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Nancy Lungren
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PUBLIC SPEAKERS

Paul Schramski, Pesticide Watch
Jeana Hultquist, California Farm Credit Association

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Henry Garcia-Alvarez
Michele Laverty, National Ag Science Center
Gary Malazian
Dan Best, California Federation of Certified Farmer's Markets
Maile Shanahan-Geis, Buy California Marketing Agreement
Stan Van Vleck, California Cattlemen's Association
Sean Kriletch, Paloma Pollinators
Mark Rentz, California Department of Pesticide Regulation
Monica Roy
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David Visher, Food Alliance
Martha Guzman, California Rural Legal Assistance Foundation
Shawn Harrison, Soil Born Farms and California Food and Justice Coalition
Bruce Blodgett, San Joaquin Farm Bureau Federation
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Margaret Reeves, Pesticide Action Network and Californians for Pesticide Reform
T.J. Plew, Sacramento County Fair
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Jenny Lester-Moffit, Dixon Ridge Farms
Michael Dimock, Roots of Change
Ken Deaver
Mary Mutz, Calaveras County Agriculture Commissioner
Robert Ramming
Ron Strochilic, California Institute for Rural Studies
Jessica Bell, California Food & Justice Coalition
Melissa Guajardo
Jim Cochran
Larry Bain
Bill Martin, Central Valley Farmland Trust
Helge Hellberg, Marin Organic
Miguel Villareal
John Vasquez, Solano County Board of Supervisors
Jack Rice
Brooks Ohlson
Dan Silva, Sutter County Board of Supervisors, SACOG
Don Notolli, Sacramento County Board of Supervisors
Jeff Pylman, Nevada County Agricultural Commissioner
Kim Glazzard, Organic Sacramento

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PETERS SHORTHAND REPORTING CORPORATION  (916) 362-2345
PRESIDENT MONTNA: Good morning, everyone. I'm Al Montna. I'm President of the State Department of Food and Ag. I'm a rice grower up in Yuba City, California. I'd just like to take the opportunity to have the Board members -- this is not an official Board meeting, this is a listening session put on by the State Board. We'll let Secretary Kawamura do some comments in a moment. I'd like each Board Member to introduce themselves that's in attendance today and their affiliation with the Board, your industry.

BOARD MEMBER BACCHETTI-SILVA: I'm Ann Silva. I'm a dairy farmer from Tracy.

BOARD MEMBER MEYERS: I'm Marvin Meyers, a diversified farmer in the central valley.

EXECUTIVE DIRECTOR EDDY: Joshua Eddy, Executive Director of CDFA.

PRESIDENT MONTNA: I want to thank Josh and his team for the tremendous effort, and the Secretary, to introduce the staff, but the staff's done a tremendous job on organizing these, this vision. We're going to skip the Secretary, he needs no introduction. I'll go to Karen Ross.

Karen.

BOARD MEMBER ROSS: Good morning and welcome.
Karen Ross with the California Association of Wine Grape Growers.

BOARD MEMBER BRANSFORD: I'm Don Bransford. I grow rice, almonds and prunes in Colusa County.

BOARD MEMBER ORTEGA: I'm Adan Ortega. I'm the public member of the Board. I work for the firm of Rosen-Kendall. And at various times in my career, I've represented grape growers, apple growers and various other commodities.

PRESIDENT MONTNA: I'm going to ask Ann Silva to lead us in the Pledge of Allegiance and then give Marvin Meyers just a moment, because he couldn't attend the Board meeting yesterday, he has to update us on the critical water issue in California ag, and then we'll start our meeting.

Ann.

(Whereupon the Pledge of Allegiance was recited in unison.)

PRESIDENT MONTNA: Marvin, if you could quickly brief the Board and the Secretary on the water issue that just happened yesterday.

BOARD MEMBER MEYERS: Mr. Chairman, Board Members, I, being that I'm the bearer of bad news for the central valley farmers, as of yesterday morning, the Bureau of Reclamation, which operates the San Luis
Reservoir and San Luis Canal, the CVP water users, has decided to ration the remaining water in the reservoir from starting yesterday to September 1st to alleviate the possibility of low point in the reservoir happening too early.

Low point, for your information, is when the reservoir reaches 300,000 acre feet, algae starts collecting. And Santa Clara Water District's intake from the reservoir is at 300,000 acre feet, and they start bringing in algae, so they don't want to get to 300,000 acre feet. Bottom line is they've cut the allocation or cut the capacity of deliveries to the CVP users down to about -- they're going to be receiving about ten percent of their water.

I'm trying to make this quickly. The situation is critical because there's a lot of farmers that are out of water. And this was an unexpected happening. They knew there was going to be some sort of rationing, but not like this, it was just a total cut-off.

The suggestion is they need to try to figure out a way to create new water in this interim. And one of the suggestions was to pump into the Delta Mendota Canal. And back in 1992, that was done during the critical drought, four-year drought that we had.

And the one thing that needs to -- the request
from the districts in the central valley are to have the
Governor either declare a state water emergency or some
kind of executive order asking or requesting EPA or the
Regional Water Quality Control Board to relax the
standards in the Delta Mendota Canal so more growers can
pump their wells into the canal and be able to transfer
that water and do an exchange and be able to -- you know,
the growers be able to survive. That's sort of in a nut
shell.

I have all the details, have the standards that
were used in 1992, that this was done in 1992. And the
problem -- if nothing is done immediately, and there's a
lot of discussion taking place, the devastating economic
impact to the valley and the State of California will be
monumental.

There are 320,000 acres of almonds on the west
side of the central valley, out of those 320,000, 180,000
are without water as of now. There are several thousand
acres of vegetables, there's also vineyards; all these
guys are out of water.

So all this can be backed up with data and
support from all the districts. I'm urging the Board, as
I always do, to take a stand and urge the Governor to take
some action immediately or the administration take action.
The impact is monumental, and there's no time to waste.
Thank you for your consideration.

PRESIDENT MONTNA: Marvin, we're -- by the way, audience, the state boards by law are required to advise the Secretary and the Governor on agricultural policy in this State. It's not an official Board meeting today.

But, Marvin, I'd like to appoint a committee to you, a public member, Adan Ortega, and Don Bransford to work right after this meeting to put a letter together to the Secretary -- I notice he's taking notes -- and right away to take some action on this issue that will clear with the Board through Josh and the proper channels so we're within our venue.

BOARD MEMBER MEYERS: Mr. Secretary, I would definitely be very willing to take you to the Bureau of Reclamation and to the power that be that shows you that this is truly happening.

PRESIDENT MONTNA: I think we have many interests, all interests covered with that committee, and we'll go right to work on it immediately, Marvin, all right?

BOARD MEMBER MEYERS: Thank you.

PRESIDENT MONTNA: Again, welcome. I'd like to thank you all for coming. It's great to see this attendance, this tremendous effort that the Board's taking off on ag vision through 2030.
I'd like Secretary Kawamura to make comments to set the stage for this meeting today.

Mr. Secretary.

SECRETARY KAWAMURA: Good morning, everybody. With that news from Marvin, maybe it's very appropriate that we have a chance to step forward here today on a pathway that helps establish a future for agriculture that's maybe more -- a little bit more predictable, a little bit more opportunistic if you will, taking advantage of the things that are good about California, the resource base that we have, but more importantly, a little bit more sustainable, something that we know that can get us down the road to 2030.

I've looked very easily in my lifetime, I'm a half century old, and in the course of that lifetime, I've watched the collapse of several agricultural systems. As an example, I come from Orange County, in 1949 Orange County was the number one ag county economically in this nation. Currently most of it's under asphalt. That's a collapse of a system, if you want to describe it that way.

I had a chance recently to visit Cuba and just a decade ago visit Ukraine, Crimea. Both of those ag economies were shut down and collapsed as a result of the lack of imported components, inputs when the Soviet Union collapsed. Both of those ag economies collapsed with that
collapse because of a lack of fertilizer, seeds, tractor parts, insecticides, pesticides, just the whole backbone of what that -- those ag industries depended on. And they didn't show up anymore. And you saw a collapse of those systems.

It's interesting in Australia currently, whether it's their collapse, showing eight years of drought and the unprecedented collapse of their wheat growing, rice growing areas, which are down to almost 99, 98 percent on the rice situation off, cattle is down by 80 percent. Their dairy industry is down 40 percent-plus. Their grape wine industry is down at least 30, 40 percent all because of a predictable challenge with the drought, with an infrastructure that wasn't built to meet the growth that they had there.

And now when you talk about our own state, whether it's stumping trees, avocado trees down in San Diego, or a decision to back off on water into the central valley, these are the kinds of things we need to discuss, we need to actually bring into focus, and that's what this process is all about.

California has this amazing opportunity to embark, I would say, on a pathway for a plan. Without a plan, without an ag vision, without a strategy, we can all in our different commodity groups, all in our different
areas, whether it's a small grower, a big grower, we can all pretend to be moving forward in our parallel efforts to make our communities, our regions, our state better, but the parallel lines never meet. And the idea of this process is to take those parallel efforts, to make this state better in our agricultural sector and converge those towards a vision of what ag can be.

And we're using the word, 2030, and I think it's appropriate, because it's right there, we can see it ahead of us; and the thought is if we can create a vision of agriculture for this state and then start to bend those resources and those ideas, those concepts and the efforts towards arriving at a vision that meets the approval of the state in its entirety, how exciting that would be.

And there's many stakeholders. And I think one of the challenges we recognize is everybody in the state is a stakeholder in the future of its agricultural systems as a national security, as a food security, as a base of economic driver, as just a part of life.

So I look forward to seeing what we can all accomplish, I look forward to your comments. This Board is charged with just that, bringing these hearings across the state, bringing the commentary together, similar to what we did with the farm bill.

For those of you who don't believe that something
can change, this farm bill looks very different, the U.S.
farm bill looks very, very different because of the
coadsitions that were brought together, whether they were
environmental, nutritional, hunger coalitions, whether
they're the ag communities and all the different
commodities that they represent, whether they were the
conservationists, whether it was looking at renewable
energy, all those were brought together this year better
than before, and we have a different kind of a farm bill.
Is it a perfect farm bill? No. Is it an improved farm
bill, absolutely. But it gives us the -- I think the
dynamics and the excitement to know that if we work
together and bring our ideas together, we can change
things significantly.
So I don't want to say much more than that,
Mr. President. Do you have anything else to say? And
then we want to get started.
We have a facilitator today who's going to take
us through just the routine of how to get all the speakers
their chance to speak. And I think unless, Al, you have
something else --

PRESIDENT MONTNA: Just, thanks, Secretary, for
taking the lead in this great effort and directing the
Board to get this done. It's unprecedented in the State
of California. In Redding yesterday, the State Board had
never been in Redding, and we had a tremendous outpouring from stakeholders in that community. This is your opportunity, public, the industry's opportunity to ensure that we have a robust and viable industry going forward through 2030 and beyond.

And I'd appreciate if you'd all talk about now, also. We've got a bill now till 2030. Industry comes to us every day with their issues, Marvin's water issue, all of our water issue now in the central valley is just one of the important things we need to address as we build this plan. Please take that opportunity to do that. We would appreciate it.

Be very frank. If we as a Board, if the Department or whatever is not fulfilling your needs, this is what this is all about, this is how we all get better. So we would appreciate your input. And thank you all for coming.

With that, I would like to turn it over to Neil Bodine. Neil is our facilitator.

Neil, please.

SECRETARY KAWAMURA: And just before Neil gets there, I just did want to say that I had a long list of folks that are here, leaders from the ag community, but there's leaders from all over the place. The list would be too long to read. So I know most of you are here and
many of you are going to be speaking, so I won't read through the list. Thank you though for your attendance.

And, Neil.

PRESIDENT MONTNA: Neil, if you'd take the meeting. And I think with the amount of speakers we have, Neil, I would suggest that the Board make notes on those who they'd like to have questions, make questions to, and we'll have those folks come back at the end if there's anything we want to find so we can get through this in an orderly fashion, in the value of everyone's time.

So it's all yours.

FACILITATOR BODINE: Thank you. What I'd like to do is explain how the process is going to work this morning. I'll be in charge of facilitating so that this process will move as smoothly as possible. We want to make sure that everybody has an opportunity to have their voice heard.

So let me explain how this will work. We would like you to address four questions, and please stay on these topics. The first one is what is your vision for California agriculture by 2030. Second is what will be the biggest challenge to achieving that vision. By 2030, how has the public perception changed of agriculture. And what is a must have in the ag vision for California.

I know a lot of you are passionate about the
things you want to talk about, and we want you to express
yourself, your passion, but it's really important to stick
within the timeframe. So we're going to give each speaker
five minutes. We will be calling people up three at a
time and we'll call up by number. So everybody who signed
up to speak should have been assigned a number at this
point. Would those three people come to the mic, and
we'll have one person speak at a time. And then when all
three of you finished, you'll be excused and we'll bring
the next three people up.

We would appreciate it if everybody would speak
with respect for the audience and for the Board. We also
ask if you have a cell phone or a pager that you turn it
off or put it on vibrate. And if you need to take a call
during this session, please step outside so that everybody
can hear.

When you come up, please state your name, and if
you're affiliated with an organization, tell us the
organization that you are affiliated with. You will only
have five minutes, so please focus on the most important
things that you want to tell us. When you have one
minute, I will give you a heads up that you have one
minute left to speak, and when your five minutes is up, I
will remind you that we'd like you to wrap it up and move
on.

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We're going to have from 25 to 30 speakers, maybe 35 speakers, so we have a lot of people who want to speak today. Sticking to the time schedule is going to be very important to keep this moving. We will probably call one break during the process. If you need to take a break at any other time, just please go ahead and do that.

You'll also have the opportunity -- oh, one other thing. If you pose a question, we're not going to -- because of the number of people who need to speak, the Board and the Secretary are not going to respond to that question at that time, but we will write the question down, and if we have time before the end of the session, we will address those questions.

You also have an opportunity for giving written input. There's a form you can fill out, but you can also go online to agvision@cdfa.ca.gov. And we would be -- we'd like to have all the comments that you would like to make.

We will also be videotaping and audiotaping and transcribing this session. So there will be an opportunity to go on the website and to see what was said after the session's over.

So with that, could I have the first three speakers. And I'd like to have numbers 1, 2, and 6 come up. Apparently 3 and 4 --
SECRETARY KAWAMURA: There are some seats up front here. So those of you who are standing, there's still a few seats.

FACILITATOR BODINE: Apparently 3, 4, and 5 have not checked in yet, so when they have, they will be called up.

Oh, number 3's here? Oh. If I could have number 6 not come up, just 1, 2, 3 right now.

MR. SCHRAMSKI: Again, my name is Paul Schramski. I'm the State Director of Pesticide Watch. We're a public health and environmental group that works side by side with the community to clean up and prevent both pesticide pollution and pesticide exposure.

And I guess some of the concerns that we've had of late have been about listening, so I'm excited today to be the first person in hearing a whole session of folks that are actually listening to the concerns and vision of folks in California, both environmental, farming, farm worker advocates.

The first question posed, what is the vision for California agriculture in 2030? I guess the question that was posed prior is what is some of the -- where are we right now? And I think from our perspective at Pesticide Watch in California right now, I think some of our concerns about where we are could best be represented by
the situation with the Light Brown Apple Moth. And I know, Secretary, we've spoken about this quite a bit before.

Right now we have a -- we're in a place where pests like the Light Brown Apple Moth have been able to enter our borders. We haven't been able to detect them in ways that we should. We have an inadequate system for monitoring and collecting information about the pest. We didn't discover it until, in this case, it was the backyard of a Berkeley entomologist, or an entomologist. Clearly we have a lot of problems with detecting, monitoring, preventing pests at points of entry in California. And some of these are within the purview of the state agency and some at the federal level, but clearly that's a problem in California.

But in terms of the vision going forward, Pesticide Watch sees truly green agriculture in 2030. This means going all organic, strong support for healthy, biodiverse family farms, healthy farm workers as pointed out in today's press, non-genetically-modified organisms, and in the case particularly exemplified by the Light Brown Apple Moth, no aerial pesticide spraying. So that's our vision. I'll keep it short.

The biggest challenge in achieving that vision I think is really shifting away from our reliance on the
overuse of pesticides in agriculture. And I think the biggest challenge will be creating a transition period to do that. And the challenge for this Department will be creating flagship opportunities to move us towards that goal in 2030.

In 2030, how is the public's perception of agriculture changed? I think agriculture is not over there, I think agriculture is part of everyday life. Agriculture is truly green. Agriculture is seen as something healthy, something participatory, something where we really understand where the food on our table is coming from and we fully trust it, we fully trust that it's healthy and safe.

What is the must have in the ag vision for California? Well, an all-organic model for the nation and the world and a healthy, natural, organic system. That's it.

FACILITATOR BODINE: Thank you, Paul.

Jeana Hultquist.

MS. HULTQUIST: Jeana Hultquist, yes. Thank you.

I'm Vice President of Legislative Affairs for U.S. Ag Bank, the district-funded bank for the California Farm Credit institutions here in Sacramento. I'm here on behalf of the California Farm Credit Associations. Farm Credit was created more than 90 years ago to ensure that
American farmers, ranchers, and agribusinesses had access to competitively-priced credit at all times. Over the years Congress has changed our mission to ensure that farmer cooperatives, rural homeowners, rural utilities also enjoy the benefits of a lender dedicated to meeting their financial needs. The hallmark of the Farm Credit system across the country and here in California continues to be our cooperative structure, meaning customer ownership. And this is important today because we are governed not only customer owned, we are governed by our customers, those farm families, individuals and businesses who borrow from Farm Credit. Many of our institutions put profits back into the hands of our customers in the form of patronage refunds. Last year alone Farm Credit entities here in California declared over $56 million in patronage refunds that will be paid out during 2008, some of which has already begun. As of April 30th, Farm Credit here in California served approximately 12,600 customers with over ten billion in loan volume.

As a customer owner, Farm Credit stays very close to the pulse of the ag economy, so it's not surprising for us to see the dramatic changes that are occurring in the agricultural sector today. But in order to look to the future, as was mentioned earlier, it is important to
understand the forces of what is happening now that are reshaping the agriculture sector and related businesses that result from those forces. And it's not surprising to anybody in this room that California agriculture is much different than elsewhere across the country in both the challenges and the opportunities, whether it's in 2008 or 2030, demand marketplace solutions and policy changes to help ensure a strong, vibrant economic future for all.

Over the course of these listening sessions we'll undoubtedly hear about these driving forces and their implications. From a funding and a financial perspective, those include the biotechnology, the growing demand for raw products for non-consumptive use, the inputs of this, and immigration reform, the demand for water resources, which was mentioned earlier, all of these increased inputs will place additional resources and capital intensity upon our agricultural economy. The uncertainty regarding the regulatory implementation of the climate change is another additional input that we're concerned with from the financial perspective.

And lastly but not least, the evolving customer base for agriculture here in California is changing, and the movement towards a sustainable food system will also change the dynamics that we as an agricultural lender are very concerned about.
What's a must have? Agriculture in 2030 will be an industry in which one size does not fit all. The implications for financing agriculture of the future will take innovation, flexibility, and recognition that customer drives change, and the business model is a very important aspect of that.

Farm Credit institutions are working in a positive way adapting as necessary to meet the changing needs. We were here in 1918 and we will be here in 2030.

Thank you.

FACILITATOR BODINE: Thank you, Jeana.

