts it in a bottle.”

Which leads to the winery’s logo, two regal lions facing each other and high-fiving, designed, as most everything else is, by Rosella.

When asked if he feels like he has reached his goals, Francioni was emphatic and quick to answer: “Nope, nope, nope. We have many more goals to reach. Without a doubt, we can get better.”

Would those goals include expanding their operations, such as buying more land and producing more wine? Not really.

“Any business would like to grow, but we’re not the type to double our production. We want to build it right, over time,” he says. “We’re really unlimited in where we’re going, but it’s going to take my sons to get it there.”

So, does that mean he’s close to retirement?

“Nah,” he says. “I want to just keep doing what I’m doing. My job is not a job, it’s what I love to do. I’ve been pretty fortunate.” **es**

### ROAR Wines

32070 River Road  
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# Inflation: Is it Here to Stay?

By Bill Hastie



Over the last several years, the U.S. economy has experienced inflation well below the average annual rate of 2.95 percent since 1980. The combination of low inflation and low interest rates helped the economy survive the COVID-induced recession during the first two quarters of 2020, and inflation was not really a concern. The Federal Reserve (Fed) has stated that its long-term inflation target is 2 – 2.2 percent, and until last

May the Fed was successful keeping inflation in that range. Recent CPI reports, however, have come in well above the Fed's long-term target as price increases can be seen throughout the economy.

Inflation is simply defined as too many dollars in the economy chasing too few goods and services. Technically, "too many dollars" is the amount of cash, checking deposits and assets that can easily be converted to cash

contained in the economy, referred to as the M2 measure of money supply. The total value of the "goods and services" produced by the economy is the gross domestic product, referred to as GDP.

Inflation rises when the M2 money supply exceeds the level of GDP. The last year's recession and partial recovery has created the perfect storm for reigniting inflation – enormous amounts of money have been injected into the economy through direct stimulus packages and monetary policy while much of the work force has been idled due to COVID restricting the economy's ability to generate GDP. The Federal Open Market Committee (FOMC), through monetary policy, has played a key role in keeping money going into the economy by purchasing different types of bonds in the market at the rate of \$120 billion per month, known as federal open market operations.

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**The challenge facing the economy is that inflation is on the rise, above the Federal Reserve's expectations, and although the GDP is growing it is doing so at a rate less than analysts had expected.**

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Where inflation goes from here is up for debate among economists. The chair of the Federal Reserve, Jerome Powell, has testified that the current inflation is "transitory," and should settle in at about a 2 percent rate. Treasury Secretary, Janet Yellen, has stated that she agrees that inflation will soon subside and return to a more normal long-term level. Conventional wisdom is that the Fed will soon begin to "taper" its bond-buying program and be altogether ended by late 2022. It's at that point that the Fed may begin to raise interest rates to keep the economy from overheating.

Some economists disagree that this inflation is transitory and believe it is here for a longer period of time. They typically site two reasons. First, although the Fed is likely to taper its bond-buying program, the Biden administration's proposed \$3 - \$4 trillion infrastructure bill will keep the flow of money into the economy. Second, several industries, namely hospitality and airlines, cannot find sufficient labor to fully operate. With a lack of available labor, these industries cannot produce the volume of goods and services they otherwise could. Many suggest the federal enhanced unemployment benefits as the reason workers have chosen not to return to the job as they are making more money by not working and continuing to receive unemployment benefits. These benefits are scheduled to terminate in September, but until then, there are more jobs available than there are workers to fill those positions.

Regardless of the reason for the current inflation, prices of most goods, namely groceries, gasoline and airline tickets, have jumped in recent months. Manufacturers of a variety of goods have announced they have planned price increases as their cost of labor and materials has increased. Another way inflation has crept into the economy is through what is referred to as "shrinkflation," which is selling a smaller amount of a product but charging the same for the original, larger amount. For example, let's say a package of paper towels containing 120 sheets sold for \$3. With shrinkflation the producer would charge the same \$3 for a package containing only 80 sheets.

The U.S. economy is believed to currently be in the growth phase of the economic cycle. During the growth phase it is normal that interest rates and inflation rise as GDP rises. The challenge facing the economy is that inflation is on the rise, above the Federal Reserve's expectations, and although the GDP is growing it is doing so at a rate less than analysts had expected. Specifically, second quarter GDP came in at 6.5 percent — which under normal circumstances would be considered substantial growth — but it was actually well under analysts' forecasts of 8.4 percent. The Federal Reserve has stated that it stands ready to take whatever measures needed to curb inflation. **eb**

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# Equity is on the Rise

By Matt Pridey, Realtor®, Agency One Real Estate



**T**he pandemic certainly created unexpected circumstances surrounding countless industries across the globe. As we continue to analyze the real estate market and trends it is hard to ignore the fact that equity of mortgaged residential properties has increased dramatically for a large portion of Americans. According to a recent report created by

ATTOM Data Solutions, the premier provider for real estate and property data, “eight times more properties are equity-rich across the U.S. than seriously underwater.” That number translates to roughly 34 percent of mortgaged residential properties in the U.S. being equity-rich, meaning the amount owed on the property is no more than 50 percent of their estimated market value. These numbers

continue to solidify confidence in an already strong housing market as we navigate the impact of the pandemic.

For those who may not fully understand what equity is and how it works, it can be summed up in simple terms as the difference between what you owe on your home (your mortgage) and what it is worth. In an average year, you might expect the traditional route of gaining equity as you pay down your mortgage. Naturally, you will also see an increase in equity as your home value increases; a primary influence among the current equity-rich properties throughout the country.

As it relates to value, the pandemic has continued to help homeowners as price increases have boosted value and further minimized what is owed on their mortgages. As it relates to Monterey County specifically, the California Association of Realtors shows the median sale price to be at an increase of 10.5 percent over July of 2020, a theme that we have continued to see throughout the pandemic.

## Why does this matter?

Aside creating a positive stance on your mortgage, equity in your home creates a number of unique opportunities that allow for homeowners to take advantage of their position. The ability to upgrade to a new home, apply for a Home Equity Line of Credit and do some long-desired projects, and a cash-out refinance are a few ways that equity can lead to opportunity in a strong market.

Even amidst the challenges brought about by the pandemic, the housing market has continued to thrive and opportunity has been created for first-time and current home owners alike. If you have any questions regarding your home’s value or about the housing market in your area, don’t hesitate to reach out to me at [matt@agencyonerealestate.com](mailto:matt@agencyonerealestate.com). **ee**

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# A Brief History of Surfing

By Michael Hartmeier

Surfing recently made its Olympic debut at the 2020 Tokyo Olympics, and for the first time in the modern games' 125-year history, 40 athletes from 17 countries competed in surfing (officially "shortboard surfing"). American Carissa Moore of Honolulu, Hawaii took home the gold in the women's event; but long before the modern Olympic games, the Native Hawaiians glided across blue waters of the Pacific off the coast of their home islands.

While the definitive origin of surfing can never be known, there is evidence of its ancient practice in several Polynesian cultures across the Pacific, particularly in Hawaii. While some of these cultures only partially practiced surfing, it was an integral part of the Hawaiian culture. Nearly all Hawaiians participated in surfing, and it held deep cultural and even religious meaning to the Hawaiian people. The elite were often the best surfers, priests would call for better surf, and the Hawaiians built surfing temples in special places such as Kahalu'u Bay. To create a board, a surfer would select a tree, carve it out himself, make an offering to the gods, and pass it to a professional craftsman for final forming. The boards of the Ancient Hawaiians were much longer than the boards of today, ranging from 9-18 feet.

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**Though perhaps not as vibrant as it was in the early 1960s, surfing remains a major part of California culture.**

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The crew of British Explorer Captain James Cook wrote the first European account of surfing when his expeditions explored Hawaii in the 1760s-1770s, though surfing remained a relatively obscure native tradition for the next century and a half. Though some notable authors such as Herman Melville, Jack



London, and Mark Twain wrote accounts of surfing, and some wealthier visitors to Hawaii experimented with it in the 1800s, it was not until the end of the 19th Century, that the sport reached mainland America and began to thrive.

