

MEETING OF THE CALIFORNIA STATE BOARD OF FOOD AND AGRICULTURE

(ALL MEETINGS OPEN TO THE GENERAL PUBLIC)

Location: Modesto Junior College (West Campus) Contact: Helen Lopez
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MEETING MINUTES FOR SEPTEMBER 27, 2006

Item
No.

(1) CALL TO ORDER

- (a) The meeting was called to order Wednesday, September 27, at approximately 9:00 a.m. Al Montna, President of the State Board of Food and Agriculture presiding.
- (b) Welcoming remarks provided by Al Montna.
- (c) Pledge of Allegiance.

(2) ROLL CALL

Roll call taken by Helen Lopez, Executive Director. A quorum was not present.

Present:

Ann Bacchetti - Silva	Reg Gomes	Craig McNamara
Al Montna	Adan Ortega	Karen Ross

Absent:

Ashley Boren	Luawanna Hallstrom	Marvin Meyers
Niaz Mohammed	William Moncovich	

(3) APPROVAL OF MINUTES – August 30, 2006

Tabled, without a quorum present minutes could not be approved.

(4) OPENING REMARKS AND INTRODUCTION

Board President Al Montna introduced the FFA State Officers: Jesse Garcia, State President; Nessie Early, State Vice President; Kaytlin Smith, State Secretary; Ryan Amaral, State Treasurer; Ellie Titus, State Reporter; and Matthew Johnson, State Sentinel.

Board President Al Montna and Secretary A.G. Kawamura presented a proclamation to Modesto Junior College President Dr. Rose and Dean Mark Anglin.

Board President Al Montna welcomed everyone and thanked the speakers for addressing the Board. President Montna introduced Secretary Kawamura for opening remarks, and comments.

Secretary Kawamura stated that California is a very innovative state with 300 to 350 commodities and new product development. Three quarters of agriculture in the state is needed.

Governor Schwarzenegger proclaimed the month of September as Career Vocational Education Day.

Secretary Kawamura thanked the CA Community Colleges Board of Governors and Mark Drummond, Chancellor of California Community Colleges for informing him on career education.

- (5) **DEPARTMENTAL UPDATES**
- (6) **OTHER BUSINESS**
- (7) **PRESENTATIONS BY GUEST SPEAKERS**

Sean Walsh, Director of the Governor's Office of Planning and Research

Sean Walsh is responsible for coordinating technologies and the Governor has requested he get very engaged in Career Education Vocations. The Governor's objectives are to bring infrastructure back and focus on career and technical education to include the agricultural community. The Governor is very committed to education with an aim to invest \$100 million toward education. He wants to integrate small business development programs and focus on alternative fuels and promoting his administration toward integrated policy. The Legislative Analyst Office report is looking at potential budget impacts, but regardless there is a firm commitment to education.

Secretary Kawamura added that the Governor believes in these programs because of his childhood. He understands agriculture because as a child he worked in agriculture and in High School he focused on vocational education and is willing to invest his time and effort to market vocational education and technology. He recommends that his team harbor every idea.

Jim Aschwanden, Executive Director, California Agricultural Teachers Association and newly appointed to the Department of Education

Mr. Aschwanden expressed his appreciation for the opportunity to speak before the Board in January and again today to provide an update on trends that impact high school and community college levels to continue to deliver agricultural education. In terms of high school agricultural enrollments, he indicated we are holding steady with pretty sequential growth over the past decade unlike other areas in career technical education. For the first time this fall, the school year opened with fifteen vacancies and was short about fifteen agriculture teachers predominately in the agriculture mechanics area. This seems to be a real challenge because of the decline in industrial technology programs throughout California that pressure agriculture departments to pick up welding, small engines, and fabrication that used to be taught in industrial technology courses. There has been far more success in meeting the teacher needs than other career tech areas, but are now struggling to meet those needs. Within the career tech area, generally high school, there is only one other area that seems to be growing and increasing slowly and

that is health careers. Over the past seven years, health careers have increased their enrollment from 7 thousand to 12 thousand students. In this same 7-year period, every other career tech area has suffered precipitous decline, there has been a reduction in business education by 84 thousand students. Work experience where students used to work in various occupations as part of their instructional program has fallen by 26 thousand. Enrollments have dropped 31 thousand students for home economics education, even with the culinary arts and the restaurants and hospitality trades that see increases by demand. Industrial technology in the last seven years has lost 56 thousand students. The net effect over the last seven years, we see about 210 thousand less students enrolled in career tech vocations in high schools. That is at a time when high school enrollment overall has increased by 277 thousand students. In other words, we are growing the student body and shrinking the number of students enrolled in career tech education. We averaged about a 30-thousand student year loss; this past year we lost 40 thousand students. So the decline continues. There are pressures in agriculture education to pick up some of that slack and meet the needs of students who would have gone into industrial technology or auto repair. The reduction in industrial technology education impacts the consumers.

