

WINTER | 2021

# Coastal Grower

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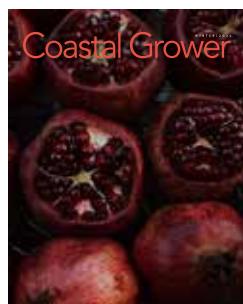
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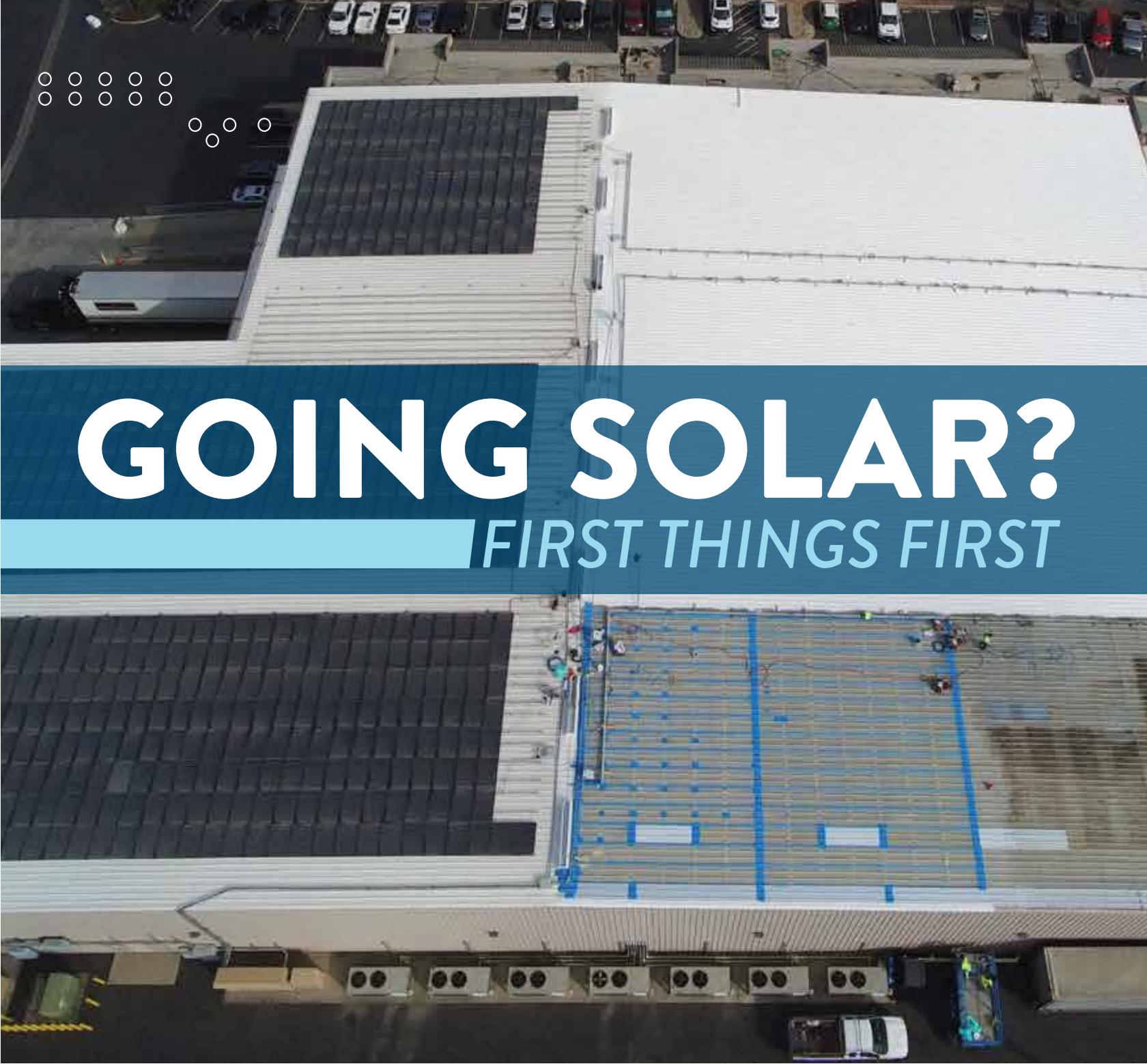
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COVER PHOTO

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# GOING SOLAR?

## FIRST THINGS FIRST

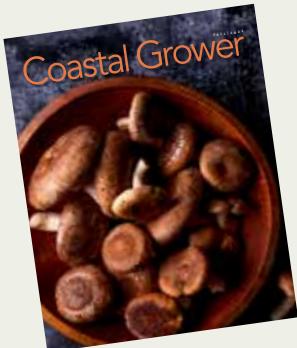
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## Are We There Yet?

**M**y 80-year-old mom and I were driving to the Bay Area so I could get my first shot of the Covid 19 vaccine. It was back in the day when vaccines were hard to come by and, while I was eligible, a pharmacy in Palo Alto was the closest location with an available appointment.

As usual before I venture on any road trip, I input my destination into the Waze application on my phone. My mom asked what I was doing, and I showed her how the technology tells you what route to take, what to expect on your route and what time you would arrive. She was amazed and expressed how she wished she had something like this when I was little; all we would ever ask from the back seat is: are we there yet? Other than using landmarks to let us know the half-way point all our parents could do was "guesstimate" our arrival time. Now drivers can tell their passengers the exact minute they would be arriving.

This got me pondering about the current supply chain situation our country is facing. I humorously think to myself about all that cargo sitting out on the ocean in those containers. They, too, are asking the captain: are we there yet?

The fresh fruit and vegetable industry has complicated supply chain challenges as we are distributing a perishable product. The clock is ticking. I know I'm a bit bias—but we are pretty darn good at it. Imagine a head of lettuce harvested in a Salinas field and arriving at a restaurant in New York within five to seven days. It takes a sophisticated supply and demand model, a team of truck drivers, and Mother Nature's cooperation to make that happen.

While the central coast produce industry relies on mainly trucks to distribute our goods across North America, often the packaging we need (particularly for fresh cut products) comes from overseas. Forecasting supply and demand can be an artform at times—often it's only something years of experience can give you. When asked how we do it, my partner used to say: "we try to guess right more times than we guess wrong."

That guessing game is getting a little easier now that we can track historic sales particularly around peak demand times—something we would refer to as "the holiday pull." It would be for berries around Easter and Mother's Day...green beans and celery for Thanksgiving and Christmas...vegetable platters with ranch dip for the Super Bowl. Imagine having crops in the ground—anticipating these huge demand spikes and the packaging you need to put them in is sitting in a container out in the Pacific—not a good scenario.

Providing a consistent supply of product is one of the biggest competitive advantages a produce supplier can have. That's why most diversify their growing regions and make sure the proper packaging and cooling capacity are available. You want to make sure the truck driver loads on time so they can reach their destination as scheduled and in a legal manner (they can only drive so many hours per day).

Mother Nature is usually the first to challenge your supply. While growers do everything they can—there are certain things sometimes out of our control. I remember the time a volcano erupted in Guatemala taking out some of our sugar snap pea crop—or the brotherly feud in Baja where one family member wouldn't let another harvest our crops until some dispute was settled. Getting product across the southern border is never without issues.

However, like I said before, even with these challenges we are pretty darn good at it. North America, in general, has it pretty good when we are looking for fresh produce. I hope the recent supply chain scenario educates consumers on where their "stuff" comes from. It just doesn't magically appear on the shelf overnight. It takes shipping crews, port workers, manufacturing workers, truck drivers, warehouse workers, store level merchandisers, forecasters.... a whole team of people making sure—that it gets there.



# 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 and 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.



### 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.



### 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).



### ERIN HIGHTOWER

Erin Hightower has been working in farm planning and agronomy for 13 years. At RDO Equipment Co., she works with team members and growers in the Northwest region, focused on education and training, and conducting field trials. She's a regular contributor to CropLife.com and PrecisionAg.com, a Certified Crop Advisor (CCA), and Certified USDA NRCS Nutrient Management Planner, Certified Conservation Planner, and Comprehensive Nutrient Management Planner. Connect with her on Twitter @RDOErinH.



### 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 Priddy 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.



### MELANIE BRETZ

In her 35 plus year writing, PR and Marketing career, Melanie has covered a wide array of industries and topics. Her specialties include healthcare, design/build/real estate, energy efficiency/climate change, food/wine/travel, financial services and nonprofits. She was the Home Delivered Meal Program Manager with Meals on Wheels of the Monterey Peninsula until June 2021, an experience she treasures. Research and writing feeds her sense of curiosity and she enjoys learning about the topics and people she's covering. She enjoys travel, exercise of all kinds, scuba diving, kayaking and time with friends.

# Contributors



## 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 FAUST

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



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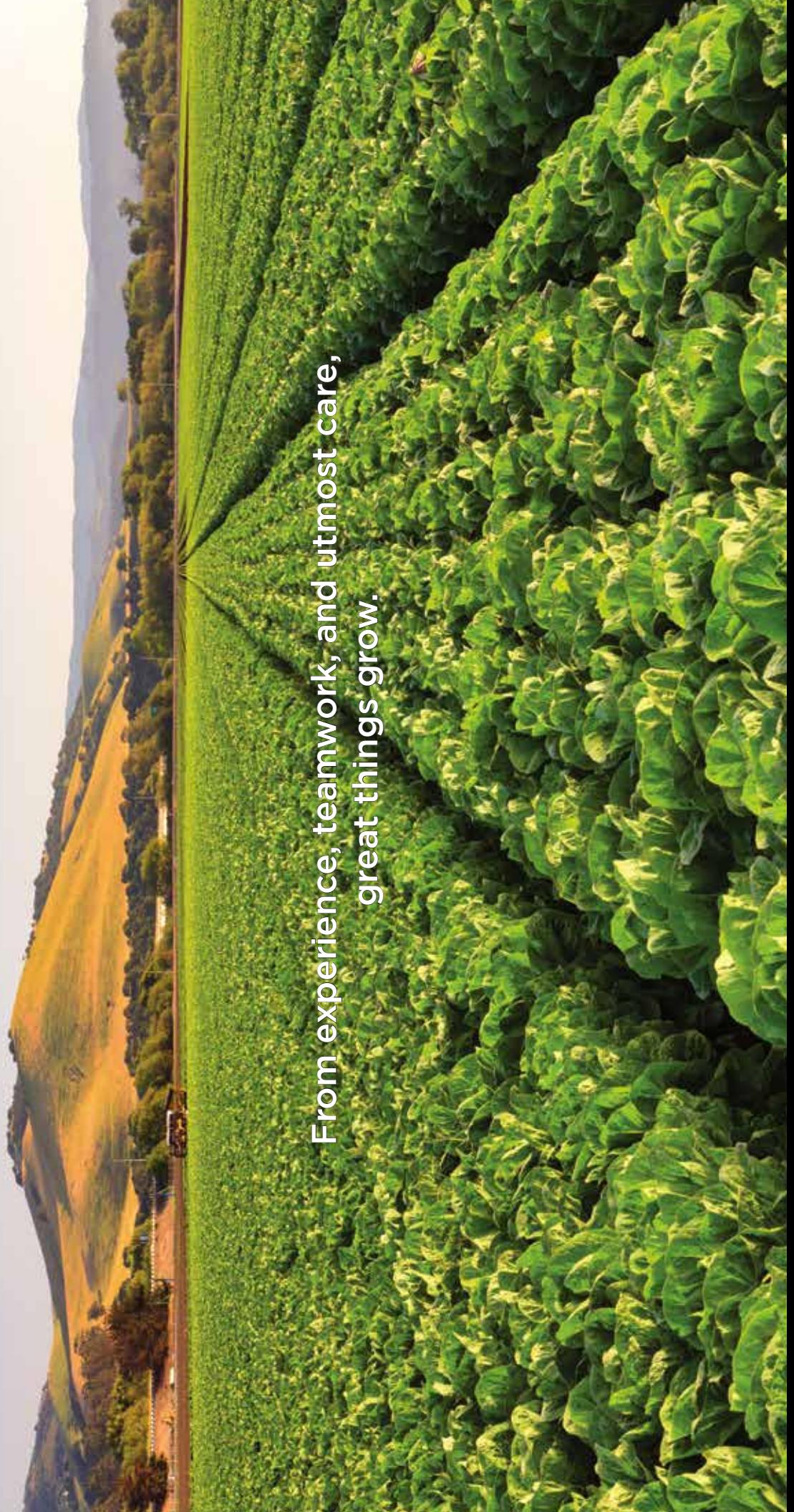
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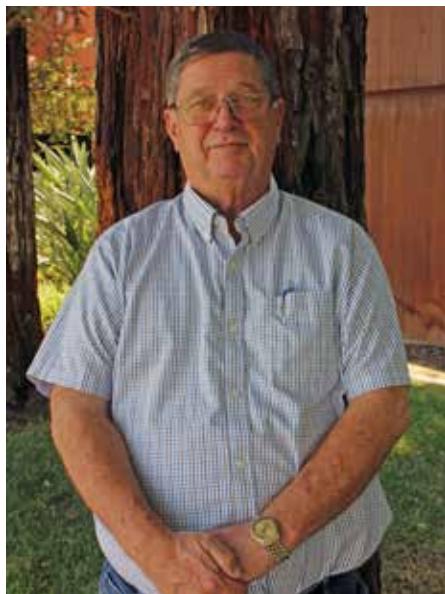
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# Vard Terry

## *Looking Back at 50 Years in Agriculture*

By Brian Milne



**H**olloway President Vard Terry has seen it all in Central California agriculture over the years. Terry, who started at Holloway on December 18, 1971, has been with the Central California-based agriculture company for 50 years this December.