In the summer of 1885, three Hawaiian princes, David Kawanakoa, Edward Keli iahonui and Jonah K hi Kalaniana'ole, who were attending boarding school in San Mateo, visited the cooler climate of Santa Cruz. As the story goes, the three teenagers were the first to surf the coast of mainland America when they surfed the mouth of the San Lorenzo River on custom redwood surfboards. For about the next 30 years, surfing on the California coast was relatively limited. After witnessing surfing in Hawaii, railroad mogul Henry Huntington paid Hawaiian surfers, including George Freeth, to surf at Redondo Beach as publicity stunts for his real estate developments. Freeth was a renowned swimmer and surfer in his time, and, along with Duke Kahanamoku, is credited with popularizing the sport in the mainland United States.

As surfing legend Gerry Lopez "Mr. Pipeline" noted in a recent TV interview, Duke Kahanamoku was a Native Hawaiian who grew up surfing and won a total of five medals in swimming over three Olympic Games, including three golds. After his debut at the 1912 Games in Stockholm, Kahanamoku petitioned the International Olympic Committee for inclusion of surfing in the Olympics. Though unsuccessful at the time, Kahanamoku's dream was realized 109 years later and culminated with an Olympic Gold for his home country and home state. Carissa Moore, too, noted Kahanamoku's influence on the sport in comments she made in the aftermath of her gold medal performance.

Surfing in the Santa Cruz area trickled on until it grew in popularity in the 1920s and 1930s. Local schoolboys, using boards made in wood shop at school, founded the Santa Cruz Surfing Club in 1936 and Cowell's Beach was a popular surf spot. The surfing club was one of dozens that popped up in the Santa Cruz area from the 1930s-1970s. During the Second World War, an influx of soldiers stationed at Fort Ord and in the Bay

Area further popularized the sport when off-duty. In the 1950s, Jack O'Neil and the surfing company that bears his name relocated from San Francisco to Santa Cruz. In 1956, the polyurethane foam board was invented and popularized, which allowed for lighter and better shaped boards. The 1950s also saw the publication of the first surfing magazine, *The Surfer*, as well as one of the most important inventions in scuba and surfing: the wetsuit.

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## Surfing in Santa Cruz and throughout the Central Coast is still popular today, from new surfers riding waves for the first time, to experts flashing technical maneuvers, to annual surf competitions.

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According to Carolyn Rainey of the Scripps Institution of Oceanography at UC San Diego, the wetsuit was invented by Manhattan Project scientist and UC Berkeley researcher Hugh Bradner in 1952, in conjunction with other UC Berkeley researchers as a project for the US Navy and research divers. The wetsuit, which utilizes trapped air bubbles in neoprene foam to limit heat transfer from the body to the water, allows the wearer to spend significantly more time in cooler water. Aside from its advantages in scuba, military, and underwater research, the wetsuit allowed surfers to stay out longer and in cooler conditions. Due to the standards of the day, Bradner never seriously attempted to capitalize on his invention, as it was a project coordinated with the University of California, the US Navy, and other organizations.

Many surfing clubs existed in the 1960s in Santa Cruz and throughout California in what was popularly known as the "Beach Days". This golden era of surfing saw the popularization of the iconic California surfing culture through movies, television, ads, and, perhaps most notably, in the music of bands such as The Beach Boys. Though surfing and the beach culture may have

peaked in widespread American awe in the 1960s, surfing continued to develop and grow into the 1970s and the remainder of the 20th Century. The World Surfing League, the international authority of the sport, was founded in 1976. Surfing technology advanced as well, with Jack O'Neil's son Pat inventing the surf leash in the 1970s, and countless board shapes and designs being tested. The 1970s also saw the rise of one of surfing's biggest names: Gerry Lopez.

After winning the Hawaii State Championships as a teenager in the 1960s, Lopez went on to win the Pipeline Masters competition in Hawaii in 1972 and 1973. A master of the Banzai Pipeline off Oahu's North Shore, he is regarded in many circles as the best "tub rider" ever, and one of the greatest surfers of all time. His iconic lightning bolt brand was hugely popular in the 1970s and 1980s, and he still makes custom boards today. Born in Hawaii in the 1940s, Lopez counts Duke Kahanamoku as one of his idols.

Surfing in Santa Cruz and throughout the Central Coast is still popular today, from new surfers riding waves for the first time, to experts flashing technical maneuvers, to annual surf competitions. One such competition was Mavericks, a big wave competition that took place each winter from 1999-2016 on the epic 50 plus foot waves produced just north of the town of Half Moon Bay.

Though perhaps not as vibrant as it was in the early 1960s, surfing remains a major part of California culture. California is home to several surfing museums and is the heart of the surfboard manufacturing industry. Surf forecasting was pioneered at the Scripps Institute for Oceanography at UC San Diego, and in 2018 Governor Jerry Brown signed Assembly Bill 1782, which made surfing the official sport of the state of California. With the serious protection California places on its coasts and beaches, surfers will continue to enjoy the hundreds of surf spots along the Golden Coast for generations to come. As Gerry Lopez notes on his website, "Surfing is a deeply wonderful thing — anytime, anywhere and any way".

Facts verified in part at the Santa Cruz Surfing Museum. **ee**

# Lightening the Sugar Load

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



The taste of “sweetness” is desired from birth. Sugar consumption (whether from natural sources or added to foods) provides energy and satisfies the brain reward center. The neurotransmitter, Dopamine, releases in response to sugar eliciting “pleasurable” feelings. Recent data from the National Health and Nutrition Surveys (NHANES) shows the average American consumes 25 teaspoons of sugar daily. This excessive intake may make the brain feel “good,” but it plays unfavorably on the rest of the body.

The use of sugar substitutes in the food industry has brought a plausible option for enjoying sweet flavors without undesirable affects to blood sugar levels, body weight, or disease development. Here is a

breakdown of commonly used alternative sweeteners in food production that may help reduce sugar intake:

### High Intensity Sweeteners:

High intensity sweeteners are ingredients used to enhance the flavors of food. They are hundreds of times sweeter than sugar and contribute few to no calories to a product. Sweeteners are chemically engineered (referred to as artificial sweeteners) and others are extracted from natural sources. Regardless of origin, all sweeteners undergo safety review

**The bottom line is to exercise moderation and check your own tolerance to these sugar alternatives.**

by the Food and Drug Administration (FDA) who then establishes Acceptable Daily Intake (ADI) values. The FDA defines ADI “as the amount of a substance that is considered safe to consume each day over the course of a person’s lifetime.”

Artificial sweeteners are non-nutritive

(providing no nutrition). The most common are familiar to most by packet color: Saccharin (pink packet: Sweet N Low®); Aspartame (Blue packet: Equal®); Sucralose (yellow packet: Splenda®). Additionally, Acesulfame K (Sweet One®), Neotame (Newtame®) and Advantame® (the newest with no brand name established) are included in this category. Except for Aspartame, artificial sweeteners retain sweetness under high heat and can be used when baking or cooking. Saccharin was discovered as the first artificial sweetener. It went through extensive scrutiny back in the 1970’s after its linkage to bladder cancer development in laboratory rats. The sweetener was pulled off the market, but years later returned to the shelves after multiple human studies demonstrated the amount administered to the rats was irrelevant (and unattainable) for human consumption. Aspartame has undergone the most safety studies (more than 100) with data showing safety for general population consumption. Those with a rare hereditary disease known a phenylketonuria (PKU) have difficulty metabolizing a component of aspartame and should avoid use. It is also important to note that individuals have reported side effects (such as headaches, aftertaste, nausea) when

### Acceptable Daily Intake of High Intensity Sweeteners

| Name                                 | Sweetness (times sweeter than sugar) | ADI (mg) | Packets-Equivalent | Cans of Coke |
|--------------------------------------|--------------------------------------|----------|--------------------|--------------|
| <b>Acesulfame K</b>                  | 200                                  | 15       | 165                | 36.7         |
| <b>Advantame</b>                     | 20,000                               | 32.8     | 4,000              | 888.9        |
| <b>Aspartame</b>                     | 200                                  | 50       | 165                | 37.6         |
| <b>Monk Fruit</b>                    | 300                                  | Any      | Any                | Any          |
| <b>Saccharin</b>                     | 300                                  | 15       | 250                | 56.6         |
| <b>Stevia</b> (Rebaudiana-glycoside) | 300                                  | 4        | 29                 | 6.4          |
| <b>Sucralose</b>                     | 600                                  | 5        | 165                | 36.7         |

Source: www. FDA Table for High-Intensity Sweeteners (www.fda.gov)

consuming artificial sweeteners. Natural sweeteners (meaning extracted from a natural source) are non-nutritive and do not contain calories. The two currently approved for use are Stevia (Truvia®) and Monk Fruit (Nectesse®). Stevia is a natural sugar constituent of the Stevia Rebaudiana plant, but the actual sweetened agent goes through purification and processing. The whole stevia leaf is not approved for use. The Lou Han Guo plant (grown in Southwest China) produces monk fruit. The juice of this fruit becomes the sweetener after processing. Interestingly, monk fruit is the only high intensity sweetener that the FDA has

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**The use of sugar substitutes in the food industry has brought a plausible option for enjoying sweet flavors without undesirable affects to blood sugar levels, body weight, or disease development.**

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approved for use without setting an ADI level. This sweetener is considered safe to consume at any quantity.