The community college enrollment declined in agricultural education in California last year. What is most troubling about the decline, although not huge, we went from about 7 thousand full time equivalent students in agriculture to about 67 hundred, but the decline in some areas are very troubling. We are seeing less (about 60 students down) in agriculture mechanic, agriculture power, and agriculture technology. We're down in agriculture business, animal science, and natural resources. This is at a time when the forestry segment of the agricultural industry faces a monumental decline of students coming into forestry that lessens the ability to maintain equipment and to implement new technology in sawmills and things like that.

The bottom line is the perfect storm continues. To set this in perimeters, it is important to understand that nationally the best statistics that have been pulled out of a lot of different resources indicates that about 70 million workers will retire in the next two decades. Only 40 million will enter the workforce. The 40 million that are posed to enter the workforce constitutes a real concern since currently in California and across the nation there is about a 30% drop out rate in high schools. Education research indicates that students begin to "phase out" in 7th & 8th grade. These students seem to understand that the education system only caters to higher education and they begin to lose interest. The Harvard University, Gates Foundation, and other research of high school dropouts cite "lack of relevance" as a key factor.

The pipeline necessary to respond to these factors continues to unravel:

- Loss of middle school programs and electives
- No curricular "space" during high school for CTE coursework
- Remediation efforts for High School Exit Exam have impacted enrollment
- Lack of teachers, resources, and reorganization of CTE's contribution to educational progress
- Lack of "integrated approach" between Middle Schools, HS, CC, and other higher education institutions
- Past educational "solutions" are new today's educational problem

The good news is Governor Schwarzenegger understands the issue and is providing strong leadership by committing \$500 million for CTE facilities in the November bond and \$100 million in ongoing and one-time money in this year's budget. Legislative

interest and commitment is increasing and Labor and Business leaders are actively engaged.

What's needed?

- Comprehensive approach to the problem, engaging all partners. No single agency or educational delivery system can prevent a continuation of this meltdown.
- Exposure at the middle school level, sequential delivery at the high school level, and advanced training/certification at the Community College level is essential.
- Recognition by CSU and UC of their role in promoting advanced training and degrees for motivated CTE students seeking degrees.
- Recognition of the value of interpersonal, critical-thinking, and leadership skills to the workplace, and CTE's role in helping develop those skills.

This fall, enrollment more than doubled of students who have a 4-year education and are returning to community colleges because they lack the necessary skills to find a job. We need to ask ourselves, what is wrong with this picture?

The California's Teachers Association supports academic performance, and believes that all students need to be able to compute and function in a literate manner. The ability to fill out a job application is important, but it's not the only thing we should expect our students to be able to do.

Panel #1: Governor's Commitment to Career Tech Education and Workforce Readiness

Secretary Victoria L. Bradshaw, California Labor & Workforce Development Agency

President Montna introduced Victoria L. Bradshaw who is a member of the Governor's cabinet as the Secretary for the California Labor & Workforce Development Agency and thanked her for speaking to the Board.

Secretary Bradshaw stated, "To help put things into perspective, there has been a past perception that Agriculture is an industry of last resort and a sunset industry and the definition of a good worker development program in agriculture is to train somebody to get out of it. The shift had to be that it is no longer a job, but a professional career vocation for agriculture as a viable economic industry. To begin, we looked at the workforce investment for professional jobs and made everything competitive and separated money so a certain percent went to agriculture. The next thing was to begin looking at agriculture in its entirety and the value it provides to California's economy. Partnership will make this possible. Community Colleges will be an important partnership because they are in every community where agriculture is. The Administration is committed to agriculture and Community College partnerships and vocational education. Agriculture is good for California and is a good workforce and labor economic development.