Over that time, he's literally seen truckloads and truckloads of changes in the industry.

He's witnessed Holloway's Lost Hills Mine evolve from Central California's top-producing gypsum mine into a full-circle waste management facility.

He's seen San Luis Obispo and Monterey County evolve from row crops and almonds, to two of the largest wine grape producers in the country.

And he's watched the Central Valley evolve into the largest producer of tree nuts in the world.

Holloway, which has been providing Central Coast and Valley growers with gypsum and other soil amendments since 1932, will be celebrating its 90th anniversary in 2022. President since 2012, Terry is part of three generations of Terrys who have worked with

Holloway – including his father, Vard Sr., brother, Allen, and now his son, Daniel, who is Vice President of Sales for the company. As Holloway and Terry prepare to celebrate a pair of milestone anniversaries in the industry, Terry sat down with Coastal Grower to discuss just how far Central California agriculture has come over the years:

**Coastal Grower:** When did you first start working in Central Coast agriculture?

**Vard Terry:** I got involved in the Central Coast agriculture field in the late 70s, and at that time it was an up-and-coming wine grape growing region. We had great success with applying gypsum in the vineyards, for erosion purposes, for the Calcium aspects of it and for water retention. From there, it progressed into a region that was just booming with wine grapes.

**CG:** How has the region changed over the years?

**VT:** I always enjoyed working in that region, even though a lot of time was spent trying to figure out how to apply soil amendments in the rolling hills you see on the coast. But wine grape growers are very innovative,

and we were able to modify equipment to accommodate 10 to 12-foot row spacing in the region over there. Yes, practices have changed a little bit over the years, in the way we're planting, or growing the vines, but the basics are still there.

Holloway, being in business for 90 years, we've seen a lot of technical changes in agriculture. But the mainstay in most farmers' budgets has been soil amendments. Take care of the soil first, and the plant will follow.

**CG:** How has technology and advance-

**Terry, who started at Holloway on December 18, 1971, has been with the Central California-based agriculture company for 50 years this December.**

ments in soil science changed how we farm in Central California?

**VT:** In the early 1970s, Farming was very basic – by today's standards – at that time.





Over the years I've seen a lot of changes in our service side of the business, where we've adapted to spreading amendments in permanent crops. The technology has changed from, "this is the way my dad did it," and "this is the way my grandfather did it," so "this is the way we're going to do it."

That's how a lot of the decisions were made in the 60s and 70s, but today it's more science-based, which is why Holloway now has its own agronomy service, and we're now making decisions based on science (soil, water and tissues samples, aerial imagery, soil profile maps, etc.). And that's proven to be well worth its weight.

## **Over that time, he's literally seen truckloads and truckloads of changes in the industry.**

**CG:** How has the cost of farming changed the industry locally?

**VT:** It's been a huge difference. A decade ago, you still made a little bit of money on row crops. Almonds were a booming crop. Alfalfa has always been a roller coaster ride. Grains, same thing. Vineyards, whether you're raising wine grapes or table grapes, have been a good commodity.

Today, the commodity markets are very low, and you must be an efficient farmer in today's world, as compared to 20 to 30 years ago, to make a living and keep your farming operation out of the red and in the black.

The climate in agriculture has changed 100 percent from "let's just do this," to "wait a minute, let's see if we need to do this." This is where I see farming operations continue to thrive because they are doing things more science related and not by their heart. It's more by good science and making sure every dollar they spend is a dollar they need to spend.

**CG:** What will you take away from work-



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ing 50 plus years in agriculture here in Central California?

**VT:** I've made a tremendous number of friends in this business, not only those I've worked with but those I've worked for in the field... I don't want to use any names, but we've been running radio ads on the Central Coast, and we recently had a customer call the Paso Robles office looking for me. He wanted to know if I was still alive, still working, what was I doing.

He hadn't seen me in years, and so I made a point to see him, and we drank coffee on his porch for probably two hours in Paso Robles, just reminiscing about our days. That's the kind of reward that you have, when you're in sales, you make those long-term relationships. I have customers that I'm still friends with today. We socialize together. We do things together. It's not just business. It truly is a lifestyle.

*You can read more from our conversation and see a complete timeline of Holloway's 90 years working in Central California agriculture at [hmhollowayag.com/90](http://hmhollowayag.com/90). **cg***



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# Elevate Your Glass

By Julia Dreher



**B**ritt Roberts, a Monterey County native, is intensely passionate about wine. As the owner of Work Street Wines (WSW), she focuses her days sharing her curated collection of sustainably grown and minimal intervention wines. Work Street Wines is an online wine shop and wholesale distribution company based in Salinas. Whether it's through her online shop or meeting with local restaurateurs, Roberts represents small wine producers who create a product which she calls "the most true and honest expression of the vineyard and grapes." Roberts states, "We pride ourselves on sharing the stories of brilliant winemakers. These people are visionaries that see grapes as they are and adapt to their natural beauty. This means they aren't relying on added flavoring, coloring, or anything else to create a standout wine. And the end result just tastes so good."

Her love of wine began while studying Agricultural Business at Cal Poly, San Luis Obispo. While in school, Roberts took the opportunity to study viticulture in Australia and discovered that "wine is supposed to be fun, not scary". Her vision for Work Street Wines began to take shape.

Now back in Monterey County, Roberts

is working to create a community of wine lovers who want to know more about the process and be part of an inclusive community who enjoys wine. And in addition to her retail shop she is working to educate her community about wine and sustainability by creating open lines of communication with her customers.

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**Roberts is working to create a community of wine lovers who want to know more about the process and be part of an inclusive community who enjoys wine.**

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When asked about our local natural wine scene, she says, "Cities like LA, San Francisco and Santa Cruz already have a lot of places that offer sustainable, small production, minimal intervention wines. That has not always been the case in Monterey County, but the demand here is growing. Elroy's and Other Brother are offering these types of wines now. Passionfish in Pacific Grove also has a killer

list of minimal intervention wines."

Since the pandemic, people have had more time to consider health and wellness. More and more, consumers are asking, "where does my produce come from?", "how is my chicken raised?" It's the same for wine. And often, what's in the wine bottle can be a mystery.

When asked about the future offerings in Monterey County, Roberts says that she would like to see more restaurants with rotating wine lists that include smaller producers and different varietals. "Our Chardonnays and Pinot Noirs are amazing, but how about offering more Gamay, Chenin Blanc?"

There are a handful of terms that are trending in the wine world such as natural wine, organic wine, biodynamic wine and low



WORK STREET  
WINES

alcohol wine. But what do these terms actually mean?

#### **What is natural wine?**

There are various additives a winemaker can decide to include in their wine. These include sulfur, yeast, acidifiers, tannin and fining agents. A natural wine is made without adding any of these. In the vineyards, there is no use of chemical pesticides, herbicides or fertilizers. When it's time to harvest, the

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**If you're interested in learning more about these types of wines, Roberts recommends being open minded and also finding an independent wine shop and getting to know the people who work there.**

---

grapes are handpicked, avoiding the use of mechanical harvesters. Occurring naturally in the vineyards is a host of ambient yeast which is responsible for fermentation. There is no added yeast once it gets to the cellar. From here, nothing else is added and nothing is taken away i.e. it is unfined and unfiltered. The finished product can vary greatly from year to year and vineyard to vineyard.

#### **What is organic wine?**

Organic wine is not only made with organically grown grapes, but also everything used in the cellar must be certified organic. Also, just because the bottle doesn't have a USDA Organic label, doesn't mean the vintner used conventional farming methods. Many small producers use sustainable farming techniques, but decide not to put their resources into certification. It's expensive! So, how do you know if your winemaker used sustainably grown grapes? Ask and get to know your favorite winemaker.

#### **What is biodynamic?**

You know that saying, "leave it better than you found it?" That is the backbone of biodynamics. Biodynamics is a method of regenerative



farming. In this method, the farmer views the farm as an entire living being: soil, plants, animals, solar system and all. Yep, solar system. This is the part that gives biodynamics a bit of its "woo-woo" reputation. Farmers follow an astronomical calendar to guide them in planting, pruning, harvesting, etc.

But biodynamics isn't all stars and moon phases. It is regenerative, lively and intuitive. Biodynamic farms and vineyards typically boast a ton of biodiversity. This means that not only do they support copious different plant species, but also animals. These animals are pastured and rotated in order to harness their manure. As they graze, they are adding nutrients back to the soil. The idea is that the farmer is constantly giving back to the soil instead of depleting it year after year.

#### **What is Low alcohol wine?**

Low alcohol wines are gaining more popularity with consumers for a couple of reasons.

For one, people are very interested in their health and wellness. These conscious drinkers are leaning towards lower alcohol by volume (ABV) options.

Low alcohol content is also a lot friendlier with food. The alcohol won't compete with the flavors of your plate. Especially if you're eating spicy food, low alcohol wines are a great option for balanced flavor.

If you're interested in learning more about these types of wines, Roberts recommends being open minded and also finding an independent wine shop and getting to know the people who work there. "Ask them what they are excited about. Chances are, it's going to be really fun."

*For more information on Work Street Wines, please visit [www.workstreetwines.com](http://www.workstreetwines.com)*

# Breast Cancer Assistance Group of Monterey County

*From emotional to practical, the Breast Cancer Assistance Group of Monterey County offers vital support for breast cancer patients*

By Melanie Bretz



Try to imagine. You're undergoing treatment for breast cancer. While the costs related to your care may be covered, the expenses of daily living can mount. Finances are often stretched so thin that it's a struggle just to cover the basics. This is especially true given the economic impacts of the pandemic. Help with these expenses during treatment can alleviate stress and lighten the burden so you can focus on your health. And that's where the Breast Cancer Assistance Group of Monterey County (BCAG) can help.

The organization was launched in 1997 by four women with breast cancer who felt that more support was needed for those battling the disease. Working with Community Hospital of the Monterey Peninsula, their vision and fundraising not only helped estab-

lished the BCAG, it also contributed to development of what is now the Carol Hatton Breast Care Center as well as the breast cancer support group and patient navigator program. Today, the 10-member volunteer board, all breast cancer survivors, are impacting the lives of people with breast cancer throughout Monterey County.

"Today, almost half of our board is fluent in English and Spanish," says Kim Allen, current BCAG board president and breast cancer survivor. "That's especially important as we continue to broaden our reach into the Salinas Valley and South Monterey County. From the start, BCAG's mission has been simple, straightforward and powerful: We want to help other women with this disease as we would want to be helped ourselves." Eligible applicants may receive a Breast

Cancer Assistance Grant to help cover basic living expenses such as housing, gas, utilities, food and childcare during treatment and recovery. Partial support of complementary therapies such as acupuncture or therapeutic massage is considered on a case-by-case basis. BCAG does not assist with medical costs.

"Some situations are dire," says Kim. "We've had people call and say they're about to be evicted or can't afford gas to get to their treatment appointments. We even helped a homeless woman get into housing while she was undergoing chemotherapy. While we are a short-term solution, we are a lifeline for many."

The application and more information are available online ([bcagmc.org](http://bcagmc.org)), but general eligibility criteria are: Be in active treatment for breast cancer and reside in Monterey County. Or, if living in San Benito or Santa Cruz County, receive cancer care from a Monterey County physician.

When a grant application is received, it is immediately assigned to a board member who contacts the person to find out more about her circumstances and critical needs. The member submits a recommendation to the full board where it may be approved immediately or, in some cases, after more information is gathered. "Our goal is to make sure qualified applicants get the financial assistance they need as soon as possible," Kim says. "We also try to connect applicants with services such as education, support and other sources of financial assistance."