**Sugar Alcohols:**

Sugar alcohols are not considered intense sweeteners as they are only comparable to the sweetness of sugar. They are natural forms of carbohydrates (found in fruits and vegetables) that provide minimal calories. Although the name contains alcohol, the sweetener is devoid of it. Consumption leads to blood sugar elevations, but not as rapidly as sugar because the body only partially digests them. Found primarily in sugar free cookies and candies, the biggest downfall is over consumption can lead to gastric distress. The most common sugar alcohols used in products are sorbitol, xylitol, lactitol, mannitol, erythritol, maltitol.

The bottom line is to exercise moderation and check your own tolerance to these sugar alternatives. **es**



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# Is Outsourcing Right for Your Business?

By Natalie Rava



If you operate a business in today's climate, you've probably noticed that it is more difficult than ever before to find accounting and finance employees. There are many reasons for this but suffice it to say that hiring employees in a post-pandemic economy is not what it used to be, and business owners will need to adapt to the changing times.

Emerging from the COVID-19 pandemic provides opportunities to capitalize on nontraditional business practices such as outsourcing your controller, accounting, and payroll processes to reduce daily headaches and ensure prompt reporting and compliance. It may be time to reevaluate your business model and consider utilizing the emerging outsourcing options available from professional accounting firms.

The struggle to find, train and retain reliable employees has led many organizations to turn to outsourced staffing as a solution. Those companies who never considered outsourcing before now

realize that, given the shift to remote work environments, transitioning to outsourced staff might be easier than they thought. Many full-service accounting firms have provided

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## The struggle to find, train and retain reliable employees has led many organizations to turn to outsourced staffing as a solution.

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outsourced services to their clients for years. Outsourced employees offer a variety of skill levels, and many organizations find that using outsourced staff provides them with benefits beyond their expectations.

Outsourcing the finance and accounting function is a growing trend among many companies. It provides a cost-effective way for organizations to improve their accounting process and focus instead on their core

business operations. Some of the reasons that companies rely on outsourced staff are outlined below:

**Flexibility:** Does your accounting function require staffing 40 hours per week or only 10? Is the work seasonal? Do you only need accounting support at month end? With outsourced staff, you determine when you need their help and they work around your schedule. Perhaps you need outsourced staff to fill in while an employee is on leave or maybe you need interim staffing?

**Experience:** Most full-service accounting firms can provide outsourced staff at a variety of experience levels from entry level accounting assistants and full-charge bookkeepers, to controller/CFO personnel. Outsourced staff typically have a wide range of experience in various industries such as agriculture, non-profit and government. Additionally, staff are up to date on recent developments in tax law and audit standards.

**Efficiency:** Outsourced staff is an ideal solution for those special projects that in-house staff do not have the time to complete. Outsourced accounting staff can assist with your annual budget process and year end audit workpaper preparation. A payroll or HR specialist can help update your organization's employee handbook or assist with your recruiting process.

In addition, when you utilize outsourced accounting staff, you are working with professionals who come to your organization with a fresh perspective in helping you streamline your accounting processes while strengthening internal controls. When faced with the choice of hiring one in-house accounting position or utilizing outsourced staff, many companies prefer the "team approach" that outsourcing provides.

One local non-profit organization working to help the homeless in Salinas has relied on outsourced accounting staff for many years. The organization's Director of

Finance and Administration says that “the experience of the staff is what we value the most.” She is happy with the quality of work that her outsourced accounting team provides and does not feel it necessary to retain an in-house accounting department.

A Salinas-based ag company recently used outsourced personnel to assist with the accounting function while they searched for a permanent CFO, a process that took a number of months. The company’s staff said they could not have made it through the monthly close process and annual budget preparation without the help of outsourced accountants.

The Executive Officer at a local government agency has also relied on outsourced accounting staff over the years. She relies on a supportive team of qualified accounting and HR professionals who she feels are great “partners” for her organization. She appreciates the “breadth and depth of knowledge” and “all the resources” that the team provides. She notes that the outsourced staff are well qualified and up to date on best practices that she can use in her organization. Outsourcing enables organizations to scale

resources up and down as needed with no obligation to pay salaries, benefits, bonuses, or raises. In the current employment market, many companies simply cannot afford to hire each staff level with the right skill sets in accounting that a fully functioning accounting department would need.

Another benefit to outsourcing

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**Outsourced employees offer a variety of skill levels, and many organizations find that using outsourced staff provides them with benefits beyond their expectations.**

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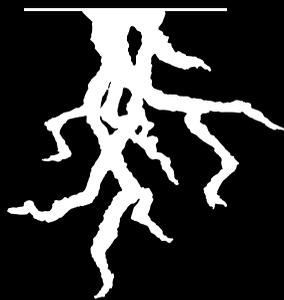
accounting and HR staff is the opportunity to work with individuals who have access to decades of experience assisting business owners, financial decision makers, and individuals in a variety of industries. These personnel are valuable resources who can assist with numerous business functions,

giving management peace of mind knowing that they have contracted with highly skilled accounting professionals focused on the long-term financial security of their business.

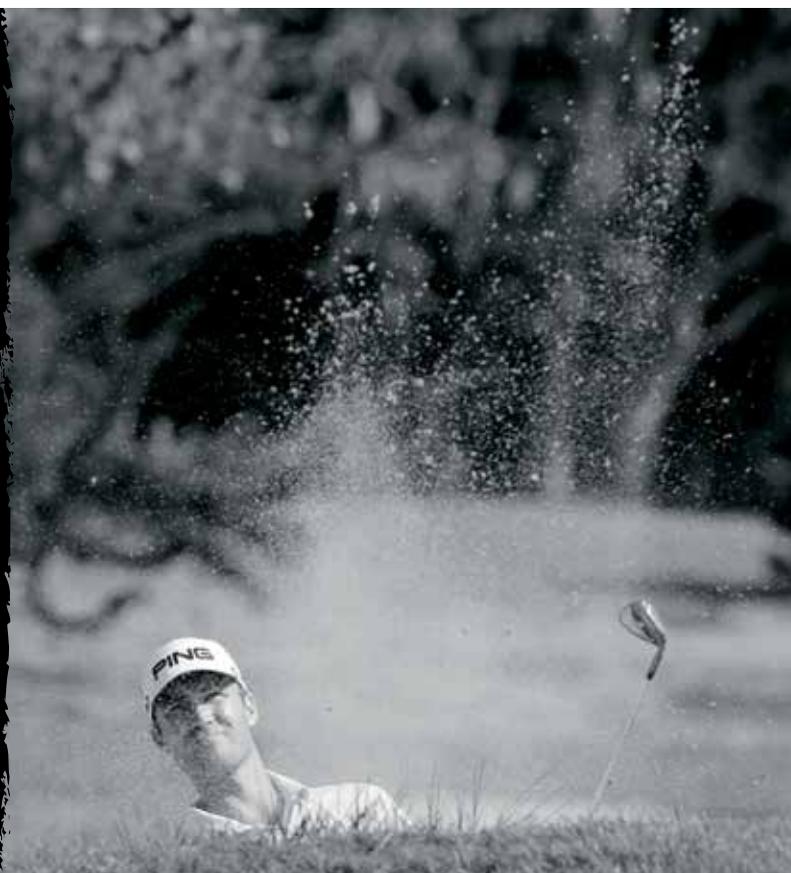
Outsourcing the accounting function provides companies with increased efficiency, skilled resources, best practices, process consistency and sometimes even lower costs. Many organizations underestimate the magnitude of benefits that outsourcing can provide to their finance and accounting function. Having the right outsourced partner can elevate the back office to another level, creating significant and often unexpected value. Working with outsourced accounting staff can provide your organization with professional and experienced team members who are knowledgeable in your industry and have many resources at their disposal.