Scott Himmelstein, Deputy Secretary, Office of Education

Secretary Alan D. Bersin and Deputy Secretary Scott Himmelstein are the chief policy advisors for the K-12 system. They have been instructed by the Governor to focus on vocational education. The funds committed reflect these were originally intended as one-time funding. In November, the Governor committed to on-going funding for education. Since the Governor took office, they have raised \$100 thousand for vocational technical education on an on-going basis. These dollars specifically go to the community college system; however, the requirement is that they maintain a strong partnership with the K-12

system. As mentioned earlier in the program, a lot of time was spent with the legislature to secure an additional \$500 million to purchase or improve facilities for technical and vocation education. One issue facing them is the teacher shortage; in the next 5 to 10 years the shortage will be in the hundreds. There is a need to find ways to recruit and retain teachers. Senate Bill 1209, expected to be signed by the Governor today, focuses on mid/high career individuals that may want to pursue teaching opportunities. This Bill will make it easier for these individuals by providing an entrance examination. This Bill will also allow out-of-state teachers to easily move into California teaching opportunities.

Ed Kawahara, Assistant Secretary, Labor Workforce Development Agency

Dr. Kawahara provided a presentation on California's Food Chain as developed by the Governor's Economic Strategy Panel's study. Secretary Bradshaw leads this panel and serves as its chair.

California is raising the bar in the global food market through: globalization, specialization, and technological innovation. Innovation is the core and driving force of each segment of the market cycle:

- Consumer Demand
- Support
- Production
- Package/Processing
- Distribution

Innovations are driving growth in the food chain vital cycle by consumer demands for quality, convenience, variety, and reduced environmental impact in food production and processing.

California is a leader of food exports and of the top twenty U.S. agricultural exports; California is the top producer in seven commodity groups. The U.S. accounts for 66.9% of world patents in agricultural biotechnology that includes all sorts of biotechnology inventions, agricultural equipment and techniques, and many other inventions. California accounts for the largest state share of these patents generated by companies and by universities and non-profit groups.

This represents a statewide cluster of opportunity and in terms of employment, the Food Chain is more important to California than in the U.S., where agriculture makes up only 4.3% of the nation's workforce. California Food Chain employment consists of: Thirty-three percent in support, twenty-four percent in production, twenty-two percent in processing, and nineteen percent in distribution. In these occupational market segments, wages are grouped as follows: thirty-eight percent are entry-level, fifty-four percent are mid-level, and eight percent are at the highest level. California Food Chain activities vary by region and each of these nine regions share varying employment clusters in each market segment.

In summary:

- California's Food Chain is a global pacesetter driven by innovation and a growing source of economic value and jobs.
- Most jobs and virtually all job growth are outside of agricultural production.
- Wages are growing in all regions.
- Jobs are growing somewhere in the Food Chain in almost every region.
- More jobs are mid-level or higher than entry-level

- Every region has a unique food chain profile and specializations that create statewide diversity.

The implications:

- California's Food Chain needs a continual flow of innovation, so strong commitment to research and development and commercialization are critical.
- There is an increasing demand for skilled people for middle and higher-level occupations, so targeted education and training is critical.
- Access to growing global markets is essential to effective export promotion and infrastructure.

Policy recommendations:

On June 1, 2006, industry representatives met in Sacramento to provide feedback on the Food Chain Monograph report. Industries recommendations are:

- Invest in university research and development capabilities to support food product and process innovation.
- Stimulate industry collaboration to address issues in waste management, energy management, and sustainability.
- Invest in education and training for growing and high need occupations/career pathways important to the regional food chains across California.

Yolanda Benson, Deputy Secretary, Jobs and Economic Development for the Business, Transportation, and Housing Agency

Ms. Benson is the exclamation point to the research work of Dr. Kawahara that gives her the marching orders to take action on many items of the economic strategy panel. How does Business, Transportation, and Housing fit into agriculture? Ms. Benson indicated the Governor and Secretary McPeak think very horizontally. Like Secretary Bradshaw, Secretary McPeak has made several trips to the Central Valley. When the Governor signed the executive order establishing the CA Partnership for the San Joaquin Valley, he made Secretary McPeak its chair. Secretary McPeak is a taskmaster who can get the job done and expects to have a report to the Governor by the end of October of findings, activities, and recommendations regarding the San Joaquin Valley. Agriculture is exciting as reflected by Ed Kawahara's presentation of all the different sectors that make up agriculture. The Business, Transportation, and Housing Agency (BTH) want to increase awareness of agriculture when talking about job opportunities for California. When Trade & Commerce was abolished in 2003, the Governor's office and BTH established the California Economic Partnership to bring all aspects of economy trends together to ensure they translate into jobs. A focus on infrastructure plays a large part in this partnership to ensure California has a 21st century infrastructure. The research and innovation agenda is something that needs a hard look as policies are explored for the coming year and in the future. California is the leader in innovation and agriculture will be a large part of the California innovation. Innovation can only happen when the three cores work together: academia, private sector, and public sector to collaborate California innovation. The Small Business Guarantee Loan Program provides the highest loans to agriculture. Innovation starts with the small business and they want to use past programs to help the small farmer and innovation. There are \$5 million set aside for the San Joaquin Valley economic development that includes: labor training, infrastructure and improvements, and other economic developments.

