PUBLIC MEETING
STATE OF CALIFORNIA
DEPARTMENT OF FOOD AND AGRICULTURE

SAN LUIS OBISPO COUNTY FARM BUREAU
651 TANK FARM ROAD
SAN LUIS OBISPO, CALIFORNIA

TUESDAY, JULY 1, 2008
12:00 P.M.

Reported by:
Troy Ray

PETERS SHORTHAND REPORTING CORPORATION  (916) 362-2345
APPEARANCES

BOARD MEMBERS
Al Montna, President
Ann Bacchetti-Silva
Ashley Boren
Dan Dooley
Luawanna Hallstrom
Marvin Meyers
Karen Ross
Donald Valpredo
David Wehner

STAFF
A.G. Kawamura, Secretary
Joshua Eddy, Executive Director
Michael Smith
Nancy Lungren
Jonnalee Henderson
Robert Tse

FACILITATOR
Carolyn Penny

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345
APPEARANCES (Continued)

PUBLIC SPEAKERS

Neal McDougall, Sustainable Agriculture Resource Consortium
Tim Galarneau, Center for Agroecology and Sustainable Food Systems
Charlene Orszag
George Work
Bu Nygrens, Veritable Vegetable
Bob Lilley, Agriculture Commissioner, San Luis Obispo County
Bill Mattos, President, California Poultry Foundation
Morgan Rafferty, Central Coast Ag Network
Debra Garrison, Orman Ranch
Joy Fitzhugh, San Luis Obispo Farm Bureau
Kevin Kester
Cody Kester
Pat Molnar
Kevy Souza
Caitlin Luis
Megan Brownell, Young Farmers and Ranchers
John Phillips
Robert Rutherford
Engels Garcia
Rafael Guerrero-Tapias
Natalia Bautista
Eric Cardenas, Environmental Defense Center

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345
APPEARANCES (Continued)

Noemi Velasquez
Anna Negranti, San Luis Obispos County Cattlewomen
Gary Peterson, Deputy Director, Agriculture Land Based Training Association
Meredith Bates
Jeff Buckingham
Sheryl Flores, People's Self-Help Housing
April England-Mackie, Martin Jefferson & Sons
Kathleen DeChandenedes, San Luis Obispo Slow Food Convivium
Richard Enfield, County Director and 4H Chief Development Advisor, UC Cooperative Extension
Kay Mercer
Charlie Whitney
Lisa Bodrogi, Co-President, California Women for Agriculture, Santa Maria Chapter
Phyllis Davies
Kris O'Connor, Central Coast Vineyard Team
# INDEX

<table>
<thead>
<tr>
<th>PAGE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I. Call to Order</td>
</tr>
<tr>
<td>3</td>
<td>II. Opening Remarks</td>
</tr>
<tr>
<td></td>
<td>a. Secretary A.G. Kawamura</td>
</tr>
<tr>
<td>5</td>
<td>b. Al Montna, President</td>
</tr>
<tr>
<td>1</td>
<td>III. Board Introductions</td>
</tr>
<tr>
<td>1</td>
<td>IV. California Agriculture Vision</td>
</tr>
<tr>
<td></td>
<td>Listening Session</td>
</tr>
<tr>
<td></td>
<td>Carolyn Penny, Facilitator</td>
</tr>
<tr>
<td></td>
<td>a. Public Comments</td>
</tr>
<tr>
<td>15</td>
<td>Neal McDougall</td>
</tr>
<tr>
<td>19</td>
<td>Tim Galarneau</td>
</tr>
<tr>
<td>23</td>
<td>Charlene Orszag</td>
</tr>
<tr>
<td>26</td>
<td>George Work</td>
</tr>
<tr>
<td>31</td>
<td>Bu Nygrens</td>
</tr>
<tr>
<td>35</td>
<td>Bob Lilley</td>
</tr>
<tr>
<td>39</td>
<td>Bill Mattos</td>
</tr>
<tr>
<td>44</td>
<td>Morgan Rafferty</td>
</tr>
<tr>
<td>49</td>
<td>Debra Garrison</td>
</tr>
<tr>
<td>53</td>
<td>Joy Fitzhugh</td>
</tr>
<tr>
<td>56</td>
<td>Kevin Kester</td>
</tr>
<tr>
<td>60</td>
<td>Cody Kester</td>
</tr>
<tr>
<td>63</td>
<td>Pat Molnar</td>
</tr>
<tr>
<td>65</td>
<td>Kevy Souza</td>
</tr>
<tr>
<td>65</td>
<td>Caitlin Luis</td>
</tr>
<tr>
<td>69</td>
<td>Megan Brownell</td>
</tr>
<tr>
<td>73</td>
<td>John Phillips</td>
</tr>
<tr>
<td>Index</td>
<td>Page</td>
</tr>
<tr>
<td>------------------</td>
<td>------</td>
</tr>
<tr>
<td>Robert Rutherford</td>
<td>79</td>
</tr>
<tr>
<td>Engels Garcia</td>
<td>83</td>
</tr>
<tr>
<td>Rafael Guerrero-Tapias</td>
<td>87</td>
</tr>
<tr>
<td>Natalia Bautista</td>
<td>91</td>
</tr>
<tr>
<td>Eric Cardenas</td>
<td>93</td>
</tr>
<tr>
<td>Noemi Velasquez</td>
<td>100</td>
</tr>
<tr>
<td>Anna Negranti</td>
<td>101</td>
</tr>
<tr>
<td>Gary Peterson</td>
<td>103</td>
</tr>
<tr>
<td>Meredith Bates</td>
<td>108</td>
</tr>
<tr>
<td>Jeff Buckingham</td>
<td>111</td>
</tr>
<tr>
<td>Sheryl Flores</td>
<td>111</td>
</tr>
<tr>
<td>April England-Mackie</td>
<td>113</td>
</tr>
<tr>
<td>Kathleen DeChandenedes</td>
<td>117</td>
</tr>
<tr>
<td>Richard Enfield</td>
<td>120</td>
</tr>
<tr>
<td>Kay Mercer</td>
<td>123</td>
</tr>
<tr>
<td>Charlie Whitney</td>
<td>125</td>
</tr>
<tr>
<td>Lisa Bodrogi</td>
<td>128</td>
</tr>
<tr>
<td>Phyllis Davies</td>
<td>133</td>
</tr>
<tr>
<td>Kris O'Connor</td>
<td>137</td>
</tr>
<tr>
<td>V. Closing Remarks</td>
<td>142</td>
</tr>
<tr>
<td>Adjournment</td>
<td>148</td>
</tr>
<tr>
<td>Reporter's Certificate</td>
<td>149</td>
</tr>
</tbody>
</table>

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345
PROCEEDINGS

PRESIDENT MONTNA: Welcome, everyone. I'm Al Montna, President of the State Board of Food and Ag. I'm a rice farmer from Sacramento valley, and Cal Poly a few more years than I'd like to remember ago. Learned to fly right in this airport over here as a kid and have a great love for this area; so congratulations to all of you for living here.

I'd like to take the opportunity, although we only have -- we're limited on mics, but I'd like to start at the left and introduce our board, have them introduce themselves to you and their affiliation in the business world. And they're obviously all members of the board.

The Board is comprised of 15 members, all appointed by the Governor from production agriculture and the public. We have public members, five I think it is. And our job is that we shall advise the Secretary, Secretary Kawamura, and the Governor on agricultural policy.

So if I could start with Marvin; marvin, please introduce yourself.

BOARD MEMBER MEYERS: My name is Marvin Meyers. I'm a diversified farmer, mostly almonds in the central valley of California, family farmer with my son and grandson. Also Director of San Luis Water District. And
I'm glad to be here.

BOARD MEMBER DOOLEY: I'm Dan Dooley. I'm the Vice President for Agriculture and Natural Resources for the University of California, just starting the first day of my second six months on the job. Formerly a water attorney out of Visalia and a farmer in the Kings and Tulare County area, former State President of the Future Farmers of America. I see some Future Farmers in the background. And I attended I don't know how many state conventions at Cal Poly when I was a kid, so I'm very familiar with the area and happy to be here as well.

BOARD MEMBER BACCHETTI-SILVA: I'm Ann Silva. I'm a dairy farmer from Tracy and would take any opportunity to come to San Luis Obispo.

BOARD MEMBER BOREN: I'm Ashley Boren. I'm the Executive Director of Sustainable Conservation. That's a nonprofit environment group that partners with agriculture and other businesses to find solutions to environmental problems that make economic and environmental sense. And we actually have a project in process in San Luis Obispo County that's setting up a one-stop shop permitting program for land owners who partner with the NRCS and the RCD to voluntarily implement erosion control and other projects that are protective of natural resources.

EXECUTIVE DIRECTOR EDDY: Josh Eddy. I'm the
Executive Director of the California State Board of Food and Agriculture and also with the California Department of Food and Agriculture.

PRESIDENT MONTNA: And he does an excellent job by the way.

I'm going to skip the Secretary, Secretary Kawamura, who needs no introduction. We'll both be making some opening remarks.

BOARD MEMBER ROSS: Welcome. I'm Karen Ross, and I'm president of the California Association of Wine Grape Growers.

BOARD MEMBER WEHNER: I'm Dave Wehner. I'm Dean of the College of Agriculture, Food and Environmental Sciences at Cal Poly in San Luis Obispo.

BOARD MEMBER VALPREDO: Good morning. My name is Don Valpredo. I'm a vegetable farmer from Bakersfield, California growing a lot of, hopefully, all the watermelon and cantaloupes you're going to be enjoying over the 4th.

PRESIDENT MONTNA: Well, thank you again, all of you, for attending these critical agricultural vision sessions. This is your opportunity to provide a perspective on our industry.

The State Board of Food and Ag has been asked by Secretary Kawamura this year through the Governor to do an ag vision through the year, as I said, of 2030. And this
is about, you know, the future and the viability of this industry and what we want it to look like. This is your opportunity to give your opinion on what you'd like us to look like in 2030. And, yes, that's a long vision, but we're not that far away when you really look at it in the scheme of this state and this industry from that time. So having a broad look, short term, medium term and long term is how we're approaching this, and it's about a viable, robust industry. And we want to welcome all stakeholders.

We're asking every segment of the industry to participate from farm labor all the way up through the industrial side of our industry and processing and distribution industry. And if you, as I think Josh said it so well in his press release that he sent around, if you eat or wear or participate in any way in the production of food or use of food in this state, we would like to hear your opinion. And so we welcome you here today.

We will have several speakers. We have had a tremendous amount of interest, which we're very pleased in. It's good to see some old friends, Jim and others, as we visit this area. Love to come back to this area. My wife and I got married here, and she'd come back here full time if I didn't have to make a living up in northern California. So we welcome you all and I'd like to ask
Secretary Kawamura to say a few words.

SECRETARY KAWAMURA: Thank you, Al. And good afternoon, everybody. Good to see some faces as well.

I'd certainly like to introduce a couple of our very important people who have been really helpful for not only helping the Department, helping the industry, but helping your communities and the region here. And I just want to acknowledge Bob Lilley's over here, the agricultural commissioner here from San Luis Obispo; jackie Crabb, I -- where did Jackie go? She's the executive director of the Farm Bureau. And we're just pleased to be here; thanks for hosting us here today.

Tom Gibbons, who is the president sitting in back there, he's the president of SLO Farm Bureau -- Santa Barbara, I'm sorry. And Teri Bontrager is here as well. I hope -- no, I don't see Teri, but she's Executive Director of Santa Barbara County Farm Bureau. And then Robert Jones, Deputy Secretary for Labor Agency is -- should be coming if he's not here.

And I think one of the things -- we've had two of these sessions already, one up in Redding, one in Sacramento, and we're moving south from here. We are going to go to Tulare, then we'll head down to Ventura and San Diego County.

And maybe the best way I can phrase this, I come
from Orange County, I'm a third-generation farmer from
down there. We moved as a family from Los Angeles County
around the Venice area about the time I was born into
Orange County in the 50s. In 1949, I was born in 1956, in
1949 Orange County was the number one ag county in the
country, arguably in the world at that time too, but in
the country in terms of the dollar value. You don't have
a lot of counties named after commodities. And it was a
Mediterranean coastal plain with some of the greatest
land, greatest weather, there was plenty of water; and it
was just an amazing place to produce fruits and
vegetables.

And in the course of a lifetime, that system
collapsed for a lack of maybe observation that it was a
resource in this arena, certainly it's a resource for
people to live in such a wonderful climate and certainly
whether it's Disneyland, whether it's the rest of Orange
County and the way that people want to live in a nice
place in a nice climate area, these are some of the
challenges that will never go away.

That being said, I've also had a chance to
witness the collapse of agriculture in a number of other
places when I had a chance to visit both Crimea and Cuba.
Both of those countries observed a collapse when the
Soviet Union collapsed. They were dependent on imports of

PETERS SHORTHAND REPORTING CORPORATION  (916) 362-2345
all ag kind of inputs, whether it's tractor parts, to fertilizers, to seeds, to all the things that they needed to have their ag system move forward. And when the Soviet Union collapsed, that chain, that food chain, that supply chain collapsed with it. And those states, those countries that were dependent on that went through some tremendous disconnection, tremendous trials as a result.

I've also had a chance to watch Australia. All of us are kind of watching what's happening with Australia. They have an enormous challenge with their water system. They were coming through an eight-year drought. They've evidently had a pretty good rainfall this last season for them, but they've got a long way to go. And as result, their cattle industry is down as much as 80 percent, their, as I understand it, their dairy industry is off 50 percent. They were growing things like rice and other grains, and that's 90 percent collapsed, it's done, they're not growing those products.

And so the observation we make is all these places, do they have a long-term vision plan, do they have a plan that establishes what agriculture needs to look like out to 2030, out to 2050? Do we in the state have a plan?