And our third speaker.

MS. KLESOW: My name is Carol Klesow. I am retired from the food and agricultural industry. In the seventies I worked for the federal nutrition program and the --

FACILITATOR BODINE: Just a second. This is for the overflow next door.

MS. KLESOW: In the 1980s I worked in agriculture in Sonoma County, started the first specialty produce company that produced salad mix for our restaurants around the country. And in the 90s I worked with California Certified Organic Growers and managed the National Organic Directory.

The vision that I see for agriculture I think
needs to change. We need to consider having allotments in cities. In Europe now they realized that there's a difficulty getting food into rural or into urban communities, and I think that we need to look at that in the coming years.

In the 70s when I worked in the federally-funded food program, there was always talk and meetings about food access to low-income people. And we see in our community in west Sacramento the community gardens being closed.

Now, another issue I think for the future of agriculture is the education of young people as to where their food comes from and also the development of people who will continue working in agriculture. And if there are community gardens, it's an opportunity for people in small communities to work with their children and for their children to see how food grows and where it comes from.

So I think that this is a vision that should be considered with the ag future of this state.

Thank you.

FACILITATOR BODINE: Thank you, Carol.

Would the next three speakers come up. And that's numbers 4, 5 and 6. Shermain Hardesty, Jason Vega, and Michele Laverty.

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Missing one of the speakers. Okay. Thank you.
So, Shermain, you have the mic.

MS. HARDESTY: Whoa. Nothing like being prepared
when I'm number 47 here. All right.

Good morning, Board of Directors of the Food and
Ag Department. My name is Shermain -- that's clicking, it's really distracting.

FACILITATOR BODINE: We'll have one of the
technical people work on it.

MS. HARDESTY: Should I --

FACILITATOR BODINE: Go ahead, start over.

MS. HARDESTY: My name is Shermain Hardesty, and
I'm the Director of the University of California Small
Farm Program and also an extension economist with the
Department of Ag and Resource Economics at UC Davis.

My vision for California agriculture by 2030
involves providing a varied array of marketing
opportunities for agricultural producers of a broad range
of sizes. Currently most of the food marketed in
California is sold through large grocery stores, mass
merchandisers such as Walmart and Costco and fast-food
chains, yet increasing numbers of consumers are seeking
out locally-produced foods, vegetables, meats, poultry and
nuts and cheeses and jams and other foods through farmers'
markets.
Most of the food sold in the farmers' markets is produced by smaller producers. According to the 2002 census of agriculture, there were over 67,000 farms in California in 2002 with sales under $250,000, and that is USDA's definition of a small farm. In 2002 though -- excuse me, in California, we think big, and we often think of smaller producers as those with sales under $500,000; and so that number of smaller farms then ramps up to 71,000 farms all together, and that comprises 89.8 percent of the farms in California in 2002. Yet these farms only generated 13.8 percent of the total market value produced in California.

Agriculture in California is undergoing considerable consolidation. Between 1997 and 2002 the total number of farming operations in California declined from almost 88,000 to 79,600, which was a 9.5 percent decrease. All of the decrease occurred in the smaller size categories.

My vision for California agriculture by 2030 is to expand the array of marketing venues to provide more opportunities for smaller producers to sell their products. We need to go beyond farmers' markets to such offerings as permanent public markets and also CSA-like deliveries at workplaces. These venues would operate alongside the grocery stores and mass merchandisers that
most of our food products are sold at.
Consumers would have more opportunities to buy
tree-ripened flavorful fruits and freshly-picked
vegetables. Shelf-life considerations would not be
compromising flavor in such a situation; they would be
able to talk to producers and learn about their production
practices.
Enhancing the financial liability of smaller
producers will also support their environmentally-sound
practices. Expanding marketing opportunities for smaller
producers will also re-energize our rural communities by
increasing the economic activity of local businesses. It
will also preserve cultural values, such as
traditionally-made foods and harvest celebrations.

Regulations are one of the major barriers in
expanding marketing opportunities for smaller producers.
Many policies and regulations favor large-scale producers.
For example, the paperwork effort required to comply with
the recently enacted Leafy Greens Marketing Agreement is
unfathomable for a smaller producer who is also managing
her farm operation and providing much of the day-to-day
labor. A large operation has the capacity instead to just
hire a food safety consultant or coordinator.
Also, there are cumbersome regulations associated
with food processing and marketing that limit
opportunities for smaller producers. For example, a small farmer who wholesales his roasted and seasoned walnuts and almonds must have a -- must use a State-registered food-processing facility, whereas if he only sells direct to consumers, he can use a commercial kitchen.

FACILITATOR BODINE: You have about one minute left.

MS. HARDESTY: Similarly, most slaughtering and processing regulations are also -- meat slaughtering and slaughtering regulations are particularly costly. There are few small-scale operations left in the state where smaller ranchers can get slaughter and processing services. Many are forced to actually go to one facility to have their livestock slaughtered and another to have their meat cut and wrapped. And most of our livestock now that's grown in California is actually shipped out of state to large processing facilities.

I strongly encourage you to assess the scale neutrality of regulations that have been enacted recently that relate to agricultural food processing and food marketing practices.

California agriculture is internationally renowned for its diversity, productivity and technical innovation. With your leadership we can take major steps to creating an economy that also enhances the financial
viability of smaller producers, support sound environmental practices, offer consumers a broad array of fresh and flavorful locally-produced foods, rebuild rural communities and protect traditional cultural practices.

FACILITATOR BODINE: Thank you, Shermain.

Jason?

MR. GARCIA-ALVAREZ: Actually, my name is Henry Garcia-Alvarez. I'm a -- I'm not representing anything that Jason was going to represent, and so I'll repeat, my name is Henry Garcia-Alvarez. I am a recent retired international agriculture development consultant and I have a small five-acre medicinal herb production farm in Yolo County. And I too have seen the destruction of agricultural systems around the world and at home.

And so my vision is that it is time that we have agriculture legislation that has a preference for the preservation and perpetuation of California agriculture. Some of these legislation would be the complete saving of Class I soil, and I would go as far as to say Class II soil also, over the preference of housing, so to speak. So no more housing on Class I soil. That is a non-renewable resource. And we might just survive if we preserve all of the leftover Class II soil, so to speak. There are plenty of great crops that grow on Class II soil, et cetera.
What was my next one here? The biggest challenge. The biggest challenge is the ignorance of most of the urban people, so to speak, about the importance of agriculture and our heritage in agriculture. We all eat and we all drink, and I'm sure that folks can buy bottled water over having no water for agriculture; it can happen, it is happening. And so, you know, it goes for water also.

I'm not sure -- how has it changed? I'm not sure what -- my brief note here about how things have changed, but I see the here and now that it is more positive under crises that we are seeing a change. There's an awareness now. We do have agriculture in the schools, we do have the support for -- as this person mentioned here, for the low input agriculture grower. Those things have changed towards seeing, because we are in the crises, so to speak, the crises has been going on for 50 years, but so that's, you know, the end of the crises growing, so I'm seeing that particular change.

Well, the essential that I see that needs to be happening is that we do have the preservation and perpetuation through legislation of our existing agriculture land. And that has to do, again, with the Class I soils and Class II.

Thank you.
FACILITATOR BODINE: Thank you very much.

Michele?

MS. LAVERTY: Good morning. My name is Michele Laverty, and I'm the Director of the National Ag Science Center in Modesto, also a member of Class 37 Ag Leadership, graduating next week, and I'm here today speaking on behalf of our board of directors. I'm pleased to present our vision for the challenges and opportunities for the future of this industry.

By 2030 our vision for California agriculture is that it will be recognized as the source for safe and healthy foods for our state, nation and the world. Agriculture will be seen as the career field of choice for the best and brightest students exiting our schools. Students will understand that agriculture is a dynamic industry in which advanced scientific knowledge is essential to undertake the multitude of careers that will keep -- help keep California the world's leader in food production.

Educators, without regard to grade level, school location or demographic, will include agriculture in all aspects of their curriculum from DNA to dissections, bugs to biographies of agricultural leaders, and water use to welding. Teachers will regularly invite farmers, ranchers, and the environmental community to participate.
in classroom presentations to highlight the essential working relationships between these groups that have resulted in California becoming the leader in environmental stewardship with agriculture leading the charge.

The future vision for agriculture in California will encompass a passion for agricultural education which includes all grade levels and subjects. 4H and FFA will continue to excel in producing dynamic leaders for the future of the industry. Career and technical education will be highlighted and ample funding will be available to ensure students can explore diverse career options as a part of their educational experience.

So what is our challenge? In order to achieve this vision, the agricultural industry must develop a single voice in support of agricultural education at all levels, from elementary to career and technical education, community colleges, universities, and on to veterinary schools. The industry must articulate a clear, shared vision for the inclusion of agriculture into all levels of curriculum development in all subjects. Through the development of a shared vision for ag education, the industry will be a more effective voice for funding and curriculum development.

It is essential that our state's education system...
see agriculture as an integral part of all aspects of the education of our youth and not simply a placeholder in the third-grade history books or the reason a school needs a farm.

Industry leaders need to be as focused on promoting the technical needs of the industry to leaders in education as are those that head up Silicon Valley corporations.

The public perception in 2030. Agricultural will be seen as the leader for both the green movement and the driving force for setting and maintaining the highest educational standards in the areas of science, math, career and technical education. Ag education will be perceived as the place to go to learn cutting-edge science and essential mechanical skills.

By consistently setting the highest standard for education and excellence in science, math and career and technical education, and therefore producing high-quality outstanding job applicants for the diverse specter of careers needed to support the growing, highly-scientific green industry, agriculture will be perceived as a career field for the best and brightest students. We will change the perception that farmers and agriculturalists are from those who choose this industry as a fall-back career to an industry that competes for the top graduates in all
Agriculture will be perceived as the leader in food safety, health and nutrition in addition to planetary preservation and resource management. We will be a sought-after player in all policy level discussions. A must have for the future. California is the leader in agricultural production. To maintain that status and focus on all aspects of the industry's educational needs, it is essential that our state education system see agriculture as the key to our state's future, not a door to the past. Through the development of projects such as the Ag Science Center, which unite the agricultural industry with the latest scientific practices, this industry will continue to be the driver for our state's economy long into the future.

The must haves are a clear focus by leaders in education for the direction of ag education, inspiring leaders in our state's educational and government sectors to embrace the vision of the role ag education plays in the future of our state as an economic and social leader and unanimous and unconditional support for projects such as the National Ag Science Center, Ag in the Classroom, 4H, FFA, career and technical education and community college agriculture programs which inspire, educate and train the leaders of our industry, state and nation.
Thank you very much.

FACILITATOR BODINE: Thank you, Michele, Henry, Shermain.

The next three people are Dexter Carmichael, number 3, number 7, Gary Malazian, and number 8, Dan Best.

If you could come to the table to speak, I'd appreciate it.

Okay. Gary, you have the mic.

MR. MALAZIAN: Good morning. Thank you for the opportunity and privilege.

I'm curious, how many people got here this morning with public transportation? Three, four, five?

Interesting. Six. Out of what, 50 people?

Okay. My handout, there's some copies in the hall, but my handout explains my whole thing, so I can just kind of maybe read the first sentence on each paragraph of what I'm going to talk about.

But basically I think the biggest problem facing agriculture and the vision I have for agriculture is not good. Why? Because we're planting lawns. Your biggest problem in the State of California for agriculture is the planting of turf. When you stop planting turf, you quit pollution, mental and physical pollution.

The lawns were good in the 30s and the 60s because everybody took care of their own. Then they
I've lived in Orange County for 35 years. I watched that change. I went there in the 70s. You can't swim and surf in Orange County beaches today because of the watershed that comes off of lawns above the hills and the beach of Newport. They have certain days you can surf, otherwise your kids get sick. I don't know if you all know that. How does that affect agriculture? That was one of the greatest agricultural communities on the planet, wasn't it? You were there. What did they do? They built it out. That's really visionless leadership. That's what we're suffering with in the San Joaquin Valley today, visionless leadership.

Your problem is not agriculture, your problem is poor legislation and poor leaders that you elect to office that don't understand agriculture and don't understand the value of agriculture in this community. This is the only source -- not the only, the major source of income for the State of California is the San Joaquin Valley. And what do our wise leaders do? Take out a sustainable commodity and replace it with a non-sustainable commodity. Cities don't make money. But what do our leaders do? They keep giving -- they're looking for fast, easy money, give away
our agricultural land to build houses. You have to stop that. How do you stop it? I've got solutions here.

The first thing I would do is put a moratorium on any suburbs being built throughout the San Joaquin Valley and take a leadership role in that. What's the biggest challenge in achieving that vision? Quit building houses and the cars necessary to drive to and from there. These are the cold, hard facts. Americans are known to live in deceit and denial. The solid truth is your biggest problem in America is building suburbs, and we're spreading that to the rest of the world. It's a cancer that's eating up the planet. That's where global warming comes from, building suburbs and driving to and from them.

On the way here on the Amtrak from Fresno, I had a great idea. I said what if we put an additive into everybody's gas tank for one day, that when you turned your car on in the morning and the exhaust came out, it would be green or red or yellow. I think the biggest problem is people don't understand because they don't see the pollution.

FACILITATOR BODINE: One minute.

MR. MALAZIAN: I know that.

If you could see the pollution, you may dummy up, in street language, and say wait a minute, this -- driving these cars is killing us. But you don't see the
pollution. How would I solve the problem? I would solve the problem by building a bullet train from Sacramento to San Diego and picking up San Francisco. What would that do? That would make you build transit-oriented development and expand downtowns. That is the way to quit from building suburbs.

I would take all these double-A personalities that want to make big bucks fast and tell them to go to Florida, Texas, Oklahoma, Arkansas, wherever they want to go, but get out of California and leave our agricultural land alone.

If you fly over the country, you'll find most development is in flat areas. I'm moving to San Francisco because I don't need a car.

FACILITATOR BODINE: Wrap it up.

MR. MALAZIAN: Anyway, I'm -- you have the whole story there. Thank you.

FACILITATOR BODINE: Thank you, Gary.

Dan Best?

MR. BEST: It will be tough to follow that.

I'm Dan Best. I operate and also I'm representative general counsel for the California Federation of Certified Farmers' Markets, but before I get into any kind of vision, which is very difficult when you start talking about 22 years from now, I hope to heck I'm
still around to see that kind of vision at that time, but
I do want to express my great gratitude for the service of
George Gomes and his empathy for our industry over the
years and his friendship. We greatly, greatly appreciate
that. And I want to say that off the top and publicly,
that he's a personal friend and we greatly cherish him.

Farmers' markets are probably the most popular
thing going on right now, but we can't solve all the
problems of agriculture in California. If we could, we'd
need an awful lot more locations and a lot more farmers
that are willing to get up at three o'clock in the
morning, load their stuff, come on down to the farmers'
market, face the consumer and hear about how their prices
are too high, and then go home and then sip water and deal
with labor problems and then start the whole process over
again. We're not the solution, but we are an indication
of what a solution might be.

I mean if you look at the charm of farmers'
markets, what is it that makes farmers' markets so
popular? And maybe we can apply some of that to the
larger sense. I mean, if buying local throughout the
United States is going to be popular, then we're going to
have a challenge on our shipping basis too.

We have to meet the demands and the competition
that local agriculture in Michigan is going to give us.
And remember, we're visiting the farmers' markets in Michigan, and everything there was from California. And I looked at the prices and I said, wow. I brought those pictures back, and our farmers were salivating over the prices.

And that's really when it comes right down to the core of what we need to do to, you know, be in existence in 2030, is to look at how society doesn't value us. I mean they don't value -- they don't put a large value on the food, they don't put a large value on our farms or our farm workers, they don't even understand what it costs to bring food to their table.

They don't understand -- I have farmers, I had to decrease the amount of acreage that they were farming, they were just -- to save, to make some money, because all their money was going to the labor. I mean, there's some strange things that when every time there's a new regulation or a new thing to help make it, you know, a -- what is it, anyway -- a risk-free society is what I was trying to think of, a risk-free society, the cost is passed down to the farmer. I mean, the consumer has to start paying their way.

I mean, at farmers' markets we meet for four hours, we make them come on our time. We consolidate the consumers in order to make the farmers' time more

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1 efficient so that the per hour they put in and the per
2 dollar they're making or dollar per hour they're making is
3 efficient. We don't make it so -- we always seem to be
4 trying to make things convenient for the consumer. That
5 adds value, but it also adds cost.
6
7 So basically, as I'm looking at it, we have to go
8 on a campaign. I heard education. And education is it,
9 because I can go into any low-income area and they come in
10 there and they walk through and they said say, oh, let's
11 go home, it's just fruits and vegetables. And they don't
12 understand the value of what we're bringing in. Good
13 health is everything, and we need to emphasize that. This
14 is a health-conscious society, and we need to let them
15 know why they need to eat our products.
16
17 At the same token, we need to show them what the
18 value and -- it's not in our campaign, we need a public
19 relations campaign right now. I don't care about 2030,
20 we're not going to see it because the population is going
21 to increase, the demand for our water's going to increase,
22 and if they don't understand it, there are three
23 necessities in life, one is air you breathe, the water you
24 drink, and the food you eat.
25
26 FACILITATOR BODINE: You have one minute.
27
28 MR. BEST: I haven't gotten to my ideas of how to
29 solve the world.

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If they don't understand the value of agriculture, they're not going to support us. We don't mean a support base from general education, they're going to continue putting suburbs on top of our farmland, the value of farmland is minuscule compared to the dollar to the developer, and I'm tired of having the growers say our 501k is the developer. I mean, the only way the farmer can make any money is when he sells out. That's crap.

So, you know, basically what we have to do, again, we need to educate the public the value of, again, food, and they need to pay for that value if they want it risk-free, and we need to let people know, farmers are what make -- the most important invention in the world was agriculture.

FACILITATOR BODINE: Dan, if you could wrap it up, please.

MR. BEST: I can wrap it up.

And we just have to -- we need to start now, because there's no foundation, we're not going to see 2030 in this state unless we start making people aware of what in fact we are and who we are and what we have to provide.

And everybody needs -- you can't -- you got to push those costs up, too. Because we can't just keep putting the pressure on the farmer, we just push him right out of business, we have to make it viable. Sustainability is
nothing without viability.

Thank you.

FACILITATOR BODINE: Thank you, Dan.

Maile.

MS. SHANAHAN-GEIS: Hi. I'm Maile Shanahan-Geis, and I'm the Marketing Director for the Buy California Marketing Agreement. The Buy California Marketing Agreement is an entity that administers the California Grown consumer education campaign. It is a campaign whose mission is to increase the consumer demand for California's agricultural products. The California Grown campaign has consistently served as a proactive and positive voice for California agriculture.

As the consumer population becomes less directly involved with production agriculture, campaigns like California Grown must bridge the understanding gap between consumers and the agricultural community in real, relevant and tangible ways. If we do not shape the general consumer perception of agriculture, it will be shaped for us by individuals and organizations that may not be attuned to the truths and realities of our industry.

The need for creating a positive message for agriculture in our state has never been greater than it is now and will be over the next 20 years. The California Grown campaign has shown consistent success since its
launch in 2002 and is poised to continue to spread the positive message for California agriculture. Not only is the campaign having a positive impact on the state with an estimated $897 million in increased sales, but its messages also resonate with consumers. In fact, nearly 70 percent of consumers say that the California Grown campaign makes them feel good about purchasing locally-grown products, and most importantly, consumers who are aware of the California Grown message are twice as likely to purchase more California Grown agricultural products than they are in the past. This is why the support of the California Grown campaign and its activities are a must have in the California ag vision.