Panel #2: California Community Colleges' Priorities

Kay Albiani, Vice President, Community College Board of Governors

The Board of Governors adopted a strategic plan for all the community colleges that calls for (among other things) addressing and responding to current trends in the labor market and to successfully compete in the global economy, specifically in agriculture now and in the future. The Board is looking at how this can be connected to the plan that includes: to add to success, improve readiness to learn, and attract those without adequate basis skills for specialty skilled programs linked to job opportunities. The Board of Governors held a retreat in July to look at programs throughout the state and nation, to determine which programs have been successful and how we can reproduce those; as well as working with students who are not working in the 18 to 25 age group to figure out how to attract them and bring their skill level up so that they can be successful. The Board also needs to know the workforce by using partnerships and economic development programs to stimulate new career based programs, new business, focus on development & opportunity grants, and agriculture.

Comments from Board of Governors panel members:

Lance Izumi, CPEC Representative, “Building human infrastructure is key in order to prosper as a country. This taps into the strategic plan of the Board of Governors and they are very energized about working with the community colleges and agriculture to see that this doesn’t get put on the shelf.”

Carolyn Russell, “There has been a great change in technology which requires a change in curriculum. We have to move from 20th to 21st century teaching methods and be partners and leaders. Part of the strategic plan is to recognize the need to continue to revitalize our high school education program. High School facilities are not updated to provide students with the infrastructure needed.”

Pauline Larwood, CPEC Alternate, “Students in Delano are not interested in a career in agriculture because the perception is that agriculture is fieldwork. The Board needs to improve awareness in other agricultural opportunities.”

Mark Drummond, Chancellor, California Community Colleges

As chancellor, Mr. Drummond’s primary job is administrator of higher education for the three systems: high school, college, and university. He indicated that Universities are very conservative and to change the standard curriculum at colleges and universities takes approximately two to three years. It takes time to re-evaluate and re-tool. Generally, we have to assume that the tools will be there to go with higher education. In the past, the arena created was of winners and losers. In the 7th grade, if a student already knows they are not going on to higher education, they start to lose interest in education. We need to re-evaluate this for all three of the education systems.

To succeed in business, the need is to constantly evaluate the market and re-invest. In education this is more difficult and requires boldness. All agricultural programs have some link to partnerships in the private sector, as has been shown by Modesto Junior College agricultural programs. In 2003, funding was given to community colleges to stimulate new partnerships. The Governor is unusual because he truly gets down to the basics of this issue and understands about the breaking of the pipeline in our public high schools and colleges. One important issue for our community colleges is to invest in

nursery programs; we need an additional 10,000 students in these programs to break even with the workforce shortages currently faced by the nursery industry. Through very innovative strategies to leverage new technologies, new businesses, and re-training workers for agriculture we should see some exciting advances in vocational and higher education opportunities.

Jose Millan, Vice Chancellor for Economic Development & Workforce Preparation Division

Vice Chancellor Millan discussed the SB70 grant process, which is part of the Governor's Initiative. He indicated that today's problems are yesterday's solutions. Many of the electives that were once offered are no longer available. Part of SB70 is to provide funding for groups such as Future Farmers of America. The focus is finding programs that will really excite our students. There is a certain portion of individuals going back to community colleges because they do not have the tools for upward mobility. They are going back to obtain the technical experience needed. The Workforce Preparation Division is currently in discussions with the California Department of Food & Agriculture on a project with agriculture and community colleges. There are a lot of exciting things that are on the burner. They are working diligently on finding solutions to all the issues discussed today.