We were driven, our Department of Agriculture was asked to be part of the group that would help create a

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345
plan for the San Joaquin Valley in a project called "The San Joaquin Valley Partnership," and it was about at that time, this was three years ago, that many of us recognized, you know what, it's great to have a plan for San Joaquin Valley, we don't even have a plan for the rest of the state. So the question became, why wouldn't we do that? And so that's what we're here for.

And I'm not going to talk much more than that other than to say we have a 30-something billion dollar industry here in California in terms of agricultural farm gate, the multiplier is much bigger than that, and I think most everybody understands that. Are we limited by water, are we limited by space, are we limited by our ability to market and add value? These are the kinds of things that add value to products. Is it going to be local grown? Is it going to be export? All of these things come into play. And we look forward to hearing your comments.

I know one of the most important things is we can have all these great efforts to move agriculture forward, and that will be exciting that we do that, but if we're not all working together, we can't -- those are parallel efforts to try and make agriculture work in this state; parallel lines never meet. We need converging lines with our resources across the whole base of the state towards a vision of what agriculture might be. And so today we're
going to listen to you and try to put this process into
play, going to these different states -- I'm sorry,
different cities, regions if you will, around the state.

And similar to the fact that we just saw a farm bill signed this last -- two weeks ago, that farm bill for the first time really reflected some of the needs of California as the first farm-friendly California farm bill ever. That has given me tremendous, tremendous belief and faith that grass roots and this kind of process can really yield great results. So all of us who are farmers, you plant a seed, you have to nurture it along; this is the nurturing process. We're going to have an ag vision come out of this process, and the more hands and the more attention we can put to it, the better the end product.

So with that, Mr. President, back to you.

PRESIDENT MONTNA: Thank you, Mr. Secretary. And thank you for attending every one of these sessions. I think your presence is critical in this process.

I'd like to invite all you folks in the back to come up and take a seat. I love that belt buckle by the way. Come up and have a seat, please. Lot of room. We're going to pause for you. Please come in.

And while folks are sitting, Jackie Crabb's not the only famous agriculturalist in this area; Charlie Crabb was on our Board for some time, and we miss Charlie
greatly. He was -- he packed a lot of load on this Board, Jackie, as you know, and we get to see him occasionally; so, yeah, he's always been a great friend.

By the way, as we produce this product after Josh assures me by October or so, we'll probably have a product for the Secretary, it's not going to sit as we like to say on the shelf and gather dust. We make -- we're working for an action Governor and an action Secretary, and this will be an action plan that we intend to put in use for this industry.

So with that, we have a facilitator today. It's Carolyn Penny. And Carolyn is from UCD. And we've had a UCD facilitator; if you didn't know, they do these services. You're learning something like we all did when we took our first one.

So, Carolyn, we're turning it over to you, and thank you.

FACILITATOR PENNY: Thank you very much.

My name is Carolyn Penny, and I'm Director of Common Ground Center for Cooperative Solutions at UC Davis Extension. I'm tickled to be with you today. My job, along with the very talented CDFA staff that's in the room, is to help the process run smoothly.

Now, you might notice from that the biggest part of the work that's going to be done this afternoon is your
job and the Board and Secretary's job. So I'm about to explain to you how this is going to work so that it runs really smoothly.

The goal here is that as many people get a chance to offer their comments as is possible. And it's lovely to have a room full of folks. So here's how this is going to work; there's some kind of guidelines: First thing you need to know is that comments today are being recorded and videotaped. So videotaped and recorded. So just for you to know, they're going to be available for public viewing on the website. So I want to let you know that first.

Also, to let you know some of the funding for this effort, to make possible is in part by grants administered by the Clarence E. Heller Charitable Foundation and the Colombia Foundation.

How we're going to work with each other, the idea is everyone is going to treat everyone else with respect. I will manage the discussion. As manager of the discussion, I may intervene to keep us on track and on time, I may ask you a clarifying question during your comments; however, any interventions I make will be concise and rare.

So I'll also be letting you know, calling out the name for the next speaker. Every speaker should have gotten a number so you know in what order you'll be.
coming. I will try to get your name right. Please forgive me if I don't. We'll also ask each speaker to start by giving us your name and your role with agriculture as you lead into your comments. Each speaker will have up to five minutes for the purpose of addressing the four questions posted over there about your vision, biggest challenge in achieving that vision, how the public perception of agriculture is changed by 2030, and what are the must-haves. You'll have up to five minutes. You don't have to speak for five minutes. If you're done after four minutes, that's just fine. What we do ask is that speakers not try to save their time or sell their time to another speaker, anything like that. So if you're done after five minutes, or less than five minutes, that's just fine.

Let me check in with my lovely Department of Food and Agriculture colleagues, but how will folks know when they have a minute left today?

PRESIDENT MONTNA: We'll have a sign.
FACILITATOR PENNY: We'll have a sign.

PRESIDENT MONTNA: It will be held up.
FACILITATOR PENNY: So when you see that sign that says one minute remaining, that's just to let you know that you're about -- you're four minutes into your time.

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345
We do ask that cell phones either be turned off or to vibrate for the course of the session. I tried to remember mine. It's always a bad idea if the facilitator sets a bad example.

If your points have already been addressed by another speaker, you can feel free to refer to them in brief and say, I agree with the thoughts that have been shared with you before.

If you have questions for the Board and the Secretary as we go along, what we'll tend to do is to capture those on the flip chart easel, and then if we have time remaining at the end, there's a chance to talk about them.

Sometimes the Board may have a clarifying question for you, and so we'll try to work that into the time as much as we can.

You are also welcome to give written input. If you've already spoken and you're sitting there and you think, oh, I want to address that too, you are welcome to give written input. Written input can be sent to agvision@cdfa.ca.gov.

Now I'm about to brief the Board about their job. So the job of the Board, as the Board knows, is to listen during these sessions. So you may have conversations on topics with Members of the Board where you know they love
to engage on these topics; their job here is to listen as much, to as many comments as possible during this time. So as we said, if there's time left at the end, we'll come back to some of the questions.

Generally, the Board will ask questions only to clarify your comments, even though they may be deeply intrigued by the thoughts you have to offer; and I may intervene, again, to keep things on track and on time.

Now is where I ask for permission. Is there anyone who has any difficulty with that as a way to approach the session?

PRESIDENT MONTNA: We'll see, Carolyn. You're doing great so far.

FACILITATOR PENNY: Anybody else have difficulty with the way to approach this session?

Okay. Then we'll rock and roll.

If you've given your comments and you have other things to do this afternoon, believe me, no one's going to take offense if you need to slip on out.

As you see people come in, there are a few seats sprinkled in here, so feel free to help folks find the seats that are open.

All right. Everybody ready to go?

Okay. So what we're going to start with, we're going to start with the person who is the first speaker.
Let me remind you, as you come up to the microphone, please give us, again, your name and your role with agriculture.

Kris O'Connor from the Central Coast Vineyard Team.

Maybe we'll be coming back to Kris O'Connor.

Neil McDougall, Sustainable Ag Resource Consortium.

MR. McDOUGALL: Good afternoon. My name is Neil McDougall. I am an Associate Professor in the Agribusiness Department at Cal Poly here in San Luis Obispo. I also serve as the Faculty Director of the Sustainable Agriculture Resource Consortium or SARC at Cal Poly.

My comments here today are broad in nature and emphasize the idea of the vision for California agriculture rather than a menu of policy or regulatory proposals. To fit the requested format, I will answer each of the four questions put forth individually.

First, what is your vision for California agriculture by 2030?

The key is to develop and promote a flexible and transparent agricultural industry in California that's sufficiently nimble in the face of the many current and future opportunities and challenges. As agriculture, like
other industries, reorganizes to face the multiple challenges of higher oil prices, the desire for greater customer understanding of production and processing and increased competition both domestically and internationally, it must present itself as a dynamic industry that leads rather than responds and embraces the values of those around it without cashiering its own values. In my eyes this integration of values is one of the fundamental ideas that underpins sustainable agriculture.

Question two, what will be the biggest challenge in achieving that vision?

On the producer side, probably the biggest challenge is the same challenge that has faced agriculture for a number of years; to accept that transparency is a good thing and that it will lead to greater customer loyalty. This process of moving towards transparency is not without its considerable costs. Cultural costs in terms of not retaining a commodity outlook, transition costs in terms of altering production, marketing to emphasize a broader spread of information, and psychological costs in terms of accepting that others, be they regulators, retailers or consumers, that others have a definite stake in saying how profitable agriculture is undertaken.
On the consumer and retailer side, the biggest challenge is that the increased transparency on the part of the producers must be met with an understanding that given the biological nature of agriculture, things happen. This means that there must be a reciprocal understanding that when things happen, be they biologically based or otherwise, that customers will remain willing to return to that transparent producer.

There must be an understanding that the constant pursuit of the absolute lowest-price product will not be the operating principle for the consumer and retailer. There must be an understanding that value goes beyond price and that growers doing the right thing while still maintaining an eye on the bottom line will get the benefit of the doubt.

Given that we are likely to see an increased regionalization in production agriculture as opposed to the idea of a single area producing an ag commodity for the entire country, there is a bigger payoff to overcoming this challenge than might be currently perceived. Greater transparency and understanding means better customer development and loyalty. Again, this is consistent with sustainability.

Question three, in 2030 how has the public perception of agriculture changed?
Ideally, the public will have a greater understanding of the challenges and cultural and biological importance of agriculture, both in general and in California in particular. Ideally, the public will understand how the supply chain works and that generally, the more stretched out that chain gets, the fewer cents of the food and fiber dollar go to the grower. Ideally, this will make the public much more cognizant of the implications of purchasing decisions; which is not to say the consumers won't buy processed food, but rather they will understand what their food purchases mean and where the resources will flow.

Finally, the public will understand the difficulties involved in agricultural production, how growers are much more subject to biological and natural forces beyond their control, even more so than the manufacturing industry. With this understanding comes a willingness to listen to how growers can respond to agricultural challenges.

Question four, what is a must-have in an ag vision for California?

The fundamental must-have is a willingness and a taste for change. The technological and regulatory treadmill that growers face will not go away, therefore it is critical to cultivate an active, forward-looking
approach that embraces the involvement of stakeholders.

It is harder to be unduly critical of a good neighbor, at least for a long time, and the cultivation of good relationships with all stakeholders and working on those relationships on an ongoing basis will make it much easier to weather difficult times ahead and much more enjoyable to appreciate the good times that are also ahead.

Thank you for your time.

FACILITATOR PENNY: Okay. Let me check in. Is Kris O'Connor in the room?

Let's go then to Tim Galarneau. Did I get it close?

MR. GALARNEAU: You did, yeah. Impressive. Most of my grade school teachers had a difficult time with that.

Good afternoon, Secretary, and State Board of Agriculture. My name is Tim Galarneau, and I came from Santa Cruz this morning and worked with the Center for Agroecology and Sustainable Food Systems. And I'm also a statewide advisor for the California Student Sustainability Coalition Foods Initiative, which comprises student leaders from the UC, the CSU system and community college system.

There's a clear necessity to be candid and open in facing the contemporary challenges of our agri-food
system. Furthermore, this is necessary in the process of fostering a vision of what is to come in the next 20 years and well beyond. At present our agri-food system faces a complex set of hurdles to address and overcome in its design and operations. Despite advances in science, technology and social possibilities, the severity of impact is often increased rather than decreased.

We're facing an inflation of hunger and limited access to nourishing food in our communities. More resources are depleted than renewed, greater amounts of toxins enter the food chain, energy and fuel systems are stressed, and food-related health problems intensify. Never before have such conditions combined to create the degree of social, environmental challenges that face the food system today.

So I'm grateful that CDFA is taking the time to seek input and establish a process to create a big picture conceptual framework for understanding the underlying structures that drive unsustainability and, more so, the will to identify changes required for the active transformation of California's agri-food systems for the well-being of generations to come.

However, this crisis in our agri-food system has brought about an unprecedented set of efforts to create positive change. All around the state and country,
individuals, organizations and social movements are working to improve ecological and social conditions creating new modes of production, distribution and consumption.

Never before has there been such an explosion of public interest in the discourse around food issues, food consumption and farming practices. The demand for fundamental agri-food system reform is growing alongside increases in green production and consumption, including an organic food sector. Therefore, CDFA should engage its demand and work to build and strengthen efforts for fundamental change in the agri-food system as outlined in the Roots of Change goals previously shared at a former listening session, because this is a must-have.

My vision for California agriculture in 2030 is an agri-food system that nourishes people, communities, and the earth through ecologically-responsible and socially-just processes. Challenges to this vision include balancing divergent market forces and social values such as increases in production costs, the need to provide a fair price to producers, and growing demands for healthy, fresh food at accessible and affordable prices, education and job training to meet the demands of a more sustainable and adaptable agri-food system, in raising consumer awareness among the California public for
supporting and participating in a new vision of California agriculture as well as developing a new statewide infrastructure to emphasize regionally-based food systems that do not serve as moats to the business environment, rather reflect a system of priorities where regional, local production and consumption is first, followed by concentric circles of trade extending domestically and internationally.

In 2030 I envision a public that is more knowledgeable of the intersections and interconnections of food production, distribution and consumption with broader issues regarding the environment and society. Furthermore, as a citizen who works with youth across the state, both in an advisory capacity and as a peer, there's a definite will to work together to create the change that I've just described.

At present we're working with the UC Office of the President on a system-wide sustainable food service policy that we hope to engage the CSU and community college system as well following its successful implementation in the coming years. In addition, I'm involved with various education initiatives in higher education that cultivate new curricular learning models and varied agroecological curriculum and participatory action research that's being done by an increased demand.
from students for such opportunities.