Is outsourcing right for your business? Contact Hayashi Wayland and speak to a financial expert to find out. **ew**

## TWISTED ROOTS



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| HOME SHOWCASE

# Raymond Costa & Catherine Fuentes

*By Jenna Hanson Abramson, Photography by Patrick Tregenza*









Organic modernism... two words that when combined, describe to a tee the Corral de Tierra home of Catherine Fuesntes and Raymond Costa. Further describing the aesthetics of their home, are the words: warm, inviting, natural and California casual. The interior color palette is contemporary with neutrals, primarily greys, browns, and creamy whites, accented with the subdued green tones of olive trees placed throughout the great room in ceramic pots, complementing the expansive views of the fairways and greens of the Corral de Tierra Country Club in the background.

To enter the Costa's 3- bedroom, 3-bathroom, 3,100 square foot home, you walk upon a stone path nestled between pristine landscaping including a 100-year-old olive tree that the couple transplanted from the Central Valley, Italian cypresses, lavender bushes, an array of deer-resistant shrubberies (if you live in the area, you can relate), and the most perfect English ivy delicately draping the stone exterior of the home. As you approach the front door, the ivy wisps charmingly overhead. It's almost as if California just met Italy. The entry delivers you into the heart of the home where the dining room, kitchen, and two living areas intersect, and lead you effortlessly to the outdoor back patio creating the sense of indoor-outdoor living.

The open concept and the easy and inviting flow from the kitchen to the outdoors is perfect for entertaining guests, something the couple loves to do. There is plenty of comfortable seating surrounding the stone fire pit on the back patio as well as an outdoor kitchen which includes a pizza oven where you are likely to find Raymond crafting pizzas from his homemade dough and fresh homegrown tomatoes.

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**As you approach the front door, the ivy wisps charmingly overhead. It's almost as if California just met Italy.**

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Natural materials seem to have a recurring role in the home. In the kitchen there is the distinctive concrete farmhouse sink that unites attractively with the smooth grey stone countertops. The counters contrast beautifully next to the medium-shade, warm-toned wood cabinetry. There are beautiful travertine floors that run impeccably into the warm wood flooring of the two sunken living rooms. In both living spaces the Costas and their guests can enjoy coordinating floor-to-ceiling stone fireplaces from the comfort of large and inviting Restoration Hardware couches. From either of these two living areas—you don't even have to get off the cozy couches—you can enjoy the fresh air and the highly-desired sunbelt weather, simply by opening the accordion glass doors to the patio.

The wood beams in both living rooms and kitchen are noteworthy on their own accord. When the couple purchased the home in 2013 they were immediately drawn to the sprawling views and in order to enjoy it in the way it deserves to be seen, they raised the ceilings and installed larger windows. By doing so, an opportunity arose to include beautiful wood beams on the ceiling, crafted in the same warm tones the flooring and kitchen cabinetry, with the beams tying all the rooms together visually.

If you have ever played a round of golf at Corral de Tierra Country Club, you have more than likely taken notice of Catherine and Raymond's beautiful home, if not for the yellow floral "M" (symbolizing the multiple McDonald franchises the couple own) landscaped into the side of the hill below the house, then possibly for the cold beverages they have available in the refrigerator located on their smaller patio directly off the 13th tee box. The only request of the golfers who do enjoy one of the available beverages is to please contribute to the tip jar that benefits the Ronald McDonald House, a program established in 1974 for families traveling away from home for their child's medical care. **GG**

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**The open concept and the easy and inviting flow from the kitchen to the outdoors is perfect for entertaining guests, something the couple loves to do.**

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# National Rural Health Day Highlights The Importance of Quality Care

By Rena Salamacha



For many, living in rural California represents a more peaceful, private and positive experience than the hustle and bustle of the big city.

In rural areas we enjoy more wide-open spaces, cleaner air, a close proximity to nature and a slower pace of life. There is less noise, more privacy, a cheaper cost of living and a strong sense of community.

An estimated 57 million people — nearly one in five Americans — live in rural communities throughout the United States. Yet, such a lifestyle does not come without its challenges.

Access to healthcare services is critical to everyone, yet those in rural communities face a variety of barriers that adversely affect their overall physical, social and mental health status.

Economic factors, cultural, social differences and educational differences and the sheer isolation of living in remote areas all conspire to create healthcare disparities that impede rural Americans in their struggle to lead normal, healthy lives.

At Mee Memorial Healthcare System

(MMHS), we work diligently to help remove obstacles to comprehensive health services — delivering them in a professional and caring environment. As the only healthcare system within 40 miles, MMHS is vital to

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**Access to healthcare services is critical to everyone, yet those in rural communities face a variety of barriers that adversely affect their overall physical, social and mental health status.**

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providing quality patient care to the often-underserved.

It is our goal to increase local access to healthcare and allow patients to focus on “getting better” rather than “getting to appointments.” We like to say that we are large enough to serve our diverse community’s health needs, but also small

enough to care.

That is why we stand behind National Rural Health Day (celebrated this year on November 18). It’s an annual opportunity to “Celebrate the Power of Rural” by honoring the community-minded spirit that prevails in the countryside of America.

The third Thursday in November has been set aside to highlight rural communities as wonderful places to live and work, increase awareness of rural health-related issues, and promote the efforts of organizations that address these issues.

The date celebrates community-minded health systems that operate in rural areas but also shines a light on some of the unique healthcare challenges that many rural citizens face.

- Consider the following facts about rural healthcare in our country:
- Although 25 percent of Americans live in rural areas, only 10 percent of physicians practice in them.
- Rural residents tend to have a per capita income that is \$9,242 lower than residents in urban areas.
- Approximately one out of four rural children live in poverty.
- Over the past 25 years, more than 500 rural hospitals have closed.
- Rural residents face greater problems with medical transportation than residents living in urban areas.
- Approximately 20 percent of rural counties lack not only basic mental health services but any mental health services at all.
- Approximately 54 percent of rural Americans lack access to high-speed internet. This can make it more difficult for them to access their health information from home.
- In urban areas, there are 30 general dentists for every 100,000 residents. In rural areas, it’s only 22 general dentists for

every 100,000 residents.

- Tobacco use is a significantly higher problem among rural youth than it is urban youth.
- Rural communities have higher unemployment rates and more uninsured residents, which can result in limited access to healthcare.
- Rates of diabetes and coronary heart disease are higher in rural areas than urban areas.

Founded by the National Organization of State Offices of Rural Health, National Rural Health Day reminds us all about what's truly important in life. After all, without our health we have nothing.

Ideally, residents should be able to conveniently and confidently access services such as primary care, dental care, behavioral health, emergency care, and public health services. According to Healthy People 2020, access to healthcare is important for:

- Overall physical, social and mental

health

- Disease prevention
- Detection, diagnosis and treatment of illness
- Quality of life
- Preventable death
- Life expectancy

Prior to last year's National Rural Health Day, Teryl Eisinger, the CEO of National Organization of State Offices of Rural Health, spoke eloquently about the spirit of rural America, and the challenges faced by communities.

"These small towns, farming communities and frontier areas are wonderful places to live and work; they are places where neighbors know each other and work together," he said. "The hospitals and providers serving these rural communities not only provide quality patient care, but they also help keep good jobs in rural America."

Communities within South County

face many of the healthcare needs described above. There are certainly accessibility issues, profound needs of an aging population and a larger percentage of uninsured and underinsured residents.