One growing challenge for people undergoing breast cancer treatment is having enough money for food, especially during COVID when household income may be diminished. A decade-long partnership with the Food Bank for Monterey County



and their collaboration with nonprofits led to the Food Bank's Breast Cancer Patient Food Assistance program. "Their program is vital to ensuring that our clients get the nutritious food they need for themselves and their family," Kim explains.

A significant portion of funding for this special program comes through an angel donor who's committed to both BCAG and the Food Bank. Because of this, the Food Bank provides customized food and other essential items to BCAG grant recipients referred to their program. In 2021, the angel donor offered to match all Food Bank donations dedicated to the Breast Cancer Food Assistance Program up to \$15,000. Donors simply note that on their check or digital donation to the Food Bank. (As of this writing, the match total may have been reached.)

"No one is ever prepared for a cancer diagnosis, but as a 32-year-old single mother it was not something I could even fathom," says Nicki, who lives in Monterey. "When I got the call regarding my diagnosis, I was in complete shock. Once my treatment started, the concerns for my health began to be overshadowed by the fear of going into debt." "Help from BCAG could not have come at a more important time," recalls Nicki. "Not only were they able to provide financial assistance, the BCAG volunteer I spoke with was a compassionate listener who never failed to call

when she said she would. BCAG cares deeply about the people they help. I wasn't just a list of questions and data. I was a unique person undergoing treatment for breast cancer. I was in absolute awe of their compassion, kindness and support. I am forever grateful to this organization."

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**Eligible applicants may receive a Breast Cancer Assistance Grant to help cover basic living expenses such as housing, gas, utilities, food and childcare during treatment and recovery.**

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Thirty-one-year-old Adela also tells a compelling story. The Greenfield resident learned about BCAG's assistance program through her doctor and other sources in her community. "With no extended family nearby, it's just me, my husband and our two daughters," says Adela. "I am a field laborer, but cannot work during treatment for breast cancer. My husband works hard to provide for us. Since I am no longer able to contribute financially to the household, the BCAG assistance grant made a world of difference to our family."

So much pressure was taken off knowing that help with the basics like food and living expenses was going to be provided."

"Learning about the program and how they are able to provide assistance was comforting," Adela continues. "The volunteer staff was very helpful in determining what was available to me and helped me tap into it. It has been a few months since I was diagnosed and I started infusion treatment in mid-October. I'm doing the best I can for now. Some days are better than others. I have to tell myself 'I can do this.' I am very grateful to BCAG for helping me emotionally, physically and financially. It's nice to know there is a group of women who care and personally understand what I'm going through."

During the fiscal year ended June 30, 2021, BCAG awarded 44 grants. While that number is lower than the annual average of 75—credited in part to health screenings that were delayed during the pandemic—the amount of each grant was higher. Also, 114 months of Food Bank assistance was provided to 32 families new to the program as well as additional months for 11 families already in the program.

"Donations, fundraising events and grants are key to our ability to help more people like Nicki and Adela," says Kim. "Direct donations are increasingly important as the pandemic has led to cancellation or scaling back of events like our annual Bowlathon. Fortunately, local individuals and businesses, including those in the agriculture and hospitality industries, have been incredibly supportive. One partner from our beginnings, Carmel Valley Ranch, continues to support BCAG by modifying fundraising activities during COVID. We are grateful for the generosity of our community as it helps us make a real and immediate difference in the lives of people with breast cancer."

For more information, to apply for a breast cancer assistance grant or to donate, visit [bcagmc.org](http://bcagmc.org). Phone: 831-649-6365. Email: [contact@bcagmc.org](mailto:contact@bcagmc.org)

BCAG of Monterey County is a nonprofit, tax-exempt, publicly supported organization. All donations are tax deductible to the extent allowed by law. **ce**

# Western Food Safety Conference Gains from Experience

By Scott Faust



**T**he Western Food Safety Conference will be at its best on May 4-5, 2022, with a hybrid format to optimize networking and global access and a program that includes keynote speaker Bruce Taylor, chairman and CEO of Salinas-based Taylor Farms.

The 17th annual conference, focused on "The Culture of Food Safety," will once again be presented face-to-face on the Hartnell College campus, while using the latest in internet video production to welcome attendees who can't be there in person.

The "culture" theme will micro-focus in such areas as managing food safety in today's market and planning for the future.

Early-bird registration is available now through Dec. 31, 2021, for \$250, including lunches both days, a \$45 savings off the full price of \$295 after that date. Proceeds from the conference support scholarships for agricultural students at Hartnell, raising more than \$100,000 over the years.

After the pandemic forced last year's event online, many of the 250 people who took part say they missed the opportunity for

"hallway" discussions with presenters and colleagues. On the other hand, conference planners also heard from companies who liked being able to connect employees near and far with specific sessions via Zoom.

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## The Western Food Safety Conference will be at its best on May 4-5, 2022, with a hybrid format to optimize networking and global access...

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"We're hoping to reach a broader audience like what we saw last year with everything being virtual," said conference chair Jess Hogg, quality assurance manager for Scheid Family Wines in Greenfield. "Our thought is that we want to create kind of a TED talk-type of atmosphere. We'll have folks in the audience and also reach folks who can't get away from work."

Clint Cowden, event committee member

and dean of Career Technical Education and Workforce Development at Hartnell, compared it to the National Football League's strategy of catering to fans in the stadium and watching at home on television.

"So you go to the game and you have all the exciting aspects about being there, but in many ways your living room can also give you the best seat in the house," Cowden said. Regardless of how attendees choose to engage, they will experience a conference focused on professional development for people whose work touches on food safety in a wide variety of ways, with up-to-the-minute insights.

"The committee that runs the food safety conference is very broad-based, with perspectives from people in trucking, in pricing, in facilities," Cowden said. "They're making a living doing something other than putting on conferences."

"They're not just saying here's the thing in our area that came up in the last six months. A lot of times these folks are bringing things up that have happened in the last six days."

The theme of food safety "culture" reflects an awareness that there has to be a continuum of effort, as opposed to efforts in silos, when it comes to ensuring field-to-fork protection for consumers of fresh fruits and vegetables.

"We will have a wide range of speakers as well as topics," Hogg said. "We'll range from your sanitation all the way to your regulation. We're hoping to have folks from the FDA and industry leaders, with the main focus being the culture of food safety: what companies do to promote that and how each topic fits into that culture."

That 360-degree view will also come from the participation of conference participants, Cowden said: "That's why the hallway conversations are so important."

Although though the lineup of panels

and presenters is still being finalized, the participation of someone like Bruce Taylor will mean attendees can gain a comprehensive and well-balanced understanding.

"That's why it's really important to have true CEO leaders that are really driving things and who have that really big vision and can see around corners," Cowden said, "and also some of those who are really practitioners, such as 'what are the best approaches in sanitation?' That's what makes this so unique. It's not just C-level executives but it's also a how-to. It's that great blend of different areas."

To learn more about the 17th Annual Western Food Safety Conference and register to attend, visit the event website at <https://thewesternfoodsafetyconference.com/>. **66**



# Exploring Subsurface Drip Irrigation (SDI)

By Douglas Larson



**E**arly adoption of subsurface drip irrigation in the United States arguably took place over 40 years ago. In that time, the process has become much more refined in large part due to innovation in drip products and the knowledge obtained from early adopters and researchers.

These early systems typically consisted of light walled polyethene drip tape products developed for above ground applications, often installed without flush manifolds, adequate vacuum relieve valves or the pressure compensating emitters that are common throughout the industry today. With no effective ability to flush sediment from these buried drip lines, as well as emitter openings that were susceptible to root intrusion, it was considered to simply be a matter of time before the distribution uniformity of the irrigation system would be compromised. Life expectancy was often estimated to be short lived...certainly less than 10 years.

Buried systems of today have emission devices and flow paths designed specifically for subsurface applications. The ability to flush sediments and impurities with proper velocity at each individual zone is now

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**Adopting or changing cultural practices to better align with the newly incorporated ability to spoon feed water and nutrients to the soil profile is an important step in realizing the benefits of SDI systems.**

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commonplace. Air relief, pressure sustaining and/or reducing valves are incorporated when needed, filtration systems and flush lines properly sized and installed, as well as water quality maintained to increase system

longevity and distribution uniformity. If properly maintained, these systems can and have performed effectively far beyond those early expectations of half a dozen years or so with proven life spans of 10, 15, 20 years and beyond. Creating a much more viable option for those wishing to adopt the technology. However, subsurface applications continue to have obstacles. The majority of which can be overcome to allow for increased efficiencies in water, soil and plant nutrition...contributing to better plant health, higher yields and an increased return on investment. Beyond the initial cost of installing an SDI system and overcoming the constrictions of land and water, drip designers can design around most of these complications.

Adopting or changing cultural practices to better align with the newly incorporated ability to spoon feed water and nutrients to the soil profile is an important step in realizing the benefits of SDI systems. In majority of subsurface drip applications, irrigation water never actually reaches the





soil surface, further reducing evaporation, waste and weed pressure. As irrigation water is applied with much greater precision, inadvertent leaching can be managed much more closely to conserve precious resources. All the while, increased precision in the application of water supports improved crop health, yield and water sustainability.

Today, labor costs and the scarcity of skilled farm workers is an ever-increasing issue in the ag industry. As a result, SDI systems are often seen as labor savors when compared to most forms of irrigation, especially with fully automated subsurface applications. Automated or manual, these systems take very little labor to manage. However, installation is very labor intensive and although some producers choose to install on their own, it is often recommended that producer's contract with an experienced local provider for at least their initial installation.

The long-term key to success is

maintenance. Producers should monitor pressures and flows from the very first use of the system. Maintaining filtration systems per manufactures specifications is imperative, while monitoring and responding to ever-changing water conditions to reduce plugging potential. Assuring that the entire system has appropriate vacuum relief to prevent

most certainly be done on a well-informed, case by case basis. However, there is no reason to have deep concern for the viability of these systems. It is a matter of finding a trusted advisor or dealer and investigating all parameters very closely to evaluate the fit for each application, purchase quality components, install, operate, and maintain the system properly and per specifications. **cg**

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### **The long-term key to success is maintenance.**

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the ingestion of soil particles upon system shut down is mandatory. Producers must proactively assure that rodent issues are controlled. And last, but not least, purging impurities from irrigation lines through regularly scheduled and properly executed flush protocols must take place.

Overall, investigating whether to make the switch to subsurface drip irrigation should

# Health for the Holidays

By Emily Basanese



**W**ith the onset of cooler weather, larger holiday gatherings, and a lingering pandemic that hasn't allowed us to fully break up with 2020, health is of the utmost importance in the coming months. Thankfully, our counties have plenty of healthy options to choose from — and that includes choices for the mind, body, and soul.

In Monterey County, we have to begin with Refuge. This cyclical spa experience melds a renewal for your mind, body, and, arguably, soul. It sounds dramatic, but talk to me after you've gone yourself. The entire premise of the experience is based on hot-warm-cool-cold pool plunges, which are designed to detoxify your body. There is also a Himalayan salt room, a eucalyptus steam room, and zero gravity chairs. Oh, and they have a strict silence policy — no phones, no talking. Only relaxing. And that, friends, is where the soul renewal is clinched.

For another health-centric option in Monterey County, head over to The Hay golf

course for some fresh air and light exercise. This course was reimagined by Tiger Woods in 2021, but don't let that intimidate you — this Pebble Beach short course was created with beginners in mind. With only 9

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**Thankfully, our counties have plenty of healthy options to choose from — and that includes choices for the mind, body, and soul.**

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holes and a 20,000 square foot putting green (AKA classy mini-golf), golfers of all levels can enjoy. Though a round is only \$65 for the public, (a far cry from a \$500 plus round at Pebble Beach proper), there is a 6-month wait. Don't worry, you can still get near the action at Hay's Place restaurant, complete with ocean views, complimentary salt air

therapy, and Mexican fare.

Santa Cruz County is known for crunchy, hippie, all-natural, organic goods (and people). And that's why we love it. For a complete unplug, visit Multiversity 1440 in Scotts Valley. Choose from a wellness retreat, workshop, or community events like Wellness Wednesday Yoga or Sunday Family Meals. Up in the redwoods, you feel removed from civilization even if you are only a few miles from Highway 17. If you only have an afternoon, bookmark the Land of the Medicine Buddha for next spring when you need a health refresh. This facility is closed until April 2022, but it is absolutely worth mentioning; from hikes, to lodging, to the pool and sauna, everything is designed to be a mindfulness retreat.