The messages of the campaign have consistently focused on how buying locally-grown products affect our California way of life. The tag line, "Eat California, Buy California Grown" and the campaign messages focus on the economic benefits of purchasing locally-grown products and have been consumer tested and proven to resonate with the public. The messages work because they are direct, relevant and may touch the lives of consumers every day.

In summary, a strategic investment has been made and a solid foundation has been built, and the California Grown campaign is a proven success. So I encourage us to join together to ensure California Grown is the
cornerstone of the California ag vision to 2030 and beyond.

Thanks.

FACILITATOR BODINE: Thank you, Maile, Gary and Dan.

Number 10, Stan VanVleck, number 11, Sean Kriletch, and number 12, Mark Rentz.

And by the way, if I mangle your name, please accept my apologies in advance.

Okay. Stan, you got the mic.

MR. VanVLECK: Thank you very much. And good morning, Mr. Secretary, Mr. President, and Members of the Board.

If I may digress for a moment, I too want to acknowledge the benefits of George Gomes as not only provided to this agency but to the industry. I think all of us could use our five minutes plus and we wouldn't cover a moment of what he's really done. If we had an army of George Gomeses, we'd be able to take care of a lot of these issues. And so just my thanks to George and what he's done on behalf of our industry.

My name is Stan VanVleck, and I am here representing the California Cattlemen's Association today of which I'm a director on your state organization as well as our local. I'm also president of our Families of Ranch
Owners organization here in Sacramento County. We're one of the large organizations here, family-run 150-year-old business, approximately 10,000 acres, half of which is owned, half of which is leased, that we lease from other organizations. And from time to time throughout the year, approximately 2000 animals is what we work with.

And again, I want to emphasize we've been in this state for over 150 years and our vision is to go well beyond the 30; we're currently working on our 50-year plan. But with that said, our analysis over the last year on what we're going to be doing over the next 50 years, one of the number one issues is what's happening with government today. That is the variable that we can't control and that is the one that is the most difficult for us to deal with.

And as we look to building our vision, I applaud you, Mr. Secretary, for building this bridge to the future of 2030. As we all know, a bridge has two foundations; where you are now and where you're going to. Candidly, our foundation of where we are now is weak, our inputs are skyrocketing in agriculture, our ability to perform, especially in agriculture in California today, is challenged. We are in trouble. Our industry is in a situation where we know because of our global demand a lot of our increases in inputs have increased more than we can.
handle.

However, we have a couple keys that are based on government regulation and government intervention. For example, dealing with ethanol, we're in a situation now for our industry where we have both land and feed, two of our major inputs have gone out of this world. We cannot afford to buy or lease land anymore; in the last two years it's doubled. We're in a situation now in this region where we're in a drought.

Many of us, many of which have been here for a hundred years or more, are trying to find land. We usually have two options. We'd ship to another place in the state or even Oregon temporarily and bring them back. We can't do that anymore. We -- it's something where we're willing to take a loss, we can't find it. And if we did find the land, it's completely out of reach.

Our other option was to bring in hay and feed our animals. That too is out of reach. And we can talk to the dairy industry; it's killing them us. And again, this is a decision not done by our competitors, not done by God, but done by our government. And I realize it wasn't CDFA, but it's an example, and if you don't take the right action, this is what can happen to us.

So our vision as we look to the future, it's pretty straightforward. We have a lot of things we'll be
doing in the cattle industry, we're going to be submitting
our official testimony in writing. We're going to hit a
couple highlights, and the highlights can be pretty simple
and straightforward.

The bottom line is government in this state is
working very hard to regulate. And it's on the cutting
edge of being green. We respect that. We're willing to
take that challenge. But also, respectfully, government,
we need to have you side by side with us to help us bridge
ourselves to that future. When we have AB32, the
greenhouse gas initiative, it sounds wonderful, we're all
in favor of a cleaner environment, but how do we make that
work financially?

We're all talking about right now how agriculture
is getting smaller and smaller and the challenges that we
have, yet we in California are putting on burdens that are
very difficult to absorb. Example on AB32, we're going to
have a $50 billion cost just for diesel engines for the
transportation of our products. How's that going to
ripple through agriculture when we can't afford that, when
we've got to compete with third-world countries that now
have our technologies because we've exported it, which is
fine, but make sure that we treat each other equally.

So that means if we're going to be on the cutting
edge of regulating ourselves and being green, we have to
be on the cutting edge of promoting our industry and
setting up how can we help provide benefits. Because you
take a look, the beef industry, 30 million acres in this
state are governed by and managed by this industry. And
it's not something they can rotate into a different crop.
We have to identify ways that we're providing
benefits, whether it's flood control, open space,
conservation. These are all economic benefits that we're
providing yet not being compensated.
We're not asking for a handout from government,
but if you're going to come in and put this type of
intervention to us, we ask that it come back directly so
we partner with you.
So our vision is ag women and men working
together with government agencies in 2030 and today.
Thank you.
FACILITATOR BODINE: Thank you, Stan.
Sean.
MR. KRILETCH: Good morning. Thank you for
having me here. My name is Sean Kriletch. I'm the owner
and operator of Paloma Pollinators, just a small-scale
apiary, and we also have a permaculture
community-supported agriculture, a CSA veggie box delivery
program. I'm also the director of the farmers' market in
Jackson, California. And I'd also like to think that I'm
representing the interests of all Californians.

We the people in the republic of California can meet our physical and social needs by reengineering the way we produce food and fiber. The biggest challenge will be reeducation of the people of this great state. We will reeducate through hands-on education and community media.

By 2030, virtually everyone in the state will participate in agricultural production at the very least by growing lettuce in their windowsills and using perennial food-producing plants as house plants. Each community will produce its own seasonal produce. Ranchers and forest owners will continue to produce our meat and fiber, albeit with the renewed public perception of the role as stewards of the land.

By using local resources for ag, we will reduce our energy dependence and begin the process of empowerment by re-realizing the energy inherent in each of us as humans. This personal empowerment with its beginnings in food and fiber production will allow us to realize a potential as a species and as a society.

The communications media that is community based and which concentrates on compromised participation and union instead of fear, money and division, will allow the conservation movement to unite with agriculturalists. This renewed form of media will measure success not in
terms of money or gross production but instead in terms of health, relationships and fairness.

Food is a requirement of life and therefore cannot be considered a luxury item. These core values of health, relationships and fairness together with the majority participation in food production will allow all members of the community, not just the economically privileged, access to healthy food.

The relationships between communities will maintain these same values, and abundant local resources will be traded for those which are not in abundance. For example, Calaveras and Amador counties will trade beef and lumber as well as education in the form of agritourism for grains from the central valley. Ranchers and forest owners will be the students of the open spaces and will be recognized as such by the community.

In the central valley we will grow the grains and other staples that are difficult to produce on a small scale. A small percentage of the land there will be allowed to return to a state of native vegetation to provide habitat for native pollinating insects thus reducing our reliance on the diminishing honey bee populations.

What is the greatest challenge in achieving this vision? The greatest challenge will be re-education.
This re-education, especially on the topics of efficiency and quality versus quantity, will take place through community media and experiential education. In the arena of quality versus quantity, using the example of a tomato, the populous will come to understand that the local tomato, picked when at the peak at ripeness, is not only tastier but also contains more nutrients than tomatoes produced on a massive scale, picked green and then ripened.

By thinking logically about efficiency, we'll realize that our land can much more efficiently be used for food and fiber production when worked on a small scale. A simple example of the efficiency of a community garden over a large-scale operation, meaning a community member planted a tomato seed saved from the year before, watered with water already directed to that community, which is harvested by the same hand, eaten by the same mouth, thus providing energy to think and be productive in other aspects of society.

Large-scale tomato operations use machines which take energy to create and require even more energy to operate. These operations harvest just once in contrast to the numerous times a tomato plant can be harvested. Finally, energy is used bringing this tomato to the distribution center where an energy-consuming gas chamber
ripens it, and then the energy is consumed, more energy is consumed getting it to the store where more energy is used to conserve it, and a consumer still has to use energy to come to the store and buy it.

Yet, are these the only inefficiencies inherent in large-scale operations? If they were, we might be able to afford them, however, this is not the end of the energy consumption. The farm laborers become unhealthy while performing difficult physical labor for hours, days, months and years on end, often while breathing dust and poisonous chemicals. This causes our health system to spend more energy helping these people get well.

Even without this burden, health care deals with the populous which is not being properly nourished due to lack of local food and which is too busy to take time to enjoy tending a small garden with family and community.

How will we turn this trend around? Education about the hidden costs of large-scale agriculture and the value of community culture. Together with experiential ag education we'll erase the notion that ag is a job that is below the privileged populous. The necessity for participation in agriculture on the individual level is the biggest must have for any ag division in California.

As agrarian Wendell Berry says, throughout the history of America we have been taught to think big. The individual
who thinks small and goes ahead on his own is already solving the problem.

We must all use our voice and our hands to participate in producing one of the most basic human needs, food.

FACILITATOR BODINE: If you could wrap it up.

MR. KRILETCH: And by using our local resources and only our local resources to accomplish this, we will allow others around the nation and the world to do the same.

FACILITATOR BODINE: Thank you, Sean.

Mark?

MR. RENTZ: Good morning. Thank you for this opportunity to come here. I commend the Board for this effort and the other hearing sessions you're going to have throughout the state.

I'm Mark Rentz, Deputy Director of Policy Coordination for California Department of Pesticide Regulation. I appreciate this opportunity to come to you today.

Quickly, vision of California agriculture for 2030, we envision a vibrant set of producers that remain well-distributed across the state. We envision that these producers will be large producers, medium producers and small producers that are producing an ever-expansive array
of agricultural commodities and are continually striving to increase their productivity taking into account, of course, environmental constraints and other limitations. From a pest management perspective, which is why I'm here today, DPR envisions an agricultural industry in 2030 that continues, continues to lead the world in the development and application of integrated pest management practices. This involves two aspects, and I think we will all need to work together on them continuing to improve, and that's the development amongst growers of long-term pest management strategies and also their ability to respond to urgent pest management challenges in the most effective and environmentally-sensitive manner to achieve the control of the pest.

The key to this I think and DPR thinks will require improved partnerships over time with the industry academia, agencies such as DPR and CDFA at the State level, as well as our partners at the federal level working together to leverage everybody's limited resources to provide the type of research and demonstration necessary to take into account the new pest management practices as they evolve.

Regarding -- I'm going to skip down to the third question, and then I'll come back to the second question. Regarding challenges to incorporate, to
fulfilling that vision as we see it for 2030, I wish I
could say there was just one challenge. I have to throw
all three challenges your way from our perspective.

First of all, there is a local challenge, and I
won't go into it in great detail because other speakers
have and I'm sure more will, and that is the continued
onslaught or encroachment of urbanization into the
agricultural areas. This creates great challenges for DPR
because we have a responsibility not only to provide the
tools the farmer needs to control and manage pests but
also to protect those people and those facilities that are
adjacent to the farmlands. This is occurring at a more
increasing rate across a greater expanse of the state, and
I think it's an issue we all need to work on.

There is an international challenge we see. Stan
already pointed out the international challenge of a
global marketplace in terms of the economics for the
farmer, but from our perspective, one of the international
challenges as we have it increase, international
marketplace, will be how do we address invasive species.
We need to get in front of that.

The third challenge, and I think this is the
great unknown, and I bring it forward in your arena that I
can, every venue I can, is from a pest management
perspective. I think we don't have a -- have not really
come to grips or developed a strategic approach to what climate change might mean in terms of pests, pest epidemics, both in terms of their pervasiveness and in terms of their impact and also what that means in terms of what we're going to need in terms of pest management tools to address these. We need to be very proactive on this. Quite often the history of pest management is by the time we have the tools in place to respond, the concern has elevated to a level that nobody desires.

So those are the three challenges.

I will close out real quickly with what might be the public perception of California agriculture in 2030. I think if economics continues to go the way it is now, we will see that a greater and greater percent of everybody's paycheck that they take home, their net paycheck, will be dedicated to feeding their families, feeding themselves, and I think that will increase people's expectations and scrutiny of agriculture. So I think that's one perception.

Also, I think if economics continues the way economists have shown us in the past couple of decades, there may be a greater divergency of the population in terms of economics, and the result of that may be there will be those who can afford the increased costs associated with food and those who cannot, and we need to
be able to address both economic groups.

With that, I'll conclude my comments. And again, thank you very much for the opportunity to participate today.

FACILITATOR BODINE: Thank you Mark and Sean and Stan.

Number 13, Monica Roy, number 14, Scott Hudson, and number 15, Scott Horsfall. Come to the mic.

PRESIDENT MONTNA: Neil, as those come up, George Gomes, I know you just came back, but -- George, you back there?

Did he leave?

George, stand up a minute.

For those of you -- George, your name's been mentioned several times in testimony today, not in vane but in admiration.

And I want to introduce everyone to George Gomes. He's an icon in California agriculture, from Executive Director of the California Farm Bureau, and he's been Undersecretary of the Department. He's retiring. And he's done so much for the industry. I really appreciate it if you give him a big hand.

And, George, thanks.

FACILITATOR BODINE: Okay. Monica.

MS. ROY: Good morning. My name is Monica Roy,
and I'm an undergraduate student at UC Berkeley studying agri-ecology and environmental economics.

I'm involved in SAFE, the Society for Agriculture and Food Ecology, and SOGA, Student Organic Gardening Association on campus.

Through my studies and extracurricular activities, I realize I want to be a farmer. I plan on traveling around after graduating, working on different farms to get a feel for what kind of farming I want to do. However, I eventually see myself coming back to northern California and making a living by producing food.

Part of my vision for California agriculture by 2030 is to see more small-scale and family farming and to see many new and young people running these farms. I see too many challenges among many in achieving this vision. One is a lack of natural resource education, be it in kindergarten, high school and college. Most youth aren't learning basic nutrition, gardening skills, how food gets to our plates and where waste goes. This lack of education only fuels a greater disconnection between us and the land.

The other main challenge I see is for young farmers today trying to start their own farms. It is extremely hard to find land at a reasonable price these days and hard to make a living on only a small amount of
land. Also, to mention, there isn't general support for young farmers. I'm always hearing something like, why would you want to be a farmer, or, you can make so much more money doing something else. I want farming to be a viable career for graduates and for it to be supported.

Part of my vision is also to see more agricultural communities, especially within urban centers. Farmers' markets are a great way for farmers to reconnect with each other and with community members. Urban farms and community gardens are a way for people to get hands-on experience gardening and for communities to be more food secure. I want produce to be accessible for low-income neighborhoods. Often you see only liquor stores.

I also want working conditions to be fair and equitable for everyone. I don't want to see on the front page of today's paper that a 17-year-old undocumented farm worker died of heat stroke.

In 2030 I hope the public perception of agriculture is more accepting. What I mean is that I hope people understand more of how important agriculture is and how it functions in their lives. I also want to see more organic and agri-ecological farming.

A must have in the vision for California is young farmers.

Thank you.
FACILITATOR BODINE: Thank you very much, Monica.
And Scott Hudson.

MR. HUDSON: Good morning, Mr. Secretary and Board Members. I am Scott Hudson, Agriculture Commissioner for San Joaquin County speaking on behalf of the California Agricultural Commissioners and Sealers Association.

A critical part of the county agricultural commissioners' mission is to protect agriculture from potentially harmful pests that do not exist in California. Such pests include a number of exotic fruit flies, such as the Mediterranean Fruit Fly and other pests that can devastate California's agriculture if they become established in the state. New pest introductions impact agriculture, the environment and the public tremendously, often resulting in substantial control costs, production costs, regulatory costs and market restrictions. Recent infestations of Light Brown Apple Moth, Mediterranean Fruit Fly and Glass Wing Sharpshooter are examples.

Consequently a strong and sound pest prevention system is foundational to agriculture's goal of becoming more productive, competitive and innovative by 2030. Therefore, it is important that California's pest prevention system becomes an integral part of California's agricultural vision. The good news is that the California
Department of Food and Agriculture and county agriculture commissioners operate a pest prevention system that, given the resources, can help agriculture's goal of becoming more productive, competitive and innovative by 2030.

This system has two major lines of defense that work together protect agriculture of exotic pests. Pest exclusion is the first line of defense. This state county system aims at preventing pest entry into the state, to plan commodity inspections at their points of entry into California. These include border stations, airports, post offices and common carrier terminals such as UPS and Fed Ex. The county agricultural commissioners suggest that the agricultural vision include recommendations and strategies that vigorously attack these and other exotic pathways into California.

Pest detection is the second line of defense in California's pest prevention program. The county pest detection trapping program maintains a statewide network of insect traps and other detection tools to serve as an early warning system against agricultural pests. Should a pest slip through the pest exclusion net, then the pest detection trapping system is designed to detect the pest before it spreads. The earlier the pest invasion can be detected, the easier and less costly it is to eradicate.

To provide a system that effectively facilitates
early detection of the many possible and exotic pests that can threaten agriculture, the county agriculture commissioners suggest that the agriculture vision include recommendations and strategies for a strong, robust and diverse statewide pest detection system.

On another front, county agriculture commissioners also operate programs for introductions of noxious weeds and establish and offer programs to eradicate or manage them. Under statewide weed management areas, local eradication and management programs emphasize public-private partnerships between the California Department of Food and Agriculture, county agriculture commissioners, landowners and managers. The county agriculture commissioners suggest that the agriculture division include support for these weed management areas and recommendations for controlling invasive weeds.

Key to a productive and effective pest prevention and weed management system are college-educated, professional agricultural biologists who understand plant, animal, environmental systems as they relate to agriculture. Now, unfortunately, county agricultural commissioners are finding recruitment for agriculture biologist positions a challenge. Competing jobs with higher salaries and fewer individuals choosing careers in agriculture has sometimes resulted in difficulty in
filling positions.

We believe that California's agriculture vision should include a strong effort in the state colleges and universities that motivates and encourages students to seek careers in agriculture.

In conclusion, a must have in an ag vision for California is a strong pest prevention system operated by state and county professionals who maintain a robust and effective steel curtain against the introduction and spread of exotic agriculture pests and noxious weeds. The biggest challenge in achieving this vision is adequate resources over the long term.

A statewide pest prevention and weed management system is already in place and the tools are available. Both the California Department of Food and Agriculture and the county agricultural commissioners have the experience and expertise to run the system. What is needed are the resources to obtain the people and tools required to develop an advanced pest prevention and weed management system that will meet the future needs of agriculture.

FACILITATOR BODINE: Thank you, Scott.

And Scott Horsfall.

MR. HORSFALL: Thank you. Good morning.

Mr. Secretary, President Montna, Members of the Board.

My name is Scott Horsfall, and I'm CEO of the

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California Leafy Green Products Handler Marketing Agreement. Do I get an extra 30 seconds for the --

Over the next few decades California agriculture will continue to face many challenges, you've heard a lot about them already this morning, you're well aware of them. We do believe that the Department can play a leadership role in managing these issues.

As a vision, you know, from my standpoint, it's pretty straightforward. We hope to see California agriculture economically viable in the face of intense global pressure, increasing costs of inputs, and increasingly limited state resources like labor, land and water.