And I'm convinced that we are at a tipping point, and I hope that CDFA takes this incredible opportunity to work in collaboration with stakeholders across the state to foster fundamental change in our agri-food system.

So thank you so much for hearing from me today, and really appreciate all the work you're doing.

SECRETARY KAWAMURA: Thank you.

FACILITATOR PENNY: Kris O'Connor?

Charlene Orszag.

MS. ORSZAG: Orszag.

FACILITATOR PENNY: Orszag?

MS. ORSZAG: Yeah, thank you.

Good afternoon. Thank you so much for the opportunity to speak today. And welcome to San Luis. I appreciate the effort that the State Board of Food and Agriculture is making to reach California's citizens on the urgent matter of the future of food in California.

I recall Secretary Kawamura stating that the Department of Food and Agriculture has as a mandate responsibility for the well-being of all Californians. This is an extraordinary charge and that you are seriously addressing with your current work.

It has been my privilege to serve as a California State Water Commissioner, also founder of Tierra Miguel.
Foundation and past president of the farm, and in 2007 Roots of Change fellow. From these and other life experiences, it is clear to me that ultimately every state issue is intertwined with the development of a sustainable food system for California. Great responsibility goes with this knowledge for me.

Initially our very diverse Roots of Change fellows group met and shared significant skepticism that a truly sustainable system could evolve based on what seemed to be entrenched and conflicting interests. After days of intense work, we finally determined that sustainability was indeed a possibility, but we must recognize and balance our many priorities. Without such willingness, we concluded that in the time to come, the well-being of California is at serious risk.

I wish to speak specifically to encourage the emerging state business agency organizational and individual collaborations that are required to make changes to our current unwieldy system. Our next steps must include new and funded partnerships to allow equitable and sustainable options to appear. Serious and immediate support for healthy local and regional agriculture can surely slow the imminent loss of important California farmlands and farm communities.

By the way, I'm proud to say that Tierra Miguel
Foundation, with multiple collaborations, obtained the State's first agricultural conservation easement, which has conserved 85 acres in San Diego in perpetuity for agricultural use.

This time of change demands that the public recognizes the value and importance of California agriculture for our future food security. We must build a common understanding that by supporting nutritious, regional food supply production and distribution, we further long-term individual, community and environmental health.

How can we awaken our neighbors and make this shift? Creating leadership and expanding this conversation is the task of everyone here, and, indeed, it is our immediate challenge. As has been said by others, change begins with a new story. Together we must create a comprehensive participative food farm funding and family story for all of California. Our children need to see where and how their carrots are grown. Our city folks need to reconnect to the environment and living land in new or perhaps old and better ways. Our farmers need to feel appreciated for their commitment and contributions while benefiting from a stabilized food system. Let's write this new story together. I believe our future depends on it.
Thank you.

FACILITATOR PENNY: Speaker one, Kris O'Connor?
And we're up to speaker five, George Work.

MR. WORK: My name is George Work. I represent the third generation making a living on a Cal Calf operation in southern Monterey County, also it was in dry land grain. Presently we are in the transition to the fourth and fifth generations. Those of you that have family ranches or farms know what I'm talking about.

I want to thank you for taking the time and making the effort to have these listening sessions happen. I served as a planning fellow also, Roots of Change, last year, and I was very encouraged by the outcomes of that, of those sessions, and I do support their ideas. And I believe they've been presented to you already in previous sessions.

I always ask a question in these groups; are grazing lands part of agriculture? Often I've seen them get quite ignored. And worldwide only ten percent of our land is arable, the rest of it is largely made up of range lands. Now, let's go back and look at some history of these lands.

I have copies of an agricultural bulletin, number 99. I left a couple of them in the box. I hope you will review them sometime or some of your staff will.
And I think this has been added to greatly by Jared Diamond's book "Collapse." I don't know how many of you read that; it's very interesting. The fact remains that great civilizations have collapsed because of the lack of stewardship on the land coupled with, of course, economic and social issues. And I'd like to point out that each of those civilizations were purely organic, hundred percent organic. We must learn from history or we are doomed to repeat it.

I've begun to look at things in a little different way. As I see it, we don't have problems, what we perceive as problems are really symptoms. For example, in the environment, to me, erosion is a symptom, and it's the land's way of communicating with us that something has been done to it or maybe not done for it. In most cases this involves us people. We must listen to the land. And how many of us speak land fluently?

Now, let's get to your question. My vision for the year 2030 is for a sustainable food system, not just sustainable agriculture. It is sustainable by being economically viable, ecologically sound and socially just. And a producer's food -- this is something new -- a producer's food, a food calorie with a calorie of energy from sunlight and with less than a calorie of energy from other sources inputted. That's an old, old definition.
Our biggest challenge in this will be to have people stop using linear thinking to solve our biological problems. Margaret Wheatly in her book "Leadership in the New Science" stated that the world is not made up of things, it's made up of relationships; not just people relationships, but people with their relationship to the environment, plants and animals with each other, microbes in the soil, and even those in subatomic particles with each other, just to name a few. These relationships are not linear and they are dynamic and ever changing. Linear thinking does not work when you're trying to manage complex biological communities.

There's not much more linear than a regulation. No wonder we're having problems. You can't regulate integrity or health of the soil. These kinds of regulations only compound our problems. We can put a man on the moon with linear thinking, but we can't even keep half of our marriage relationships healthy and happy using linear thinking. Good communication is a key factor. And I think this is the beginning of it here today. Maybe we need to learn the language of relationships. Are our soils becoming healthier, more productive using linear thinking, or are they requiring more and more outside inputs?

How is the public perception of agriculture
changed in the year 2030? Well, I would say because of agriculture's leadership and its accomplishments in managing the multitude of complex communities, the public now realizes that agriculture through its stewardship provides much more than healthy nutritious foods. Making good decisions we also produce clean water, clean air and healthy habitat for millions of complex communities from the microbes in the soil to the healthy grasslands that have now sequestered all the CO2 from the atmosphere. Agriculture has also provided a place where people's spirits can connect with the land, its beauty and all its life forms.

A must-have is a better way to make decisions when dealing with these complexities so that the mistakes made over the past 7,000 years won't continue. It appears the decision-making process has changed very little over hundreds of years. There has to be a better way to make decisions.

I'm getting involved with a project that will research and compare conventional processes of making decisions to one that is designed specifically to deal with the complexities of the communities that agriculture must work with. There has been some progress in this area. For an example, I would give you the running of a meeting. Parliamentary procedure tends to be linear, and
I'll compare that with a well-facilitated meeting. Which one allows creativity to flourish, has excitement, builds relationships in the process and has a win-win goal? And which one produces a winner and a loser? That's just an example of process in relationships that are extremely important.

Thank you again for this opportunity to begin to build important relationships.

PRESIDENT MONTNA: Thank you, George.

Carolyn, if I may, George mentioned -- I'm not going to ask you a question, George -- but he mentioned the book "Collapse." And if you are interested in this topic we're here for today, I would highly recommend -- I'm not selling books -- but Jared Diamond wrote "Guns, Germs and Steel" and then he wrote "Collapse," and it's essential reading for those in agriculture. I think it just goes back to what Secretary Kawamura said earlier, why those societies collapsed, and we don't want to make that same mistake again.

And George, if you don't mind we'll probably use that quote, do you speak land fluently? That's a good one. Never heard that. That's a good one. The Secretary likes these quotes. We'll probably see this one again sometime.

BOARD MEMBER ROSS: It's worth borrowing.
FACILITATOR PENNY: All right. Speaker one, Kris O'Connor.

Speaker six. Is it Bu? Bu Nygrens.

MS. NYGRENS: I don't know how I can top George Work. That was brilliant.

My name is Bu Nygrens. I am co-owner and purchasing manager for Veritable Vegetable. We're a wholesaler established in 1974 in San Francisco. Our company is the oldest wholesale distributor of organic produce in the U.S. We have been serving community-based retail in California for 34 years. We have 350 active customers and deal with over 750 farms. We expect our gross sales in 2008 to be over $40 million.

I am delighted that CDFA is interested in planning for the future. I am speaking through the lens of a business person, although our company is value based and mission driven. Our vision has remained essentially the same since 1974. We have worked along with our producers and customers towards a sustainable food system.

I appreciate the previous four speakers. All gave you very good background on what sustainability is. A sustainable production system of agriculture and a partnership-based and community-based system of distribution. We want an agriculture that honors soil, plants, farm animals and humans, the whole web of life.
throughout the food chain, including fisheries and ranchers.

California is renowned for its forward thinking and innovation. We can continue this tradition by demonstrating the highest standards of agricultural production and the highest standards for an equitable social system and work together to achieve these standards.

Our business grew as farmers established organic farming techniques and production and certification standards while people in the greater bay area demanded more information about how their food was grown. We believe that people have a right to know and expect this information. A food system that links information with product, that tells a story, is comparatively expensive, but we have proven in the certified organic food trade at least that the public is interested and will pay a premium for such food, especially if it tells a happy story associated with personal and environmental health and is also flavorful.

Many people want to know the stories about the food they're going to eat. What makes this particular peach variety very delicious? Where is that farm and what chemicals were used on it? And how were the farm workers treated on that farm? Products associated with
information, such as local regional artisan and fair trade, are booming. This is a robust sector of the California economy and should be encouraged, provided technical assistance and economic incentives.

The organic industry grew without such support from CDFA, the farm bureau, extension agency or corporate financial sponsorship. We're going to grow these new markets anyway. Imagine what wealth could be created with incentives, rewards and research from public institutions.

As a produce distributor, I know how much education is needed to help even curious people enjoy and prepare fresh, nutritious foods; not only customers in the retail and food service level, but their customers as well. Our company, with a mostly urban staff of about a hundred people, struggles with a lack of education about nutrition, food preparation and personal health, to say nothing of healthy farm ecosystems or the food and farm policy issues that affect us all.

Our training and education manager has a background in public health and nutrition and she's cracking the whip. And we are endeavoring to establish a training program of lifelong learning for our staff. The State of California should do the same for its employees and all citizens.

A food system that denies access to nutritious foods...
fresh foods to low-income urban or rural populations is unsustainable and serves only the elite. My company has benefited from serving that elite, I want to make clear, but California has -- we would not have survived 34 years. California has a great opportunity to democratize our food system, however, there is a wave of community food security and food justice activity in our state. A thoughtful, plan-full food policy that ensures participation and full access by collaborating with such communities is both critical and possible.

I want to mention a grassroots organizing related to the federal farm bill that just passed. Activists dedicated to preservation of wild space, preservation of farmland, natural resources joined forces with social and food justice advocates who were also joined by public health and nutrition professionals, who were joined by farmers and ranchers, both non-organic and organic, researchers, city planners, journalists and chefs. The coalitions that were built reflect an increase in the public's food literacy that will continue to grow. This is a nationwide trend. Food fads come and go, but this awareness is not going anywhere, just as demand for human rights is not a fad either. It may take longer than we hope, but it continues to broaden and gain reinforcement.

Most of those coalitions see state policy as a
somewhat necessary tool for us to shape the future. Many
want values-based systemic thinking and collaboration from
government. I want leadership that acts boldly and
transparently for the good of all. It is time for CDFA to
partner with the innovative leaders from all parts of the
system and design, fund and implement a food system plan
that will cultivate and protect biological and ecological
diversity, community and ecological health.

I have just one more thing to share with you. I
was thinking about CDFA, and I think you should change
your name to Cultivate Democracy and Food for All, CDFA.
Thank you very much for your attention.

FACILITATOR PENNY: Okay. Speaker one,
Kris O'Connor?
Speaker seven, Bob Lilley.

MR. LILLEY: Good afternoon. My name is Bob
Lilley. I'm the San Luis Obispo County Ag Commissioner.
I'd like to first thank the Secretary and the Board for
holding the listening session here in San Luis Obispo and
hear the multitude of opinion here on the central coast
related to agriculture.

I'll change the conversation just a bit and
address some of the local issues and public policy
perspectives that are administered by local government
here that affect agriculture that I feel are important in
looking towards the future.

Of course we have a number of challenges in and public policy issues that affect agriculture. I'd like to address three areas briefly that I feel are extremely important. Land use planning, our pest prevention programs, and public outreach efforts. So we'll start with land use planning.

My first vision is to have an effective land use planning program conducted at the county level to protect agriculture resources and operations in California. Each county has the opportunity to adopt an agricultural element which is a part of the county's general plan, but surprisingly there are very few counties in the state that have a stand-alone and effective agricultural element in their general plan.

Here in San Luis Obispo County we've adopted one in 1998, and it's proven to be quite effective in protecting agricultural resources, namely land and water, for agricultural purposes and addressing land use conflict as the state urban population continues to grow. The element aims at protecting agriculture by addressing the conflicting land uses that ensue with urbanization moving into agricultural areas. So this has been a very effective tool used locally, and I feel that it can be used in other California counties.
It's really a combination of incentives and rules that address development in agricultural areas, but with the combination of the two, we've had a buy-in with the agriculturalists and the landowners as well as the various political perspectives and constituencies that have to be addressed.

Secondly, LAFCO, which is the name of the agency that addresses where cities grow, of course as cities grow they're looking at moving into agricultural areas, and so we've worked with the local LAFCO agency to address agricultural policies to address urban boundaries and expansions that go into agricultural areas. And I think this is very important in protecting agriculture, to have something like that in place in each of the local jurisdictions.

Next vision I have would be to have a robust pest prevention program in the State of California. Of course this is a program that's administered both with the county, the state and the federal government. And it's not a new concept, obviously. And we have a good proven track record of pest prevention in California, but we have still a lot of work to do. And I feel that if we can really strengthen it and shore this thing up, it's going to serve agriculture well into the future.