Mark Anglin, Dean, Modesto Junior College

Modesto Junior College is the most comprehensive community college agriculture program on the West Coast. Modesto Junior College curriculum encompasses eighteen (18) Associate of Science Degrees that include:

1. Agriculture Business
2. Agriculture Science
3. Animal Science
4. Environmental Horticulture Sciences
5. Food Processing
6. Forestry/Natural Resources
7. Mechanical Agriculture
8. Plant Science
9. Veterinarian Technician

And thirteen (13) Technician Certificates that include:

1. Auto Body
2. Auto Technology
3. Communications Graphics
4. Construction Technology
5. Electronics Technology
6. Industrial Technology
7. Machine Tools
8. Sheet Metal
9. Welding

These courses meet MJC's twelve (12) Agriculture Standards Criteria:

1. Institutional Mission
2. Program integrity
3. Program effectiveness
4. Educational programs
5. Program student support and development
6. Information and learning resources

7. Faculty and Staff
8. Physical resources
9. Financial resources
10. Governance and Administration
11. Academic collaboration
12. Collaboration with industry.

The State Board of Food & Agriculture, the CA Community Colleges Board of Governors, and guests toured MJC's West Campus and Mary Stuart Rogers Learning Center that included the following facilities: Equine Unit, Beef Unit, Dairy Unit, Sheep Unit, Swine Unit, Poultry Unit, and Forage Unit. This was followed by tours of:

Beckwith Ranch is a 62-acre Instructional Laboratory, where students' get hands on experience in growing: walnuts, almonds, grapes, and varietal fruit plantings. Through industry donations and technical advice, this facility has been developed almost entirely by the willingness of industry to step forward and become true partners in the educational process. Industry collaboration has always been a "hallmark" of the Modesto Junior College Agriculture Program.

MJC's East Campus that houses Fabrication/Power Mechanics shops, the Nursery/Green House and Instructional Facility.

Panel #3: Ag Industry View of Workforce Needs

Ron Fisher, President, Fisher Nut Company; Vice Chair, CA Almond Board

California's Almond industry is the number one specialty crop exporter by value. Seventy percent of the crop is exported and California supplies eighty percent of world supply generating \$2.5+ billion in sales. This is a growing industry with large increases in planting and production. Increased supplies create challenges in competition, efficiencies, technological advances, sales, consumption and promotion. There are lots of job opportunities within these workforce sectors and good agricultural practices have to start at the farm with skilled labor that can evaluate and manage these challenges of increased supply. What is needed to meet these challenges in the workforce are:

1. Education and training in:
 - a. Management
 - b. Evaluation
 - c. Technology
 - d. Environmental
 - e. Marketing
2. Mid and upper management skills

In order to accomplish these needs we need to continue to improve vocational education; continue to support junior college and college education for workers; and, encourage internships and industry/college relationships by listening and responding to employer needs.

Jan Ennenga, Manufacturers Council of the Central Valley

Food processors take by-products and convert them to food added value. The only sector with this high importance is manufacturing. Thirty percent of the regional product results from the food processors. Many of the industries are facing tremendous challenges due to regulation, competition, etc. Nearly every company indicated they were having difficulty in finding a qualified workforce. The training programs at the community college level are suffering because of the misconception of agricultural jobs.

Others are suffering because of the lack of interest in higher education. The Manufacturers Council is partnering with the community colleges to address this issue and the partnership is well established between industry and the community colleges. The San Joaquin Valley submitted an application for the manufacturing association seeking a \$1.5 million grant to address growing workforce needs through vocational education and partnership. It is of great disservice to our children to say they need to go to a 4-year college. We need to provide vocational education to them at the high school and community college level. Certificate programs are very good and help students find jobs.

John Duarte, Duarte Nursery, Inc.

Duarte Nursery, Inc. is a family owned and operated nursery located near Modesto in the Central Valley of California. Currently, Duarte Nursery sales are over \$25 million and expanding. Duarte Nursery continuously improves its products through the application of technology in its own vineyards and orchards. Entry level workers are paid \$9 per hour and are trained by the Duarte family who concur that job skills centers on the wonderful jobs agriculture has to offer.

Agriculture is doing well in the central valley and there seems to be enough jobs and opportunity. It is a great industry and we need to keep the optimism going. People in California need to see agriculture as an opportunity and not a dying industry. Agriculture needs to stay competitive if it is to stay in business. Currently, it is difficult to find individuals with supervisory skills and even more difficult is to find these skills in individuals who also speak Spanish. It is important to encourage Agriculture and Community Colleges to think broadly.

Dennis Gudgel, Agricultural Commissioner for Stanislaus County

Due to malfunction of tape recorder, Mr. Gudgel's presentation to the Board was inaudible.

(8) COMMENTS FROM THE PUBLIC

There are no public comments.

(9) CLOSING COMMENTS AND ADJOURNMENT

With no further business before the Board, the meeting was adjourned at approximately 2:45 p.m.