Some of the critical issues which the industry will have to contend with include the following: Dealing with invasive pests has to continue to be a critical priority for the Department and for the state. California's access to markets around the world is threatened by the establishment of pests of concern here. And not only that, but the constant production will also rise as our industries are forced to deal with the impact of these pests on our production, and that will drive rising costs to consumers around the world.

As we strive to become more environmentally friendly as a state and as an industry, agriculture must
lead the way, again, utilizing industry leadership and
innovation, find ways to produce crops in more sustainable
ways while maintaining our ability to feed the world. We
don't have the luxury in California of only worrying about
feeding Californians; we feed the world, we feed the
nation. And so in our drive to be sustainable and to be
green, which we support, we've got to do it in ways that
allow us to continue to feed the world.

And finally, and obviously from our perspective
in Leafy Greens, an issue of emerging and critical
importance is food safety. We believe CDFA must continue
to take a leadership role in efforts to provide the safest
possible food supply. Our industry, we're obviously in
the front lines in the effort, and we do commend CDFA for
working with our industry to help us raise the bar for
food safety.

In this area, we encourage CDFA to help us
identify and harness resources to complete the critical
scientific research that we need to fill the gaps in our
knowledge about how food-borne illnesses get established
in our crops, to help us navigate the complicated
regulatory environment that is springing up around food
safety, to work with the environmental community to help
ensure the food safety efforts are undertaken in ways that
also meet the state's goals for sustainability and a
greener environment, and also to help us educate the public, our buyers, other agencies of government and other audiences about the efforts being undertaken to ensure the safe food supply.

California's agriculture industry has shown time and time again that farmers, processors and shippers can and will take the lead in solving problems and managing the issues as they arise, but managing these issues as we move forward will also require government involvement and leadership.

CDFA must foster an infrastructure and the expertise needed to help California maintain its position as a world leader in providing bountiful, healthy, nutritious and safe agricultural products grown in the most progressive and sustainable ways.

Again, we thank CDFA for its support of our industry's efforts and we do look forward to working with that partnership as we move forward in the future.

Thank you.

FACILITATOR BODINE: Thank you, Scott and Monica and Scott.


Okay, David, you have the mic.

MR. VISHER: Is it on?
FACILITATOR BODINE: Try the other one. One of them doesn't work.

MR. VISHER: Good morning. Thank you for this opportunity to address you, Mr. Secretary and Board.

My name is David Visher, and I'm speaking today as the program manager in California for the Food Alliance. We're a nonprofit organization with a mission to create market incentives for socially- and environmentally-responsible agricultural practices. Food Alliance operates a sustainable agricultural certification program for producers and processors interested in using sustainability and related claims to differentiate and add value to food products and to protect and enhance their brands.

Our vision for 2030 is a California that is not only the world leader in efficient food production but also the leader in sustainable agriculture. Just as we are now the world leader for production efficiency, in 2030, our agriculture will be the most environmentally sound, socially just and profitable in the world. And we're almost there now. With our strict environmental and labor regulations and our innovative and sophisticated producers, the infrastructure that supports agriculture and the resources of California, our people and the world's people demand sustainably-produced food, and our
agricultural industry is set to provide it.

We have many challenges, and I have no doubt at all that our agricultural industry can rise to them, but there are a few we must pay particular attention to now. As our industry reacts to the market demand for sustainably-produced food, we have to defend our credibility against green-washing or market claims like "natural" that have no real meaning. We need to certify and prove that our product is sustainable with a clear set of standards supported by a third-party inspection program, but this cannot be a top-down, one-size-fits-all regulatory burden for producers.

Producers and processors must be able to choose a standard that gives them a market incentive to certify, not be compelled by government or an overwhelmingly powerful buyer to adopt standards that are not accompanied by an increase in profit. Food Alliance and several other organizations, some are here now, offered third-party certification, but the CEFA, the USDA and ANSI should stay out of it and let the market decide who is going to be what the standards are.

So in 2030, the public perception of California agriculture will be and will continue to be that our food is the safest and cleanest in the world, but it is now also the most green, the people who helped grow it are
treated fairly, our food supply is secured and our growers are prosperous. Thank you.

FACILITATOR BODINE: Thank you very much, David.

Martha, you have the mic.

MS. GUZMAN: Thank you. Martha Guzman with the California Rural Legal Assistance Foundation. I do have a prepared statement, but I wanted to diverge a little from that.

I'm sure some of you saw the Sacramento Bee this morning, and if some of you didn't, there is an article about the recent death of a farm worker just outside of Stockton, Maria Isabel Jimenez, from heat stroke. And, you know, when I was preparing this statement, I just kind of stopped when I read the paper because it is so basic, this vision that we're thinking of for 2030, it's just so basic, people do not have to die.

I'm just a little emotional because she was also probably unaware that she was pregnant. So that's a very simple vision, that we don't have anymore deaths, not just from heat stress, from workers falling mistakenly into lagoons, from there being very harsh permanent disabilities from ladders, you know, over-stress on the back, the most common injury, everything like that.

But I will share some of the concerns from some of my colleagues from across the state, that these
listening sessions are not for them. And I've told them repeatedly, because I've spoken to some of the board members here and to the Secretary, that these sessions are for them.

And I think that one thing I would urge you to do is that in some of the sessions, you really do consider having them not during the day and not solely in English. As you know, there are hundreds of thousands of hard-working men and women who don't have the luxury of taking a day off work, who can risk getting laid off, and who do not speak English.

So we really urge that at a minimum you really consider, perhaps the Oxnard hearing and the Tulare hearing, being during the evenings or having additional hearings that are during the evenings, and that they offer translation if possible, and more than in Spanish. As you know, just like the young woman who passed recently, they're from an indigenous area of Mexico where they don't speak Spanish.

So with that I'll just run through a couple of our biggest responses to your questions, and clearly having a vision which has basic human decency is a key for us. And what that means for us is having a living wage, having legal status in this country, having health care, and having, like I mentioned, a safe place to work, having

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healthy communities, and having an economy that's healthy overall.

What we view as the biggest challenge to achieving this vision is the lack of comprehensive immigration reform. We need to have a system with a continuous legal workforce and not continued dependency on importing a workforce. I want to really urge you to not really see this as outside of your jurisdiction, oh, that's a federal issue or that's Department of Labor or, you know, another agency, because I really do think there is a lot to do within CDFA as a whole, maybe through an interagency task force, but also internally.

I have a lot of ideas for this, there's everything you can think of. Any program, I'm sure I could shoot off an idea. The dairy inspection program, would be great to add some health and safety there. The fertilizer research program, it would be great to have some biological solutions for cleaning our drinking water. Anyway, so there's clearly different areas that I do want to have you consider having that additional voice heard in your listening sessions.

FACILITATOR BODINE: Thank you very much, Martha.

Shawn.

MR. HARRISON: Good morning. Shawn Harrison.

I'm the director of Soil Born Farms here in Sacramento.
We're an urban farm and education center. And also I'm wearing a second hat today for the California Food and Justice Coalition, which I'm the steering committee member.

Couple -- and we're all on a little bit of overload in terms of comments, so what I wanted to do is a little quick review of some themes that I've heard.

An equitable food system from the farmer, farm worker and consumer side, a profitable food system, an environmentally food system, and education, education, education; we've heard that again and again.

So quick story. All of you fly all over this country, you see where food is being produced and where it's not. Major metropolitan areas around the country cannot feed themselves, but California can feed them and it can feed us as well. We have to protect that resource, and right now, we are not.

I have a vision for an equitable and environmentally-responsible and profitable food system that shifts its priorities to local serving local first, national second, and global third.

There are some primary challenges that we're facing. First of all, we need to do overall agricultural land preservation and protection, particularly on the urban fringe.
Secondly, we need to develop some long-term land access and farm support programs for young farmers, for recent refugee farmers and new immigrant farmers. It is very difficult for all three groups to get into this industry. They are facing conditions that the previous generation did not have to face. It's a primary thing that we need to look at.

Three is we need a broader support for local organic; and I put those two together on purpose, local organic. Another would be for innovative market models that improve access to fresh, affordable and culturally-appropriate food for all residents, not just those that are of high income, we're talking about across the spectrum. The legislation incurred policies do not support access, innovative access to consumers in our underserved communities.

And lastly is that local producers are going to need to start assuming responsibility for serving our school lunch programs. I think there's an opportunity to be gained there, and we need to take it out of the hands of the Department of Defense. So that's lunch, breakfast programs.

In terms of public perception, there's a general theme here that our consumers need to know, and that is that food is medicine. And if we can convince them of
that and produce a food product that equates with that, that it is a reality, then we have something to really move forward on. Right now they don't see it that way.

So medicine, and I'm going to define it, this isn't GMO crops or anything like that, we're talking about fresh, chemically-free, nutritious, fresh foods that are going into people's diets; that's the type of medicine we are talking about, a pill versus an apple.

And then lastly, in terms of the must haves, is we need, and this goes back to the education piece, we need to build a greater direct connection and understanding between producer and consumer. The farmers -- and this is -- you know, I'm a new farmer, I've been doing it for about 15 years now, have done a good job of this recently, but in the past, farmers have done a major disservice to themselves by giving control of their commodity to the different distributors and processors, and value-added marketers. They need to put value back into their product and shape that conversation.

Thank you.

FACILITATOR BODINE: Thank you very much, Shawn, Martha and David.

SECRETARY KAWAMURA: Martha, I want to make a comment, just to say thank you for that recommendation regarding the entire ag community, farm people is what we
all represent, and certainly we're going to certainly take
that into consideration as far as putting together some
kind of an evening event as well for those that are
working that can't make these kinds of meetings in the
daytime. And then multiple languages we'll focus on as
well. So thanks on those comments.

MS. GUZMAN: Thank you.

FACILITATOR BODINE: I would like to make an
announcement. We originally said we were going to take a
break, but we now have over 40 speakers, and we're not
quite halfway through that list. So we're not going to
take a break this morning. If you need a break
personally, please just take the time to do that.

Also, if you want some refreshments, around the
corner in room 133 there are refreshments for all of our
participants.

The next group of speakers, number 19, Bruce
Blodgett, number 20, Brian Fedora, and number 22,
Dr. Margaret Reeves.

And, Bruce, you have the mic first.

MR. BLODGETT: Oh, boy. Bruce Blodgett with the
San Joaquin Farm Bureau Federation in Stockton. We
appreciate the opportunity to be here today and also
appreciate the State Department of Ag and Food for putting
together these listening sessions around the state to
really plan out our future for agriculture. And in that future, we'd like to extend an invitation to the state board and CDFA to really look at San Joaquin County maybe your case setting.

I think we have a number of unique things going on in San Joaquin County from rapidly growing communities to a very vibrant agricultural economy. And it might be an interesting place to take this vision that's implemented here and as you move forward and to see how it's working in San Joaquin County in 2030 and have a report back at that time.

We can look at agriculture in a number of different ways, whether we're at a crossroads or whether California is still the land of opportunity and another gold rush for agriculture. It could go either way. And there are a lot of factors to be determined exactly which direction it goes. We're still optimistic. We think it can be a land of opportunity for agriculture.

There are some key things that have to happen though. And food security in our state and in our country has to be viewed more positively and has to be an important element. As we look at food security, that importance of producing agricultural products in our state, we think we can then produce a healthy environment and a healthy economy, and it's with that understanding, a
greater understanding of that food security component.

You mentioned challenges. The first part was trying to focus on the vision. The challenges, some of these things go back to the must haves at the end of it, but first and foremost a lot of people have commented on land. Obviously we have to have the resources, the land resources to produce our agricultural commodities. That deals with general planning. I'll use San Joaquin as an example, is going through a general plan process at this very moment. A number of other cities and counties throughout the state are going through that same process.

But we're faced with sprawl. And people have touched on that, but we're faced with two types of sprawl, and the second one has not been touched on, and that's habitat sprawl. We have seen just as much impact in San Joaquin County with habitat sprawl as we have from urban sprawl.

In either instance we're taking land out of production, we're putting farmers out of business, we're putting agricultural operations out of business through sprawl of all kinds. And what we need is -- there's a requirement for urban development mitigation to take place; we're going to need to start seeing some mitigation for the habitat sprawl if we're going to see agriculture survive.
Second, key component, water. It's an obvious one. We're seeing population estimates for our state in the year 2030, we're seeing tremendous increase in demand for housing, but we're also seeing a tremendous increase in the demand for water and for food. And we just do not have the water supplies and the water supply systems today to meet those needs.

We need additional projects, we need additional, I'll use the word, dams, I'm sorry, but we have to get around to building facilities that will help all of California. As part of that, we obviously have one concern, and that's make sure that these projects do not pit agriculture in one area versus agriculture in another. We're a little concerned with the current debate in California politics that seems to be moving in that direction, that is pitting farmer against farmer. We need to work together on our solutions. We think there are through-delta solutions that can achieve the goals of moving water throughout our state. At the same time, all that's irrelevant if we don't start finding some additional storage.

Policies in general, first of all, science based, there's a general lack of understanding, obviously not on this Board, but throughout the state, that agriculture is a base industry and how a regulation in one segment in
agriculture can impact the entire industry and really undermine the entire industry. The truck regulations were mentioned once today. We're having to replace those engines. That's a real good example of one segment of agriculture that's going to be a ripple felt throughout the entire industry.

We need to move on regulations and air quality, to improve air quality, water quality that are science based, that are based on cost-effective and available technology, not simply let's do something for the sake of improving air and put businesses out of California in the process.

FACILITATOR BODINE: You have one minute, Bruce.

MR. BLODGETT: I've only got ten more minutes of stuff to go.

You mentioned how will public perception change. That really depends on how we do our job. We have to do a lot better job of educating the public. I saw the picture of cherries over here, and ideally I'd like to see in 2030 that people are just as excited about cherry season just now as they are the NFL season that's coming up, but it's really up to us to work on that.

What are the must haves in the ag vision process? First and foremost, flexibility. Again, take a look at our county. If you look back 20, 30 years ago, there were
four wineries in San Joaquin County, now there are close
to 80. Agriculture has changed. Our fastest growing
commodities are olives for olive oil and blueberries.
Agriculture is changing in San Joaquin County and will
continue to change, and we need to have the flexibility.

Everybody wants to take a snapshot of today and
say this is what agriculture is going to be in 2030.
Quite frankly, we don't know what agriculture's going to
be in 2030. It's producing crops that the consumers
demand is the key.

FACILITATOR BODINE: Bruce, if you could wrap.
MR. BLODGETT: I'll end on one key point. It's
great that we're having this session today, and we really
appreciate that we're having this session today, but
there's a building across the street that needs to hold a
similar session if we're going to be successful. We need
the state legislature to sit down, because we can come up
with all the great ideas in the world, and they can
undermine them all in one day, one bad legislative
day. We need that capitol across the street to reach the
conclusion that they want agriculture viable in the year
2030. If that happens, then we'll all be here happy
together and we can be talking about it at that time.

Thank you.

FACILITATOR BODINE: Thank you.
Before the next speaker, for those of you standing in the back of the room, there are a number of chairs now available in the front and on the sides, so please take advantage of them.

Brian.

MR. FEDORA: Good morning. Thank you for the opportunity to the Board here, to all the great speakers that have already spoken.

A lot of things that I would comment on have already been talked about, so two things that are near and dear to me. I'm a family farmer, I grow walnuts, commercially harvest walnuts, process walnuts, as well as we do mechanical GPS tree planning and commercial pruning. I have the ability and the opportunity that I travel up and down through about seven different counties in northern California, which provides me the opportunity to speak to lots of different growers, not just in my own county, but it gives you a real flavor of what other people are seeing and facing.

But the two things that are really near and dear to me, number one, is ag education. And I'll tell you a little story about ag education. My son is just going to graduate kindergarten tomorrow. I'm so proud. When he started, I thought, you know, the education, the teachers say they don't have money; so I stepped forward, I went...
and talked to the principal at my son's school. And I said, listen, California Country is a magazine designed by the Farm Bureau, wrote basic stories, happy, good stories about agriculture. I told the principal, listen, I will buy the magazine for every single teacher in this school, for those that want it, at my cost, doesn't cost you a dime.

The principal said great. He said, I'll send out an email, can I use your email, and all the teachers that want it can get back to you. I did not have one teacher contact me, not one. And I think that's real sad when someone out there is willing to buy something, but they didn't have the interest.

And so we can have all the great intentions in the world, but if we don't generate the interest, somehow, which I don't have the solution, then it doesn't matter what we decide we want to do because the people aren't interested.

Second thing that's really important to me is land use. Leap-frog development is just something that's very horrible. There's going to be sprawl, there's going to be development, I understand that, but when someone can come out and put ranchettes in the middle of all ag production and bring the people in the houses and they put these 500, 600, million-dollar homes out there, and then I
go out to spray and start at five o'clock in the morning, which I don't like to spray but it's necessary, and they get mad at me. And they even called the county.

And they come out to stop me for three days while they investigate. And then when it's all said and done, they realize, yes, this guy had permission, he was doing it right, he's licensed, now I get to go on.

There is no recourse for me. Because the next time I spray, they're mad about it again, they call again, I'm shut down again, even though I'm doing everything legal.

My solution to that would be some hard agricultural zones. What I mean by that is currently if I win the lottery today and I decide that I'm going to take my $300 million and I can get a deal and I can buy K Street Mall, so I'm going to buy it, and I'm going to level it and I'm going to plant a walnut orchard right there, there is not a chance in the world that will happen.

However, if you have enough money and the time, you can come out to agriculture, just up from the city, maybe farther than they really want you to, but if you have the money and you have the attorneys, you can get anything built. So we need to get some hard agricultural zones out in these really, really rural areas of
agriculture and save the ag land.

Right now in Colusa County, there's a group, and they've renamed themselves again, but they were called the Colusa Heritage Partners. They're from Orange County. No offense, Secretary. But they brought up a boat load of money. They're trying to get 1200 acres to build a 4500 home community right in the middle of nowhere, right on the I-5 corridor. It's not desired by Colusa County, the city, and they're fighting it.

But these guys have money and they have time on their side, and it only takes a vote of three out of five supervisors, of which they're trying to get their people in and will eventually get there their project. And these are the kinds of things we need to think about. They know what they're doing when they have the attorneys.

And us farmers who are doing all the pesticide regulations and fighting AB32 and everything else that we do, you know, immigration and labor, and the list goes on and on, we don't have time for this, daytime meetings and so forth. And so these guys roll with their projects because that's what they do for a living. It makes it very difficult.

So if we could get some hard zones, you know, get the interest in the teachers to really teach ag culture, I think we'd be a lot better off.
FACILITATOR BODINE: Thank you, Brian.

Margaret.

DR. REEVES: Thank you. Good morning, Board and Secretary.

My name is Margaret Reeves. I'm a senior scientist at the Pesticide Action Network in San Francisco, and I also speak on behalf of Californians for Pesticide Reform, Statewide Coalition.

And before the prepared statement, I just want to have a couple comments and a reflection of some of the previous comments. I recognize -- well, I think one point to make is that we are in an international community, we're not the only players suffering from food crises and agricultural crises. And I think we would benefit from looking at what the international community as well is doing to address food crises here and abroad. And I'll address that in a little bit.

With respect to crises of input costs and whatnot and the mention by the Secretary of the Cuba example, in fact, that is an example, a model and a precedent to look at about how a community forced to produce agriculture with a dramatic increase in inputs actually rose to the occasion and implemented some phenomenal projects, including urban production. So in fact, looking at how communities face crises and respond would be helpful to
us.