Pest prevention is, of course, a three-part
system. Pest exclusion, keeping the pest out of the state to begin with, this is a joint effort with the USDA and CDFA at the points of entry into California. Certainly we need to take a hard look at improving the infrastructure there. And then locally at destination inspections by the ag commissioners to try to keep the basic pests out.

Next we need a really timely pest detection program. The goal of a pest detection program is to find an invasive pest before it spreads more than one square mile. And so if we can look at the situation up in the bay area now, just think if we had the Light Brown Apple Moth narrowed down to one square mile, it would make the eradication effort a little bit easier I think. So I think if we have a really robust pest detection effort to find these pests earlier, we're going to serve agriculture well with that.

And the third part of that is that we have to have an eradication program that's acceptable to the urban public. We've tried to prepare for that locally. We have a list of chemically-sensitive people, over a hundred people on the registry here, and if we need to have an eradication program here locally, they'll be the first to know about it, and we'll do an outreach with them. And of course they might be the ones that are objecting most to the eradication techniques; and so I think a real solid
early intervention with them and bringing them into the process will help with a smoother eradication program.

And finally, I would propose a very active public relations program locally through our local officials and all agriculturalists. Of course we need to rely on the news media, but as we all know, the urban public is more and more removed from agriculture. And so I think we all have a responsibility to send agriculture's message out to the urban public. We need to really focus on relationships with the news media being responsive and trustworthy and messaging agriculture's message in a way that the urban public can easily understand.

So thank you for your time and appreciate you being in San Luis Obispo.

SECRETARY KAWAMURA: Thanks, Bob, for all the great work you do.

FACILITATOR PENNY: All right. Speaker 1, Kris O'Connor?

Speaker 8, Bill Mattos.

MR. MATTOS: Good morning. I'm Bill Mattos, President of the California Poultry Federation since 1991. I've seen many changes in the industry and others over the years, some good, some challenging, some disastrous; however, I look forward to presenting you a concise look at our industry and what we see as the future of

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345
California agriculture in this country's largest state.

The California Poultry Federation represents primarily the meat poultry industry in California, including chickens, turkeys, ducks, squab, game birds, and producers, farmers, processors and allied members associated with the businesses. They're all family owned in California now. We've lost all our public companies. Louis Rich and Butterball left the state, so we have big families like the Foster family and smaller families like the Haileys in Modesto.

We represent the majority of state processing facilities from San Francisco to Los Angeles, which mainly serve an ethnic population within the largest cities of California. The CPF also represents some chicken layer companies in the central valley and we are home to the California Poultry Health Board where we certify all poultry, birds and eggs for shipment throughout the United States and the world.

We're home to the west coast's largest poultry producer, Foster Farms, and the largest squab processing plant in the world in Modesto, a cooperative with 60 plus growers located throughout the central valley. We're also the first -- we had the first organic chicken in California. We fought against the national poultry associations to get that designation at USDA, and Rosie is
the first organic chicken to be named in America, and she lives up in Petaluma where we have a lot of organic chickens now.

Our products reach primarily supermarkets throughout the west coast, but we have many unique species that reach the finest white tablecloth restaurants in the United States and Canada.

California producers raise 300 million chickens a year, 17 million turkeys, 10 million Muscovy and Peking ducks, 1 million squabs and thousands of minor species. Retail sales are way over $2 billion dollars with 25,000 men and women who work either directly in the industry or with allied businesses.

We're an employee-rich operation, mostly unionized in the processing plant. UFCW is a primary supporter of ours, and we support them.

Our members own more land in the central valley than most other agricultural businesses, particularly in the counties of Fresno, Merced and Stanislaus.

Our business has been built on the concept of fresh and natural and California grown. In fact, companies like Foster Farms and Zacky Farms focused on the California Grown label the past 60 years, long before it became a popular slogan on California food packages.

Today we still believe the California Grown label is one
of the first things consumers look to when shopping in the
golden state. Fresh and Natural is also important to the
industry since California consumers produce more fresh
poultry and consume more fresh poultry than any other
state.

We also believe it's important for the California
Department of Food and Agriculture to continue partnership
with the California Grown campaign, however, without
allocating future substantial government marketing money
toward this program that can be bundled with private
industry funds, we don't believe it can or will continue,
because the future of agriculture depends on the consumer
and because the consumer seeks products grown and raised
in California. We believe the marketing aspect of your
work should be a primary, if not a leading component, of
your strategic planning. While we certainly don't expect
you to do the work for our industry, we believe that your
third-party efforts in marketing and promotion will go a
long way to moving more of our products at the retail
level.

While there are substantial issues that
California will face in the coming years, and you have
heard about many of them already during your listening
sessions, I want to leave you with one other concern.
The poultry industry believes that the

PETERS SHORTHAND REPORTING CORPORATION  (916) 362-2345
relationship between government agencies must be strengthened so that each leader of the state cabinet understands the importance of agriculture and has some basic knowledge of the businesses we lead. This is happening somewhat today, thanks to Secretary Kawamura; but as we go into the future and other leaders and other governors, we really need to put pressure on that area. This may mean more hands-on education of our leaders as they enter a new administration. The rules and regulations that are coming from so many agencies many times have a direct effect on how we do business.

As many of you understand the work we do and the products we create are important to the basic fabric of our state and our nation, much of this work is complex and creative, and when leaders who don't understand our business come up with unreasonable ways to make us change, it is disastrous. We are facing some of those recent decisions right now both legislatively and in the water and air quality boards.

The poultry industry competes for customers with many other states; Arkansas, Georgia, Minnesota, Alabama, North Carolina, Virginia and Texas. It's important that government understand the need for a level playing field here, which would include environmental and economic policies that make sense for our business.
The poultry industry will grow as fast and as efficient as California's environmental and business climate allows. Today we feed almost half of California's residents, only half; and as our state adds 600,000 new people a year, these men and women will each consume about 100 pounds of poultry a year. Californians consume more than three billion pounds of poultry each year. We would like most of that to be California poultry, but that will be up to our efforts to provide a fresh, natural, California-grown product that meets the demands of the discerning population.

Thank you for your time. I look forward to working with your Department and the rest of agriculture to see that we have a bright future in the coming years.

SECRETARY KAWAMURA: Thanks, Bill.

FACILITATOR PENNY: All right. Speaker 1, Kris O'Connor?

Speaker 9, Morgan Rafferty.

MS. RAFFERTY: Good afternoon, Secretary Kawamura, President Montna, Members of the Board. My name is Morgan Rafferty. I'm the Executive Director of the Environmental Center of San Luis Obispo County and I serve on the Board of Directors of the Central Coast Ag Network. My personal connection to agriculture is that I come from many generations of farmers and ranchers and my mother
today operates a cattle ranch. And I worked in food processing for many years in Santa Cruz County.

I'm here today to speak to you on behalf of the Central Coast Ag Network. Our primary objective is to support sustainable local agriculture in order to ensure a wholesome, diverse and nourishing supply of food and other agricultural products for the residents of the central coast. We believe that the best way to accomplish our objectives is to educate consumers about the nutritional, environmental and economic benefits derived from purchasing locally-grown and processed agricultural products, to increase consumer awareness and understanding of the significance of the Central Coast Ag Network logo as a method to identify locally-grown and processed agricultural products and to raise community awareness of and commitment to buying healthy local food.

As you are well aware there are many benefits to buying local foods. One of the big ones is taste and nutrition. Food needing only to travel short distances tends to be fresher with more vital nutrients kept intact. A local grower with close markets is able to provide a broad range of products chosen for flavor, not just transportability or shelf life.

When local goods are purchased we all benefit by keeping dollars circulating within our community; that
translates to jobs. And when those dollars are going to locally-owned farms and ranches, we help provide owners with the resources they need to carry on revered farming traditions and expand their ability to provide a sustainable food supply.

In the industrial agricultural system, many unique and heirloom varieties of crops have been avoided because they're difficult to store, grow or ship. This has resulted in a narrowing of genetic diversity and consumer choice. Some of our local farmers are now helping to preserve age-old varieties not well-suited to far off distribution, and when we buy locally-grown food, we are doing something proactive about preserving the agricultural landscape.

Loss of farmland to development is less likely when farms are profitable. A well-managed family farm is a place where the resources of fertile soil and clean water are valued, and it provides important habitat for many wildlife species. The central coast is still a highly agricultural region. We believe that one of the best ways to help it retain its rural character is to keep local farmers in production.

To remain economically viable, growers need to have local markets for their food and fibers. When they are able to identify which products were grown in the
local area, consumers are given the option to support the local agricultural economy. We promote relationships between consumers and local farmers and ranchers because we believe that the more our community understands about the hard work of our agriculturalists, the more they will value and appreciate their efforts to produce good food in a sustainable manner.

This is our vision of the future of California agriculture: Well-educated consumers who seek out and purchase locally-grown foods because they know that these products are better for them and because they want to support our local economy and help farmers and ranchers stay in business.

We believe we are doing an excellent job of educating our community and creating demand for locally-grown and processed foods. We have sponsored and attended many events to promote our objectives and we have an active Farm To School committee that is working to connect students with good food and better nutrition.

With support from a county grant, we've developed a beautiful website that has extensive information on our local farms and ranches, CSAs, farmers' markets and restaurants that purchase local foods. The website provides information about seasonal products and tells consumers when particular commodities are in season and
which farmer ranch might have that commodity available.

Any producer who meets our geographic requirements and
signs our agreement to that effect, may list their
information on the website. I hope you will take time to
visit the website later. You will find it at
centralcoastgrown.org.

The main barrier we face today is on the supply
side. We hear from consumers, institutional and
commercial food buyers about the difficulties they face
when they attempt to buy locally. In our vision of
California agriculture by 2030, these infrastructure
problems will have been solved and consumers and other
food buyers will have ready access to the high quality
locally-grown foods that they seek. For this effort to be
successful, we will need continued collaboration among
nonprofit organizations like the Central Coast Ag Network,
government agencies, individuals and businesses.

And thank you again for taking your time to come
and listen to us. And I brought some materials, but I
only brought two, I'm sorry, for the President and
Secretary. My apologies to the rest of you.

PRESIDENT MONTNA: That's fine. You did a great
job. We'll share. Thank you very much.

What's your website again?

MS. RAFFERTY: Centralcoastgrown.org.
SECRETARY KAWAMURA: I was going to make a quick comment.

Many people talk about sustainability, and I think many people have heard about the three-legged stool of sustainability, which would be environmental, social, and viably economic, three Es if you will; and many of us felt it's very important to add that fourth E. The fourth E is education in all its different manifestations, whether it's research, whether it's outreach to consumers and a better educated public about how and where their food comes from.

So it's the four Es, economic, environment, equality, and certainly then education. I just wanted to throw that out there, because I think that creates not a stool, a table, a very, very balanced platform upon which we can build things. So thanks.

FACILITATOR PENNY: So with that we'll move to speaker 10, Deb Garrison.

MS. GARRISON: Good afternoon, Secretary Kawamura, and Members of the Board. My name is Deb Garrison, and I am a nine-generation Californian and a seven-generation San Luis Obispo County, Orman Ranch member. Our brand is right up there.

Several years ago I was walking down the hallways of CDFA with your Board Member David Wehner and Secretary

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345
Kawamura with a Cal Poly class. It was a policy class. And Secretary Kawamura asked our class if we would come up with an idea to have a renaissance of family farms in California. Well, I want you to know I've been working on it ever since then. I think that was 2004.

So as president of the Central Coast Ag Network that you just heard from and a community food and farm consultant, my parts of the vision for California agriculture by 2030 is a must-have, it is to develop direct market, local-grown agriculture, marketing cooperatives incorporated under California code in each county to add permanent agriculture infrastructure for small- and mid-size farms and ranches emerging and limited resource producers who will be the highest priority group served by those cooperatives, though the cooperative should be open to all farms and ranches.

These cooperatives will create new revenue streams to directly support member farms and ranches as well as encourage a lot of individual food business growth and create a lot of new jobs. Cooperatives in each county will be members of each other for regional supply of seasonal and soil-advantaged crops. Each county should prioritize its own product sales to increase community support of local production and keep dollars circulating in its own community.
Locally-grown foods are in high demand here on the central coast due to the outreach efforts of organizations like Central Coast Ag Network who have the Central Coast Grown label and who have educated our consumers about the benefits of purchasing locally-produced foods. This demand is fueling the growth of direct-to-wholesale and direct-to-retail farm and ranch product sales to restaurants, grocery stores, schools, colleges, hospitals, corporate kitchens and even neighborhood buying clubs all who want to be able to tell the story behind the food they serve. The biggest barrier for these food buyers has been sourcing the local food products and the reliability of having it delivered.

In September of 2007, 18 independent California central coast farms and ranches expressed an interest in forming a steering committee to explore how to create a shared business entity to market and distribute their independently-labeled agriculture products, of which several of those members are in this room today. Development of a supply chain on the central coast is particularly important as there is a lack of processing, storage, distribution infrastructure to ramp up that supply and distribution of locally-sourced foods.

From this steering committee, charter members are now incorporating the Central Coast Agriculture
Cooperative under California code and it's sitting in the State Department today. So we're waiting for our stamp of approval.

The cooperative is intended to serve both meat and plant-based agriculture production. Our research indicates that priorities and development strategies are different for each of these types of production and their respective processing and marketing needs.

Our cooperative has three immediate objectives.

First, to complete the process of acquiring proper permits required by USDA to operate a livestock mobile slaughter unit owned by our cooperative and to work collaboratively with local USDA inspected facilities for meat cutting and value-added processing of ranch member livestock.

Second, is to further development of a cooperative E-commerce website and set up a fulfillment facility to provide logistics for purchase orders, marketing and distribution of member products, including produce, dry crops, live animals, processed products and nursery stock.