In Downtown Santa Cruz, treat yourself to hanging out at Roxa Hammock Cafe — the nation's first hammock cafe. Aside from promoting relaxation, all of Roxa's non-alcoholic elixirs are infused with all-natural ingredients. For something a little more hands-on,

do yourself a favor and visit the Flower Bar. This build-you-own-bouquet boutique was opened by two Santa Cruzians who saw the opportunity to bring locally sourced florals to the inspired public. Pair that with coffee, small bites, wine, and chocolate truffles, and you have pretty much outlined heaven.

**Invest in your health — physically, mentally, or by doing something that fills your soul.**

San Benito County may not have fancy hammocks or Tiger Woods-designed golf courses, but it does have plenty of ways to get healthy. The first is at the base of a mountain: De Anza Trail. I'm not going to sugarcoat this: the first 1-ish mile is relatively steep, but the San Juan Valley views are totally worth it. You'll immediately get the feeling that this is a locally loved trail, evidenced by the mini Historic San Juan Bautista replica just past mile one. Keep that local energy going and visit the newly opened Bliss Blendz on the main drag in San Juan Bautista. This wellness watering hole serves Bulletproof coffee, CBD products, and intentionally mixed smoothies.

Another healthy spot to stock up on fruits and veggies is Pinnacle Farm. Their Saturday Organic Farmstead takes place year-round, 8am-1pm, rain or shine. Pick up seasonal produce like lacinato kale, napa cabbage, jona-gold apples, shishito peppers, heirloom tomatoes, and much more. If your type of health food is something that fills your soul, I've got you. As a self-proclaimed Crème Brûlée Connoisseur (a title I take most seriously) I have shameless dreams of Tres Pinos Inn's crème brûlée. Made with fresh vanilla bean and topped with berries, this decadent dessert does my soul wonders with each bite.

Whether you're looking for a putt, a plunge, peonies, or peppers, all can be found nearby. Invest in your health — physically, mentally, or by doing something that fills your soul. I was serious about the crème brûlée, by the way — life changing. **ee**



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# ESG

## *Investing with Impact*

By Bill Hastie



Investment management as we know it today is largely rooted in Modern Portfolio Theory, or MPT, which was pioneered by Harry Markowitz in his paper "Portfolio Selection" published in the Journal of Finance in 1952. In a nutshell, MPT is a theory on how risk-averse investors can build portfolios that either seek to maximize expected return for a specific level of risk or minimize risk for an expected level of return. Since MPT, several variations and additional theories have been created.

One such variation is called ESG investing, standing for environmental, social and corporate governance, a term coined just over a decade ago. It is also referred to as impact or sustainable investing. The widely accepted definition of ESG investing is "investments made with the intention to generate positive, measurable social and environmental impact alongside a financial gain." ESG investing is on the rise among

investors around the globe, so much so that some leading Wall Street money managers have pronounced that ESG investing "has gone mainstream."

**ESG investing is on the rise among investors around the globe, so much so that some leading Wall Street money managers have pronounced that ESG investing "has gone mainstream."**

According to the CFA Institute, in many ways, ESG investing can be seen as part of the evolution of investing and balances traditional investment selection with environmental, social and governance-related insights to improve long-term results. Many have

embraced its description as "doing well by doing good." The Institute goes on to state that there are three critical elements of ESG investing:

- ESG investing is additive to asset management theory and does not mean a rejection of fundamental concepts.
- ESG investing develops deeper insights about value will be created going forward using ESG considerations.
- ESG investing considers diverse shareholders, consistent with how companies are developing.

Similarly, the world's largest asset manager, BlackRock, wrote in an open letter last year saying that "sustainability and climate-integrated portfolios can provide better risk-adjusted returns for investors." BlackRock's comment on ESG investing probably raises the one question asked by most investors who are considering

investment options that align with their values – will I be trading investment performance for a lower return but feeling better about where my money is invested? If that trade-off exists, each investor considering adding ESG investments to their portfolio would have to assess to what extent are they willing to take lower performance for better aligning with their social and environmental values.

The available data, however, seems to indicate that the trade-off of “performance-for-values” is not the case. One of BlackRock’s large cap stock investments seems to have performed quite well. According to Morningstar, this particular investment ranked in the top 20th percentile among all large cap blend investments over the last year, in the top 16th percentile over the last three years and in the top 9th percentile over the last five years. A little deeper look at this BlackRock investment reveals that the top four portfolio holdings are Apple, Microsoft, Amazon and Google accounting for about 14 percent of total assets. Some investors may or may not question if “big tech” fits with their

values. This suggests that the investor must look beyond the “ESG” label and look at the specific portfolio holdings.

Not everyone, however, is convinced that ESG investing has merit from an investment standpoint. In his 2020 article appearing in Financial Times, Robert Armstrong, Financial Time’s U.S. finance editor, stated, “None of

less poverty, can make a positive impact by putting resources to work where an “efficient” market would not, providing subsidized capital to projects that are very risky but could have a big upside for society.”

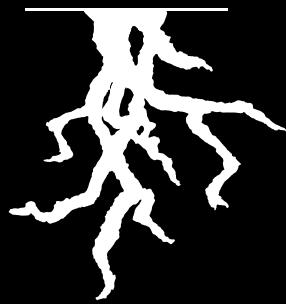
Armstrong further states that “ESG credentials” represent little more than a certain set of investment attributes, referred to as factors – such as company size, stock price momentum or profit growth. He continues, “Whether any of these factors outperform over the long run is hotly debated, but it is certain that they can suffer very long periods of underperformance.”

The debate over ESG’s credibility may be in question by some, but the growth in new assets being invested in ESG investments certainly is not. ESG investments captured \$51.1 billion of new money from investors in 2020 – the fifth consecutive annual record, according to Morningstar. In 2019, investors dedicated roughly \$21 billion into investments that apply environmental, social and corporate governance principles. **ee**

## The debate over ESG’s credibility may be in question by some, but the growth in new assets being invested in ESG investments certainly is not.

this suggests that investors should put their savings behind the things that they care about. It means only that they should not think of this as a wealth maximizing strategy. Indeed, accepting the possibility of lower returns for the promise of positive social outcomes, such as a healthier environment or

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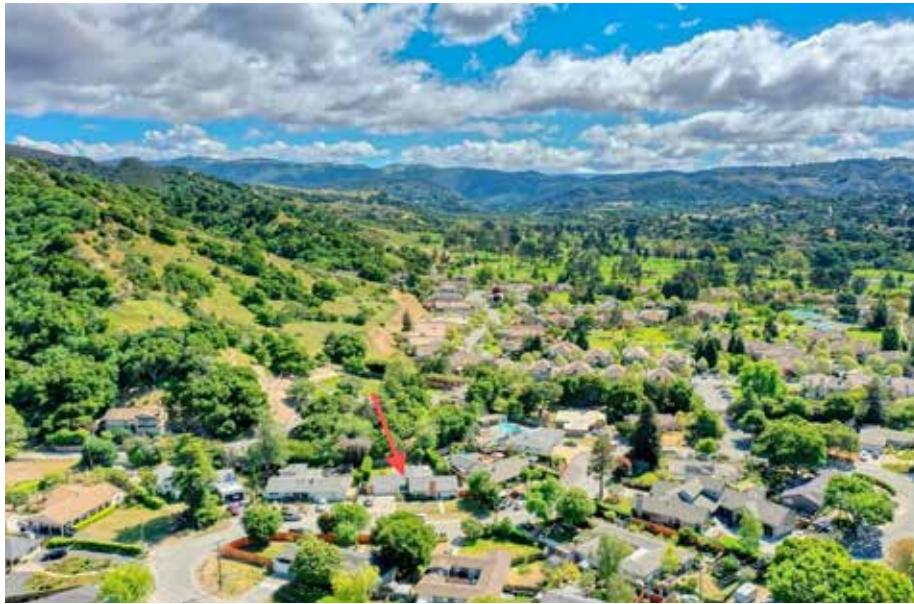
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# Marketing Matters

By Matt Priddy, Realtor®



**A**llow me to paint a picture for you. There are two homes located in an area you are interested in. Home number one has limited photos, taken by what appears to be a cell phone and an amateur photographer. There is not much in the way of features listed and hardly any information pertaining to the property.

Home number two has professional photos, a beautiful website showcasing the property and its features, a property video, and clearly established times to visit the property for showings.

Ok, I understand it's a no brainer but what may surprise you is home number one might be the better house. The power of great marketing when it comes to selling your home can be the deciding factor in obtaining what is likely most important to the seller, the price. Especially in a market similar to what we have seen over the past year, strategic, professional marketing material can be the deciding factor in the successful sale of a home.

Marketing is much more than snapping a few photos, it is about creating an experience for potential buyers and giving the opportunity for your property to shine and stand out among the crowd.

Anthony Valdez is President at LMA Film and Video and partner and head of marketing at Agency One Real Estate. Anthony helps to equip agents with the tools they need to give both themselves and their clients an edge in an ever-changing real estate environment. Isolating the key features surrounding your property is crucial to a successful sale. Valdez comments, "What is your product and who are you marketing to? You are marketing to a specific demographic and you have to know your customer. Answering these questions is very important when creating the marketing plan for your new listings. When making marketing decisions, be sure to include the owner of the property through this process. Together you both will make key decisions starting with curb appeal, cosmetic adjustments (interior/ exterior) and a marketing plan showcasing their home. Marketing strategies include pictures, aerial, 3-D, video, social media, email newsletter, property website and MLS. Choose what is best for your listing and watch the offers come in."

When asked why premium quality marketing is essential in today's real estate environment Valdez stated, "You have one time to make that perfect impression on a potential

buyer. Quality marketing material will make your listing stand out from other surrounding listings."

It's important to note that the marketing strategy can and will evolve for different property types. For example, the tools used to market a single-family home may be slightly different than a ranch. "We live in a digital age," states Valdez. "Social media platforms are FREE and will give you and your listing great exposure around the area you service... If you are looking to elevate your marketing

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**No matter the state of the market, a well established marketing strategy can be the deciding factor in determining the success of the sale of your home.**

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game, property videos will provide an opportunity to share the highlighted features and walk the potential buyer through the property as if they were there in person."

No matter the state of the market, a well established marketing strategy can be the deciding factor in determining the success of the sale of your home. If you have any additional questions surrounding best strategies to list your home, reach out to me at matt@agencyonerealestate.com or phone at 831-596-6294. [ce](#)



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# Exercise Winter Blues Away

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



**A**s the nation navigates towards a post pandemic environment, this winter season may seem especially long. After all, the winter months bring colder temperatures, extended hours of darkness to the day and the probability of frequent precipitation (hopefully). Not surprisingly, a recent meta-analysis conducted by The National Institutes of Health (NIH), showed children and adults increased their food intake and gained weight during the COVID-19 era. Thankfully, there is no need to feel “blue,” because exercise has come to the rescue! The benefits of exercise are numerous including weight management, improved mental health, increased energy and lowering the risk of disease development. Exercise also becomes more important in the winter flu months as a way to keep the body’s immunity high. Studies show that regular, moderate exercise can boost our immunity and work to decrease the occurrence of the common

cold and viruses. Exercise produces a positive immune response in the body that increases the body’s production of bacteria killing cells

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**The benefits of exercise are numerous including weight management, improved mental health, increased energy and lowering the risk of disease development. All types of exercise will provide benefits to the body.**

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known as macrophages. If done moderately and consistently, exercise can lead to overall improved immunity, a sick-free winter, and a smaller waistline.

All types of exercise will provide benefits to the body. Aerobic (meaning “with

oxygen”) exercise helps to pump blood through the body, utilize calories and keep organs healthy. Common aerobic activities include walking, jogging, cycling, hiking, and swimming. Strength training or anaerobic (meaning “without oxygen”) helps to keep body muscle mass intact and promote strong bones. Anaerobic activities include pushups, leg squats, leapfrog jumps and dumbbell repetitions. Current exercise guidelines set by the Center for Disease Control (CDC) recommend 150 minutes per week of aerobic exercise, plus two days per week of strength training. It is a combination of these two types of exercises that will give the body the best benefit in the shortest amount of time.

Here are a few ideas to help you stay on track with exercise during the winter months:

#### **Set a Time:**

Think of exercise as a daily appointment for your health. Just as you can’t show up at

your doctor's office on a whim, make sure to prioritize a time in your day reserved only for exercise. There is not one time of the day that is more opportune than another to exercise, but rather the consistent application that makes the difference. Some studies have shown that exercising in the morning hours may prove more successful for some as other tasks will not likely get in the way.