So what I wanted to say is that by 2030 California's agricultural system will continue to provide the diverse and high-quality food and fiber products that it does today, but it will do so with greater respect for human health and the environment.

We at Pesticide Action Network and, as I mentioned, the Statewide Coalition, Californians for Pesticide Reform, envision a system that is increasingly biodiverse and highly resilient to impending environmental crises. This means we're going to have to do a little bit -- something a little bit different than we're doing now.

The recently completed UN-sponsored International Assessment on Agricultural Science Technology and Development, endorsed by over 60 governments and hundreds of civil society groups, calls for an end to agricultural, quote, business as usual, end quote. California's energy-intensive and chemical-intensive agriculture is responsible for many crises in human environmental health as well as social and economic decay in rural communities throughout the state. And many people have spoken eloquently about some of those problems.

It's time for California to take the lead in pioneering innovative solutions to these problems and in
ensuring health and agricultural sustainability for years to come. We see CDFA leading this charge for substantial emphasis on ecological pest management programs. California and the UC system have been a leader and has been a leader in biological control for example. Let's rebuild that leadership that has since waned in recent years and that leadership in pest management and environmental stewardship.

Invasive species, as have been mentioned, for example, have and will continue to present serious challenges to maintaining sustainable agri-ecological systems. Adequate state resources must be provided to agencies and universities to support research development and implementation of ecological pest management. In a time when most of these resources are being heavily funneled, and inappropriately, into biotechnology, we call for CDFA to look beyond industrial quick fixes and invest in ecologically-robust and socially-secure agricultural communities.

And then I have just six points.

One is eliminate reliance on petroleum-based pesticides, provide farmers with support for transitioning to organic or agro-agrological production systems. That includes providing incentives for and technological support for farmers wishing to transition to more

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sustainable practices.

Increasing small farmer viability; many people have spoken very appropriately about that as well. Small farmers when supported with access to and control over resources hold a special power to provide food security to their local communities. Based on local knowledge and empowerment, these farmers will be the key to creating a net of agricultural sustainability and security far into the future.

Fourth point, promoting equity within agricultural systems with an emphasis on safety, health and treatment of farm workers. This includes adequate protections for workers and protections from exposure to pesticide drift for all communities. To the extent possible instating fair local, regional and global trade policies that favor small farmers and communities over multi-national corporations, in adopting new governance mechanisms that are open, transparent and accommodate democratic participation in decision making.

Finally, we appreciate this invitation to share our vision with you all for a sustainable and secure agriculture future in California with CDFA and stakeholders, however, we wish to emphasize that the changes that we call for are long overdue and the extended timelines characteristic of stakeholder processes will not
bring relief quickly enough. We ask CDFA to craft a
vision that incorporates these fundamentals of an
environmentally- and socially-secure agricultural future
for California and then implement it to the full extent of
your power as quickly as possible.

Thank you very much.

FACILITATOR BODINE: Thank you, Margaret, Brian
and Bruce.

In addition to our dialog this morning, I would
like to call up next number 23, T.J. Plew, 24, Jessica
Bartholow, and number 25, Jenny Lester Moffit.

And, T.J., you have the mic first.

MS. PLEW: Thank you. Thank you very much for
this opportunity to be here.

I'm going to -- I'm T.J. Plew. I am the CEO of
the Sacramento County Fair, and today I'm going to address
number four, what is a must have in an ag vision of
California.

Utilizing California's network of fairs to
promote local agriculture interests and educate consumers
is a must have in advancing our state's agriculture to our
residents. Increasingly, the only contact the consumer
has with production agriculture is at a California fair.
California fairs are safe, affordable and fun based on
telling the story of California agriculture.
We entertain, we inspire wonder, we make memories, we educate. We entertain with amusing and thoughtful ag education stage shows. We make memories when a child ropes a mock steer or they milk a goat for the first time. We inspire wonder with livestock nurseries that feature live animal births. We educate.

And if I could use an example from the Sacramento County Fair, we have a program called "Wheelbarrows in a Garden." We provide over a hundred wheelbarrows to schools in Sacramento County, and children K through third are allowed to plant a garden in their classroom.

If I can share one anecdote, the students were planting their gardens, and one of the students told the teacher, I can't eat any of the food from this garden because it's got dirt all over it and my mom says I can't eat anything that has dirt on it. And that teacher went on to explain that all the food in the grocery stores also grow in the soil and are then cleaned off, but the student was just adamant, I can't eat anything with dirt on it. Those are intensely active events.

When a guest walks through the gates of a California fair, they want to be involved, they want to be engaged. The guests' propensity to be involved is a unique marketing opportunity to communicate agriculture's challenges and success.
I'm proud to be a fair manager in California, to tell the story, the human story of the heartbreak and joy of production agriculture. California's network of fairs can tell the consumer this story. Please include us in your future vision and please think of us when you need your story to be told.

Thank you.

FACILITATOR BODINE: Thank you, T.J.

Jessica, you're next.

MS. BARTHOLOW: My name is Jessica Bartholow. I'm with the California Association of Food Banks. I want to say thank you to the Board for having us here today, all of us to speak, and to A.G. Kawamura in his absence --

SECRETARY KAWAMURA: He's here.

MS. BARTHOLOW: But he's not there -- oh, there he is.

-- not only for today, but also for your ongoing interest in the problem of hunger in California and in trying to engage, helping us to engage agricultural economy and addressing that problem.

The California Association of Food Banks represents food banks from Humboldt to Imperial County statewide. Those food banks today are in crisis. Historically food banks have been the proverbial canaries in the mine shaft often identifying problems in the
economy before others. This October we started to see an
increase in need, and certainly what's unfolded over the
last couple of months is people seeing what we saw early
on, that there's an increased need.

The economy is in trouble, and a lot of that has
to do with increased costs in food. The current economic
lowdown with the increased costs of food, fuel and basic
expenses is just forcing more people to food banks, but
it's also creating a situation in which it's more
difficult for food banks to respond to that.

At the time of increased need, we have a decrease
in the amount of federal commodities coming to our food
banks. Since 2002 there's been a decrease by 60 percent
of those federal commodities. This represents 45 million
lost meals in California at a time when we see increasing
need. There's also been long-time, over the last couple
of years, seven years, changes in the food economy that
result in decline in excess processed food, which is what
food banks traditionally distribute.

As a result, and also as in response to the need
to improve the kinds of food that we're distributing, the
California Association of Food Banks and food banks have
turned to agriculture to fill that gap in food available.

And we've created a program with the help of so many
partners in the room called The Farming Family Program.
And what we do with that program is we come to farms and we help them find a place for their extra, you know, their excess that may be not appropriate for the market. And we get a donation, and they can take a writeoff, or at a low price we purchase it and then redistribute it out to poor people. This has been a revolution in California food banking.

Three years ago the amount of produce that was distributed was very small as a percentage of the total food that we distribute. This year we expect to distribute 55 million pounds of produce, California produce. This is exciting. We have over six food banks in California now that distribute more than 50 percent of their goods is produce. Food banks distributing more than 50 percent produce to poor people who couldn't afford it otherwise.

We're coupling this effort with nutrition education to help people learn to prepare produce that they might not have experience with before. When these people and so many of the people we serve do become economically able to purchase their own food, they're going to be more likely to choose produce that they've learned how to prepare and give to their children and their family than they would have had they not had the opportunity of receiving food like this at a food bank.
According to the USDA, approximately four million Californians live in households that don't have the ability to purchase food on a daily basis. Many of these people are the same people that labor in the fields that we've discussed, we're discussing today.

FACILITATOR BODINE: You have one minute.

MS. PLEW: Thank you.

And so our vision for the future is simple. We'd like a future where we have, everybody has the opportunity to purchase food that's appropriate for them and is nutritious and that much -- and that they're able to purchase the nine servings of fruits and vegetables a day that the USDA recommends.

Are their barriers to that? There are barriers to that, and there are three, and I'll get through them in 30 seconds.

There's a disparity in approaches. And we are hearing a lot of different approaches today. I would say that in this situation, the relationship between food banks and service providers and farmers, there is no disparity in approach, we can work together, we've shown we can work together.

And so I would hope that a must have in your plan for the future for 2030 is that you have a strong partnership, a plan for a strong partnership between

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FACILITATOR BODINE: Can you wrap up?

MS. PLEW: Yes.

That you have strong state policy that supports federal food programs and that you have a strong state budget that recognizes that some of these things will cost money and that to do that we have enough revenue in the state to invest in those efforts.

Thank you.

FACILITATOR BODINE: Thank you, Jessica.

Jenny?

MS. LESTER-MOFFIT: Good morning, Secretary Kawamura, President Montna, and the rest of the CDFA Board.

First off, I just wanted to thank you for embarking on this vision for agriculture by 2030 and inviting us all here to present. I really do appreciate that.

My name is Jenny Lester-Moffit, and my family owns and operates Dixon Ridge Farms, growers and processors of organic walnuts. We grow in Yolo and Solano County and we process -- we're actually the state's largest processor of organic walnuts here in California.

In 2030 I hope that agriculture remains a strong, vibrant economy and an environmental resource and a
producer of enough variety and quantity of food to feed at least the people of this state and of course continue exporting as well. However, we face some challenges. I feel that our current farming practices must change.

Our dependence on outside input, such as fertilizers, pesticides and fossil fuels is not only non-sustainable, but has created a low urban public perception of agriculture. We must conduct farming, ranching and fishing and its activities in a way that maximizes leverage of biological systems thereby minimizing the need for human intervention so that natural resources, soil, water and air, are enhanced and our ecosystem health is increased.

By adapting an integrative and regenerative approach to production, there will be a reduced production cost, reduced impacts from toxics and a positive impact on public and ecological health. In California producers will be positioned as the world's highest producers and where quality includes ecological values and attributes.

Maintaining California's fertile soils while still producing high quality food can be done. We do it on our farm. We enhance the ecosystem utilizing integrated pest management practices that have naturally reduced our orchard's pest population and reduced our need for pesticide inputs. Rather than fertilize our soils...
with chemicals, a vibrant cover crop of legumes, vetch and mustard fixes nitrogen into our soils. To protect the environment and our employees, we truly feel a sustainable system minimizes the use of chemicals.

Additionally, all agriculture and food production systems recycle waste, limit greenhouse gas emissions and reduce the use of nitrogen, petroleum and other non-renewable inputs. A sustainable food system consumes as few input materials as possible and minimizes its production of unwanted outputs, such as solid waste, CO2 emissions, nitrogen accumulation, and other toxic effluent pollution. We owe this to our future generations.

Again, this can be done and is done on our farm. Our tree prunings are shreded and mulched back into our soil rather than burned. We utilize no till and low mow practices reducing soil erosion, increasing water percolation into our valley's groundwater while entirely eliminating irrigation water runoff. The fewer passes our tractors make through our orchards, the less fuel is used and the fuel emissions aren't released into the air.

In our processing plant we have embarked on a goal of a net zero energy user of all types of energy by 2012 while also maintaining that we are carbon and nitrous oxide negative, use non-food sources for energy and maintain our company's strategic plan for growth. We are
accomplishing this goal by utilizing walnut shells and converting it into electricity for our plant. We have solar panels on top of our buildings. And additionally, we plan on taking walnut waste and walnut material and converting it into diesel for our tractors.

While our operation is only one small piece of California agriculture, I hope that other farms can be encouraged by the CDFA to move in a similar direction. However, we will not be able to accomplish much without a future workforce. We must attract more young people to choose a career in farming.

In 2007 the average age of a California farmer was 57 years old. In order for our future sustainable food system to thrive in the state, the roadblocks impending young people to enter agriculture must be identified and incentives for younger people to enter agriculture must be developed.

Thank you.

FACILITATOR BODINE: Thank you, Jenny and Jessica and T.J.

Our next speakers will be number 27, Michael Dimock, 28, Robert Ramming, and 29, Ken Deaver.

And while they are coming to the mic, I have an announcement. A parking ticket for the Capitol Garage on L Street was found. If that's yours, you can pick it up.
at the table outside the auditorium.
So we have Michael and Robert and Ken.
Which one?

MR. DIMMOCK: Michael.

FACILITATOR BODINE: Michael.

So Robert is not in the room apparently. So Mary Mutz, would you also come up?

And with that, Michael, if you would proceed.

MR. DIMMOCK: Thank you. Good morning, President Montna, Secretary Kawamura, and distinguished Members of the State Board of Food and Agriculture. I am Michael Dimock, president of Roots of Change. As you know, we are organizing a network of California leaders with a shared plan to create a sustainable agriculture and food system in the state by the year 2030. Our purpose and our experience from several previous State Board sessions in this room lead us to believe that the State Board, CDFA and Roots of Change are on a converging path. Thus, it's my pleasure to recommend 36 must have goals for the visioning process. Only 36.

These are taken from California's Campaign for a New Mainstream in Food, Farms and Fisheries, which we published recently. We encourage you to look at this document carefully, because it's a culmination of four years of visioning and planning involving nearly 1,000
Californians from San Diego to Chico, Merced to Monterey.

It is the Roots of Change vision, it is a comprehensive -- it's still an unfinished set of goals and objectives that will transform the current agriculture and food system if fulfilled. The goals of the document are obtained in our written submission to you today for the record.

We undertake this purpose of transforming the food system because the current mainstream in food and farming is no longer fully functional in our view, it is flawed, or better described as outdated.

The biggest challenge or essential problem is that the defining core values and goals are over-limited, meaning many tough challenges faced in the 21st century cannot be successfully solved within the current framework for action within the system. As California's agriculture leaders, we must broaden the guiding values, goals and practices to achieve a more diverse set of outcomes. We must add to the current set, which are basically yield per acre and financial return, several additional measures of success.

These additional measures must include community health, worker satisfaction and retention, economic diversity, resource enhancement and biologically-integrated farming systems. By doing this,
we will be able to answer the third question regarding perception.

By incorporation of the aforementioned additional goals, we as Californians will set the world standard and move all of our crops to a perceived level of quality that is unmatched globally and thereby capture the best segment of the market at home and abroad. By doing this well, we will reconnect California's urban population to the fundamental reality that food and agriculture in their region is the foundation upon which their lives depend. With all of California behind them, the future may be brighter than ever before for our producers and their allies seeking to feed and clothe the people and steward the lands and waters.

By the time you complete your listening sessions, you will have heard verbal delivery of all 36 goals from the ROC community, and they are contained -- which are contained in our written testimony. They will be offered by network members up and down the state, but today I will offer only six in the interest of time, and these are what I would call the must have goals under which many others will fall.

The first, there needs to be a formation of a state-recognized public-private partnership designed to achieve sustainability in the system by 2030. That way we
can share costs and tasks.

Second, we must improve public health by making healthy food available and accessible to low-income Californians all up and down the state. It will be good for producers, good for communities, good for the long-term health care costs.

Third, we need to provide opportunities for revenue from on-farm energy production, tourism, tourism education, and other valued-added services, because this will provide diverse revenue streams at a very unstable time that we're entering during this transition around the oil economy and other peak issues.

Fourth, enhance the U.S. -- I mean the UC and CSU budgets related to applied research and reorient university and college staff incentives for undertaking applied research aimed at sustainable farming systems. Currently we don't have the right type of research to get us where we need to go.

Five, support formation of regional identity systems for food. Why? Because this allows the communities to buy into the crops in their region and builds value for the crops.

Six, provide meaningful livelihood and opportunities for all farm workers, food and farm workers. Obviously this is important if we're going to keep our
workforce happy and engaged.

So let me close by saying the Roots of Change community offers 36 goals with rationale for adoption. We believe that if you take bold leadership, you will bring the state into this issue, you will get the support of the voters, and we will actually create a framework for California's agriculture to move into the 21st century.

Thank you.

FACILITATOR BODINE: Thank you, Michael.

Ken?

MR. DEAVER: Thank you. My name is Ken Deaver, and I want to thank you for giving me this opportunity to speak and address you this morning and give you my view of agriculture's future and what may be required to maintain a viable Sierra foothill agricultural economy.

My perspective is one of a fifth-generation agriculturalist coming from a diversified family farm. Except for the limited numbers of very large ranches, the foothills lack the economy of scale found in most valley agriculture. Our family resides on a small family farm and ranch in Amador County, a unique area of the Sierra foothills.

From 1,000 to 2000 feet in elevation, the terrain, the rainfall, and the topography are relatively the same from Placer County to Mariposa County. We are...
above the fog and below the snow. Along Highway 49 there are pockets of rolling hills and even serene valleys whose soil rivals that of the typical valley production agriculture.

As we all know, the Sierra foothill region is home to the water used by all Californians, not much now, but basically it is. However, water for foothill agriculture is scarce at best. Those locations lucky enough to find an underground river or a large rock fracture combined with our unique climate can and do produce limited agricultural products.

When mother nature is willing, our unique location and microclimates produce dryland nuts, fruits and grapes. We harvest a fraction of the typical valley yield, however, our products have more flavor. With your indulgence I would like to present you with a subjective opinion of Amador County's agriculture.

I believe our area lacks the urbanization we have seen in neighboring foothill counties. I hope and pray we can learn by the mistakes made by other regions. Unfortunately, most full-time farmers and ranchers do not have the time or inclination to interface with city or county officials until they're forced to do so. In most cases this is too late.

Our family, not unlike other farmers and
ranchers, has adapted, has had to adapt throughout time.

My great-great-grandfather came to the Sierra foothills to mine gold. He adapted real quick to growing fruits and vegetables for the miners, even producing a little wine.

When the mines closed, our families adapted again, growing dryland grain, fruits, nuts, wine, grapes and livestock.

As older generations passed on, land was distributed to family members. We adapted again by making do on a smaller farm and ranch. As our land shrunk, our farming intensified from one of raising livestock to dryland wine grapes. All along the way from one generation to the next we are able to adapt our farming and ranching operations to that particular agricultural enterprise that would provide us with a living.

In the 1980s, to save our farm and ranch from extinction, we adapted again by starting a small family winery and opening a bed and breakfast. Several years ago when California's wine industry was swimming in a lake of wine, we adapted by developing a flower farm and adding a pumpkin patch. These agritourism enterprises are incidental to and occupy a very small portion of our land. However, these agritourism ventures have potential to make us a living and keep our farming operation together.

For the last several years foothill farming and ranching operations have not been very profitable. And

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most of them, if they break even, that's good. In Amador County we have had a local government who says everything they are doing is so the State does not come in and take over. They don't want us to shoot the messenger, they want us just to comply.

The State Water Quality Control Board feels Amador County's agriculture is polluting our streams and rivers. Yet, when we test for problems, they found we have the most pristine water in the state.

FACILITATOR BODINE: You have one minute.

MR. DEAVER: Our local health department tells us the State Department of Health requires we implement a hazardous materials program which states if there's a potential for a spill containing hazardous material, we need to report it. I can tell you the only hazard is seeing agriculture regulated out of business.

