

What is a must have in an Ag Vision for California?

Two topics dominate the news today, and will continue to be driving economic factors in the future. One is a worldwide food shortage and the other is incredibly high energy costs.

Our local marketplace now extends to cover the globe. Emerging markets in formerly third world nations, namely China and India, are demanding an increase in high quality food. This has led to higher food prices in for down at the local grocery store, and food shortages in some areas. To combat this, the California farmer must be able to get maximum production from his acreage. Some farmers may chose to explore niche markets, including organic, but the majority of farmers must be free to pursue conventional farming with its higher yield per acre. Safe and sustainable chemical applications must remain an option in order to maintain California's place as an agricultural leader.

High fuel costs will lead to increased fuel efficiency. It must not lead to a diversion of energy from farming to other uses. Agriculture Production must remain a priority.

We are seeing the results of years of our dependence on oil from other nations. We cannot become dependent on other nations for food. The latest trend in consumerism is the "buy local" trend. It's the beginning of a return to past traditions in eating, when strawberries weren't available in January. The American consumer needs to know where their food comes from and it needs to continue to be coming from California.

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