#### **Find a Friend:**

Enlisting a friend to exercise with you will create a sense of accountability and promote better adherence. If you know that you have made a date to meet someone for an early morning exercise session, you will be less likely to hit the snooze button and stay in bed. Exercising with another person also contributes to improved mental health as this can become a time to problem solve, express emotion, and further develop friendships.

#### **Manage Mini Workouts:**

If carving out 30 minutes of time to exercise in the day seems like a daunting task, find shorter segments of time throughout the day to cumulatively reap the health benefits exercise provides. For example, plan 10 minutes of dancing (yes, dancing) as you get ready for work, take 10 minutes at lunch to continuously walk up and down a flight of stairs at the office, and reserve 10 minutes in the evening to do planks and squats while watching your favorite TV show.

#### **Multitask:**

Who says you can't do anything else but exercise at one time? Try to combine multiple tasks for greater efficiency. If you walk on a treadmill, listen to books on tape or a favorite podcast. If you can't leave your work at the office, add a portable desk on top of your treadmill so you can walk and work! Keep a cleaner house at the same time you keep your body fit by reaching and lunging repetitively while vacuuming, dusting, or even putting clothes away in drawers and closets. If you find you have idle time while waiting to pick up a child from school or a sport practice, take a brisk walk (weather permitting) or indoor walk the perimeter of a shopping mall instead of sitting inactively in the car.

As an adjunct to daily exercise, remember these lifestyle recommendations as well:

#### **Stay Hydrated:**

Dehydration reduces the body's ability to fight off infection. Walking around in a state of dehydration can cause the body to feel tired and fatigued. Fluids help to filter out of the body unwanted germs and bacteria. Besides drinking water, you can obtain fluid through naturally water rich food sources like dairy products, soups, fruits, and vegetables.

broccoli, spinach, citrus fruits), Selenium (whole grains like popcorn, oatmeal, quinoa), Vitamin E (eggs, nuts seeds, nut butters) and Zinc (lean proteins like chicken or turkey). Fatty fishes like salmon and tuna also contain Omega 3 Fatty Acids which fight inflammation.

#### **Strive for Adequate Sleep:**

Ideally, the body needs 7-8 hours of nightly sleep to regenerate. Chronic lack of sleep can affect energy levels, hormonal balance, and food choices. The lighted screens of electronic devices (such as computers, tablets, cell phones and televisions) may stimulate brain activity and promote wakefulness. Try to reduce usage and turn them off at least one hour before going to sleep. Establishing consistent bedtime routines promote optimal sleep patterns.

Keep in mind that exercising in a gym or through an organized program is not necessary. With just a little imagination and creativity, it is possible to stay happily fit until the warm spring sunshine fills the sky again. ☀

**With just a little imagination  
and creativity, it is possible  
to stay happily fit until the  
warm spring sunshine fills  
the sky again.**

#### **Eat Healthy:**

Fueling the body with a well-balanced diet of carbohydrates, fats and lean proteins will keep the body in balance. Antioxidant rich foods can also promote a strong immune system. Include foods rich in Vitamin C (tomato,

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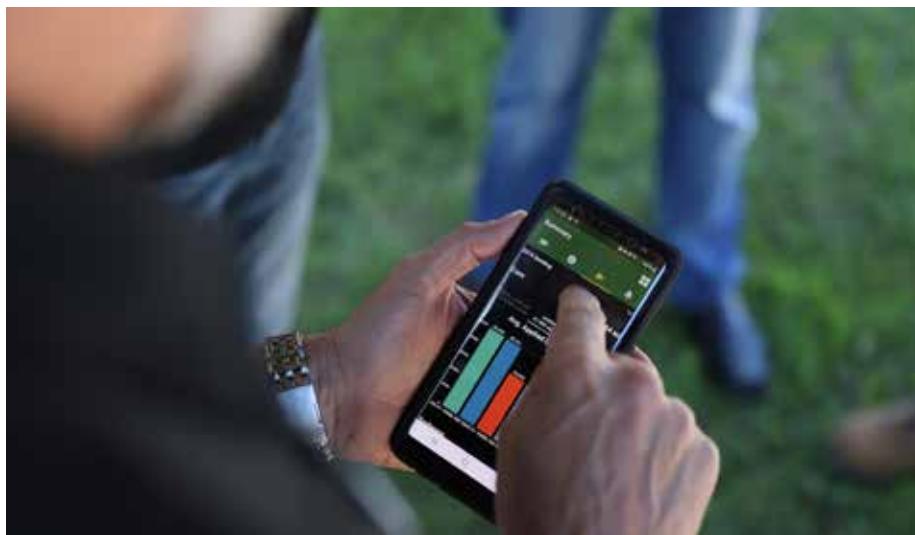
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# Five Barriers to Success with Precision Ag... That Actually Are Not Barriers

By Erin Hightower



**H**enry Ford once said, "Whether you think you can or you think you can't, you are right."

When it comes to precision agriculture and technology, there are plenty of growers in the "can't" camp. Those who think they cannot find ways to integrate technology into their operation, unfortunately, are right. This type of mindset creates challenges, mental barriers that are difficult to overcome.

As precision agriculture has advanced throughout my 15 years in this industry, I have witnessed these mental barriers stop good farms from becoming great farms. Growers feel the technology will let them down or will not fit in their current farm view.

These are five of the most common reasons I see growers not step up to the next level of precision agriculture adoption. If any of them resonate, I also include my advice to "auto" steer you (ha, see what I did there?) in the right direction.

## "Barrier" #1: My Equipment is Too Old

With many newer machines, precision agriculture technology is often integrated into the machine. It is easy to understand why this makes growers believe that older machines are

not eligible for technology updates.

While some machines may be tougher to work with than others, most can be outfitted with the latest technology. This does not mean they may not need some creative managing and an add-on or two. But having the knowledge on what is possible to retrofit and what is not can go a long way to building a stronger fleet, without feeling any pressure to upgrade to a newer machine.

I have taken one-on-one time to show

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## Growers feel the technology will let them down or will not fit in their current farm view.

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growers how brackets, harnesses and simple updates can be added to older machinery. I have even gone so far as to share extreme examples to highlight the untapped potential of older equipment – like that time our team successfully put a form of GPS device on a '68 potato truck for anti-theft purposes. Don't hesitate to ask your trusted advisor for ideas and help like this.

Beyond the age of the tractors, sprayers

or combines, some may think the technology those machines already have is outdated. Similar to upgrading older machines, older technology can still work well and bring a ton of value.

## "Barrier" #2: My Operators Cannot Use It Correctly

The level of knowledge and tech savvy among equipment operators can be extremely varied. However, making an investment and giving operators grace can help create a shift in how things are done.

First, top level management needs to see and understand the big picture, what they are getting by investing in technology and how it will change the operation. A trusted advisor, like a precision ag specialist can help with this step.

Once the leaders understand the big picture, it is time to communicate the transition to staff. Establish an open-door policy for questions from the team as they are learning and adapting. It is also helpful to explain to all operators the "why" behind it so be sure that all operators are given a full picture of what good data can do and why it matters — to the operation but also to them, personally.

And that leads to what I believe is often the biggest factor that must be understood when overcoming this barrier: cultural change takes time.

Learning takes time. Developing skills takes time. Asking operators to change how they do their job is not an overnight process, it is not even something that will happen after a day or more of training. It is not uncommon to take an entire growing season or even multiple seasons before the data begins to flow. Setting this expectation for yourself and every operator helps prevent throwing in the towel too soon.

## "Barrier" #3: My Operation is Too Small

It is a line that many have said about precision

agriculture technology: "We are not interested in this because we are a small operation."

This perspective fails to appreciate the advantages of precision agriculture adoption that are exclusive to small farms. First, smaller operations often have a greater opportunity to unlock the benefits of precision technology because they can make changes faster and impacts can be realized sooner.

But more importantly, smaller farms have greater risk that technology can help minimize. Think about a large farm, hundreds upon hundreds of acres. If a few of those acres do not produce as expected, it will not be detrimental to the operation. This scenario would be devastating to a small farm, where every acre must perform at its best. Looking through the lens of risk management, it is easier to see why precision technology and data-driven strategy is crucial for small farms.

#### **"Barrier" #4: I Don't Have Time to Deal with All the Data**

When being introduced to a data management platform, it is easy to be overwhelmed by all the options that are available. That is why the best way to manage data — and curb data anxiety — is to start small.

Consider adopting a precision strategy starting with one machine. I did this with a grower I recently introduced to the John Deere Operations Center™. He had not yet worked in Operations Center but was interested because he bought a new sprayer and realized the opportunity for the reports

and spray management details. Rather than jump in with every machine and opportunity available to him, we decided to start with just the sprayer. We focused and refined that effort. Not only was he able to save money as a result of reducing inputs and proper reporting, the effort gave him the energy and confidence to take the next step and start managing seeding. A win-win!

## **Every grower has the opportunity break through those preconceived ideas and find success with precision agriculture technology.**

Connecting machines and analyzing data does not have to be an all-at-once effort. In fact, starting small, one step at a time, is a great way to keep the overwhelm in check and still reap the rewards of implementing precision technology.

#### **"Barrier" #5: This is How We Have Always Done It**

Anyone in any professional industry can identify with those eight, damning words: "This is how we have always done it." Admittedly, this is probably the most difficult barrier to break down. But it is an important one because it also presents the greatest

opportunity to solve a challenge.

Technology, genetic management and soil sciences have changed drastically in the last century but also, important changes have come in very simple, yet effective ways. And sometimes, it is those small, simple technologies, not the big, grandiose ones, that present the greatest opportunity to help see the potential.

I recently found a letter my great grandpa Orin wrote to my grandpa Bill in 1932. He was wishing there were headlights on his John Deere E Series so he could farm later in the day. When headlights did come out, that was an exciting new technology feature, yet many growers probably felt they could do without it. But can you imagine now, a grower buying a tractor without headlights? That advancement, those headlights, solved a simple pain point for my great grandpa and that was all he needed to make the choice to upgrade.

Think about your own pain point, a challenge you'd like to solve. There is always at least one frustration everyone secretly wants fixed. Talk with a trusted advisor who will find a solution, and show both how it will fix the problem and improve the operation on top of that.

And, I have said this before, but it is worth repeating: it is okay to start small. Adopting even one simple piece of technology — ahem, headlights anyone? — can make a big impact.

It is true that something that has worked in the past may work now and in the near future. But it will not work forever. It is only becoming more challenging to manage a farm. Factors like drought and extreme temperatures, rising input costs and resilient pests prove that technology and data must be a now-or-never adoption.

Sometimes, we all can be our own biggest barrier. But every grower has the opportunity break through those preconceived ideas and find success with precision agriculture technology.

For more information on precision agriculture technology or agriculture equipment, visit [www.RDOequipment.com](http://www.RDOequipment.com), or contact RDO Equipment Co. in Salinas or Watsonville. 



# Family Values Sustain 4th Generation Farm

*By Interview of Steven Dobler, Dobler & Sons, LLC*

By Jess Brown



Steven Dobler at age 2 with father Ken.

**JESS:** Congratulations to the Dobler family for receiving the Lifetime Achievement award from the Pajaro Valley Chamber of Commerce this Summer! What does this award mean to you and your family?

**STEVEN:** It was a real surprise but we were very honored to accept it. What a great group the people in the Chamber. We received so many calls of congratulations from people that we have respected for so many years and that was really special.

**JESS:** How many generations has your family been farming in Santa Cruz County and the Pajaro Valley?

**STEVEN:** Three generations and now beginning the fourth.

**JESS:** Where did the Dobler family originally come from?

**Ever since I was young I enjoyed the work, the tractors and the outdoors.**

**STEVEN:** From Germany to Kansas and then Colorado. My grandfather Carl Dobler was the youngest of 19 children. When he was the last remaining child in the house, he packed up his parents and moved to California and that is where my father Ken was born. My grandfather worked in agriculture and the final 17 years of his career with Joe Crosetti, a prominent vegetable grower in Pajaro Valley. My father and his brother Carl were able to borrow equipment from Crosetti after hours

and on weekends which helped them get their start in farming.

**JESS:** Doesn't your mother come from a longtime farming family in Watsonville? If so, please tell us about that family.

**STEVEN:** Yes. My grandfather John Lukrich arrived on a boat from Croatia in 1910 at the age of 16 and found work in a San Francisco restaurant. Two years later he moved to Watsonville to work in the apricots and eventually rented a property with some apricots and apples. He eventually bought a ranch, planted apples and became a founder of Apple Growers Cold Storage. My uncle John Lukrich still has that ranch and has farmed apples in Watsonville all of his life. Over time he has purchased farmland here in the valley and we lease some from him for vegetable production.