And the State Department of Conservation thinks that all Williamson Act zoned ground in the foothills should be viewing pleasure for the public. They do not want us to invite the public to come in our ranches or farms to participate in agricultural ventures to supplement what little income we get from agricultural enterprises. Our assistant county counsel, and I quote, said, the only activities that can be conducted on agricultural Williamson Act zoned ground are those...
specifically listed in the county ordinance. Except for
wineries, our county ordinance does not make any allowance
for agritourism without the use of an onerous use permit.
If foothill agriculture, what is left of it --
FACILITATOR BODINE: Can you wrap, Ken?
MR. DEAVER: Yes. Thank you.
-- is housing developments and the infrastructure
that comes along with it, or our future, if the foothill
agriculture can be agritourism, agri-education,
agri-entertainment or nature tourism.
I submitted the whole speech. Hopefully you
folks will have an opportunity to read it. I thank you
very much for this opportunity.
I'd like to sum up by saying we will not have
agriculture in California if the individuals writing the
rules and regulations don't wake up. There won't be any
roses to smell or food to eat.
FACILITATOR BODINE: Thank you, Ken.
Mary.
MS. MUTZ: Good morning. I'm Mary Mutz, the
Agricultural Commissioner for Calaveras County. That is
the neighboring county to Mr. Deaver's county, so I also
am from the Sierra foothills. Thank you for the
opportunity to share the vision of agriculture in 2030 in
Calaveras County.

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Calaveras County is a small, still rural county which is threatened by urban encroachment. The vision for agriculture for the year 2030 in Calaveras County is similar to the agricultural industry as it is today. The vision for 2030 is an increase in the number of small-scale vineyards, orchards, vegetable farms and livestock producers. As one grower stated, we still need to eat in 2030. Eating local will be more of a necessity than a choice. Diversity in the agricultural industry is what we will need to see.

An increase in boutique or small-scale processors of agricultural products is in the vision. The range land will continue to provide open space contributing to the rural element. The ranchers will be recognized as the environmental stewards of the land that they are. And finally, as Mr. Deaver stated, agritourism will flourish. Agritourism in Calaveras County will keep the industry alive. There will be wineries, farm tours, and tastings of locally-produced products.

Next I would like to address the must haves for 2030. There must be incentives such as the Williamson Act and other conservation easement programs to encourage landowners to keep their land in agricultural production and not be enticed by development. There must be short-term programs and long-term programs as well as

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those that continue into perpetuity. There must be a
strong pest prevention program in the state. The border
stations must be funded and must be manned and remain
open.

Of local concern is Highway 88. It runs through
Amador County, it runs from the Nevada state line to
Stockton. This is an open pathway. There is no border
station on this highway, it is an open pathway for weed
introductions through hay shipments and gravel shipments
being transported on that highway. This open pathway
needs to be studied.

And my final point is there must be continued
funding for noxious weed control.

So again, thank you, Secretary Kawamura, thank
you, Members of the Board, for giving me the opportunity
to share with you the vision for agriculture in Calaveras
County in the year 2030.

FACILITATOR BODINE: Thank you, Mary, Ken and
Michael.

The next group of speakers will be Robert
Ramming, number 28, Ron Strochilic, 31, and Jessica Bell,
32.

And, Robert, if you would go ahead.

MR. RAMMING: All right. Good morning. My
name's Robert Ramming. I'm a small-scale organic grower
over in Yolo County across the river. I'm not really a public speaker, it gives me the willies, so I'll just read my written comments. Unfortunately, you'll see I'm not much of a writer either.

My family and I live on an organically farmed 40 acres between Woodland and Davis out in Yolo County. We grow various fruits and vegetables on a small scale. Recently planted a few acres of walnuts. We quit wholesaling a few years ago and now we sell strictly retail, direct to the consumer. We hope to expand our little operation and provide meat, milk, eggs and grains to our loyal customers; bread, ice cream, beers and wines are also on the future list. That list appears to be a couple of lifetimes long.

I believe the best use of prime farmland next to our towns and cities is to provide food for the adjacent local populations. So I'm here to promote a concept that I'll call city-edge retail farming. It probably sounds familiar, humanity has been doing it for thousands of years. It differs from other small-scale farming in that a farm location on the edge or within a community has the advantage of selling at full retail direct to the consumer without packaging or shipping expense in exchange for producing a full variety of food for the convenience of the customers.
Now, such a city-edge retail farm could be located within a couple of miles of town. Hundreds of families are close enough to access a farm's wide variety of food as conveniently as going to a grocery store. If the farm sells via CSA-style membership, then it can tailor its products and crops to fit the membership. Such a farm would be large enough to support a few partner farming families. That provides some efficiencies of specialization, range of ages of experience, and valuable backup when the inevitable crises arise. But the farm needs to be small enough so that the farming families can know all the member families that they feed. That's a key point for a loyal and robust clientele.

Small-scale farming is viewed as being inefficient, but what you lose on production efficiency I believe you gain back on distribution efficiency. Selling at full retail, eliminating packaging, transportation and marketing, and small locations that locate right next to each other can cooperate for many mutual benefits, sort of the Amish model. And there are some societal benefits. This is by no means a complete list.

A robust, local food supply means people are more in touch with their food source. It addresses some food safety issues. You get fresher food. It's insurance
against transportation problems and other disruptions. 
You get some measure of energy conservation with no 
shipping, no packaging. You've got farms within walking 
and biking distance. That could even be considered 
recreation.

The high value of food per acre produced makes it 
more feasible to devote some of the land to non-food 
beneficial uses, energy production, wood lots, carbon 
sequestration, habitat, on-farm recreation, ag tourism. 
The people who work the land, live on the land and own the 
business, that's a recipe for better stewardship.

There's a massive beneficial impact to local 
economies. Local food returns a much larger percentage of 
gross sales back into the local economy. I estimate for 
our little farm that we spend about 60 to 70 percent of 
our gross sales locally. I imagine that's an order of 
magnitude higher than the remotely-produced food you buy 
at a remotely-owned supermarket chain.

Another advantage is knowing the people who grow 
your food. Feeding people is more than a business, it 
answers a primal calling. I believe it knits our society 
closer together.

So I think we need tens if not hundreds of 
city-edge retail farms around all of our communities, 
especially here in the central valley. But how do we get
from here to there?

Over the years my wife and I have seen several young folks try to start farming from scratch; the mortality rate has been near 100 percent. The learning curve is years and years, if not decades. I think it would be far better to join in existing farms and partner. I've seen this work.

So how can a kid fresh out of college break into this kind of farming? How can a farm worker become a farm owner? So I envision an organization, the institute of perpetual grandpa, say, which would have three main functions: Create the city-edge retail farms, produce retail farmers via an intensive intern and apprenticeship program, and be the umbrella organization that keeps these farms associated together for mutual benefit, provides continuity, assistance, knowledge, advice and financing.

FACILITATOR BODINE: You have less than a minute.

MR. RAMMING: Okay.

So I don't know what the CDFA could do to achieve this, but for my part, I'm starting to search for like-minded people and organizations. So I hope we can get on with it.

Thanks.

FACILITATOR BODINE: Great. Thank you, Robert.

Ron.
MR. STROCHILIC:  Good morning.  I'm Ron Stochilic, Executive Director of the California Institute for Rural Studies.  We're a nonprofit organization based in Davis and we conduct a lot of research promoting more sustainable applied research, sustainable food system in California.  I'd like to thank you all for the opportunity to be here as well.

Our vision for California agriculture in 2030 is for it to be sustainable in all meanings of the word. Many industries are increasingly adopting a triple bottom line, an approach in which success is measured not only in terms of dollars and cents but in terms of issues that we've come to realize are vital for the long-term success and sustainability of any endeavor. In that sense our vision for California agriculture is one that's ecologically balanced, economically viable and socially just.

I'd like to address our vision for a more socially-just agricultural system in California by 2030. This vision includes vibrant, rural communities, economically-viable farms of all sizes, and access to healthy and nutritious food for all Californians, and just working and living conditions for the approximately 1.5 million agricultural workers and their accompanying family members that bring the food to our tables on a daily
Specifically, we envision a California agriculture that offers agricultural workers and their family members a living wage, safe and healthy working conditions, access to benefits such as health insurance, paid time off and retirement, safe, decent and affordable housing, clean air and water in agricultural communities, safe communities and good schools, the right to advocate for improved working conditions without fear of retribution, and the right to live and work legally in the United States.

Providing good agricultural conditions for agricultural workers is a win-win-win situation for growers, for farm workers, and for agricultural communities. Our research that we've conducted has found that providing good working conditions for farm workers offers numerous benefits for growers as well including reduced labor shortages and access to a skilled, stable and dependable workforce.

I'd like to discuss very briefly just a couple of must haves and challenges at the same time. Since many aspects of this vision don't come directly under the jurisdiction of CDFA, it will be essential that CDFA work very closely with other agencies and stakeholders responsible for addressing some of the issues I discussed.
above. For example, Cal OSHA, Department of Industrial Relations, Departments of Health, Housing and Community Development, et cetera; this really cannot be done solely by CDFA, and the need for working collaboratively with other agencies and stakeholders is essential.

An additional challenge that we have to address is the ability for growers to receive a fair price for their products that will allow them to be economically viable and in turn provide good labor conditions. Growers cannot provide good conditions if they themselves don't even have health insurance. So that's something really essential.

I've spoken with a lot, a lot, a lot of very well-intentioned growers that would like to be able to offer better conditions for farm workers, and they're simply not able to. It's the right thing to do and it's good for business, and I think allowing growers to be able to do that would be good for everyone involved. So we need to seek creative mechanisms to allow farmers to receive a fair price for their products.

Just one thought. There's a lot of different ways to do this. One of the things I've been thinking about for a while now is that we have a program called The Conservation Security Program, which rewards farmers for taking care of the earth. We need programs that reward
farmers for taking care of people and that will support them in their efforts to do so.

And then finally, a third challenge, as my colleague Martha Guzman mentioned, is incorporating farm workers into this visioning process. Farm workers are arguably the backbone of California agriculture, no vision would be complete without their voice. And I'd also like to reiterate that we urge you to schedule meetings at times that farm workers can attend and in languages that they speak. And it sounds like that may actually happen, so I'd like to thank you very much for that.

Thank you.

FACILITATOR BODINE: Thank you very much, Ron. And Jessica.

MS. BELL: Hi. My name is Jessica Bell. I'm with the California Food and Justice Coalition. We're a state-based coalition and we work to create a sustainable community-driven and just food system that ensures that we all have access to healthy, affordable food.

I'll note I'm a dual citizen, Australia and the United States. And I just returned from Australia. And it's very interesting that you mention the drought that's happening there. It's a national crisis, it's front-page news. Australia only has two major rivers. They're running dry. It's not just a case of farmers being priced
out of water, it's a case of in one river there not being water available to irrigate at all, dam levels are at 30 percent, there's permanent water restrictions in urban areas. It's a national crisis. That's really scary. And I think that -- I think it's something that California should look at, because there's also water issues here. On a positive front, it's changed the culture of Australia, and people are beginning to understand how water and agriculture and how we're all connected with the food system. And people are changing their -- they're changing how they think about the environment. And that provides me with hope and it also provides me with motivation to continue to do this work, because it's scary what will happen if we don't create a sustainable vision by 2030, as soon as possible.

So back to what I was actually going to talk about. I want to focus on two must haves and then provide some short-term asks that I'd really like the CDFA to advocate for and to support.

These must haves came out a series of strategizing sessions that CFJC held across the state this year. Over 300 people, mostly representing organizations, came to our listening sessions representing people such as the California Association of Food Banks, People's Groceries, a number of people who have spoken today.
Overall we'd like to see CDFA support the interests of urban and rural constituents, which includes the creation of urban farming, regional food distribution, increasing access to healthy food, and supporting regional food-based businesses, especially those owned by small owners, family farmers, people of color, and poor and working class people, people that don't often get the same kind of chances as other folks.

We ask CDFA to support and focus on rebuilding infrastructure to meet the demand and need for healthier, affordable and sustainable and local food for all. And sometimes this is not in the jurisdiction of CDFA, but as people and as an agency, you can do a lot to advocate for that in the state.

Consumers as we all know are increasingly demanding local and organic agricultural products for their taste as well as the economic and environmental benefits to their local and regional communities.

However, there's a significant gap in the infrastructure needed to connect consumers to local food. One thing that we'd really like to see prioritized is expanding access to retail outlets, and that can range from farmers' markets to small farm stands, to small community-owned grocery stores in limited-resource communities that have limited access to healthy food retail.
Basic food system planning cannot be left to developers alone. Recent studies, such as those conducted by the UCLA Center for Health Research, show that our urban environments affect our health, and in low-income communities, they've less supermarkets and more fast food restaurants, which is directly correlated to a much higher incidence of diet-related diseases, diabetes and heart disease. And we all know the kind of impact that has on our health care system and the costs that we all bear.

Secondly, CDFA should promote wherever possible measures that preserve and expand land for sustainable food production geared towards feeding nearby populations. Of the eight meetings that we had around the state that were attended by 300 people, this was by far the most popular issue that our members were concerned about. For us that means farmland production and other food system planning needs to be integrated into all local general plans, regional blueprints, and similar regional land use, climate change, response and planning tools.

Special priorities should be given to farmland preservation that is connected to production methods that reduce carbon emissions, getting back to that idea of climate change and its impact, using a lifecycle analysis. So looking at -- if we're going to make a change, we have to look at how it affects the whole system and not just
the small aspects of it.

FACILITATOR BODINE: You have about one minute.

MS. BELL: Thank you.

And this includes supporting and incentivizing organic farming and other production methods that reduce carbon emissions, such as regional marketing of food products, which reduces food miles.

It also means taking a good, hard look at biofuel production. Prioritizing food over fuel is one of the reasons why we're having a global food crisis right now, because it results in increasing food prices, because it's less -- there's simply less food being grown. I think it's also important to look at biofuels because when you look at a lifecycle analysis, it's questionable whether biofuel production actually reduces carbon emissions.

And then from a short-term perspective, what CFJC is really interested in is new money that CDFA has access to with the specialty crop funds. As a result of the farm bills, California's getting nearly ten million dollars annually, and we would really like it if CDFA set priorities for that that benefits all California farmers and communities, especially those farmers in the greatest needs of markets and those communities that suffer the most from lack of access to fresh fruit and vegetables.

And that includes beginning and small farmers and regional...
food system infrastructure. We'd like to see that as a first and last.

FACILITATOR BODINE: Could you wrap it.
MS. BELL: Thank you.

FACILITATOR BODINE: Okay. Great. Thank you.

Thank you, Jessica, Ron, and Robert.

SECRETARY KAWAMURA: A quick comment on Jessica's comment about Australia. We have many ways we learn; sometimes we learn from being in crisis, and certainly a more preferable way is to learn from watching other people in crisis. And part of why we're here today is to make that observation, that there is crisis throughout the ag world in many areas, many ways. And watching what's happening in these other countries should enlighten us a little bit, at least inform us, right?

FACILITATOR BODINE: Next we have Melissa Guajardo, Jim Swanton, and Larry Bain, numbers 33, 34, 35.

Okay. Melissa.

MS. GUAJARDO: Hi. Is it on? Hello, can you hear me?

Can you hear me now?

FACILITATOR BODINE: Yes.

MS. GUAJARDO: All right. My name is Melissa Guajardo. I am a public health professional, but most importantly today I'm here as a consumer.
My vision for California agriculture is that we value our farmers and everybody involved in the food production from farm to table, and that we provide real traces to consumers by directly and by staying in beginning and small farmers and regional food systems.

I think the biggest challenge is going to be in this particular piece is balancing the need for PR on marketing and public education with providing real, tangible support to small and new farmers, especially when it comes to producing, processing and distribution.

I think distribution's a really key piece that's missing. We talk a lot about land access, we talk a lot about packing and processing, but I think for the small farmers we largely forget about the distribution. And as a consumer, it really limits our choices when we go to the store and we have limited access.

For many low-income consumers -- as a public health professional, I work with a lot of low-income consumers who generally don't have access to either grocery stores, farmers' markets, don't have the money to afford CSAs, and they're very, very limited in what they can access in their local neighborhoods. So I think we need to take consideration, take scale into consideration when we're developing legislation and regulations especially that impact production and local distribution.
Packaging guidelines really impact the small growers and how food comes into the neighborhoods. I think it's really important for our public, but not only our public, our policy makers and the regulators to show value in those who are producing the food; and I think we see that in how those people are honored and how those folks, especially the farm workers and our low-income consumers, are treated. And I think the public takes a lot of stock in how regulators and our legislators treat and show value in those people. And I think it's very important to set a nice example for how we honor and take care of those people who are feeding us every day.

And I know it all takes money. And so I think the must have is a coordinated use of federal, state, and local resources that ensures the efforts are complemented and support each other while benefiting all California farmers and communities, that we take into account all the money that's available and the best use of those resources to truly support mid- and small-size farmers and those farmers that are starting.

FACILITATOR BODINE: Thank you, Melissa.

Go ahead, Jim.

MR. COCHRAN: So I'm Jim Cochran, president and founder of a farm organization, 15 people that somehow pull off farming around a hundred acres of mixed fruits
and vegetables, one along the coast of California.

I think I want to talk about the process here.

I'm really excited and amazed at the amount of goodwill,
and I'm sure everybody who is sitting here has been
listening to people and saying, wow, isn't that just what
I was thinking?

And of course I've sat here and people have said
stuff, but I think maybe my vision about where we should
be 30 years from now has less to do with specific
suggestions as much as it does with this kind of process
be ongoing for the next 22 years and that there be
dialogues all around the state between groups that
normally don't talk to each other. Labor groups and
producer groups and water groups and environmental groups.
And, you know, when I see the amount of goodwill in this
room from different groups here, I'm really encouraged to
think of our ability over the next 22 years to come to
solve problems.

You know, each one of us is involved in some
level of decision making in some organization or another
here, and, you know, with a few hours spent a month, or
whatever, thinking about these issues and talking to
people and listening to people that we don't normally talk
to, you know, we'll go back and we'll make little changes
in our organization, and over time, all together we'll
actually make some difference.

So I'm really quite optimistic. Has this process ever been done before? I mean, this is --

SECRETARY KAWAMURA: It was done to an extent with the farm bill process, where we started to see just that, that convergence of many groups towards the same, let's change something.

MR. COCHRAN: But I mean that's just recently, in the recent past.

When you think about -- I'm sort of a Wall Street Journal junkie, I have to admit, and one of the things that they talk about a lot is large multi-billion-dollar operations learning to reinvent themselves and become creative after they've gotten to have a -- you know, they run a 30-billion-dollar business. How do you -- how do you reinvigorate the business and bring creativity into the business, you know?

And, you know, we're a 30-billion-dollar enterprise here in California, and it's an exciting challenge to think of how to create the organizational infrastructure for ongoing innovation, sort of permeability of the edges of the organizations, you've got thousands of creative people coming in to the organization over generations, and it's an exiting thing to think that our leadership now is thinking like that.
And the -- I don't know what the answers are, you know, I mean, this is the first set of meetings, but it's not my job to think of the answers. I mean, in the process, during the process of holding these meetings, it will become evident what form institutionally can be taken to keep this process going. So I'm real excited.

Thank you.

FACILITATOR BODINE: Thank you, Jim.

Larry.

MR. BAIN: Thank you for having me here. I'm Larry Bain, and I'm a Roots of Change fellow, but mostly I produce and sell hot dogs made from 100-percent grass-fed beef. And my vision for the future is to see everybody with a grass-fed beef hot dog in their hand.

BOARD MEMBER ROSS: I'm hungry. I want one now.

MR. BAIN: We can arrange that.

SECRETARY KAWAMURA: That's a part of their process.