Third, is to adopt solid policy and effective operating procedures that will incorporate best practice standards adopted by farm and ranch members for the sustainability of biological resources in the community food shed. The Central Coast Agricultural Cooperative
will render services at no cost to its members in
connection with the production, marketing, selling,
transportation, storage and distribution of the member's
independently-labeled agriculture products. Sales and
distribution of products will be done by the cooperative
as directed by the members.

Future objectives will be invest in equipment and
certified kitchen for microprocessing of member products.
Completion of this project will be a tremendous first step
in the long-range plan to ensure agriculture a place in
the future of the central coast of California.

And to end, we invite you to return in the spring
of 2009 to visit our Central Coast Agriculture Cooperative
to consider this as a successful model of a local food
system microprocessor and distributor.

And we thank you for coming to our region to
listen to our visions for the sustainable California
agriculture future. Thank you very much.

SECRETARY KAWAMURA: Thanks, Deb.

FACILITATOR PENNY: All right. Speaker 11,

Joy Fitzhugh.

MS. FITZHUGH: Good afternoon. I'm Joy Fitzhugh
with San Luis Obispo Farm Bureau. I'm also a local Cal
Calf operator. And I really do thank you for coming, not
just to the large cities, but out to the central coast
here where many of us can't get beyond this area to be able to speak to you. So this is a privilege. Thank you very much.

I am representing our San Luis Obispo Farm Bureau today. We have approximately 2,000 members here in San Luis Obispo County, and one of the things that we feel very strongly about is that our agriculture is not just one agriculture, and that the vision for 2030 is that we have an industry at many levels, be it local, be it national, be it international. They all have a place in this community and in agriculture. And I don't think we can really say we have to have one over another; we have to have them all.

So if you will notice on the letter -- I'm going to be very brief today because I know you have a lot of speakers -- I hit seven points. And of course as probably happens with many of them, the first point is regulation, and regulation is spiraling; and our small and medium producers do have a concern trying to meet that regulation and stay in business.

In fact, I'll give you a real quick example with our irrigated ag discharge waiver which went into place four years ago, I think it was. We actually have had growers, because of the requirements, actually pull out their orchards here in this county because they said that
was just the last straw. They weren't getting the money from the orchard, this sort of thing.

So then the second thing that we looked at is a stable workforce. Whatever part of agriculture you're in, we really need by 2030 a real stable workforce, be it the immigration reform, whatever, we need to be able to be sure that we have those workers out there to be able to pick the crops. And unlike what some people say, well, just go get another machine to do it, many of our crops can't be picked by machine, they have to be -- fresh tomatoes, lettuce, any of those.

And then I already mentioned the small and the large producers all need to be part of the mix. I also mentioned the fact that organic, traditional, I'm going to go one step forward, we also need new technology, and that may include G.E., because G.E. is not just one thing, it's many things; and I think we choose what ones will work, and we discard those that don't.

Also, Bob Lilley very succinctly talked about the invasive pest issue. We're all -- you're very much aware of the moth issue, and I think it's representative of we need to educate the public to understand the risk of having the pest; also, the safety of the materials. And unfortunately, this is something that's hitting us strongly.
Also, water is a big issue. And in fact, we were doing some interviews with the press just the other day about the fact that some of our growers and some of our ag people are grazers, including myself, have had to trim our herds because of lack of water due to the drought, also, partly due to the earthquake, which is a slightly different factor from what maybe some other areas might have, but it could be a factor in another area down the road here, where we actually have ranches who they don't have water left, they're trucking water.

Also, I think the last thing I really want to talk about, and that is, again, going back to we are a global market and we are privileged to be able to have a very strong, locally-grown community here, but not everybody has that privilege. And I think we do need to look at the global market as well as the local.

Thank you.
I'll give COG a plug; we're also members of COG. I represent the fifth generation of my family to ranch or farm in this area.

My son Cody, who is a student at Cal Poly, will speak later. And he hopefully represents the sixth generation of our family who will be in California agriculture 20 years from now.

I would like to commend the CDFA and the Board for being proactive in looking at the future of California agriculture.

As you know, ranchers are the managers of 30 million acres of virtual landscapes in California. This fact demonstrates, highlights and underscores the importance of keeping our ranching families and operations in business so that we can continue to provide the stewardship and economic support for California's vital water, wildlife and other environmental resources.

I see a continued consolidation of ag operations over the next 22 years. Those of us who survive the challenges of the ever-faster changing dynamics of global competition will emerge as responsive and innovative operators in a more mature agricultural sector that produces the safest food in the world.

So what are the biggest challenges in achieving this vision? Simply put, over-regulation. I'm talking...
about the cumulative effects of legislative and regulatory
actions for the most part from well-intentioned people who
do not have an understanding of agriculture and how it
operates on a day-to-day basis. I can use the beef
industry as an example. Across the spectrum of national
state, regional, local regulatory entities there are
political bodies and agencies, along with their
appropriate staffs, that are charged with the
responsibilities of the particular mandates.

Starting at the federal level, congressional
committees, their focus is, U.S. Fish and Wildlife
Services, EPA, Army Corp, USDA, with their many agencies,
the list goes on and on at the federal level. And at the
state level, we have a State Water Board, Air Resources
Board, Fish and Game, Department of Conservation, CDFA,
Fish and Game Commission, Department of Pesticide
Regulation, Cal Fire; and they all focus on that they do.
And I'm just touching at the top of the mountain of state
agencies; our state Senate and assembly and their
respective committees reach out and touch us.

At the regional level, regional water control
boards, the regional air boards and other regional
agencies and bodies have their focuses on what they are
charged to look at.

And at the local level, counties have our
planning departments, planning commissions, ag
commissioners, Bob, health departments, boards of
supervisors, on and on.

Each of those bodies I have mentioned, and this
is only a partial list of regulators, they have a focus.
In some cases, it's tunnel vision.

My point of all this is that when a person adds
up the cumulative effects of all this regulatory activity
and its intended and unintended consequences, agriculture
reaches a tipping point where it becomes unattainable to
keep the family ag operations in business, let alone
seeing young folks or new operations being able to start
up in agriculture business. And this leads right into the
question of how the public perception of agriculture has
changed already and how it will change going into the year
2030.

As the California population marches upward,
surpassing the 40 and 50 million mark, the percentage of
that population in production agriculture will keep
shrinking. What will be that percentage in 2030? Less
than one half of one percent? Possibly.

It is important now and will be increasingly more
important in the future to involve and educate the public
and the folks working in our political and regulatory
bodies about the production of food and fiber in our great
state. To maintain the stewardship as well as protecting species and habitat of the aforementioned 30 million acres of working landscapes, it is in the best interest of this state to keep agriculture viable and not send it over that tipping point.

Thank you again for taking the time to work with those of us in production agriculture, to look at the future of the ag industries in our state. Let us develop a strong vision so that my kids and future generations will have the option to stay in agricultural production.

Thank you.

FACILITATOR PENNY: Okay. Now, the next generation, speaker 13, Cody Kester.

MR. CODY KESTER: Thank you. I feel like my dad gave me a pretty good introduction, but my name is Cody Kester. I'm 18 years old and I just finished my first year at Cal Poly. I'm an ag business major. And today I'd like to talk to you about how FFA plays a role in future agriculture.

In a few minutes you'll hear from high school students, but today I want to talk about how once FFA students get to college, how the success in high school translates to success in college. And in particular, I've noticed that past FFA members are having success in classes, extracurricular activities and job opportunities.
In several ag classes I have taken at Cal Poly, there's been at least a minimum, several concepts I've learned through the FFA. For example, I remember my first ag business 101 class. There's two regional leaders and friends I met the previous year. And as soon as the teacher -- or at the end of the class the teacher handed out a quiz to see where student's knowledge of California agriculture stood. And no sooner did the teacher hand out the -- the professor handed out the quiz, the three of us were done and waiting on the rest of the class.

Not to say that the rest of the class was done by any measure that the quiz is easy, but being in FFA, that's what they stressed, and we were ready for that quiz about California agriculture. And it was our trio throughout the rest of the year that were always the ones asking questions and most involved in the class.

And I've taken several other ag classes at Cal Poly, and I've noticed that the people I met in FFA are not usually the ones excelling in the class but the ones on top of the class. And so, however, if past FFA members are not just making an impression in the classroom, they're also excelling in extracurricular activities. Cal Poly's ASI student for the past year, Brandon Souza, was a product of the FFA.

And clubs such as the CFFA, Ag Ambassadors and...
Young Farmers and Ranchers all have former FFA leaders as their president or chairman for the upcoming year. And I've noticed that a majority of these clubs, which I'm also involved in, have former FFA members as their members as well.

And not only -- because FFA members are doing well in the classroom and extracurricular activities, they're also getting great job interviews or job opportunities. The head of the Animal Nutrition Center at Cal Poly, Casey Callahan, made a comment to me one time. After interviewing, he asked me if I was a part of the FFA; and I said, yes, how did you know? And he said, because I can usually tell the kids that are in FFA because they're on top of their game and the ones that usually get hired. I got hired. People that say things like that that make me realize that, yes, the success you do have in high school does translate to success in college.

And you asked the question what's your vision for agriculture by the year 2030? First of all, the baby boomer generation will be out of production by then, so it will leave a hole for many young producers to be there, and I see the FFA as being a -- stirring the troops if you will. And it's evident that the skills and knowledge that kids learn in FFA also translate to college and life. And
kids that find success in FFA, are finding success in
college. And so if FFA is truly the future of
agriculture, then I think we are in good hands.

Thank you.

SECRETARY KAWAMURA: Thank you, Cody.

FACILITATOR PENNY: All right. Speaker 14,

Pat Molnar.

MR. MOLNAR: Good afternoon, Mr. Secretary, and
Members of the Board. I'm sorry, I didn't -- I apologize
I guess to farm bureau because I didn't RSVP in time and I
didn't write a speech, but I felt compelled to come and
say hello. My name is Pat Molnar. I'm a fifth-generation
cattle rancher from Cayucos, I'm past president of the
San Luis Obispo County Cattlemen's Association and
graduate of the Young Cattlemen's conference that travels
all over the country, and so appreciate that very much.

I'm here today -- I wanted to tell you a little
story. I'm here today because I feel very compelled to
talk about the policies of CDFA and other organizations
within California agriculture, including Department of
Fish and Game, fire department, many other agencies that
need to, in my opinion, have their policies more directly
reflect best science practices.

Something that's very close to me is cattle
ranching of course, and in our area we have many pieces of
land that have been sold to conservation easements, and
those easements are directly managed by Department of Fish
and Game or Parks and Recs. They won't allow you to graze
them. We realize now that the cow has a lot to offer the
land.

When I was in Cal Poly, I graduated in '83 I believe, too long ago to remember, but I remember having a
conversation with one of my advisors, and it got to the
point where he couldn't answer a question as far as the
cow and what she had to offer the land because the science
wasn't there.

Since then, the last 25 years, much of that science has been developed through people like George
Work, who does high-density, low-duration grazing, which
next year will mark my 20th year of one particular ranch
that I have also been doing that on. We've learned a lot
in that time. And I believe that agencies need to communicate with each other and then come up with a
program that can implement best science practices. So
certainly would appreciate that being in the policies at
least for the next few years.

Thank you very much.

SECRETARY KAWAMURA: Thanks, Pat.

FACILITATOR PENNY: All right. We have speakers
15, Caitlin Luis and Kevy Souza. And we'll find out if I
got close on those names.

MS. SOUZA: Hi. I'm Kevy Souza, and I'll be a senior at Righetti High School next year. I've been involved in agriculture industry since I was born and I've been an active member in FFA all three years of high school.

MS. LUIS: Hello. I'm Caitlin Luis. I'll be a senior at San Luis Obispo High School where I've also been very involved in the FFA chapter.

When I first heard that we were supposed to talk about California agriculture in the year 2030, I immediately put it into perspective. The two of us will be about 39 years old and, hopefully, well into our chosen careers.

Now, when I first entered high school, I never would have seen myself as one who would pursue a career in agriculture, but over the last three years I've experienced more through the FFA and incurring technical education than I could have ever imagined. This fall I'll be traveling to Indianapolis where I'll be delivering my prepared speech on the farm bill in the FFA national public speaking finals.

After thoroughly researching current farm bill legislation in order to prepare for this contest, I've truly realized that I have a passion for ag policy and may
find myself pursuing a career in agriculture one year from
now.

MS. SOUZA: Being involved in agriculture my
whole life, I was assumed to have a career in the
agriculture field, but less than four years ago that was
not in my future. I had no thought in my mind that I
would want to be an agriculture teacher or have a career
in agriculture at all. Not only has the FFA program
prepared me for any career I may choose to pursue, but it
has raised my interest in running my father's family farm.

As well as Caitlin, I'll be competing at the
national convention in the poultry judging career
development event. This experience has been one more
thing that has opened my eyes to many possibilities in the
agriculture industry. Traveling up and down California
and meeting the many people who share my same interests
and goals in life has been absolutely amazing. But we're
not here to brag about ourselves and our accomplishments,
but rather prove the importance of our agriculture
education in building a strong foundation for California
agriculture as a whole.

In order to ensure that agriculture is thriving
by the year 2030, there is nothing more important than
supporting career technical education and FFA programs in
our schools.
MS. LUIS: California FFA has the highest membership of any other state with over 65,000 members, and it is important that we gain support for this strong group of developing youth.

California is currently facing a budget crisis and, unfortunately, the ag incentive grant which funds a majority of career technical education programs and FFA events has seen major proposed cuts. To see that a likely 10.9 percent of the money for these funds could be cut, literally transferred to me as 10.9 percent of FFA chapters being stripped of their charter. Many programs struggle to get by as it is, seeing how an average career technical education class requires 50 percent more funding than any other high school class. The importance of these classes is in the name. They are literally preparing students interested in agriculture for a career in that field.