Sadly, this has all been exacerbated by the ongoing COVID-19 pandemic. Without a doubt it has taken a toll on South County residents, especially farmworkers.

A 2020 study conducted by UC Berkeley and focused on farmworkers in the Salinas Valley, found a COVID-19 positivity rate three times higher than the overall state population. More than 50 percent of those who reported symptoms continued working during the pandemic.

The study provided insight into why these essential, lower-wage laborers have proven to be so vulnerable during the pandemic — and how access to quality healthcare is now more essential than ever.

While such news paints a grim picture, we continue to face these challenges head on. It's amazing to witness the dedication





and commitment of the Mee Memorial staff, providers, nurses and physicians. They help ensure our patients and families receive quality, compassionate healthcare during the most trying of times.

This team, although quite remarkable, does not accomplish this alone, relying on widespread, unwavering community support — beginning with the Mee Memorial Hospital Foundation.

Due to cuts in funding on both state and federal levels, many hospitals have struggled to secure financial support. The independent, nonprofit foundation works diligently to raise funds and increase awareness of rural health-related challenges.

Over the past 50 years, it has raised millions of dollars for the betterment of the hospital. Its mission? To “adequately equip, modernize, update and make aesthetically pleasant the hospital facilities.”

A few years ago the foundation presented a \$750,000 check to help expand and renovate the Greenfield Clinic, one of the busiest health centers in South County. The

\$4 million project allowed for an additional 1,200 patients to gain access to medical care per month, helping meet our community’s growing demand for medical care.

“Our foundation is dedicated to

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**Ideally, residents should be able to conveniently and confidently access services such as primary care, dental care, behavioral health, emergency care, and public health services.**

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improving access to care in South County by funding important projects,” said foundation president Ellen Nevill.

And, remember, the foundation always has a need for volunteers, to help oversee donations, manage endowments and organize capital campaigns. It also hosts special events and fundraising activities

where assistance is needed.

If you feel so moved, help us celebrate National Rural Health Day on November 18. It can be observed in many ways. Write a letter to a local legislature asking for the healthcare needs of rural citizens to be more adequately addressed. Donate directly to the Mee Memorial Hospital Foundation Emergency Fund or choose Mee Memorial Hospital Foundation as your charity of choice through Amazon Smile, and a percentage of your purchases will be donated to MMHF.

Or simply post a photo on social media of you and your family enjoying good health (perhaps during a hike or a trip to a farmers market). Use the hashtag #NationalRuralHealthDay and show the world what a healthy lifestyle looks like. Who knows, you may inspire someone else to join the movement! **es**



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# The Central Coast YMCA is More Than a Gym

## Offering a Wide Variety of Programs and Classes In-Person and Online

By Scott Tebo, Director of Marketing and Communications, Central Coast YMCA



The pandemic of last year turned employees, students, teachers, organizations and even gym-goers and health advocates into Zoom experts and fans of streaming services almost overnight.

We couldn't wait until the pandemic had subsided and we could finally get back to restaurants, movie theaters, concert venues, sports arenas, gyms, yoga studios and fitness centers.

But with the new and insidious delta variant of the COVID-19 currently running rampant across the country, especially among those unvaccinated or with immune deficiencies, we had to rethink how the YMCA can best serve the needs of our members and the community. Zoom and streaming have become more than a temporary fix and, for many people, an essential service.

The Central Coast YMCA found itself in the same boat as everyone else, closing or limiting hours and uses of gyms, community centers and swimming pools to follow health and safety protocols. To help our members maintain their health objectives and remain

connected, the YMCA offered classes and activities via streaming live over Facebook and pre-recorded videos.

Now comes YMCA360, an on-demand video platform for the Y community that offers group exercise classes, youth sports training,

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**The Central Coast YMCA has always been more than a gym. The addition of YMCA360 as a member benefit allows all members access to our programs when they need it.**

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well being classes and more to serve members wherever they are. Whether a Y member is at home or on the road, they can take the Y along with them to access their favorite classes, instructors and more.

YMCA360, a stand-alone nonprofit supporting YMCAs, is an entity producing

custom member experiences at the intersection of content and technology — the people, places, and programs of the YMCA brought to life in a virtual YMCA digital product suite.

The Central Coast YMCA has always been more than a gym. The addition of YMCA360 as a member benefit allows all members access to our programs when they need it.

Access to YMCA360 is included in all Central Coast YMCA memberships. YMCA360 provides a broad catalog of on-demand and livestreaming content available online, via Apple TV, and coming soon Roku and Android TV.

The robust digital experience combines immersive, healthy living with the values of the YMCA in a transformational presentation utilizing best-in-class people, programs and systems delivering the ultimate connected community. More than 500 on-demand exercise classes and programs are accessible 24/7 to provide another way to engage with the Y from home or when a branch isn't nearby.

More than just group exercise, YMCA360 has something for everyone of any age or interest. Enjoy nutrition classes, personal training, sports training, kids programming, art classes and more, all in a mobile, web or TV experience.

To further strengthen health programs, the Central Coast YMCA is welcoming Dr. Jim Annesi, who comes to us after serving 20 years as Director of Wellness Advancement at the Atlanta YMCA. Dr. Annesi will serve as the Vice President of Health Initiatives.

"We are excited to bring Dr. Annesi here to the Central Coast YMCA," said Andy Weighill, President and CEO of Central Coast YMCA. "We believe his background and commitment to health will greatly help us serve our Central Coast members and the community."

Prior to coming to the Central Coast, Dr. Annesi was Professor of Health Promotion, and Community Health Promotion Research and Development Liaison at Kennesaw State University's Wellstar College of Health and Human Services. He was previously on the faculties of Rutgers University and The College of New Jersey, and held clinical and research positions at the Veterans Affairs Health Care System, Trinitas Medical Center, and Enhanced Performance Technologies. He is an elected Fellow of The American Academy of Health Behavior, The Obesity Society, and the American Psychological Association.

Dr. Annesi's research program includes approximately 140 peer-reviewed publications related to health behavior change theory and methods applied to exercise adherence, weight management, and the effects of physical activity on mental health, self-image, and other quality-of-life factors.

He has also authored over a hundred articles and chapters for health promotion practitioners, and three books that translate scientific research for applied use. His evidence-based programs, THE COACH APPROACH®, Youth Fit 4 Life™, Start For Life™, and The Health and Fitness



Experience, are presently used within a variety of preventive medicine, community health promotion, university, and academic medicine settings in the U.S., United Kingdom, Canada, Italy, and Japan.

As the Vice President of Health Initiatives, Dr. Annesi will be tasked with developing evidence-based health programs designed for adults, youth and children. The Y is committed to providing assistance to all ages to improve their health and lives.

The Central CoastYMCA has remained focused on serving the needs of our community throughout the pandemic. We were able to safely provide emergency childcare for essential workers, summer day camps and our Excel Beyond the Bell outside of school program during these most trying times. The Central CoastY was one of the few Summer Camps open and operating last year. This year our Summer Camps were a huge success. We have had more than 4,500 campers participating at in 11 different sites on the Central Coast from June 7 through August 14.

Campers participated in STEM (Science, Technology, Engineering, Mathematics) classes, visual arts, fitness, swimming and more each day for 11 hours of fun each day for up to 11 weeks, with fun themes every week.

And, as our schools, business and communities on the Central Coast continued to adjust to local health and

safety needs, the Central CoastYMCA partnered with local school districts and as mentioned, launched the Excel Beyond the Bell program, a curriculum-based, outside of school program, in Fall of 2020. The Y's program includes homework and distance learning assistance, reading/language arts, mathematics, history, social studies, and science. A broad range of activities were implemented based on local student needs and interests.

YMCAs are at the heart of community life in more than 2,800 neighborhoods and towns across the country. Collectively, YMCAs are the largest not-for-profit community service organization in America. The YMCA's strength is in the people they bring together. Y's are for people of all faiths, races, abilities, ages, and incomes.

In addition to memberships in our three main locations, which offer access to our Wellness Centers and group exercise classes, the Central CoastYMCA offers programs for youth and teens, including child care, holiday and summer camps, youth sports, arts and humanities, tutoring, dance, and more. We also offer programs and events for families, adults, and active older adults, as well as community outreach and development.