Steven Dobler

**JESS:** What was the first crop grown by the Dobler family in the Pajaro Valley?

**STEVEN:** Strawberries.

**JESS:** What crops are Dobler & Sons currently growing?

**STEVEN:** Iceberg Lettuce, Romaine, Broccoli, Spinach, Spring Mix and Baby Leaf blends, Kale and Chards. We farm both Conventional and Organic.

**JESS:** As you were growing up, did you ever have thoughts of not going into the family business?

**STEVEN:** I never really thought about the "business" part of it. Ever since I was young I enjoyed the work, the tractors and the outdoors. We worked to pay the bills and make ranch payments, that was farming.

**JESS:** How many family members are involved with your business today?

**STEVEN:** Seven of us work together. Dad, myself, my brother and my two sons, my uncle and cousin.

industry, along with the great people in our community, the fertile soils, cool climate and availability of water make it the perfect place to live and work.

**JESS:** What is the biggest challenge in farming today?

**STEVEN:** Which one? Seems like there's always something that comes along just when you think you have one challenge figured out. We are very lucky as a farming industry to have the likes of Farm Bureau, Western Growers Association, Grower Shipper Association, and our Farm Advisors to help us through issues that challenge our industry. Whether it's a crop disease, water issue, food safety challenge, legislative policy or misinformation about our industry, we can't tackle these alone and they have really been there for us as an industry.

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**The Pajaro Valley is a great place with great people, so any business would be lucky to be here.**

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**JESS:** Why is the Pajaro Valley a good place to create and operate businesses?

**STEVEN:** The Pajaro Valley is a great place with great people, so any business would be lucky to be here. For our particular



*Steven Dobler with his parents, Ken and Anne, and siblings Craig and Deanne.*



*Steven Dobler with wife, Laurie, and sons Jacob and Brian.*

**JESS:** Were you surprised that your children were interested in going into your farming business?

**STEVEN:** Looking back, I suppose not, considering I always had them with me, so they were immersed in it.

**JESS:** How concerned are you about the current drought in California?

**STEVEN:** Very much so. However, it does take dry years to draw everyone's attention to the need for more water storage at the State and Federal level.

**JESS:** How are you handling the issue of having adequate labor?

**STEVEN:** We are very blessed to have a majority of the same people working with us year after year. It is a challenge to add workers or replace those that don't return as it seems to be in every industry, but agriculture has good paying jobs and if you treat people fair, word seems to get around.

**JESS:** How important is the preservation of farmland?

**STEVEN:** Living in the Pajaro Valley it may not seem like a big deal because our fields

are here year after year but when you travel to other areas, not far from here, and see farmland being converted at a pretty rapid rate, I think it really makes a person realize how important it is to preserve it.

**JESS:** When your kids were growing up, how did you balance running a large farming operation and being involved in their activities?

**STEVEN:** Truthfully, work probably suffered a bit because I wanted to be there for all of their activities, and still do. We all know time goes by too quickly.

**JESS:** Has supporting the community always been at the heart of the culture of Dobler & Sons?

**STEVEN:** At the heart, sure. It wasn't always in the pocketbook though. The early to mid 1980's was a rough time financially in our vegetable industry.

**JESS:** Where do you see Dobler & Sons in 20 years?

**STEVEN:** I hope there are as many positive changes in our industry in the next 20 years as there have been in the past 20. We have seen the pre-packaged salad industry create new opportunities for growers and this year we

had a robotic tractor working in our fields all summer. Technology is just getting started in making dramatic changes, in a good way, to our industry so it will be exciting to see that continue and I hope we can continue to be a part of it.

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

**STEVEN:** My Dad. We have worked together for so long. There are many intelligent, hard working, selfless and pleasant people in our industry as well as in our community that I have been influenced by also. I appreciate those who take time to help others.

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

**STEVEN:** Bill Murray (because he makes me laugh), Ronald Reagan (for insight on how to get our Country back on track) and Saint Peter (to ask how I'm doing down here.)

**JESS:** Where will we see Steven Dobler in 20 years?

**STEVEN:** The Good Lord willing, right here doing pretty much of the same. 



*Steven Dobler, outstanding in his field.*



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| HOME SHOWCASE

# Michael & Lucia Boggiazzo

*By Jenna Hanson Abramson, Photography by Patrick Tregenza*







If you are looking for the perfect home for the holidays, then look no further because we have found it for you. It is located on the 12th fairway, in the picturesque Pasadera community. Of course, we must mention that this home is not for sale, it is in fact home to Michael and Lucia Boggiatto... but one can dream.

The Boggiattos purchased the four-bedroom, four-and-a-half-bath, 6,696 square foot, Mediterranean style home in 2017, when Michael sold his business after 30 years in produce. They then spent a year working with Dustin Cook (D. Cook Construction) renovating the place they call home today. The bones of the house were already incredible, so they didn't have to do much structurally to transform the property to fit their lifestyle. Inside, however, they made impactful changes and upgrades, including brightening the kitchen and living room areas as well as updating the two fireplaces, to have a more modern and harmonious feel.

The kitchen is an essential location for any home but especially in a home like the Boggiatto's, where the open kitchen flows directly into the family room and to the outdoor entertainment space so effortlessly; perfect for a family, like the Boggiattos, who love entertaining guests and have even hosted a wedding, a high school reunion (Go SHS Cowboys!) and several community fundraising events. The enclosed courtyard directly off the dining room adds to the property's appeal as an event location.

The kitchen is beautifully finished with marble countertops, and a backsplash imported from Italy, dramatically climbing two walls all the way to the ceiling, impressively evoking an "old-world feel," a focal point not commonly seen today but one suggested by Michael's and Lucia's son, Geno, that influenced the design statement. The backsplash decision is just one of the many positive influences Geno brought to the overall aesthetics of the home.

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**There is a balance of traditional, sentimental and contemporary decorative pieces found throughout the home including artichokes craftily featured, paying homage to the Boggiatto Family's four generation Castroville ranch...**

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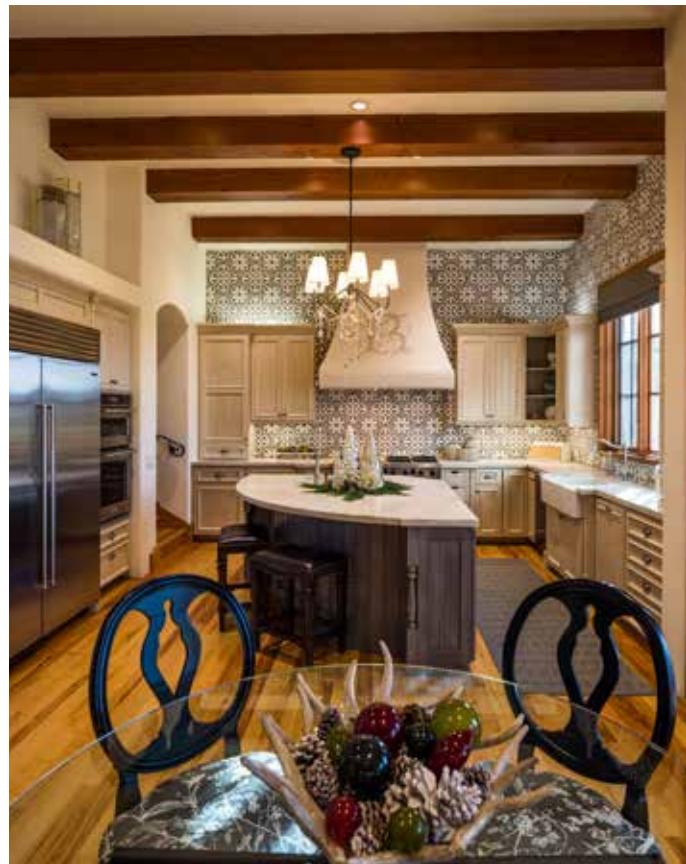




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**Traditional garlands,  
multiple Christmas trees  
and a whole lot of swoon-  
worthiness uplift each  
room with holiday spirit.**

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Geno, who owns a private design workshop in Ryan Ranch called "Geno B Design Studio," is credited with designing most of the home's interior. Geno's parents gave him creative freedom, but he says it was more of a collaboration. He initially worked closely with Dustin Cook during the design phase of the remodel. For the interior decorating elements, he combined his parent's more traditional style with inspiration he drew from historic hotels, all while keeping comfort, function, and practicality in mind, and then merged the two with family pieces collected while traveling, as well as original, one-of-a-kind art.

There is a balance of traditional, sentimental and contemporary decorative pieces found throughout the home including artichokes craftily featured, paying homage to the Boggia Family's four generation Castroville ranch, timeless wallpaper designs including a blue seagrass statement wall in the main bedroom, notable chandeliers, and several pieces by local artists, such as Barbara Codd of Carmel Valley, Andrea Johnson of Corral de Tierra, Ed Moody of Big Sur, and Lisa Haas of Monterey. From the sentimental and subtle displays of artichokes to the decorated walls, it is evident that the Boggia's take pride in their Salinas Valley roots and enjoy supporting their community.

The warm design and earthy wood tones of the flooring, doors and window frames, accent beautifully with the black wrought iron of the staircase and balcony. The chandelier in the entryway, an impressive combination of crystal and metal, juxtaposing strength and luster, immediately intrigues with its combination of tradition and innovation. Then, there is the 400-pound chandelier of glass blown roses, each individually hand placed by Geno, hanging over the dining room table... just WOW!

The year-round beauty of the home is accentuated with the family's choice of holiday décor. With the help of Lisa Podio, of Swenson & Silacci, there isn't one detail missed when transforming the home into a holiday season masterpiece. Traditional garlands, multiple Christmas trees and a whole lot of swoon-worthiness uplift each room with holiday spirit. **cg**



# The Weight of the World is on His Mind

By Mac McDonald



**D**r. James Annesi is a noted professor, author, academician and scholar in the fields of health, weight and exercise psychology, so his recent appointment as Vice President of Health Initiatives for the Central Coast YMCA, after many years with the Metro Atlanta YMCA, might appear to some as a bit of a head-scratcher.

But for Annesi, and obviously for the Central Coast YMCA, who brought him aboard, it makes perfect sense.

He has been a university professor in the field of health behavior change, held faculty and clinical positions at numerous locations and authored over 100 articles and chapters, and four books that focused on methods for health-promotion practitioners. His research programs include over 200 peer-reviewed scientific publications related to health promotion. He serves as a contributor/consultant to various media outlets such as the Associated Press and the New York Times, and is an elected Fellow of the American Academy of Health Behavior, The Obesity Society, and the American Psychological Association. His credentials are unassailed.

An impressive resume, for sure (more on that later), but Annesi is focused more on producing real-world results and protocols than producing more studies, as valuable as they are.

As the Vice President of Health Initiatives, Annesi will be tasked with

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**As the Vice President of Health Initiatives, Annesi will be tasked with developing evidence-based health promotion programs designed for adults, youth and children in the communities that the Central Coast YMCA serves...**

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developing evidence-based health promotion programs designed for adults, youth and children in the communities that the Central Coast YMCA serves, including locations in Monterey, Salinas, Watsonville, South County and San Benito County.

"YMCA's are living labs for me—each facility is important and we have five on the Central Coast, so my role is developing protocols that each can incorporate," says Annesi, who previously consulted with 25 YMCAs, associations and other health-promotion organizations in the U.S., Canada, United Kingdom, and Italy. "YMCA's are increasingly embracing the best science and research out there. So, how can we grow that science right within our own domain to help thousands and thousands of people and staff? I've been given an opportunity (to address that question), so I'm very energized."

So, what Annesi is concerned about now, in addition to continuing his research and study of health, fitness and eating behaviors (he still publishes 15-16 studies every year), is to apply all he has researched, discovered and learned over the years to real-life, sneakers-on-the-ground situations.



To help people act in a healthier manner, get fit and, ultimately, avoid sickness, even death, by conditions such as heart disease, diabetes, and obesity, which in itself can lead to many serious problems.

"I can do the research, but I need our excellent YMCA staff to bring the associated helping methods it to the public," he said. "My job is to relate the two, we're really looking at relationships and how we can effectively deal with people's barriers (to getting healthy)."