I simply cannot imagine what my high school career would be like without my involvement in the FFA. From debate team to prepared speaking to marketing plan team and leadership positions, the FFA has prepared me for so many real life situations that I simply cannot imagine how I would get by without it. It's saddening to think that budget cuts could deprive some students of these same opportunities.
MS. SOUZA: Though there are so many factors that will contribute to the success of California agriculture in the year 2030, it is not necessary for us to sit here and spout off our opinions about the water crisis or fuel conservation, because the fact of the matter is a solution to these issues is going to be created by future agriculture leaders, and those leaders will be shaped by a strong career technical education program. Looking 20 years in the future, we can only hope that our children will be able to have similar experiences in FFA.

Thank you so much for your time.

SECRETARY KAWAMURA: Thank you, both of you.

Keep up the good work.

BOARD MEMBER DOOLEY: May I make a comment?

PRESIDENT MONTNA: Sure, Dan. I was going to make one too, as we hope you, being a part-time Cal Poly recruiter, both follow Cody to Cal Poly with your FFA leadership. I know Dave Wehner is taking letters of intent down here.

BOARD MEMBER DOOLEY: I just want to say I had the privilege a couple of months ago being one of the judges at the state FFA speaking competition which Caitlin won. And I can assure you, if you want to have a sterling debate about the farm bill, talk to Caitlin; she knows whereof she speaks. And you probably gathered from her
presentation today that she's very able to represent California well at the national convention.

I've been through these same things as a kid, serving on judging teams, as state president and national vice president, and I think there's a part of the future of California agriculture that needs to consider the involvement of youth in 4H and high school, FFA programs, because the training that's provided, leadership development in particular that's provided through those organizations is unparalleled. And you don't see it in any other sector of our society. And these are sterling examples.

And one final note, this is bragging a little bit. I'm the person who made the motion at the 1969 national convention that allowed women to be members of the FFA.

PRESIDENT MONTNA: Thank you.

FACILITATOR PENNY: We're actually, after speakers 15, we're going to move to speaker 17, Megan Brownell.

MS. BROWNELL: Thank you, Mr. Dooley. I'm a product of that vote.

My name is Megan Brownell. I'm am a past FFA reporter, and I come to you today representing as chair of the Young Farmers and Ranchers of San Luis Obispo County.
California agriculture will prosper because it must. No other area on this earth can combine the American dream with agriculture. From cattle ranches overlooking the ocean to microclimates growing exotic fruits in Los Osos Valley. San Luis Obispo agriculturalists are doing their best to maintain agriculture and satisfy urban needs.

My vision for California agriculture in 2030 is an optimistic one because new and old challenges will not disappear in 20 years. 2030 will bring a new sense of peace, per se, to the agriculture industry. Farm labor issues will continue to be of high importance, but the current reforms will have the kinks worked out and the Band-Aids removed. No longer protecting from scarring, the Band-Aids of labor reform will have served their purpose to develop a permanent and reasonable process to document and staff California's farm labor.

The challenges my generation faces are the same challenges faced by agriculturalists in the 1920s. Fewer acres are planted due to urban sprawl and industrialization, laws and regulations increase, and water is diverted from natural paths to nurture crops and flow to manufacturing companies. The challenges are the same, it is their intensity that is multiplied.

Therefore, the challenges lie in managing our resources.
2030's public perception of agriculture will offer comfort to the public. The going-green concept pushing through media and major corporations today will force some agriculturalists to evaluate their contribution beyond crop and livestock production. By 2030 environmental benefits provided by agriculture will possibly shed light on the fact that true agriculturalists have been stewards of the land for centuries. And so the public perception will be improved by 2030 as new methods combine with old ways of conserving agricultural land will increase in quality yields.

A must-have is agriculture education at all grade levels with hands-on laboratories, field trips to dairies, and a desire to discuss rather than bulldoze ideas or impress opinions. As agriculture educators we have used the cliche perception about chocolate milk coming from chocolate cows. The need for agriculture education won't decrease by any means in the future. What may sound dated to some still needs to be taught in classrooms at all levels. Even on college campuses students taking introductory animal science courses are learning for the first time what bull, sow, and ewe lamb mean.

I heard a report on ABC News this morning about the marketing of new market -- excuse me, of new milk

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345
carton designs. Thankfully, the report included a tale of why milk prices are on the rise. The general public may feel the pinch in their wallets, but it is crucial that people understand how corn prices and supply shortages truly affect their dinner table.

Agriculture education and outreach can help bridge the gap in the next 20 years regarding California's place in a global marketplace from farm to fork impacts. California's role in the global marketplace will be tenfold greater than a midwestern state because of our coastal access and the business from ports.

California must have a strong hold on ethical and beneficial trading practices. Whether free trade agreements lead the way and adjust with changing business or government guidelines are shaped and molded to fit better, California agriculture will continue marketing the Buy California Grown campaign and encourage local produce markets plus be a leader in global exports.

The global market lends to another must-have. 2030 folks need to learn to discuss again and not fear hurting reputations but rather discussing possibilities and sharing knowledge. 2030 is a better understanding of cultural differences. The global marketplace brings trade, trials and tribulations. When conducting business, both or multiple parties are doing their best to gain the

PETERS SHORTHAND REPORTING CORPORATION  (916) 362-2345
most benefit from their business partner. Some business is lost in this translation, and those few slips can contribute to the downfall of agriculture systems.

Maybe, just maybe we can have a vision in 2030 that 2030 will be the next golden age when agriculturalists understand the agriculture system they're trading with, whether that is the next county or across an ocean. Maybe they can make a decision to improve another system instead of increasing their financial gain.

Challenges and issues rise, fall and return, but education and global advancement will find agriculture prospering in 2030.

Thank you.

SECRETARY KAWAMURA: Thank you very much.

FACILITATOR PENNY: Okay. Next up we have speaker 18, John Phillips.

MR. PHILLIPS: Good afternoon. My name is John Phillips. I'm a professor in the Horticulture and Crop Science Department at Cal Poly. I could have been a third-generation farmer in the State of Washington, but I gave it all up to come to California 34 years ago.

My vision for California agriculture by the year 2030 is an agriculture that is sustainable, more regionally based, less fossil-fuel dependent, even more diversified in terms of commodities, with an increasing
number of small- and medium-sized producers, greater utilization of direct marketing, even more attention to water use efficiency and more public participation.

Specific to education, my vision includes well-funded research, education and training programs that are capable of answering urgent questions surrounding sustainability and equipping tomorrow's leaders with the tools they will need to implement sound agricultural practices and policies.

The biggest challenge I see in achieving this vision is compartmentalized thinking. At every level of participation in our food system, producers, handlers, wholesalers, retailers, consumers, regulators, policy makers, educators, we will need people who understand the complexity of a food system and have the skills and communication and collaborative decision making to deal with that complexity. We need such people to step forward from the current ranks who populate these levels in our food system that I've mentioned. In addition, our educational system, particularly higher education, can and must produce graduates with this understanding and these skills. Therefore, higher education needs to be supported, specifically quality educational programs focused on sustainability.

In 2030 I see the general public as having much
more awareness of agriculture, awareness of where food comes from. Agriculture is more present in people's lives as there is a closer connection to it for most people through local and regional food systems. Increased awareness of the importance and value of sound agriculture will make it easier for the general public to see the wisdom of supporting agriculture and education in agriculture.

By 2030, the rural, urban, ag environmentalist tensions will largely have evaporated as these groups will see themselves as allies having shared goals, namely feeding and clothing themselves by methods that rely less on less petroleum.

One of the things we must have to realize this vision or something like it is a commitment from state government to place major emphasis on sustainability in education. This would include wellness, gardening, and Farm To School cafeteria programs in lower grades and quality organic and sustainable agriculture programs in higher education. This would include line items for key sustainable agriculture programs in state budgets. Public support for sustainable ag programs must be seen as a funding priority if state leaders are sincere about keeping California agriculture both healthy and competitive in a changing marketplace. Related to this,
California needs to attract more young people into its agricultural workforce. Young people will only turn to farming if they are excited by future opportunities and the ag programs made available to them in higher education.

Dr. John Peterson, head of the Horticulture and Crop Science Department at Cal Poly, has recently had a marketing study conducted that indicated that organic agriculture and the environment ranked high among topics of interest to prospective students. A diversity of food and agriculture courses and programs relating to sustainability already exist at Cal Poly; for example, organic agriculture, fair trade commodities, biodiesel, holistic decision making, advanced irrigation technology, agritourism, biological pest control and so forth. These were all initiated by faculty and students who could see what the future requires. Similar situations exist at some other public universities in California. A push is needed from state leadership to see that such key programs are institutionalized without delay.

Also, state government must be open and receptive to collaborations among state, private and NGO organizations. Organizations such as Sustainable Agriculture Resource Consortium at Cal Poly, for example, can play a pivotal role in facilitating these
collaborations; we are already active in this arena.

Thank you very much for listening.

SECRETARY KAWAMURA: Thank you, John.

FACILITATOR PENNY: We're about to move to
speaker number 19, Rob Rutherford, and at this point I
just wanted to check in with Secretary Kawamura and
President Montna.

You're roughly halfway through the list of
speakers, and so I just wanted to raise the question if at
any point in time you wanted a brief break; and I'm
sensing from Members of the Board that that might be a
good thing.

SECRETARY KAWAMURA: Why don't we say a
five-minute break knowing it will be probably ten, but
we'll say five.

FACILITATOR PENNY: Okay. We'll all aim for
five, and then you'll be up when we start again.

(Recess.)

SECRETARY KAWAMURA: I know we're going to get
started here in just a second, and while we still have a
few people coming back, I just wanted to take a chance
here, take the opportunity to say thank you to many
people, including some of my staff that is here that is
helping organize this, these events all over the state.
Nancy Lungren, Robert Tse, Josh Eddy of course is here,
Jonnalee Henderson, Allison Heers, Shawn Cooper and Mike Smith behind the camera there.

I'd also like to thank the FFA members who have been helping, many of whom are from the local chapter, really helping us keep things in order and organized. I'd also like to make sure and thank Troy Ray, our transcriber over here from Peters Shorthand Reporting Corporation.

I also would like to introduce and say thanks for being here to some of the other folks that are representing assembly members or senators. So Debbie Arnold is here, or was here, representing Sam Blakesly, soon to be representing again Sam Blakesly. Danielle Duboff is here representing Senator Maldonado. Marty Settevendemie, is that right, close, is deputy ag commissioner. Thanks for being here. And Brenda Ouwerkerk is here also, deputy ag commissioner. And representative to Congressman McCarthy is Mike Whiteford. Mike, are you here? Thanks, Mike, for being here. And then we also have a few USDA reps, I believe here.

If I haven't announced you, say hello and thanks for contributing and being part of this.

We are back on track. Anybody else? Did I miss somebody?

EXECUTIVE DIRECTOR EDDY: We're good.

FACILITATOR PENNY: All right. So this is
MR. RUTHERFORD: Thank you. My name is Rob Rutherford. My appreciation to the Secretary and the Board for holding these sessions. I think they're very, very, critical.

My family's been around the state for numerous generations, involved with agriculture. I came up through the 4H and FFA program. I also was a state officer back when the creed said, "I believe in the future of farming."

I still believe in the future of farming.

I've had the good fortune to be a faculty member at Cal Poly since 1974. That's long enough that some of my former students have gone on, survived me, and gone on to do things such as being the state veterinarian for the State of California and other positions as such.

I teach a class called Issues in Animal Agriculture, and in that class we take a look at what some of the issues are that we're facing, much in line with what you're trying to do with these sessions.

I'm jumping around a little bit.

One of the questions you've asked here is what is the perception of agriculture in 2030. I think I would offer what the perception is today. And the perception of agriculture today is that it is a subset of society, it's a little enclave that's a part of society, and very often
it is looked upon as being in competition for scarce resources. Agriculture is a convenience on the landscape, we grab our food at the store, but agriculture is certainly not looked upon as anything much more than that. So in 2030 the perception must be very, very different than that.

Civilization must have embraced the fact that agriculture is, in fact, intertwined in all of civilization and, in fact, it is the only thing that sustains civilization. It cannot be looked upon as some special little entity that needs to be cared for or nurtured, it's in everybody's blood. We need to think of agriculture as manipulation of the ecological ecosystem services such that we can sustain civilization. What will be the greatest challenge to achieving a vision like that? It's very simple. We must be able to shift paradigms.

Donella Meadows, who is one of the foremost systems thinker that the country's ever known, talked about ten ways to move a system. The easiest way is to use numbers; fines, incentives. By far the hardest way is to shift paradigms, but only by shifting paradigms can we make true progress. This needs to happen within the education system. The programs like Ag in the Classroom does a fantastic job, certainly our agriculture educators at the
high school level do a fantastic job. I'd like to think that some of my colleagues at the university level do a fantastic job. But we need to move beyond that; we have to get agriculture education away from being something that you go over to the back of the school yard to learn about. It needs to be within the web of life of every single student in every single discipline at every single level.

What must we have in order to make these things happen? The first thing is we must have the -- be humble enough to admit that most of the things we're talking about today as problems are really symptoms. We must get beyond addressing symptoms and address root causes. We must have biologically-diverse, active and resilient soils. We must have convenient ways to measure the soil health and to value it accordingly. We need to get to the point in time where live soil is worth more than dead soil.

We need our people in the accounting business to realize that an acre of farmland is worth far more to the future of society than an acre that's been paved over and killed forever. We'll leave it to Dr. McDougall and Cody and his young colleagues to come up with that new accounting system.