For more information on Central Coast YMCA, go to our website at [centralcoastymca.org](http://centralcoastymca.org) or call (831) 757-4633 or contact the location nearest to you by going to [centralcoastymca.org/forms/contact-us/](http://centralcoastymca.org/forms/contact-us/). **cs**



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The WG Grower Trial Network will provide an exclusive opportunity to deliver on that goal, ensuring that our members can continue providing consumers with high quality, safe and affordable fresh produce.

What the Grower Trial Network will do:

**WG and the WGCIT will identify, validate and work with leading innovation startups and our grower network to conduct critical field tests.**

**The Grower Trial Network will include tests in different geographies across multiple crop types, to give WG members the most effective real-world test results for each startup.**

**Key data on location, time of year, soil characteristics, and real-world measurements of the harvest automation solution will be provided for each case study.**

**This data will be exclusively offered to Western Growers members and Grower Trial Network participants.**

**Grower Trial Network participants will be matched with AgTech startups to ensure that solutions are field-tested and meet the most critical needs of WG member operations.**

We encourage you to learn more about participating in this exclusive program. For more information on how to become part of the Grower Trial Network, please visit [www.wginnovation.com](http://www.wginnovation.com) or contact us directly at [info@wginnovation.com](mailto:info@wginnovation.com).

Not a Western Growers member? Join now for exclusive benefits. For more information on membership and how Western Growers can help you, please visit [www.wga.com/join](http://www.wga.com/join) or contact Kim Sherman, Senior Director of Membership at 949.885.2265 or by email at [ksherman@wga.com](mailto:ksherman@wga.com).

**GROW** NEW TECHNOLOGY.

# How the CCA Addresses the Needs of Essential Agricultural Workers

By Mac MacDonald



**D**ue to the COVID-19 pandemic, much of the Center for Community Advocacy’s (CCA) resources, especially staff, has been directed at reducing the spread of COVID to protect agricultural workers, who are considered essential not only to Monterey County, but to the entire nation’s wellbeing.

Because of the pandemic, agricultural workers in the Salinas and Pajaro Valleys faced increased health risks, lack of resources and lack of access to health care, which caused more stress, loss and grief in the community, greatly increasing their mental health needs.

Agricultural workers are at the highest risk for exposure to the virus and the resulting mental health issues for a number of reasons. They often live in overpopulated areas, the vast majority of workers live in rental properties, they are working in close quarters while harvesting in the fields, as the heat increases, it becomes harder to breathe while working and wearing masks. Finally, agricultural workers feel they must work or they will risk losing their homes and livelihoods.

CCA has taken a very active role in various campaigns to obtain grants in Monterey County to help our efforts to

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**Because of the pandemic, agricultural workers in the Salinas and Pajaro Valleys faced increased health risks, lack of resources and lack of access to health care, which caused more stress, loss and grief in the community, greatly increasing their mental health needs.**

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increase awareness of the importance of being safe and healthy during COVID and getting vaccinated.

CCA representatives are going to local ranches, including RAMCO, Dole, Alba, Mann Packing, AZCONA, Vista Farms, and Sunlite

Farms, to reach out directly to agricultural workers to bring them information about the vaccines, the use of personal protection equipment, the types of vaccines available, where and how to register to get vaccinated, plus information useful to their everyday lives, including collateral information on services in the community available to agricultural workers, such as rent assistance through 211 (The United Way).

CCA also has weekly informational tables on COVID across the county at various markets, panaderias, laundries, local businesses and farmers’ markets to provide information to workers not reached in the fields or other areas of work. Again, this is another place where community leaders have an opportunity to engage with agricultural workers and talk to them about their needs.

Having consistent informational tables creates security for farmworkers, especially if they think they need to read and understand English to get information. CCA not only has native Spanish speakers manning these tables, but there are two community workers Francisca Vazquez and Benita Cortes who

speaking in their indigenous Mixteco dialect, creating a level of comfort and trust that allows people to feel more comfortable in asking questions about the virus, vaccines and the CCA's work.

Because of the effects of the pandemic, there is a growing need for mental health services — such as grief counseling and hospice services. There is especially a challenge to bring hospice services to the community in a culturally sensitive way.

There has recently been a push to bring vaccines to areas that have low vaccination rates — through door-to-door canvassing. This is one way in which community leaders have become aware that a number of caregivers were not getting vaccinated. The spouses, extended family, and children of agricultural workers, many of whom are staying home to take care of the household, or go to school, are not getting vaccinated. There are two main reasons for this: one, many in the community believe that if they stay indoors they will not get sick, and two, they fear getting the vaccine because they have heard through secondhand information from family and friends who have been vaccinated, that they are getting sick and even dying after receiving the vaccine.

Other misinformation about vaccines circulating around the farmworker community includes: many people believe they have to

have insurance to be vaccinated. This creates a barrier for people who do not have insurance or perhaps are undocumented; many think that the vaccine itself will make them sick and are fearful of getting it; and there is a lot of mistrust of the government in the Latin Hispanic community.

In addition, some people may not be able to read English or do not want to. CCA leaders often read the information contained in the pamphlets to them to get the correct information across.

This misinformation is easy to counteract with correct information and trusting faces. That is why consistent engagement with the community is necessary to build trust.

**It's critical to get the correct information out to farmworkers directly, through direct contact in the fields as well as outside the work environment**

For example, Norma Ahedo, a CCA leader and Promotores Coordinator, instructs her team of Promotores to teach each community member to be a fountain of knowledge for the community, to supply the correct facts, and when to direct members of the community to their doctors for correct information about the virus and the vaccines.

Ahedo, Martha Ortega, and Cristina Hernandez conduct weekly meetings to address challenges and successes with community workers at Natividad Creek Park and to better guide them to empower



the community with correct information, resources, and to redirect misguided fears.

CCA community leaders strive to bring correct information regarding resources available to the community, including rental assistance and mental health services, when available.

Another issue that affects the farmworker community is an increase in cases of diabetes. To address this, Ahedo periodically runs a series of classes on diabetes and how to prevent it. Ahedo brings educational classes to the community to teach them about diabetes prevention, which also serves as a platform for people to become leaders in their neighborhoods. Ahedo also helps connect health service providers to the community. Importantly, Ahedo encourages and teaches community members how to disseminate information and become health promotores in their community.

It's critical to get the correct information out to farmworkers through direct contact in the fields as well as outside the work environment, and that is a strong component of CCA's mission to improve health and safety conditions for the region's farmworkers and their families. **GG**



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# El Salvador, Comics and More!

*Interview with Juan Hidalgo, Agricultural Commissioner of Santa Cruz County*

By Jess Brown



**JESS:** Where did you grow up?

**JUAN:** I am originally from El Salvador and came to California at the age of 12. I grew up in the San Francisco Bay Area and lived in the San Francisco Mission District with my family for about three years before moving to the East Bay where I did most of my growing up during my teenage years.

**JESS:** Was your family involved in agriculture?

**JUAN:** My grandfather had a small farm in El Salvador with a few dairy cows and orange trees. I visited the farm as a kid and really enjoyed being there.

**JESS:** As a child, did you have a certain career in mind?

**JUAN:** I have always liked animals and as a child I had ambitions of becoming a veterinarian.

**JESS:** Where did you attend college?

**JUAN:** After graduating from high school I attended Contra Costa College, my local junior college, and then Sacramento City College before transferring to UC Davis and receiving a bachelor's degree in Animal

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**I think the pandemic helped to raise the public's awareness of how important agriculture is in our region.**

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Science.

**JESS:** What was your job experience prior to being Ag Commissioner?

**JUAN:** After graduating college, I went to work in poultry production as a field supervisor overseeing several poultry production ranches in the Central Valley. I then moved back to the Bay Area after

getting a seasonal job with the Marin County Agricultural Commissioner's Office performing inspections of nursery shipments for the insect pest Glassy-Winged Sharpshooter and providing support to the County's organic program. An opportunity then opened up with the Santa Cruz County Agricultural Commissioner. I started as an inspector in Santa Cruz County in 2004 working in the pesticide use enforcement, organic, and weights and measures programs. I was appointed Deputy Agricultural Commissioner in 2012 overseeing the Pesticide Use Enforcement Program and was appointed Agricultural Commissioner at the end of 2015.