Annesi is particularly concerned with obesity, which is primarily a result of three factors, two out of three people can control: genetics, diet, and lack of exercise. His research reveals that less than 4 percent of American adults complete the minimum amount of exercise required for health, and approximately 72 percent of Americans are at a higher-than-healthy weight. Add that to the fact that more than 40 percent

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### **By working with both adults and children at the various Ys, Annesi hopes to come up with a comprehensive program on weight control and obesity**

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of American adults and about 20 percent of children are affected by obesity. This epidemic hits Black and Hispanic adults disproportionately and often leads to type 2 diabetes, heart disease and other comorbidities.

Annesi said there are three variables that are critical to fitness and achieving and maintaining healthy weight where "our helping process is absolutely critical." One is teaching self-regulation skills to overcome common lifestyle barriers; another is self-efficacy or strengthening an individual's confidence in their ability to complete a task or achieve a goal; and mood changes, which affects everything, including self-regulation and self-efficacy.

"Fortunately, adhering to even moderate amounts of exercise positively (and reliably), improves depression, anxiety, and energy levels," he said.

By working with both adults and



children at the various Ys, Annesi hopes to come up with a comprehensive program on weight control and obesity, one that is original, and could become a proprietary program for the Central Coast YMCA. He said that decades of academic research has failed to find large-scale methods to foster weight loss that is maintained. His approach of using exercise to impart the psychological changes that encourage improved eating behaviors that can be sustained has been judged to be both novel and innovative.

Born and raised in New Jersey, Annesi attended three colleges to get his bachelor's degree, including Rutgers University and Kean University in his home state. He also holds a master's degree in social work and a doctorate in applied psychology. Prior to his work in translational behavioral medicine, Annesi played professional tennis for several years.

"All I did was chase balls from 1980 to 1988, crossing into coaching tennis and becoming one of the youngest to attain Master Professional status in the U.S. Professional Tennis Association in 1979," he said, adding that he conducted applied research on anxiety regulation methods to maximize sport performance at collegiate, Olympic, and professional levels. "I now have a library of 300 tennis instructional books. I've always been interested in the psychological part of sport performance."

Because he regularly works 60-hour weeks, he says he doesn't have much leisure time to spend with his wife RoseAnn, who is in the legal profession, as he should. Their daughter, Chandler, 25, is attending med school at Boston University, and intends to become a surgeon, and helping with the health of underserved communities.

Annesi's extensive credentials in his

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field are worth repeating here. He holds a professor appointment at The School of Health Professions: University of Alabama at Birmingham. His earlier faculty, clinical, and research positions were at Rutgers: The State University of New Jersey, The Veterans Affairs NJ Health Care System, Kennesaw State University, Elizabeth General Medical Center, Enhanced Performance Technologies, and the YMCA of Metro Atlanta.

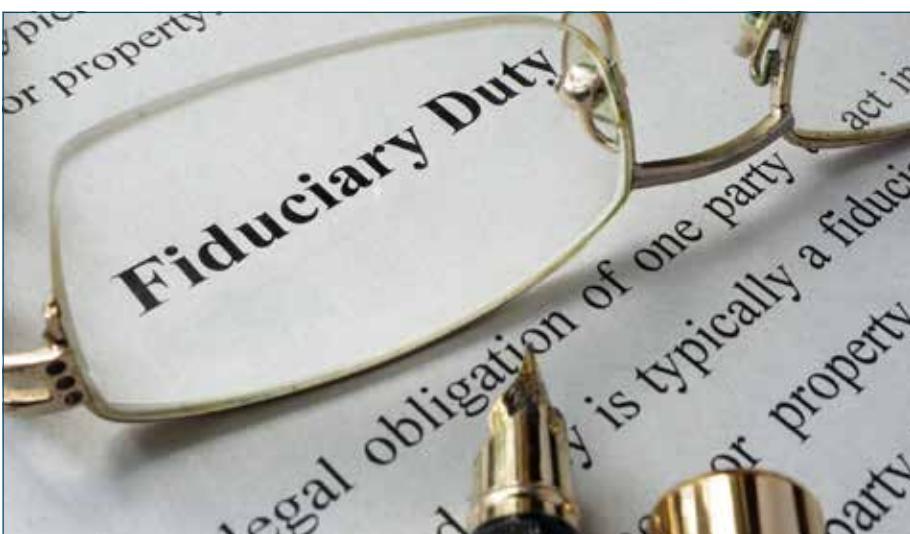
Annesi is an elected Fellow of the American Academy of Health Behavior, The Obesity Society, and the American Psychological Association (in both health psychology and exercise/performance psychology). In 2019, Jim received the American Psychological Association's Excellence in Clinical Health Psychology Award from APA Division 38: Society for Health Psychology.

His research program includes over 200 peer-reviewed scientific publications (95 percent of which he is first or sole author) related to health behavior-change theory and methods applied to exercise adherence, self-regulated eating, weight management, and the effects of physical activity on mental health, body image, emotional eating, and other quality-of-life factors. He is among the six most cited U.S. researchers in the categories of "behavioral psychology," "health behavior change," and "exercise psychology."

His findings on associations between moderate physical activity, self-regulatory improvements, and eating-behavior changes form the basis of an emerging weight-management treatment paradigm tailored for large-scale applications. In early trials, this novel intervention demonstrated high degrees of success with the persistent problem of sustaining reductions in weight and health risks.

Annesi serves as a contributor and consultant to media outlets such as the Associated Press aNewYork Times, Translational Behavioral Medicine, London Times, WebMD, and PBS; he is a senior editor for The Permanente Journal and on the editorial board of Health Behavior Research.

With all that taken into consideration, his appointment by the Central Coast YMCA is not such a head-scratcher after all. [cs](#)



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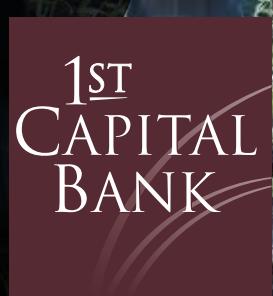
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# CRŪ Winery

By Mac McDonald



**D**espite all the uncertainty, confusion and even chaos of the past year, CRŪ Winery has had a very good year in 2021.

At the 2021 Monterey Wine Competition held in King City in early March, the winery's 2018 Sierra Madre Vineyard Pinot Noir from Santa Maria Valley won a coveted Platinum award (94 points), then that same month, the winery launched a scholarship inspired by winery founder Richard Spencer's Aunt May. The two-year scholarship will support undergraduate students pursuing degrees in viticulture and enology at California State University Fresno.

Then in August 2021, the Madera, CA-based winery opened a second tasting room in the Santa Lucia Highlands in the Salinas Valley, within the Paraiso and Sarmento Vineyards, both of which are a part of CRŪ's single-vineyard program and have been farmed by the Smith Family for almost 50 years. The opening of the tasting room further builds upon the longstanding relationship between CRŪ Winery and the Smith Family and other vineyards on the Central Coast.

"It's been a really good year," admits Rebecca Gilbert, CRŪ marketing director, who

started with CRŪ in 2019, but has experience working for renowned wineries such as Coppola, Rodney Strong and Kendall Jackson.

Also in 2021, CRŪ hopes to grow the brand's case production and add more vineyards to its offerings. CRŪ's expansion fits

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## CRŪ sources fruit from a number of renowned AVAs, including Edna Valley, Santa Lucia Highlands, Santa Maria Valley and Paso Robles.

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in with its name; cru is traditionally translated in French as "growth" and refers to a great or superior growing site or vineyard, a concept linked to the French notion of terroir. Soil, climate, altitude, aspect and the right variety create all the right conditions recognized as a cru. It also reflects the Grand Cru nature of the acclaimed vineyards the winery sources their grapes from.

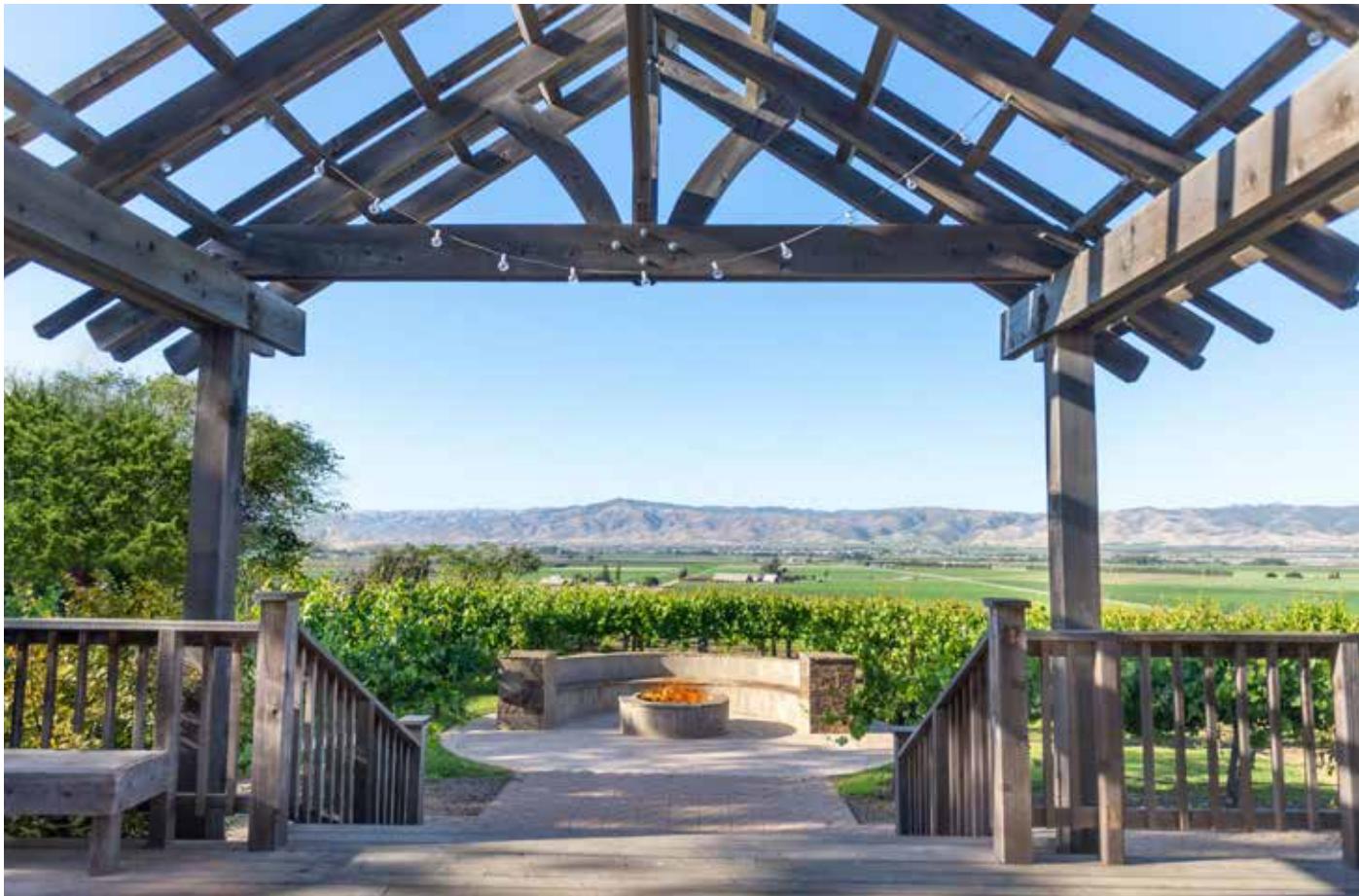
CRŪ Winery was founded in 2003

and was originally called Mariposa Winery by developers and construction industry veterans Richard Spencer and his partner Mike Conway. Although they didn't have any experience in winemaking, they had a passion for wine.

"They love wines, so they bought the land, built the winery and sourced the vineyards, giving us the flexibility to work with different growers and change our blends and vintages," said Gilbert. "Because we're sourcing grapes from prestigious vineyards, we want to stay true to these single-vineyard wines and allow the vineyards to shine through."

In fact, the single-vineyard Sarmento Vineyard Pinot Noir is so popular and highly rated, it's considered the winery's signature wine. Here's how wine expert and writer Laura Ness, writing about her experience with





the Sarmento Pinot at the new Santa Lucia Highlands tasting room:

"The 2019 is wonderfully reminiscent of Burgundy, with its rich earth, cool forest floor, fern, white pepper, red raspberry, gravel and a serious smack of baking spice. From aromas to flavors of roasted chestnut, raspberry truffles, cherry tobacco, coriander and cinnamon stick, brilliantly reflect its Pommard anchor clone. The acidity is pungent and precise, and the finish just divine."

CRŪ sources fruit from a number of renowned AVAs, including Edna Valley, Santa Lucia Highlands, Santa Maria Valley and Paso Robles. Said Ness: "It's a testament to their deep appreciation for the careful farming that delivers the essence of each region."