We must have incentives that cause young people
1 to want to be farmers, that wear those blue jackets and
2 the 4H uniforms and believe in the future of farming. I
3 would absolutely love to see bumper stickers on cars that
4 say, "My soil has more organic matter than your soil."
5
6 We will need to replace fossil fuel energy on our
7 farms with human energy on our farms. We got our
8 agriculture to this point with incredible creativity,
9 unlimited resources and cheap oil and rich soil. And some
10 of those things are going by.
11
12 As has been pointed out earlier by George Work,
13 in his book "Collapse," written by Jared Diamond, he
14 points out the five reasons that major civilizations have
15 failed; and there was a variety of reasons, but the one
16 that was common to all of them was their decision-making
17 process. He brings up the people on Easter Island. What
18 were they thinking when they cut down the last tree on
19 Easter Island, which was fully forested? I've asked the
20 question at the Ag in the Classroom meeting in Sacramento;
21 what will we be saying when we pave over the last acre of
22 land in California?
23
24 So we have to think about the fact that maybe
25 we've gotten to where we are today, today's perception by
26 the way we've made our decisions. We need to work to
27 develop new decision-making processes. It's not for a
28 lack of intent, it's not for a lack of intelligence or
wisdom, it is simply a matter that we have to come up, as
George has said earlier, to come up with a decision-making
process which can deal with the complexity of these
incredible relationships that many have spoken about
today.

Thank you very much.

PRESIDENT MONTNA: Thank you.

FACILITATOR PENNY: Next up is speaker 20,
Engels Garcia.

MR. GARCIA: Good evening, everyone. My name is
Engels Garcia and I just graduated from high school. And
I'm glad there are some high school students in here too.
And I'm a farm worker, I work in the fields. Since I
remember, all my family has worked in the fields and on
the land, they work for people that had the land. And I
don't come here to give you a biography of my life, but I
find out there's thousands of people that has the same
history, background, that is the camposenos, the people
that work in the fields.

Since we're talking about agriculture issues, I
as a farm worker, I want to give my opinion about certain
treatments that go on with us with different countries, in
this case Mexico. NAFTA has been a tremendous, I'm pretty
sure you guys know, between Mexico and Canada where free
trade came in and -- you guys know, sure, I don't need to
explain it. This decision will have a positive and
negative impact on the people. For my community, this
treatment has been a problem for us. We're literally
forced to move -- culture, traditions, certain -- for
people that depends on the agriculture labor, has to force
to move to leave the place because they cannot compete
with the prices of these corporations.

Also I want to mention that farmers that own the
land, they don't really -- they have other people that
work for them, and those people that work for them, they
have families, and when they lose their job, what they do?
I mean, they need to look for other places to survive.
Locally, we have Disneyland near to us. You know what I
mean, Disneyland is the United States, you know, for
opportunities, you know, like all this -- you know, fancy,
like you can get a house and all -- I don't know how to
explain it. And we think that there will be more
agriculture services and more issues if we keep with this
type of treatments.

I also want to mention other consequences without
mention that erases not the treatment, it erases any and
all government regulation and trade which allows
corporation to abuse small businesses, owner and labor.
It weaken other economies and force farmers to only farm
and focus on one crop to meet the demands. They destroy
biodiversity and deplete the soil of its nutrients, once again, pitting against our mother nature. For me, it's really important to take care of mother nature because who sustains life. And I encourage you to take leadership and prevent this kind of treatment because it also affects the agriculture system.

Also, I want to mention one thing too I found out that's pretty interesting, I mean it's really important, is that most people that work in the fields that are working right now, they don't have the opportunity to come to this meeting because they're working, and there's a whole situation, circumstances that I can explain, but I consider that you guys should take into consideration and do meetings where -- afternoon, evenings where they can go and participate and to give their opinions, because right now it is sort of impossible for them to come right now because they can't leave the jobs like that. They need to ask for -- I don't know how to say it in English.

SECRETARY KAWAMURA: Permission.

MR. GARCIA: Yeah, permission to not the owner, but the people that work for the owner to come here. So I wanted to mention that. And so, yeah, so they can give you their participation and their opinion so you guys can -- because the camposenos, they're a key factor on the agriculture system.
And so thank you for hearing my opinion. And I'm glad that you are doing this where people can give their opinion, and thank you for being here.

PRESIDENT MONTNA: Engels, for your information, in Oxnard we are having an evening session just for that. You know, we're doing as much publication as we can, and in Tulare we have many campesinos already signed up for the day session tomorrow.

MR. GARCIA: Oh, oh, yeah, I know, but I just mention because Santa Maria is really big on agriculture.

PRESIDENT MONTNA: Well, unfortunately, we'd love to do one every time, but because of the limited amount of time, we are making every effort to make sure that we're reaching out to the farm labor community and we want their participation. We really thank you for starting that off. You're our first member of that community to speak, so we appreciate it very much.

MR. GARCIA: Thank you. Thank you.

FACILITATOR PENNY: All right. Speaker 21, Rafael Guerrero-Tapias.

MR. CARDENAS: I'm going to translate if that's okay.

SECRETARY KAWAMURA: Sure, you bet.

MR. GUERRERO-TAPIAS: My English is not good, I need help there.
SECRETARY KAWAMURA: Okay.

(Mr. Eric Cardenas translated for Mr. Guerrero-Tapias from Spanish to English.)

MR. GUERRERO-TAPIAS: I would have loved for it to be --

SECRETARY KAWAMURA: Eric, can you speak in the mic.

MR. CARDENAS: Sorry about that. He just started off by saying he would have really liked to have been possible for some of the farm workers, leaders in Santa Maria to have been able to come in his place instead of him, but here he is.

MR. GUERRERO-TAPIAS: On behalf of the various organizations that are working in the region, and nonprofit organizations specifically, it's really important to have their voices heard and have their opinions counted in these discussions as well.

I would like to thank the Department of Food and Ag and Secretary Kawamura for this opportunity to speak and to listen to all the multitude of voices involved in agriculture and also the voices of the farm worker.

I want to join with all the voices that we've heard today and all the voices in general that are here to support a strong agricultural industry in California and to join the voices that show that not only has this
industry been successful, but it's time to move forward and progress.

As we move forward with the goal towards 2030, it is critical that the voice of the camposeno, of the farm worker be heard as part of the vision.

It's imperative that we realize and we acknowledge that there's nearly a million workers, many of them not here legally with -- recognizing that this is an issue and trying to address that in some sort of migratory reform to really lend its hand to a more vibrant, economically-viable and sustainable long-term agricultural industry.

So this is going to require -- let's see, where do we start. This is going to require a new paradigm between farm workers, between business owners, between all facets of the system to really look at this system and its issues in a new and different way to be able to move the industry forward, again, to become sustainable and responsive to the communities in which the industry works.

Also really pushing strong markets, new markets both in this country and in other countries and really getting back to the point of immigration reform and really working with the system, within the system, outside of the system to really reform the immigration policy to make for a more stable workforce, a workforce that feels healthy,
that feels secure, that feels strong and comfortable in
their employment and not be threatened with immigration
disputes, not be threatened with being kicked out of the
country, not being penalized illegally for actions that
are happening in the field that many don't know about. So
really, the point being we need strong immigration reform
that values the workers that are here.

MR. CARDENAS: And so this is Rafael Guerrero.
He just wants to acknowledge the Department for coming
down and, Mr. Kawamura, for your efforts. And he works
with an organization called Pueblo based in Santa Maria
that works on a lot of low-income and specifically
farm-worker based issues, and he really appreciates the
opportunity to be here.

MR. GUERRERO-TAPIAS: Thank you.
SECRETARY KAWAMURA: I'd like to make a quick
comment. I'd like to make a quick comment to both
regarding the ability in these areas, when we were up in
Redding or we were in Sacramento and as we go around the
rest of the state, one thing I sure would encourage if we
can, if people that would like to make comment can't make
it to the meeting, our online ability to send testimony in
online and make sure -- and we'll make sure then that
becomes part of our record, background record.

And many times we talk about what this vision is;
I do encourage all the members, all the participants to
take a look at that 2030 and don't hesitate to look at a
vision that's, as I think the speaker over there said, an
optimistic vision of what has already occurred. So if we
have -- we can see that far out, a good example by the
year 2030, we'd all like to think that certainly
immigration reform has taken place and it's a very good
system, the Band-Aids are off and it's working and it's
viable. That will drive us to say, well, how did we get
there. And as we work backward in process to say, well,
something had to happen along the way to get us there.

So as we look at vision, as we look at what we
want to accomplish or want to see, how we want to see
agriculture in this society, I would continue to encourage
that, that there's other avenues. If we can't get to
everybody, please spread the word that we'd love to see
people log on. Thanks.

PRESIDENT MONTNA: And just so you know, the
State Board has publicly been very active in supporting
immigration reform so we can have a stable, very stable
worker supply, supply of farm workers; so we're very
supportive of that effort.

FACILITATOR PENNY: Speaker 22. Natalia
Bautista.

(Mr. Eric Cardenas translated for Ms. Bautista
from Spanish to English.)

MS. BAUTISTA: Good afternoon. My name is Natalia Bautista. I'd like to start by saying I'm an indigenous Mixteca woman, worker of the field. I worked in the strawberries, the blueberries and other berries in Oregon and other parts of the west coast as well as in Santa Maria.

And now I find myself working in the community as part of the organization Pueblo as a community organizer. And I also want to make a request and maybe a demand. And I'd just like it to be recognized and considered that there are many people like me who don't speak English. I speak Spanish and Mixteca, and trying to learn English, but I don't have the opportunity to communicate as well as I could, and I'd just like you to take into consideration the many thousands of people like me who do not have access to the English language and open up this opportunity by offering other, maybe, translation services.

I'm very happy that there is an opportunity to talk about the agriculture industry, how it functions, the environmental implications of farming, sustainable farming, and also to take into consideration mother earth.

And also please take into account the voice of the workers, the voice of the workers who are not here today,

PETERS SHORTHAND REPORTING CORPORATION  (916) 362-2345
who plant the fields, who pick the fields, who harvest the fields, who help pack the materials and help ship the materials and get them to their ultimate destination. Please consider the voice of this very important constituency which cannot be here today and makes the agriculture industry what it is.

Okay. It's not the same when I say it. But it's important to recognize the thousands of people that are in the field that are not here who live in fear; they work in fear because they don't have a simple piece of paper that entitles them to be here. They live in fear of deportation, they live in fear of constant harassment, and this is just not an appropriate way to live.

Here we are talking about the environmental sustainability of agriculture and we're talking about the business owners and how to make it economically viable, but without the work of the farm workers, none of this is possible. We're not able to reach where we want to reach without the hand of the worker, and I want you to note that, please; this is the most critical of all the issues affecting the ag industry, is some sort of protection for our workers.

And I just want to leave you with this final thought, to please fight for the rights of workers who
make the industry what it is and really fight to support
them who are working to survive and to feed their families
and to stay here in this place and just to support that
cause and make sure to not forget the importance of the
workers in this industry.

Thank you.

FACILITATOR PENNY: Speaker 23, Eric Cardenas.

MR. CARDENAS: That's me. How did that happen?

I could do it in Spanish, but you guys would need
translation equipment which isn't here.

Thank you very much for this opportunity to
comment in front of you. My name is Eric Cardenas. I
work with the Environmental Defense Center in Santa
Barbara. We're a nonprofit environmental law firm working
on coast and ocean resource protection, open space and
wildlife preservation and human and environmental health
issues.

I've been working closely with a lot of people in
the ag industry for the last five, six years, with the
Ventura County Ag Futures Alliance, a budding alliance in
Santa Barbara County, the Roots of Change network as a
fellow, as some of my other colleagues in here, which is
nice to see some familiar faces, and some regional water
board work in this region as well. So we have a good
grasp of many of the issues facing the industry from
various perspectives.

So I'd like to just, briefly if I can, mention a
couple of the key factors, which many of these points have
been pointed out in the Roots of Change points which you
guys have seen as well, but we live some of these points
every day, not as farmers but as people who are working
with farmers and also as environmentalists and as people
working with farm workers and social justice issues. So
I'm kind of trying to bring this comprehensive
perspective, and I want to highlight a couple of the
points that you've undoubtedly heard in other sessions and
today as well.

To first address the sustainability and the
viability of farming in California, you know, everybody,
it's common knowledge that we have an ever-increasing
population, we have dwindling natural resources and more
contaminated natural resources; so right off the bat, we
need to take steps to preserve farmland and to stop
farmland conversion for many reasons we'll talk about
briefly.

But partnerships between government agencies,
community groups and farmers, targeting the preservation
of key tracts of land statewide is imperative for farming
and ranching to continue. Funding this type of
initiative, some of it has already been done, some of it
has not been thought of yet, but funding will take
creativity, require a new form of communication between
historical adversaries, business interests, nonprofit
organizations, other agencies and more. We cannot
continue to gobble up farmland and open space as we have
in the past, and that's been stated before.

While preservation of these tracts of land is
imperative from a food production perspective, so too is
it valuable in many cases from an ecological perspective
and for the ecological functions that open space and ag
lands provide. As we know, riparian zones, wetlands,
wildlife corridors, these often occur on private
farmlands, and while many farmers are striving to protect
these resources on their properties through best
management practices and other methods, incentive-based
tools seem like the most effective and long-term strategy
to help compensate farmers for taking land out of
production and putting it into preservation.

We're dealing with these issues in Santa Barbara
County, San Luis Obispo County with endangered species;
the discussions have not always been easy, and they're
going on, but we need to bring those discussions to a new
level where people can come to the table, think about
solutions and incentive-based solutions and figure out the
best way to protect the species and the farmer.
In addition to financial incentives, encouraging preservation of our natural resources, programs that demonstrate how farming and resource protection are compatible should be held up as models for others to duplicate. Farmers should be encouraged and rewarded for offering farm and ag education, agricultural tours, habitat restoration and other programs that demonstrate to the public how ag lands can be used not just for food production but as a tool to help conserve open space, critical habitat and species.