**JESS:** What is your typical workday as Ag Commissioner?

**JUAN:** On a typical day, I spend the majority of my time in the office responding to emails and telephone calls, participating in virtual meetings related to the programs my office oversees or working on County and State agricultural related matters. I also ensure my staff has the support and tools they need to provide services to our clients.

**JESS:** How has your office been involved in COVID issues?

**JUAN:** My office involvement with COVID-19 related issues has been primarily in the area of outreach and education and PPE distribution to keep agricultural workers safe. This included face coverings and hand sanitizer. My office has worked very closely with the Santa Cruz County's Public Health Department and the Farm Bureau to support vaccination efforts in our area and with the Human Services Department to support isolation housing for agricultural workers and other community members in need of a safe place to quarantine and recover from illness.

**JESS:** How do you explain your job to someone who is not involved in agriculture?

**JUAN:** I usually let folks know that I am a County appointed official with the responsibility to support and protect our local agriculture while ensuring grower compliance with our State's agricultural laws and regulations. California is the only state in the nation that has a County Agricultural Commissioner system and this provides the unique opportunity to know our growers and our community and address local concerns related to agriculture.

**JESS:** What is the most difficult part of your job?

**JUAN:** As a regulator, the most difficult part of my job is making decisions that take into account the concerns of the public and our growers. Many times these decisions result in neither party getting exactly what they wanted but results in a compromise that can be agreed upon.

**JESS:** How do you manage your family life and work life?

**JUAN:** This can be challenging at times however, I find that it is important to set aside time to devote to my wife and kids and put the responsibilities of my job on pause. Honoring weekend outings and family vacations is important to stay connected with my family and allows me to disconnect from work to be able to come back refreshed and look at work issues with new eyes.

**JESS:** What differentiates Santa Cruz County agriculture from other areas?

**JUAN:** One of the things that differentiates agriculture in Santa Cruz County compared to other areas of the state is the high number of agricultural operators that farm in the second smallest county by land area in California. The average size of a farm parcel in Santa Cruz County is approximately 30 acres and in a square mile of farmland you may find as many as 20 different agricultural operators. This is much different than other agricultural areas in our State.

**JESS:** In your opinion, what is the public's perception of agriculture today?

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**There has been more appreciation by the public for all the hard work and efforts by agricultural workers and growers to bring food to our tables.**

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**JUAN:** I think the pandemic helped to raise the public's awareness of how important agriculture is in our region. There has been more appreciation by the public for all the hard work and efforts by agricultural workers and growers to bring food to our tables. At the same time, the increased awareness has generated questions by the public regarding safety measures and protections in place for agricultural workers and concerns regarding the use of pesticides on the farm. These are great questions and it has created an opportunity for the agricultural industry to speak about measures in place to protect our essential agricultural workers not only during the pandemic, but also in general.



**JESS:** How has the cannabis industry changed local agriculture?

**JUAN:** The cannabis industry has created new opportunities for some of our traditional commodity growers who have been able to lease unused greenhouses to cannabis cultivators. Greenhouses that have sat idle for many years due to the decline in the flower industry are coming back to life. Greenhouses are being upgraded and are back in production for the State's newest commodity. As the cannabis industry becomes more rooted in our agricultural areas we are beginning to see coexistence issues with other traditional commodity growers that will need to be addressed.

**JESS:** How important is the annual Crop Report that your office prepares?

**JUAN:** The annual crop report is very important and provides a snapshot of the health of our local agriculture. It highlights trends in production and economic values of our commodities. When combined with crop report data from all counties in our state, it plays an important role in showcasing the important role California's agriculture plays in our nation, as the number one agricultural state in providing over a third of our country's vegetables and two-thirds of the country's fruits and nuts.

**JESS:** What are your top three concerns for agriculture today.



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(l to r) Raymond Costa and son Greg Costa

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**JUAN:** Wildfire preparedness, agricultural labor availability, and continued COVID-19 messaging.

**JESS:** Where do you see Santa Cruz agriculture in 20 years?

**JUAN:** I see Santa Cruz County agriculture continuing to innovate towards more sustainable farming practices. With increased regulatory oversight over water, fertilizer, and pesticide use on farms coupled with the impacts of climate change, our growers will need to continue to innovate to reduce the impacts of farming on the environment. We are already beginning to see some of these innovations with the increased adoption of raspberry substrate production in our region to help recapture water and nutrients used in plant production. Drone technology, to survey for pest and diseases on farms and for precise pesticide applications, will be part of the future of agriculture along with more automation of certain agricultural activities.

**JESS:** What does Juan Hidalgo do during his free time?

**JUAN:** During my free time I enjoy fishing, walking, and hiking.

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

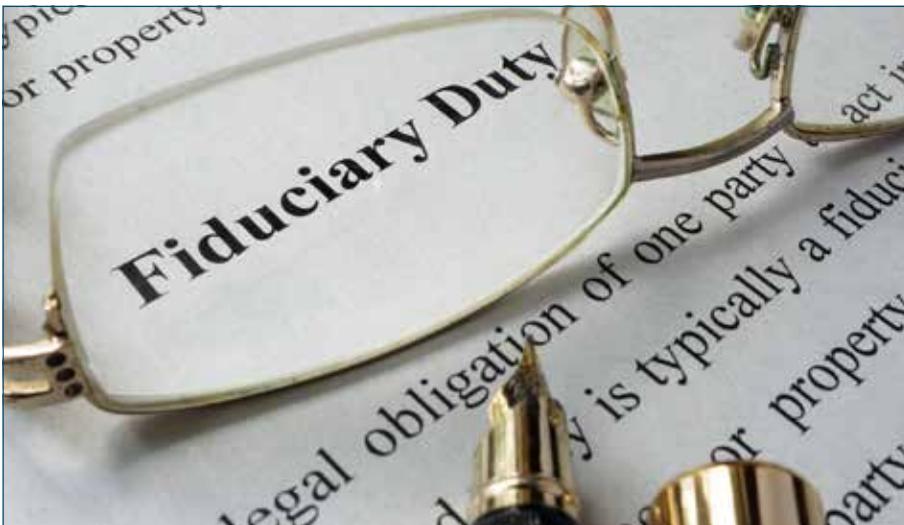
**JUAN:** I collect comic books. I have been collecting since high school and have over 5,000 comics in my collection.

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

**JUAN:** Mahatma Gandhi, Stan Lee, Bob Marley.

**JESS:** Where do you see Juan Hidalgo in 2041?

**JUAN:** It seems like a long time away but I am sure 2041 will be here in the blink of an eye. I will probably be retired by then and will hopefully be visiting many different areas of our beautiful nation that I have not had a chance to see so far. **es**



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# Paella

Courtesy of Chef Brandon Miller



## SOFRITO:

- Olive oil
- ½ cup Spanish Chorizo sliced
- 2 ea. Large yellow onions fine dice
- 1 ea. Bay leaf
- ¼ cup Garlic minced
- 1 TBS. Saffron chopped
- ¼ cup Tomato Paste
- ½ cup Tomato Puree
- 1 pinch Smoked chili flakes
- 1 pinch Smoked chili powder

## PAELLA:

- 1 cup Paella Rice
- 12 ea. Lamb Meatballs
- 2 Lbs. Assorted Seasonal Seafood
- 18 oz. Shellfish Stock
- ½ cup English peas
- Extra Virgin olive oil
- Salt and Pepper

In a 14" paella pan heat olive oil adding Chorizo, onions, bay. Cook for a few minutes and add garlic and saffron. Cook until garlic begins to brown and add tomato paste, roasting it to remove any raw tomato flavor. Add tomato puree, chili flakes and smoked powder. Stir in rice and roast for a moment then add stock. Simmer over medium heat. Season seafood with salt and pepper and add according to how long each takes to cook. Total cooking time should be about 30 minutes. Add english peas with five minutes cooking time left. Finish with extra virgin olive oil and serve. (Shellfish stock is a combination shellfish shells, saffron, garlic, tomato, sherry, fish stock and herbs).