MR. BAIN: Just below the bun there is a desperate need for support for pasture-based livestock management. I think the recognition that raising our cattle, our hogs, or our lamb on pasture rather than on grain, out in the open rather than confine them, is something that's good for the land, good for the environment, good for the rancher, good for the animal,
and as you will soon find out, very good for the consumer.
Let me get you that hot dog.
I think the biggest challenge to everybody having
one of my hot dogs in their hands is an addiction to cheap
meat and cheap dairy and the lack of understanding that
people have that the cost of cheap food is enormously
high, and it doesn't necessarily take place at the counter
at the restaurant or market. That cost is incurred in our
air, our soil, our water, and ultimately in our hospitals.
And I think that once we can communcate effectively to
people the incredibly complex and very synergistic
relationship between food production, food consumption and
health in the environment, the closer we will be to a
sustainable and healthy system.
In the work that we've done, that Michael Dimock
briefly outlined and very quickly -- I was very impressed
how he sped up right at the end, made it under the wire --
one of the key elements is establishing a closer
relationship between rural and urban is an appreciation of
the interdependency. Urban folks tend to sometimes think
that all food just suddenly appears in front of them
perfectly wrapped and ready to eat, and as somebody
earlier said, don't they realize that at some point in
time there's soil attached to all of that. And I think
that we have lost our connection to the land and

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consequently our understanding of food production and the importance it has in our day-to-day lives.

One of the goals of the Roots of Change is to create urban-rural roundtables throughout the state, an opportunity for people who produce, distribute and consume food to discuss their mutual challenges, their mutual opportunities. And I look to the state to support that work and ultimately have these urban-rural roundtables lead to developing management plans that take into effect and into consideration all of the impacts of food production, consumption, and distribution so that we have a healthier, a safer, and a more delicious future for all of us.

FACILITATOR BODINE: Thank you very much, Larry, Jim and Melissa.

We have four more groups that are going to comment. I'd like to call up number 37, Bill Martin, 38, Leah Smith, and 39, Helge Hellberg.

SECRETARY KAWAMURA: As they're coming up, I wanted to acknowledge Drew Brown in the back there, immediate former member of our State Board, also Craig's back there, Craig McNamara, who is a member of the State Board. He's listening back there I think.

Also, quick comment to Jim.

Your comments about agriculture as where we're
headed, many people talk about agriculture as a legacy
industry, and a legacy industry is one that's, as I
understood it, going into senescence or into decline. We
certainly are not doing that, are we; so thank you.

FACILITATOR BODINE: Is Helge here? Oh, I'm
sorry, okay. Bill? And Leah?

Is Leah Smith present? Otherwise Miguel
Villareal, would you come up? Thank you.

FACILITATOR BODINE: You're on.

MR. MARTIN: Secretary Kawamura, and President
Montna, wherever he might be, thank you so much for this
opportunity. And I would have to say I apologize; a lot
of positive accolades have been levied in the direction of
George Gomes, and I certainly agree with the sentiment,
but I have to tell you, I got to know George, or should I
say Professor Gomes, about 38 years ago at a class of his
when he was an instructor at an institution of higher
learning and a source of all knowledge and wisdom. Of
course that's Cal Poly. And I was in his class and I got
an A. And I have to tell you, I'm not that smart.

And the other thing I would tell you is I
witnessed firsthand his ability to shoot ducks, and he's
only marginally proficient in that.

I'm Bill Martin, Executive Director of the
Central Valley Farmland Trust, and I'm here because I have
an acute concern over the increasing rate at which productive farmland is being lost to development in the central valley and the need to increase available funding for its protection.

I'm not here because it's a feel-good thing to do, I'm here because the 15 billion, give or take a bushel or two, agricultural industry in the ten counties from Kern in the south to Sutter in the north is seriously threatened.

It's also important to note that this industry has far-reaching economic implications as not just a California issue. Certain commodities are grown exclusively in this region serving food consumption needs across the country and around the world.

If left to chart its own course, history will repeat itself. We all are aware of what happened in the L.A. basin and the Santa Clara Valley. Nowhere else in California or the world for that matter is there an agricultural region with the ability to produce a myriad of high-quality crops at unprecedented production levels and efficiently deliver them to local markets as well as around the globe.

Let me quickly quantify some of the implications. In those ten counties previously mentioned, between 1990 and 2000, approximately 223,000 acres of high-quality

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farmland was lost. And that's just high-quality farmland. The total agricultural land lost to development was quite a bit higher. I don't have the exact numbers in front of me, but it's fair to say that between 2000 and 2005 that rate substantially increased. The phenomenon is driven by exploding population increases caused from immigration into California as well as migration from high-priced coastal areas to the less expensive inland valley.

The loss of productive farmland is exacerbated when coupled with the difficulties municipalities have had effectively and efficiently managing growth in their respective spheres of influence. For more objective and quantifiable evidence, I'd encourage you to go to the American Farmland Trust website and read its comprehensive study called "The Central Valley Farmland at the Tipping Point."

And with that I would just say that our vision for the future is a vibrant and sustainable agriculture in whatever form it might take in the year 2030 and also that there is adequate actual prime farmland to sustain that vision.

Thank you very much.

FACILITATOR BODINE: Thank you, Bill.

Mr. Hellberg, I'm not going to try to murder your first name again. You're on.
MR. HELLBERG: You didn't. My name is Helge Hellberg. I'm the Executive Director of Marin Organic. Marin Organic is an association of organic producers in Marin County. And I just wanted to point out that not one single speaker so far and I would bet none of the five or six remaining is advocating for hundreds of thousands of GMO corn, whereas our policy very much supports that kind of agricultural system.

Thank you very much for having me today.

In Marin County we are working hard to create a food system that is reflecting of what everyone here today has said, environmentally sound, economically viable, actually fairly highly profitable, socially responsible and culturally sensitive. And I'm here to report it's working. We have lots of work ahead of us in Marin, and, yes, we are close to San Francisco, to the urban area, and, yes, we are one of the wealthiest counties, and yet it's a system that is solely based on listening to the consumer. And I believe that it can be and needs to be adopted in the other counties if we want to survive, because we are talking about much more today than just food production, it's really about public life and survival.

Agriculture, as we all know, is at the heart of human living and human existence, and the future of our
society will be determined by our relationship and understanding of our soil. And so then Larry Bain's grass-fed beef hot dog, actually, can become the solution, because we're now working in Marin on a plan to sequester atmospheric carbon back into grasslands, and all of a sudden livestock and pasture-based livestock is the solution to global warming. So there's much more at stake than just food production.

And we're seeing the benefits left and right. We have seen the return of the Salmon to west Marin. There's a huge increase in biodiversity protection of resources, land, water, soil. It's very economically viable. I just saw a statistic that an acre on a small-scale organic farm can make up to $14,000, whereas in comparison a large-scale non-organic farm averages about 1600. So the larger the farm, the more productive is an illusion. Maybe the more money you can make in total, but we all know that it's not working.

And just to add to a couple of statistics to a previous speaker, in the last 25 years, if you break it up, we have lost about 400 farms a week in the U.S., 400 family farms a week due to economic pressure and development. That's 56 farms a day or one every 25 minutes. So by the time we're done here today, we're lost five farms forever.
And in 2001 the federal government finally dropped agriculture in the statistic of suicides based on occupation, because farming was ranking number one above any other occupation in terms of suicide rates because farmers could not make their payments. So we need to come to a place that is socially responsible.

Besides education and farm tours, we have access in Marin County to seconds, food with slight cosmetic blemishes, which we're throwing in the mix address low-income communities and schools, and we're feeding 12,000 kids with that food every week. Certified organic, perfectly fine food; it's just a little bit too big or discolored.

And, yes, of course culturally sensitive, to echo what everyone said before. It's our heritage on our basis, but it's really our survival. So the vision for 2030 ecological balance, but much more so acting in accordance to our knowledge that we are our soil. And, again, public policy right now does not reflect, it's merely based on production.

In terms of production and food security, there are 800 million people upon this planet in hunger. At the same time, went from six billion people dealing with the consequences of obesity. So twice as many people are dealing with a problem of having too much food whereas
half of the people are dealing with the consequence of not having enough.

The biggest challenge in this is leadership, leadership that is able to manage the positions we are all holding in the public dialog with the human being that we are. None of us here today in the room would eat what we feed children in schools and none of us would use the chemicals we use in agriculture, 200 million pounds a year in California alone, as part of the 1.6 billion pounds throughout the U.S. So leadership that is guided by observation and common sense and inspired by the vision of creating a healthy, loving and just society because we can.

I came from Germany ten years ago and I still believe in our constitution that you are us, we are you. And the breakdown in communication around the Light Brown Apple Moth has shown that the social contract between government and the public is completely broken, and it's up to us to reinforce that trust again.

FACILITATOR BODINE: If you could wrap it, please.

MR. MARTIN: Yes.

So public perception. There's a best-case and a worst-case scenario; you can figure out what the two are. And what we must have is a new framework and a social
contract for decision making that is independent and based
on common sense observation and embraces the connection
between healthy soil, healthy food and healthy people far
beyond food production.

Thank you.

FACILITATOR BODINE: Thank you, Helge.

Miguel.

MR. VILLAREAL: Thank you. My name is Miguel
Villareal. I'm currently the school food service director
in Novato, which is located in Marin County. My vision
for California actually started about 25 years ago in
Texas when I entered as a professional in this career, and
that is working as a nutritionist in schools and looking
at what we are providing our children.

As you know, I'm going to fast forward to today,
we have chronic illnesses that are just rampant in our
society and in our world. Everything from childhood
obesity, diabetes, hypertension, heart disease. Those are
the things that I deal with on a daily basis in terms of
the types of foods that I'm providing our kids and trying
to address those areas.

So what are the challenges? Challenges for me
are getting away from highly-processed cheap food. How
does agriculture play a role in that? Well, as I've said
many times, what we have is a reduction in food in terms

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of nutrients. Manufacturers are creating products, if you will, developing products that meet certain standards. But I'd like to say, unless you can make a Pop Tart into an apple, it's still a Pop Tart. So that's a problem that we face on an everyday basis. So agriculture has a huge vested interest.

Another challenge that we have in schools is lack of infrastructure. Helge here, right next door, able to provide us green produce, and not many schools, not just Marin, many schools across the state not having the infrastructure to hold these products and process them and distribute them on to schools. It's a major, major problem for us.

While I'm on that subject also, I just want to say that we had a program, First Start Program, here in California that wasn't funded this school year. It brought in local fresh produce to our schools and did -- legislators just couldn't figure out how to finance it. We have our kids eating more fresh fruit produce, we're buying more fresh fruit. And I guess the important message here is not only were we buying more, but the children were consuming more, more of the produce. And we have statistics for that.

And the other challenge that I'm working with right now is building these collaborative partnerships
with students, educators, parents, food service, other
food service directors, farmers, ag organizations,
community leaders, universities, and health care
organizations. The Secretary mentioned earlier that we
have parallel lines in terms of all these organizations;
so I'd like to see us come together for the good of
everyone.

So the public perception in 2030 for me is
agriculture playing a huge part in terms of how we're
seeing our own society, and for me it has to do with
wellness and health and determining that food is our
source of medicine and not actual drugs.

What's a must have for ag vision? I say, and
you've heard many others say, education. And certainly,
you know, we are in the forefront in the schools in
educating our students and all those other collaborative
partners that I spoke about earlier.

And then last but not least is investing in our
future, whether it be our students or our institutions
that hold our students, but we have to make that
investment. And certainly I hope we don't have to wait
until 2030 to begin making those investments, because many
of us won't make it to 2030 if we wait that long.

Thank you.

FACILITATOR BODINE: Thank you, Miguel and Helge

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Is Leah Smith in the room?

MR. VILLAREAL: No, she left.

FACILITATOR BODINE: Okay. Then 41, Susan Lena, 42, Michael Rock, and 45, John Vasquez.

Is Susan Lena present?
How about Michael Rock?
Okay. Jack Rice, number 46, and Brooks Ohlson, number 48.

John, you have the floor.

MR. VASQUEZ: Good morning. It's still morning I hope. My name is John Vasquez. I'm a member of the Solano County Board of Supervisors, and I want to thank the Secretary and the fellow Board Members here for taking on this important visioning process.

Having listened to many of the speakers today, I think if you were to put this issue on a wall and consider it a dart board, there would be no bull's eye. There's not a single solution or solutions to the many issues around agriculture. But with that, as a member of the Board of Supervisors, my constitutional charge is the health and welfare of my community and the citizens that live within those borders of the county.

I'd like to speak today not only as a member of the Solano County Board of Supervisors, but also to three
points of the 30 points that the Roots of Change is bringing forward, points like the need to increase the participation of health care professionals and the better use of the power of the white coat, to the incorporation and return of health concepts back into planning cities and counties to build healthy communities through the use of a general plan, and through the linking of city and county residents back into California's rich agriculture.

While we celebrate agriculture at local fairs and at the state fair and at farmers' markets, we need much more to reconnect the community with this, with its foods.

In Solano County, we've been able to put on ag youth days, and tomorrow we'll have an ag tour in which one of the representatives that was here today, Dixon Ranch Farms, we'll be having lunch at their facility.

One thing I'd like to point out, during their process of trying to create -- to get off the grid completely, they put a biomass facility in, but the PUC code did not allow full credits for them because it didn't allow for the use of the agricultural byproduct of walnut hulls and walnut shells.

But as a member of the Solano County Board of Supervisors, we have been building around these concepts for three sources through our general plan that will contain health language to local labeling efforts to
having an ag study done by the ag center at UC Davis to ensuring that one of the goals of the four goals of Solano County is healthy communities and by measuring the outcomes through the rates of obesity. The last four years I've been actively participating in the child obesity. I think it is the number one issue in this country, and agriculture plays a big role in having to solve that.

This coming budget, we're going to fund a wellness coordinator, somewhere around $400,000, to not only look at our county employees but again to link other community efforts throughout the county to ensure that the county becomes a more healthier place. We've helped the six of the seven cities with farmers' markets and last year put together our first county employee CSA program where the slogan was "Eat Fresh, Buy Local, Stay Healthy." We engaged three local farmers, all women, about two miles away from the government center. Every other week for an eight-week period we had fresh fruits and vegetables come in. We had nearly a hundred people participate in it, and we're expanding that program this year.

Some of the challenges as a county supervisor is ag preservation, ag on the edge, the right to farm. Sprawl was mentioned earlier, and the impact of that in habitat plans that then force willing buyers and willing
sellers to enter into easements that really limit the flexibility of that land to do other things with it, other than -- in the case of Solano County, the Swanson Hawk, where it needs short grasses and rural crops, yet we know that those grounds can grow other things. The other issues is the replumbing of the delta.

And one that has currently not received much attention is the ancient maps, those old subdivision maps that have laid around for nearly a hundred years still impact community. We have a lawsuit going forward right now, we're hoping that case ends up in the Supreme Court and that that 1915 subdivision map is not validated so we can all look for using 1929 as the benchmark for all subdivisions. It has a true impact out in the unincorporated.

California needs to make better use of its ability also to draw down on food stamps. To ensure that those who are eligible have a chance to buy fresh fruits and vegetables. Research tells us that we're all dying of diseases of lifestyles and we need to eat better, move a little more, and enjoy the county of California's agriculture.

Lastly, on December 10th of this year, California Hall of Fame will honor 13 new inductees, two of which are Jack LaLanne, the godfather of activity, he asked us to
get out and move, and Alice Waters, who has done
tremendous work in her school district, who has taught us
how to rethink our idea about food and how we need to
enjoy eating again.

I believe that we are at the right time and at
this crossroad we have reached, we need to reach up,
realign the stars to ensure that we all have a better
community, a healthier community, and to save agriculture
in California.

FACILITATOR BODINE: Thank you, John.

Jack.

MR. RICE: Thank you, Mr. Secretary,
Mr. President, Members of the Board.

My name is Jack Rice. I have a little hay and
cattle operation up in Humboldt County, sell some
grass-fed beef, and I also work for the Farm Bureau, and
that explains the tie. But I'm here on my --

SECRETARY KAWAMURA: We were going to ban the
ties assuming that by 2030 no one in agriculture ever
wears a tie again.

MR. RICE: Well, thank you. That was my only
request.

In any event, my comments are kind of the
tractor-seat philosophy I guess about the visions or what
agriculture's vision might be and how it is. And I've got
to say that I do appreciate very much that there's vision, because as kind of a younger person I think in the agricultural industry, visions give you hope and hope encourages imagination and imagination overcomes challenges, and it certainly seems like there's no shortage of those.

But the idea of, especially within the youth, being able to encourage, provide hope, I think that is really one of the keys to how we are going to overcome these challenges.

So as far as a vision in a real general sense, I've always imagined that California, part of this is probably because I'm kind of proud of our state, is uniquely situated to answer one of the real big global questions, and that is how do you have an increasing standard of living with the same limited resources? I mean, there's more people, want to have a better standard of living, something not even approximating what we enjoy in California, but there's more folks that want to have a better standard of living, how are they going to do that?

In my opinion, California's uniquely situated to answer that question, probably more than anywhere else in the world. And the reason is we have the resources. We have the human, we have the economic, we have the natural resources, and that's kind of what's required. And this
process won't necessarily be efficient or simple, it's kind of one of those things where you're trying to lead the curve. And so that's going to be a challenging question. But I think that's exactly what this vision, what this effort is for, is to try and answer that.

And when I think about what it might look like, I imagine that one of the keys is going to be a different resource ethic, one for agriculture, one for the public, which I guess we're part of as farmers and ranchers, but it will be different. And it's going to have the three themes that have been reiterated a number of times; it's got to be socially, environmentally, and economically stable. It's got to reflect those values, those social values, those three aspects.

I think sometimes in the environmental or social realms we forget the economic; that's obviously my opinion as a producer. The point is we've got to figure out a way to have food or habitat, but food and habitat. And that is -- I think one of the earlier speakers alluded to habitat sprawl, which is a challenge that I don't think really -- the idea of turning land into habitat doesn't really answer the long-term question of having food and the provision of ecosystem services, that's a much more complicated challenging question, but more important as well.

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Another aspect of it I think is that greater consumer investment in their food. The consumer needs to be invested more in their food. That means -- to me it means time, money, it means they need to -- that goes into the education part of it, they need to learn more about it and they need to be perhaps willing to pay more for it.

And when we think about where we're headed, I believe it's important to recognize that what we can afford to do in California may not answer that global question, because we're wealthier than I think almost anywhere else in the world, we have more bountiful resources, so we might take a bigger perspective, you know, the fact that you could -- and I sell grass-fed beef, so I understand the organic component, but the fact that we can, we could perhaps even do that small farming that's very locally grown, might not fulfill our obligation to figure out a way to provide a lot of food to a lot of people, because there are going to be a lot of folks that want to eat more than rice every day. And so the way we can figure out how to produce food, more tomatoes, I don't know, maybe other countries will want to have lettuce in December too, and that's kind of a newer challenge.

FACILITATOR BODINE: You have about a minute.

MR. RICE: Finally, there's two quick points.
The education theme is reiterated over and over again, and from the tractor side of that I think it's important to recognize that education needs to go both ways; farmers need education about the consumers and the consumers need education about the farmers. I think that speaks for itself.

And then the last point is just the one objective, as things get -- as the screws get put down on agriculture's resources, land, water, et cetera, it's important to make every effort to avoid internal conflict. To the extent this vision could help that, it would be important.

FACILITATOR BODINE: Thank you, Jack.

MR. OHLSON: Thank you, Mr. Secretary and panel.