In addition to owner/founder Spencer, partner Conway and marketing director Gilbert, the team at CRŪ includes CEO Nathan Stern, winemaker Jose Reyes, his son Juan, who is assistant winemaker/cellar hand, Cellar Master Robert Arroyo, Enologist Tori Underwood and a talented DTC, wholesale and administration team.

Stern, a native of Australia, joined the

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## The opening of the tasting room further builds upon the long-standing relationship between CRŪ Winery and the Smith Family and other vineyards on the Central Coast.

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CRŪ team in 2019 with extensive global experience in consumer lifestyle products and past executive positions at Crimson Wine Group, Beverages and More and Treasury Wine Estates. Reyes senior, originally from Sinaloa, Mexico, has been at CRŪ for 12 years and began his winemaking career 30 years ago at the historic Bargetto Winery in Santa Cruz. The junior Reyes has worked under his father's tutelage for the past seven years at CRŪ.

Arroyo has more than 17 years of experience in cellar management and enology,

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1-800-946-3039  
[cruwinery.com](http://cruwinery.com)

### **Central Valley Tasting Room**

20146 Road 21  
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(559) 673-6372  
11:00 a.m. - 5:00 p.m. daily

### **Santa Lucia Highlands Tasting Room**

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specifically focusing on wines from the Central Coast. Before joining CRŪ Winery, he worked for Constellation Brands at various wineries as both an Enologist and Cellar Master, managing multiple cellar teams. He is passionate about expanding his wine knowledge, has completed the UC Davis Sensory Course, is WSET Level 2, and manages the day-to-day operations of the cellar.

Enologist Underwood joined CRŪ Winery from Sonoma-Cutrer Vineyards, where she honed her skills in enology and quality control. In 2018 she traveled internationally to work a harvest in New Zealand, expanding on her passion for producing world-class wines from cool climate AVAs.

In addition to the Platinum for the 2018 Sierra Madre Pinot, CRŪ hauled in some other awards at the 2021 wine competition, which competition director said had more entries than the previous year, a Gold (92) for the 2018 Sierra Madre Vineyard Chardonnay, Gold (90) for the 2019 Edna Valley Albariño, Gold (90) for the 2018 Arroyo Seco Chardonnay, Gold (90) for the 2017 Pinot Noir Vineyard Montage from the Santa Lucia Highlands, Gold (90) for the 2019 Jose's Rosé from the Central Coast and Silver for the 2018 Monterey County Pinot Noir.

And even though the Sarmento Pinot may be the winery's signature wine, the so-called GSM (Grenache, Syrah, Mourvèdre) red blend, which was released in summer 2021, is already sold out, as is the 2020 Jose's Rose of Syrah and the 2020 Viognier, all sourced from vineyards in Paso Robles. Wine Club members will get first crack at any new releases of these wines.

With all the accolades and activity in 2021 (and with more time left in the year), 2022 looks to be a banner year for CRŪ Winery. **ee**



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Our goal is simple: To constantly evolve as a plan and enhance our 401(k) capabilities. Our partnership with NWPS and Charles Schwab allows us to add investment options and expand flexibility in the plan's design.

NWPS is the largest Multiple Employer Third Party Administrator in the country with a wealth of experience and tenure among their ownership and employees, and they offer a diverse range of Qualified and Non-Qualified plans with highly competitive fee structures.

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Together, their unparalleled benefits will allow us to meet your investment needs and ensure the retirement security of your employees.

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# Lugano Swiss Bistro Fondue

## Ingredients

I cup dry white wine  
 1 tablespoon butter  
 1 tablespoon cornstarch  
 7 oz gruyere cheese grated  
 7 oz emmentaler cheese grated  
 4 oz Appenzeller cheese grated  
 2 tablespoons Kirsch Wasser  
 Tabasco  
 Nutmeg

Boil wine in small saucepan. Melt butter over medium low heat in a ceramic or cast iron Fondue Pot. Wisk in cornstarch and grated clove of garlic and cook for 5 minutes. Stir constantly to avoid sticking. Stir wine into flour mixture slowly. Add all three cheeses and keep stirring until cheese is melted. Add 2 tablespoons Kirsch Wasser as well as a drop of Tabasco and a pinch of nutmeg. Keep warm over low flame. Serve with cubed bread (day old), sliced apples or pears, broccoli and cauliflower (or any sliced vegetable), and sliced boiled potatoes. [se](#)





# Vulcan

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FarmWise is thrilled to share with you the newest generation of our product line, Vulcan. Cutting-edge weeding capabilities combined with industrial cultivation is what Vulcan is all about.

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- Consistent blade depth thanks to independent, automatic depth-sensing capabilities on each weeding module
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# Greater Vision

*15th Anniversary of Collaboration with the Grower Shipper Foundation and CSUMB's Schools of Business and Science*

Over 350 people (an event record) virtually attended Greater Vision this past October. Greater Vision is an annual event addressing contemporary issues in agriculture and society. The program is designed for students, professionals, and community members and is a collaboration of the Grower-Shipper Association Foundation and the College of Business and College of Science at California State University, Monterey Bay.

This year's program featured a virtual "Fireside Chat" with Sam Farr, former US Congressmember from the Central Coast, and US Agriculture Secretary Tom Vilsack discussing the United States Department of Agriculture (USDA) programs and careers in agriculture.

The discussion was followed by US Congressman Jimmy Panetta moderating a panel of leaders from USDA agencies responding to questions submitted by students and sharing some of the specific work of the agencies with an emphasis on jobs. The panel included representatives from USDA's Economic Research Service, Food and Nutrition Services and the Risk Management Agency.

Following the event, a virtual career fair was hosted by CSUMB, Hartnell, and USDA staff representatives in breakout rooms where students heard about internships and career opportunities.





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# Sea Root Restaurant Holds Grand Opening

**W**hen the first Italian immigrants arrived on the shores of Monterey Bay at the turn of the century, they felt an immediate kindship with the area because of the similarity of the landscape, climate and abundant fisheries to their beloved Mediterranean homeland.

Sea Root Restaurant, the newly renovated and reopened signature restaurant at the Hyatt Regency Monterey Hotel and Spa, takes the storied legacy of these early immigrants and their rich medley of Mediterranean flavors, and melded it with the bounty of Monterey County and modern California culinary styles to create a truly unique dining experience.

Sea Root celebrates flavors that tell the story of the ancient spice trade and unites it with local seafood and the rich agricultural gifts from the Salinas Valley, the "Salad Bowl of the World." Because good food tastes even better when shared in good company, Sea Root offers guests a variety of sharable small plates. Imagine passing plates of creamy garlic hummus, plump and salty olives, warm haloumi and watermelon, shrimp arrabbiata bucatini, and spiced lamb shank with an enticing locally sourced wine list.

"Hyatt is proudly offering food options that are good for Hyatt guests, good for the community and good for the planet — food from natural, local and sustainable sources," said executive chef Dan Elinan. "We are always striving to honor the individual requests of our guests. It's why our menus feature plentiful, healthful options alongside our more indulgent ones."

In addition to the restaurant, the renovations also included the addition of The Bar at Sea Root, where one can have a cocktail while waiting to dine or an after-dinner libation to complete the evening. The bar is located at the center of the lobby with a modern, glass-enclosed fireplace, The Hearth, crackling with warmth and surrounded by seating for guests to mix and mingle.

## Sea Root Restaurant

Hyatt Regency Monterey Hotel and Spa  
1 Old Golf Course Rd., Monterey

### Breakfast

Monday-Friday 7 – 10 a.m.

Saturday-Sunday 7 – 11 a.m.

### Dinner

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- The Ag Electrification program runs through October 2021 - September 2022
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# Hartnell College Foundation Celebrates King City Center with Donors

The Hartnell College Foundation invited donors to its King City Education Center expansion on October 14 for a luncheon and ribbon-cutting ceremony, celebrating completion of an 18-month project that doubled the size of the downtown center.

Hartnell Community College District Trustee Candi DePauw, whose District 7 includes King City, cut the ribbon on the 12,500-square-foot addition, which opened this summer and began holding face-to-face classes on August 30. Speaking on behalf of the entire Hartnell Governing Board, DePauw said, "We're all proud that the day has come in King City when we're able to have this facility to offer for our students."

The center's new wing includes wet and dry science labs, essential for courses in the science, engineering fields and many agricultural programs, as well as two additional state-of-the-art classrooms, a Community Room and a Panther Learning Lab center for tutoring and study.

King City resident Susan Gill, a Hartnell College Foundation board member and chair of the King City Expansion Committee, announced that the fundraising drive has exceeded its \$1 million goal and is approaching \$1.2 million. The money will help fund center operations over the next five years. Gill noted that naming gifts for the center's labs, classrooms and other facilities reflect the support of Hartnell employees and graduates and many King City-area companies. "They all believe in Hartnell, and they believe in changing the lives of our local students and families," she said.

Other event speakers included current King City student Raquel Arredondo, a participant in the Teacher Pathway Program, who said, "I want to thank all the supporters that brought the King City center to fruition, giving the current and future students of South County an opportunity to expand their knowledge and achieve their goals."

Hartnell Interim Superintendent/President Raul Rodriguez said the addition of new facilities in the King City center's expansion "means we're going to be able to open up new opportunities for students here, new majors, and help students get degrees and be able to start and finish here."



1.) Susan Gill. 2.) Mayor Mike LaBarre and Trustee Candi DePauw and President Raul Rodriguez. 3.) Andrea Bailey and Jackie Cruz. 4.) Natalie Rava King City. 5.) Ribbon Cutting.

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# Inaugural Key for a Cure Foundation Golf Tournament Scores a Hole-In-One

The inaugural St. Jude Children's Research Hospital Golf Tournament, a benefit for Key for a Cure Foundation to help fund innovative pediatric cancer research, was held at Corral de Tierra Country Club and was such a success that not only did the event raise more than \$47,000, but resulted in a hole-in-one.

"It was a beautiful day, we didn't really know what to expect because of COVID and it's been a tough year for philanthropy, but we're super proud we ended up 'in the green' on this one," said Liz Grijalva, president of the foundation board.

The foundation was created in 2015, with a commitment to fund innovative pediatric cancer research in a unique collaboration with St. Jude to fund less-toxic immunotherapy treatments for children with cancer.

The rare hole-in-one was accomplished by Robert Mina of the 1st Capital Bank foursome on a 169-yard hole. Mina not only won bragging rights on that shot, but \$25,000 towards a new car donated by Darrick Hoskins of My Cars. And, his team won the overall title as well, each player walking home with a new \$425 Scotty Cameron putter.

Second place went to the team from Kepler's Golf and third to 3W Builders Inc. headed by owner Skip Wilcox. They each won gift baskets filled with golf swag and other merchandise.

In addition to prizes for their golf prowess, players won other prizes: Al Reese won a \$500 gold watch in the raffle and Willie Collins won a Scotty Cameron putter. Collins also took home prizes for besting a golf pro in a par-3 competition sponsored by Backswing Golf Events.

The tournament also had a little star power, when drummer Wes Finley of the popular Grammy-nominated reggae-rock band Rebelution played with his foursome. Finley and Innova Disc Golf donated \$4,000 through the sale of two new Wes Finley celebrity edition disc golf discs.

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## ROASTED ROMANESCO AND GRAPE SALAD

3-4 cups Romanesco florets  
1 cup red grapes  
Olive oil  
1/2 red onion, diced  
Handful pecan nuts, chopped

*Dressing*

5 tablespoons mayonnaise  
2 tablespoons yogurt  
1 teaspoon Dijon mustard  
1 teaspoon white wine vinegar  
1 tablespoon honey  
Pepper and salt

1. Preheat oven to 400°F. Add florets and grapes to a baking sheet, drizzle with olive oil and combine. Roast 15-20 minutes.
2. Mix the dressing ingredients and season with salt and pepper.
3. Mix the roasted grapes, Romanesco florets with the dressing with 2-3Tb of dressing in a large bowl. Add the onion and nuts. Serve remaining dressing in a side dish. Enjoy!



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## EMPIRE

Empire (SBC8590) is a new addition to the Sakata portfolio and performs well in early spring and fall harvests on the Central Coast. Its smooth domed, heavy heads make it an excellent choice for the crown cut/short trim markets. Empire is mid-late maturing and is blind plant tolerant.

## MARATHON

As an industry standard in broccoli, Marathon is widely adaptable. From California to Arizona to Mexico and Central America, this variety has yielded outstanding results for fresh-market bunching, processing and the increasingly popular crown cut market. Marathon has a high dome, small bead and heavy head.



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