*Serves 6*

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# 10<sup>th</sup> Salinas Valley Food and Wine Festival

Courtesy of Darin Matthews, Dana Arvig, and Mag One Media

The 10th Salinas Valley Food and Wine Festival was held Saturday, August 7, and brought a party-like atmosphere to the recently updated downtown area. The streets were filled with wine, beer, and food tasting stations, vendors, and live music. Many local artisans and craftspeople lined Main Streets 100 and 200 blocks and KMBY radio held a live broadcast throughout the event.



While the Festival is open to anyone who wants to check it out, those who purchase a tasting wristband stroll through the streets of Oldtown Salinas (aka Salinas City Center) and participate in unlimited sampling of excellent local beers, wines, and food. And while the variety of foods available for sampling this year was quite robust, area restaurants appeared to be busy as well. Walking past Dubber's Oldtown Bar and Grill, there was not an empty table or barstool to be had indoors or out.



People of all ages enjoyed live music at three different locations and could shop for arts and crafts on their way to each. Businesses like the Bearded Bean, which features both gourmet coffee and craft beer, no doubt saw an uptick in their Saturday foot traffic. The streets were crowded with thousands enjoying the festive scene and beautiful weather on a sunny Salinas day. With the 2020 festival being canceled due to the pandemic, area residents seemed more than ready to enjoy this year's event and the Festival's early ticket sales were much higher than in past years.



The Salinas Valley Food and Wine Festival is coordinated and put on almost entirely by volunteers, who work for months in advance to ensure a safe and successful event. The beneficiary of part of the proceeds from the 2021 Festival is The Grower-Shipper Association Foundation's Ag Against Hunger Program.



Plans are already underway for the 2022 festival, but the 2021 event will be tough to top. For more information, check out [www.salinasvalleyfoodandwine.com](http://www.salinasvalleyfoodandwine.com) and be sure to follow the Festival on Facebook and Instagram for updates on the 2022 events.

1.) Sej Miles is a wonderful singer and has won a songwriting contest. She sang and played her guitar in front of Downtown Book and Sound. 2.) A couple enjoys wine from Morgan Winery. 3.) Olympian Monica Abbott speaks and is awarded with certificate. 4.) Salinas Police Department takes a moment to visit with attendees, including Steve McShane. 5.) Dana Arvig, Teresa Slaton and Teri Pimentel enjoy the 2021 SV Food & Wine Festival.

# THANK YOU!



Natividad Foundation and Natividad's patients thank the family farmers, companies and individual members of The Agricultural Leadership Council (TALC) for their continued philanthropic support. Together they are changing and saving the lives of agricultural workers and their families with 2021 collective donations of **\$502,500**. Since 2010, TALC has donated **\$3,919,200** to fund essential services at Natividad, including Spiritual Care, Indigenous Interpreting+, and diabetes management and prevention education. In addition, TALC has purchased **472** pieces of specialized and life-saving medical equipment to provide the best care for critically ill babies to victims of trauma in need of highly complex, advanced surgical procedures.

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| COMMUNITY

# BBB

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# 2021 Artichoke Festival

In 2021, the Artichoke Festival hosted more than 7,500 visitors from California and beyond over the course of two days at the Monterey County Fair & Event Center, Saturday and Sunday, July 24-25, with the theme, “Thistle Be a Good Time!”



Family-friendly events drew from rich local resources: a farmer’s market, sponsored by Ocean Mist Farms, the largest grower of artichokes in the U.S.; a new ag education exhibit, “Meet the Grower” was very popular and returns in 2022; chef’s demonstrations hosted by local nonprofit Partnership for Children, featured the cooking skills of celebrity chefs from popular Peninsula venues; and a car show hosted by Gold Coast Rods of Monterey featured classic cars.

In addition, the festival featured artichoke “Canasta” harvest contests and artichoke-eating contests; artichoke-themed quilt competition with beautifully creative one-of-a-kind designs; live musical entertainment showcased terrific and lively local talent; carnival rides and games for kids and kids at heart; arts and crafts vendors and their best artichoke-themed merchandise; a silent auction offered vacation trips, art and collectibles; and wine tasting with California wineries.

Festival menu items included specialty artichoke dishes provided by the Festival committee and prepared using artichokes from the region’s top growers: fried, steamed, grilled, and in unique forms, like lumpia, burritos, sausage, bisque, cheesecake, and cupcakes. Visiting food vendors joined the lineup with artichoke sliders, artichoke hummus, artichoke cookies, and even four flavors of artichoke ice cream.

Festival proceeds benefit nonprofit organizations and programs that serve the greater Castroville community. This year’s activities directly benefit festival nonprofit partners, including Partnership for Children, Marina Lion’s Club, Santa Lucia Rotary Club of Salinas, and North County Recreation & Parks District. Nonprofit programs that benefit also include local senior centers, sports activities in North Monterey County schools, and community enrichment programs, to name a few.





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# Ferrari Wins Pasadera Cup!

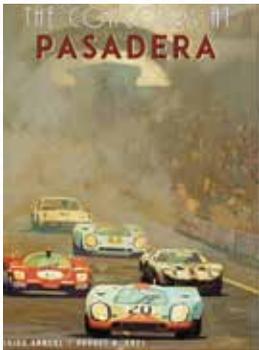
*Third annual Concours at Pasadera raises \$50,000 for sponsored charities*

The third annual Concours at Pasadera provided an automotive feast for all the senses on August 6. Ten motorcycles spanning the last 100 years of design, Car Week's first ever Hot Wheels Concours, and 100 prized automobiles in six classes competing for the coveted Best of Show Pasadera Cup by Tiffany of New York awarded to the 1959 Ferrari Testarossa. Charitable contributions grew to \$50,000 for the Laguna Seca Raceway Foundation, CASA of Monterey County and The Bridge Restoration Ministry charities.

Chaired by Pasadera resident and automobile aficionado Rick Barnett, owner of Monterey Motorsports, the annual gathering of friends, club members and enthusiasts at The Club at Pasadera officially kicked off Car Week on the Monterey Peninsula with the 50th anniversary of Porsche's back-to-back 24-hour endurance wins at Le Mans and Daytona. Artist Simon Bull captures the battle between the Ford GT, Ferrari and Porsche in his poster painting of "Decade of Champions".

The 2022 Concours will celebrate Ferrari's 75th anniversary and the 65th Anniversary of Laguna Seca.

The Club at Pasadera is at 100 Pasadera Drive in Monterey, between Monterey and Salinas off Highway 68. For more information about Concours at Pasadera, visit [pasaderaconcours.com](http://pasaderaconcours.com).





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# Party NEAR the Library



**H**artnell College Foundation *Party NEAR the Library* Sponsors, Donors, Supporters, and Volunteers make an epic return to in-person giving, raising over \$550,000 to support Hartnell College students! Things looked different this year as we celebrated NEAR the Library in the new Hartnell College plaza, but the spirit of the Party was evident and in full force!

- 1.) Congressman Jimmy Panneta joined in the fun along with Hartnell College Trustees Margaret D'Arrigo, Aurelio Salazar, Jr. and Erica Padilla-Chavez.
- 2.) 2021 Honoree David Warner and 2020 Honoree Anne Secker to receive their awards presented by Dr. Raúl Rodríguez, Susan Gill, Jackie Cruz, Judith Sulsona, Erica Padilla-Chavez.
- 3.) Sharon Dilbeck, Dilbeck & Sons, shaking her tambourine to bid BIG on a gorgeous diamond ring. Our auction lot donors and auction lot bidders raised over \$75,000 for Hartnell College students in the Live Auction!



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## *Recipe*

### ROASTED TOMATO AND OLIVE BRUSCHETTA

2c grape tomatoes, halved  
1c pitted Kalamata olives  
olive oil  
salt and pepper  
sliced rustic bread  
½c feta cheese  
fresh basil leaves

1. Preheat oven to 400°F. Add tomatoes and olives to a baking sheet, drizzle with olive oil, season with salt pepper and combine. Roast 15-20 minutes.
2. Layer sliced bread in baking dish and brush lightly with olive oil. Bake 5-8 minutes or until golden brown.
3. Top bread slices with roasted tomatoes and olives, sprinkle feta cheese and garnish with fresh basil leaves. Enjoy!

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