I'm going to talk about a subject that I haven't heard discussed yet, and that's the importance of export trade to California. I have a background in providing international trade services from the U.S. commercial service, working with the foreign ag service, working with the world trade center, being a director there and now working in the community college system.

And one of the things that we focused on but had little resources to work with are in helping the farm communities and the food producers find alternative
markets for their crops, processed foods, and farm products. And one of the things, well, why do we export? Well, you know, when we reach the capacity of our products, we have to find another market for them. And a lot of our dried fruit and nut industries are a classic example of exporting. And it's key to sustainability of the farmers, my father being one of them years ago, that we had alternative places to put our crops, and dried fruits was an alternative to fresh production.

And it's certainly no news to California that California food products are, you know, some of the most well-respected and sought-after products in the international marketplace, but for food safety concerns, high quality. But one of the down sides was costs. And the consumers would often look at alternative suppliers in Chile, from Turkey, from the Pacific Rim countries as cheaper, more affordable products, the heck with the high quality and food safety.

Well, times have changed, and food quality and food safety is a key issue worldwide. And because of the economies changing, our California food products are more affordable overseas. Dried fruit producers and nut producers have historically exported but have found a lot of regulatory burdens, a lot of issues that have caused their nuts and dried fruits not to be accepted at certain
borders, tariffs were high, and then compounded by the production costs in California made it an almost unaffordable product. Well, times have changed, and we're finding that those markets are now open more than ever.

However, one of the downsides is that we don't have any state trade agency to help the farmers who are more sophisticated, more educated globally than ever before into those markets. I mean, it's challenging. I've worked with hundreds and hundreds of farmers directly and indirectly in getting their product into the markets, and when you're trying to figure out how to label, how to ship, how to sell, who to sell to, how to get paid, it's daunting. Let alone grow the crop, you have to figure out how to sell it, market, package it, and label it. And the resources aren't there in the state to help the farmers do this, very limited, and it's stretched thin. When you're trying to help people from the Silicon Valley computer software companies to be exporters to the farmers in Yuba City trying to sell prunes, there's only one agency left in the state to do that, and that's community colleges. So any additional resources that your office can bring to the farming community, to the food processors would be welcome.

And I'm a big advocate, having grown up on a farm and worked with farmers pretty much all my life, although
that wasn't my career. Initially it's all about farmers
can be exporters, that margins can be added to, by
removing the various brokers that are present in the
stages of exporting will add tremendous assets to the
farmer when they become the exporters themselves. And we
just have farmers now in our training classes, 20
something, right here in Sacramento, ongoing, and they're
going to be the next generation of exporters.

So if I'd ask something, it would be,
Mr. Secretary, that the State look at providing additional
resources to help the farmers become exporters and some of
the most successful in the state.

Thank you.

FACILITATOR BODINE: Thank you, Brooks and Jack,
John.
The next group is Jason Vega, Dan Silva, and
Don Notolli.
Is Jason Vega present? Okay. Then Kim Glazzard
or Jeff Pylman.
Dan, you have the mic.

MR. SILVA: Thank you very much. Good morning,
Secretary Kawamura and Chairman Montana and Members of the
Board. I heard a comment made earlier, and I wanted to
take exception with it, with an individual that talked
about George Gomes' visual acuity with respect to duck
hunting. If there's anyone that has a burden laid squarely on their shoulders in this room, it's Chairman Montna for not allowing Mr. Gomes to identify a Spoony from a Pintail. Really on your shoulders, Al.

    PRESIDENT MONTNA: He's never going to figure it out either, Dan.

    MR. SILVA: He's Portuguese, that's why.

    Anyway, thank you very much.

    My name is Dan Silva, and my family has been in production agriculture in California for over a hundred years. I'm a third-generation farmer in Sutter County, and I may wish to pass on a fourth and future generation what I consider, Secretary Kawamura doesn't, a legacy to agriculture for my family in the future.

    I am also a member of the Sutter County Board of Supervisors, Sacramento Area Flood Control Agency, Sutter Buttes Flood Control Agency, and a member of the Sacramento Area Council of Government, SACOG. As chairman of SACOG's land use committee, I am leading the rural-urban connection strategy.

    This board's objective is to increase economic viability through a healthy, rural agricultural component. SACOG's 50-year growth strategy, the blueprint is seen throughout the state and the nation as a regional model for smart growth. The blueprint focuses most of its
attention on improving urban development patterns. More compact growth focused in and/or around the cities of our region, this is where the concept for the urban-rural connective comes into play. We're in the early stages of developing the plan through SACOG that promotes a cutting-edge model to match the blueprint plan for urban growth.

We are addressing a very broad set of issues. First of those, how are farmers' bottom lines affected by a variety of state, local, federal regulatory constraints. Examples being the Endangered Species Act, CEQA compliance, NEPA and CUPA, just to name a few.

Secondly, the opportunity to develop a strategy for new revenue streams to help the farmers' bottom line. Examples, develop rights transfers. Those issues that we as boards of supervisors deal with, easement layerings, opportunities in local markets, payments to farmers for resource benefits, example, carbon sequestration, expanded ag tourism, which we've talked about here this morning, and on-the-farm energy production.

Three, infrastructure. The urban traffic on rural roads, continuing loss of processing facilities due to what I feel is an unfriendly business environment and climate in California, bottlenecks at ports and air terminals that hurt the ability to compete on a timely
basis in a global marketplace.

Four, how can the growth in small communities throughout California support the agricultural economy that surrounds them while keeping their local government entities' bottom line balance sheet viable?

SACOG's goal and strategy is to develop the tools necessary to better understand these issues and create a workable plan for an urban-rural community in our region. SACOG welcomes the State's participation in our project and looks forward to participating with you in the development of the State's vision for agriculture in the future.

What is the must have in the ag vision for California? Californians need to recognize and understand that California farmers provide the world's safest food and fiber. Only through communication and education at all levels will California farmers continue to be the leaders in agricultural production throughout the world.

The time is perfect and the opportunity is at hand to develop a workable solution for the urban-rural strategy. Today across California we are in a position to strengthen our food economy and our urban communities through partnerships, connections, to set a course that is advantageous for both the rural agricultural sector and the urban communities' access to healthy foods for
Californian's defining characteristic of a healthy community.

I'd like to thank you for this opportunity to address you today and leave you with one food for thought, agriculture, California's best kept secret.

Thank you.

FACILITATOR BODINE: Thank you, Dan.

Don.

MR. NOTOLLI: Well, good afternoon. And I want to certainly commend the Secretary and President Montna and Members of the Board for your endurance and ability to sit for long periods of time. As a member of the Board of Supervisors of the Sacramento County, I get that opportunity from time to time as well. But I want to thank you for your attention and your patience and certainly your outreach in this regard.

Just by way of note, I represent the 5th District in Sacramento County, which stretches from the toe of the foothills to the tip of Sherman Island and includes the Delta portion as well as the ranching portions of Sacramento County. And I want to just maybe share a little local perspective.

There's been a lot of insightful and very thoughtful comments here today, and I've kind of rewritten my notes as I've listened to people talk, so it may not be...
redundant, may bring up a little bit of point of view, certainly of my colleague here, Dan Silva of Sutter County, and you've heard from a colleague in Solano County, but I would just want to note a couple of things.

I think that one of the challenges that we all see as being readily apparent, certainly from a local government perspective, but I think statewide, is obviously the things that make agriculture very viable here in California, good soils, a mild climate, abundant water for the most part, a very strong tradition of farming for many generations are some of the same things that draw people to want to live in California and certainly to make a life here. And I think it's really put a very severe strain not only on the central valley and Sacramento and San Joaquin Valleys, but certainly throughout California.

In Sacramento County, we are virtually no stranger to some of those impacts. And yet, often seen as an urban county, Sacramento County's a farm gate; value production is over 300 million annually with a very diverse array of crops and food production and fiber production. And so I think the challenges are right here before us, not unlike others in the state.

And one of the things that certainly from my perspective as a supervisor and someone who often gets to...
deal with the land use portion of it, is I think we need to make sure that we maintain a strong partnership between the state and local government. And oftentimes that gets strained during budget crisis, periods of budget crisis, not unlike this year and certainly years past, but I think that appreciation and understanding by local government officials, but certainly the legislature and state officials and even our municipal officials, of the importance of agriculture but also of the weight of their land use decisions that they make, and how then we work with the local farming community, those that produce the food and fiber, but also obviously desire folks wanting to live not only in the city areas, but to enjoy a rural lifestyle in a lot of cases.

And so I think the challenge for not only this time in our history but going forward in the future is going to be how do we strike that balance. And you've heard many, many comments that are much more insightful than mine about that, but I think that's going to be a real point for certainly this group of folks and those that will secede us in our own respective roles as to how we build those partnerships and build that understanding and appreciation and certainly support for agriculture.

I want to note too that some of the things at the local level that we're attempting to do but certainly to
further highlight the focus, not only the plight of family
farms but also to build some of that understanding, is
what we recently, through our economic development,
recognized that there's a great diversity of interest in
business pursuits. We've basically endorsed a buy local
grow local program here in Sacramento County working with
the local farm bureau, and again, that's not anything
that's new on the scene, I know other counties have done
that as well, as well as looking at the ag tours. I've
been working with a group of farmers and growers in the
Delta portion of Sacramento County to build up on some of
the successes that we've seen in other adjoining counties
and other areas of the State of California. And so I
think we see those as opportunities.

Also, I think these things were mentioned here
this morning, not only the political environment but the
regulatory environment is so very, very important.

We in Sacramento County certainly have a good
number of dairies and ranches, and those folks in those
pursuits have struggled in recent times with some of the
air regulations and water regulations, yet we also
recognize people want clean air and they want clean water;
so how do we, again, strike that balance working with
local government and certainly state and federal
regulators as well?

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And I think lastly, I guess I would just say that I think that the role that local government officials, certainly supervisors, but city council members and other folks at different levels play is one that's very, very important, yet those revenue streams that get tugged at make it very difficult a lot of times, I think they kind of see the forest for the trees, and yet I think it's so very, very important because once land comes out of production and you lose that tie to farming, the personal ties that many folks have spoken here as families and so forth, it becomes very difficult, I wouldn't say its impossible, but very difficult to build that back.

So some of the successes we're seeing is some of the things that this Board has promoted I think are good things to build upon. So I would hope that the vision, certainly for Sacramento County, but for central valley and the State of California is one where we will have a viable agricultural economy, one that has the political and regulatory environment to nurture and see agricultural flourish, as I think as agriculture flourishes, so does not only the prospects for the State of California, but we as a people are much stronger and better for.

So thank you for the opportunity to speak here this morning.

FACILITATOR BODINE: Thank you, Don.
Jeff.

MR. PYLMAN: Thank you very much, Secretary, President, Members of the Board.

Jeff Pylman. I'm ag commissioner for Nevada County. I want to let you know that I'm dating my vision statement by actually showing off my vision, lack of tie. The vision, aside from the lack of tie, may be also kind of unrealistic in the future, some will definitely be realistic. One would be fewer exotic pests for growers to control, more ag land under ag production, and then also more California consumers consuming agricultural products from California. And preferably those products to be food and other products grown near where they live.

I don't have any set recommendations, but I do as far as the nuts and bolts, as far as these visions are concerned. I think they would require partnerships of these Board recommendations and also the state agencies and local agencies being able to partner with each other.

For example, the land use. The land use questions about urban encroachment and the parcelization of land in agricultural areas maybe can be addressed on the local level. It's something that the -- that the people that make decisions on the local level would want to make sure to keep. And then but at the same time there can be added tools that could be provided by the state in
order for those, for those land use issues to be
addressed.

And so one of the partnerships I would recommend
would be between agricultural interests on the state
government level and also the Department of Conservation
to be able to look at the alternatives and go maybe beyond
the Williamson Act and conservation easements and perhaps
even you could have something as a tool that would combine
some of the merits of each one of those types of programs.
I think flexibility is crucial in that area. And then
also incentive-based, observing the property rights of the
farmers themselves to keep themselves sustainable
financially as well.

As far as the fewer exotic pests, this is meant
to echo the statements that were made by Scott Hudson, ag
commissioner for San Joaquin County, and then also Mary
Mutz from Calaveras County, and to have fewer pests to
control may be unrealistic, but it would be a good vision
to have for 2030 to actually not have anymore exotic pests
to have to control in agriculture. And in order to do
that we do have to continue our partnership between the
agricultural commissioners on the county level and also
with CDFA.

In Nevada County, the Truckee inspection station
opened to check automobiles, and that was actually to help
prevent pests from coming into the state from other
states, and that has been very, very crucial; because
during the pilot program it was shown that many of the
exotic pests were coming through not just through
commercial truck transportation, but by cars as well.
And so when it comes to insects, the environment,
as well as agriculture, and environment being less
protecting our waterways from the Zebra Mussel and Quagga
Mussel, it's important to keep those stations open. And
also for support of the state and the county programs for
the pest detection and exclusion as well.

For the Californian's eating more California
products, the -- for the economic engine of California
agriculture to continue growing strong, exports are very
important. At the same time, to be able to encourage the
people who want to start in agriculture, to be able to
bring the average age of the farmer down a notch and to be
able to encourage new people, prospective farmers to get
into the business, and I think that one way to do that
would be through funding and encouragement, perhaps from
the state level to local, like food marketing programs, to
be able -- I think that something that can happen there
would be in concert with the state California Buy Local
campaign to be able to actually work in cooperation with
the local efforts as well.

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So with that, basic statement would be to sustain agriculture in California is to sustain the local farmer.

Thank you very much.

FACILITATOR BODINE: Thank you very much, Don and Dan.

I have Kim Glazzard. And are there any other people who signed up who did not get an opportunity to speak? And I'm particularly interested whether Susan Leah, Michael Rock or Jason Vega are present in the audience.

Kim, I think you have the table to yourself.

MS. GLAZZARD: First, my name is Kim Glazzard. I'm with the group called Organic Sacramento. I would also like to thank everybody for allowing us this opportunity. It's just incredible to be able to participate in this process, and we very, very much appreciate it.

Also I'd like to reiterate what was said earlier about continuing the process. I hope this isn't a one-shot deal and that what we say in these next few months will carry us through the next 30 years or 20 years or whatever, I just hope that this is an ongoing process, because I think it's very important that we all have an opportunity to have input; and also things change in periods of time, so there may be changes that may be
changes that are needed.

Our vision for Sacramento's future is to be the leader in maximizing sustainable and organic agriculture not only in the United States but also in all of the world. And my understanding is that most of the great civilizations of the world have ceased to exist due to depletion of the soil. So I think that in addition to looking at all of the big pictures that we've been looking at today, that we also need to look at the little pictures, which are as critical, if not -- well, they are more critical actually, they are a sustenance, and that's microorganisms in the soil and how are we going to support them and how are we going to be sure that they are there to support us in building truly the most viable agricultural products that we can have within the state.

We feel that California has an incredible opportunity, phenomenal opportunity actually, to not only be the leader in sustainable agriculture innovation but to significantly impact and increase our food supply through healthy soil biology as well as to help mitigate major climate change issues facing our world today. There's huge issues, and we in California have a phenomenal opportunity right now to really address those issues in a huge, huge way.

Some suggestions in going about that, I think
it's really, really important to not only support but also prioritize small family farms and put our efforts in creating them, not just sustaining them, not just sustaining what's existing.

Also widely educating around the implementation of sustainable practices such as bio-intensive mini-farming. Building the topsoil through extensive use of compost, compost tea and compost extract is really critical. We have to work with the microorganisms, we have to build the soil; that's our future, that's our livelihood.

And also severely limiting, if not totally eliminating, the use of chemical pesticides, herbicides and fertilizers in exchange for more biological-friendly options.

That would be what we would like to see. And you all have an incredible opportunity to make some of this happen, and we hope that you will find that as a possibility within your -- what you do from here on out.

Thank you so much.

FACILITATOR BODINE: Thank you very much, Kim.

And thank you to everyone in the audience who came and contributed today, particularly for your cooperation in making this process very smooth.

And with that, I will turn it back to the

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President for further comments, questions, et cetera.

PRESIDENT MONTNA: Again, thank you very much for coming. Secretary Kawamura may want to say a word or two, but I want to thank the public's participation in this effort. We are taking the show on the road July 1, 2, July 7, 8. I know we'll see a lot of folks as we move around, but hopefully if you or you know a group that hasn't had an opportunity to talk, to speak, you'll talk to Josh, he'll get you directed in the right direction. And we're going to consider the nighttime meetings as we develop the rest of our agenda.

Mr. Secretary.

SECRETARY KAWAMURA: Thank you, Al.

Many, many thanks to all those who are still here, especially those that are still here, and of course those that were able to testify and give us some great, great information.

I'm just looking through my notes here, that California being the best kept -- agriculture is the best kept secret of California; I thought that was a great quote, or that as ag flourishes, so do the prospects for California.

I wanted to say a special thanks -- is Frank Carl still here?

Frank, you back there? Thanks to you and your
Frank is the Sacramento agriculture commissioner and helped really put this together, as well as great help from Sacramento County Farm Bureau.

Charlotte, are you back there still?

Just many thanks to those who did help put this together. Robert, Jonnalee, Kelly, Josh, you're here, who else is out there? Zack? Nancy's here. Just thank you all.

This is the beginning of a process. We were in Redding yesterday, and you'd be interested to note it was a different batch of individuals looking for a future for agriculture, not significantly different in some respects, very significantly different in many respects. One of the women, I'll just make a comment, was a woman of 84 years old who said that the resources that that population of older individuals in our state, that know how to do canning, processing, know how to cook, know how to do all kinds of things, that's an untapped resource base as we look at this thing called agriculture in the future.

So we'll continue to do these great sessions. We'll be moving forward. Great, great input. Please don't hesitate to stay involved. Encourage friends.

Agvision@cdfa.ca.gov, agvision@cdfa.ca.gov will be the collection point. You can have friends send input, send
their comments. It becomes the library if you will of what an ag vision plan will be.

And lastly, I'd like to thank all of our Board Members here for their commitment to this process as well.

Anything else, Josh, as a last clean up for anything?

PRESIDENT MONTNA: Mike Smith again, our cameraman intern, he's a CDFA intern, and we have to thank him because he's taken all the pictures and we all want to look right.

Josh, anything else?

SECRETARY KAWAMURA: And thanks to our facilitator. And it was -- I know your name --

FACILITATOR BODINE: Neil.

SECRETARY KAWAMURA: Neil, I'm sorry. And our -- the recorder, the transcriber, thank you.

PRESIDENT MONTNA: I do also want to also say that former Undersecretary A.J. Yates in is in the back.

A.J., stand up.

Chuck's in the back, former Undersecretary. Former Board Member Drew Brown, former board member in the back. And I want to thank also the elected officials for being here today. And it's land use, land use, land use as your general plans are updated, preservation ag land. We're pleased to hear you support that.
I thank you all, and we'll see you at the next session.

(Thereupon, the May 29, 2008, California Department of Food and Agriculture Vision Listening Session was adjourned at 12:50 p.m.)

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CERTIFICATE OF REPORTER

I, RAMONA COTA, an Electronic Reporter, do hereby certify that I am a disinterested person herein; that I recorded the foregoing California Department of Food and Agriculture Vision Listening Session; that thereafter the recording was transcribed.

I further certify that I am not counsel or attorney for any of the parties to said Listening Session, or in any way interested in the outcome of said Listening Session.

IN WITNESS WHEREOF, I have hereunto set my hand this 11th day of June, 2008.

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