I recently, well, a few years back I visited Belize, which for all the countries -- out of all the countries, has the most land in protected areas as ag and as open space and wildlife. And as you go down the highways, if anybody's ever been to Belize, you see people encouraged to come onto the farms to take a look at their endangered species and take a look at how they're protecting the habitat while also working with agriculture and farming. And they're getting paid. People are getting paid to encourage these types of activities. So that's one example.

I see the minute flashing and I'm only halfway through, so I'm going to power through the rest.

Talking about the consumers, in order to truly making the agriculture industry valued by all.
Californians, healthy food has to be accessible to all Californians. This includes food access for low-income Californians who often pick the food but cannot afford to buy it, as well as youth within the school system. To this end, new infrastructure is needed for increased focus on regional food production, distribution and consumption. Direct collaborations between growers and local schools via Farm To School programs should be required, as this would meet multiple goals, including food access, increased health among youth and young populations and increased viability and direct markets for local producers.

The last bit, and I know I'm out of time, I apologize, is on farm workers. I don't think there's been enough representation here today talking about this critical asset. I apologize for going over. We need to value and honor our labor force. It's emotional, because they should be here, you know. If it were not for the hands of these laborers, the farm -- take a second here. If it weren't --

PRESIDENT MONTNA: Mike, could you get Eric a glass of water out there. Your voice is about to go.

MR. CARDENAS: Yeah, I'm dying over here.

PRESIDENT MONTNA: The poor guy's been working overtime. We're going to give him an extra minute or two.
so he can finish up.

MR. CARDENAS: So if it were not for the hands of the workers, we wouldn't be here today. That's obvious.

There's a couple key critical points that I work in that I think need to be reformed. First, pesticide and labor laws need to be enforced; all too often they are not. This is true at the local level, state level, federal level. And while many of us who advocate for workers have grown accustomed to inaction on some levels, labeling it as government as usual, it doesn't make it right. Many growers will tell you, they will tell me that they follow the law to the "T" in protecting their employees. Talk to any group of workers, any group of workers, and they will tell you a different story every time, guaranteed. Work laws, protection laws, pesticide health laws are not always being enforced.

Farm workers need greater income via living wage, they need guaranteed health care. While acknowledging this may not be simple, it is so obviously critical to the long-term well-being of farm workers and their employers, that I don't need to spend any more time. It's critical. It's not going to be easy.

Finally, in speaking of health care, it is imperative that the health care field be engaged in the ag system from training on recognition and management of
pesticide poisonings to treatment of preventive steps such as encouraging healthy diets to their patients, to institutional buying. The health care community is a player that has long been on the sidelines when it comes to food access and food policy but which is an increasingly important partner that needs to be brought into the discussion.

So lastly, I just conclude by appreciating the opportunity to present these thoughts here and really encourage you as a board, everybody here to look at this as a system. We're here to change the system from the workers to the environment to the education to the economics. We're not going to do this alone and in the same corners that we've been accustomed to being in, it's going to take a holistic effort.

So thank you for your time.

PRESIDENT MONTNA: Thanks, Eric. I want to assure you, Eric, we've made every effort to make sure the farm worker community is being included, and we know how valuable they are to our whole industry. Really appreciate your attendance. And this is our first run at this, we can always do better, but we are making every effort, and that's why we're trying to get as many night sessions as we can. But we appreciate you all being here very much.

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345
FACILITATOR PENNY: Speaker 24, Noemi Velasquez.

MS. VELASQUEZ: Hi. My name is Noemi Velasquez.

I work with the local clinic providing outreach health efforts to farm workers, and I think the vision should include to provide for basic human protection and security for all farm workers, provide for meaningful living and opportunities for all food and farming workers, all of them including pickers and packers. Provide a good living wage. Agriculture needs workers, and provision of a living wage is a central factor.

Provide access to health care. Gosh, that's the strong part on me; I see people exposed to pesticides, no water, no shade. There has to be more enforcement for worker health and safety. They go without reporting, a lot of companies do not report these injuries; they do not report the exposure to pesticides, in fact they get threatened if they report. So there needs to be more enforcement for the health and safety of the farm worker.

Increase the participation of health care providers in the work of building a sustainable agriculture and food system, include concepts of health and wellness into traditional planning, education and training in agriculture, support new and existing Farm To School programs that increase the health, food and nutrition awareness, especially in communities who don't
I have access. I know a lot of our low-income communities, even the farm workers, don't have access to healthy foods. It's imperative that the people who are picking have access to the food supply they are producing for California.

I just wanted to touch that without the farm workers, there is no ag industry, so let's start there to forcefully enforce worker health and safety, imperative that they have health care, full benefits. 95 percent of the farm workers here working for big, local companies working more than 35 hours do not have health insurance; so I think that's a problem. We need to really reevaluate that and figure out how to take care of these farm workers who are coming here to provide the food for the world because we're one of the top four states that provides the food for everybody.

Thank you.

FACILITATOR PENNY: Speaker 25, Anna Negranti.

MS. NEGRANTI: Hello. I'm Anna Negranti with the San Luis Obispo County Cattlewomen. I'd like to thank the Board for coming to see us this afternoon, and I'd also like to thank our incredibly and informed speakers. It must be very important to all of you to come here today. It's important to me because this is my 50th birthday and I came to this.
I've thrown out my notes because I find that all of you are so eloquent in speaking for your individual groups. And one of the earlier speakers used the phrase "It is clear." The only thing that's clear to me is that you've got an incredible challenge ahead of you in balancing all these varied interests. California is diversified not only in the number of crops and livestock, things that it produces, but also in the different ways that we want to produce it.

Some of our earlier speakers talked about the urge towards a consuming local. And certainly that's the way I want to eat and many of us in this room, but we're a fairly affluent, informed audience. The number one food retailer in the U.S. is Walmart. There's a lot of people out there who are just looking for the cheapest food possible. And we have to find a way in our regulations to make sure that they are able to access inexpensive food that is nutritious.

We also need to be looking at the emerging markets. India and China are sleeping giants who are going to be demanding a larger quantity of high quality food. As Californian agriculturalists, we need to be able to have access to those markets and we need to do it by producing food that is not only wonderful in quality but also affordable and in quantity.
One of the things that we've all agreed on here is that there needs to be more education, not only on the secondary level, in producing stronger agricultural agriculturalists, but in producing stronger, informed consumers. One of the ways that Cattlewomen are helping with that is participating in Ag in the Classroom and also participating in our local San Luis Obispo County Ag Education Committee.

I'd like to invite all of you to participate in the Great Agventure, which is October 8th at the mid-state fairgrounds. So many of you have wonderful stories to tell about agriculture. I'm going to be passing this out and inviting you to put your money where your mouth is. And we offer opportunities to sponsor classrooms and also many opportunities to volunteer and to present your side of agriculture.

SECRETARY KAWAMURA: Thank you.

FACILITATOR PENNY: All right. Speaker 26, Gary Peterson.

MR. PETERSON: Good afternoon, Mr. Secretary, Members of the Board. Thank you for this opportunity. I'm going to stick my neck out and wish everyone a happy rain year. And here's to a happier rain year. I'm the Deputy Director of the Agriculture and Land Based Training Association, better known as ALBA, in

PETERS SHORTHAND REPORTING CORPORATION  (916) 362-2345
Salinas, California. We are a small farm business incubator program, a nonprofit organization that owns and operates two organic farms. We have 150 acres under cultivation by 30 farmers this year, who are either in their first through ninth years of farming at various levels and various acreages.

Our vision for the future of California agriculture is to develop a proactive industry and support and spurred on by a proactive California Department of Food and Agriculture to embrace and most importantly engage diversity through a couple of different lenses. One is ethnic diversity.

I want to share a couple of facts with you. The U.S. Census of Agriculture covering the years '97 to 2002 indicate that in California overall there is a 44 percent increase in the number of Latino farmers. In Monterey County in particular, there was a 70 percent increase in the number of Latino farmers. Statewide the acreage operated by Latinos as per that census increased 60 percent over that five-year period. I know that the 2007 census of agriculture started in like February or March of this year, so we'll have to be patient waiting for that cliffhanger, Table 52 I think it is, that covers ethnicities in California agriculture. But clearly California agriculture and its management is becoming
increasing ethnically diverse.

And the people with whom ALBA works are primarily formerly field workers and farm workers. We found strategies over the years to leverage their field experience and their wisdom from their rural communities elsewhere to development management marketing and business skills to operate their own farms. These are small farms. This is the other context of diversity I want to encourage you to engage, and that is farms of all sizes.

Small farms, of course, rely to a great degree on local and direct markets, which we've heard a lot about this afternoon, but small farms are also underrepresented in other contexts. For example, when we're looking at food safety matters, it's interesting, you know, that the common wisdom is that every grower is part of a new rubric for food safety, but the fact is that there are hundreds if not thousands of additional growers that are not part of that system.

In terms of a vision, we want to encourage partnerships and programs that protect farmland while also creating economic opportunities for young farmers and bringing healthy and culturally-appropriate fresh foods to communities that need them. We want to create public and private partnerships to develop regional food system infrastructure.
ALBA created an entity called ALBA Organics six years ago, and we've had 30 to 40 percent annual growth every year since in terms of our sales on behalf of the farmers with whom we work. And institutions are embracing that model. Stanford University is one of our longest-time clients. The University of California Santa Cruz is one of our largest clients right now. Delaware North Corporation, which operates the food concessions at Asilomar and Yosemite and Kennedy Space Center and all sorts of ballparks and so forth, they're buying local foods. So there are -- there is wisdom taking hold in systems on a broader level than we might imagine when it comes to, you know, recognizing farmers' markets and so forth, it's expanding radically.

We want to bring more public financing to sustainable food systems and research. We want to promote food choices that encourage healthy eating, especially among low-income and immigrant communities in California. We want to encourage business structures that provide general investment and ownership opportunities for workers. We want to attract more young people to choose a career in agriculture and to thrive and to be optimistic about their future in agriculture.

Turning to some of the challenges that we face, I think one of the greatest challenges is to develop a
perspective that integrates public interests with the
prerogative of the industry. I would bet that 20 or 25
years ago in a similar forum people were talking about the
need for the industry to reach out to the greater public.
It's really requiring a paradigm shift. The public
perception that we want to pursue, I believe, is that the
public really recognizes themselves as true industry
stakeholders. As John Phillips noted earlier, the public
awareness will grow. This is inevitable. The beast is
out of the cage and it's up to us to really engage them in
a proactive manner and to embrace diversity in the
process.

The must-haves, overall we really need strategies
that broaden the number of stakeholders, especially
small-scale and ethnically-diverse farmers who are
increasingly having a stake in California agriculture and
are increasingly part of all the regulatory apparatus and
so forth that we've discussed earlier today. And so these
communities, these entrepreneurs need to be valued and
engaged by the industry in order to create the future of
California agriculture.

Thank you.

SECRETARY KAWAMURA: Thank you, Gary.

FACILITATOR PENNY: And now as we transition to
speaker number 27, Meredith Bates, I just wondered if the
Secretary and the President want to say as we're approaching 3:00, if you want to say anything about time so that folks -- there are about 12 speakers left -- know about the opportunity to continue to speak. I just didn't know if now was the time.

SECRETARY KAWAMURA: I think we're in good shape.

PRESIDENT MONTNA: We're in good shape I think.

FACILITATOR PENNY: So if you're further down on the list, know that the Board is committed to remaining as we work our way through the list. We have a total of 38 speakers, so if you're further down on the list and you're watching the clock approach 3:00, know that you can relax a little bit, you'll get a chance to make your comments.

PRESIDENT MONTNA: The Board's not paid by the hour, in fact, the Board's not paid at all, so you can double our salary, and we're going to make the same, we're here to listen.

So go right ahead, Meredith.

MS. BATES: Thank you for the opportunity to speak to you today. My name is Meredith Bates. And I'm a geriatric care manager. I help the frail elderly remain safely in their home or in a facility if that's where they are living. And you might wonder why am I here? What do I have to do with agriculture and why would I care about food? I am very concerned about access to healthy

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345
nutritious food for the frail elderly, the homebound population, and those living in residential facilities in our county.

One of my clients yesterday, his wife came to see me because he's living in one of the 97 small board and care facilities we have here in San Luis Obispo. They're home-liken environments with perhaps six beds and residents living there. So my client has had peanut butter and jelly sandwiches on white bread for the last five days in a row, he had Jello too; but there is really a lack of access to nutritious healthy food for these populations.

So I was thinking wouldn't it be great, I had this vision, if California could do something like the State of Washington did recently, where they passed the Local Farms Healthy Kids Initiative that was signed by the Governor in March of this year. And I know it's kind of popular to talk about kids and Farms to School, and we forget about the elderly sometimes. And I would like to see a Local Farms Healthy Elders Program in California. I would like to see us be able to educate these board and care facilities on how to provide healthy, nutritious food for elderly people.

I would like to see funds allocated so that local farmers could bring produce to the senior centers in the
communities. I go sometimes to the senior centers, and whenever fresh produce arrives, it is gone right away. There's tons of old bread laying around, but the produce, the vegetables and fruits are gone immediately. So we need to provide for our seniors and our elders.

I'd like to see a program that would provide coupons for low-income seniors to go to farmers' markets. I think there was one, something like that, in San Luis, but it was like you had to do it in the next week and it was like two dollars. So I think there's an opportunity for these kinds of programs. And if they can do it in Washington State for kids, I'd like to see us do something like that in California.

And I think the big challenge for reaching the frail elderly is that the elderly are invisible. We talk about kids, we -- but the elderly are really kind of disenfranchised, particularly the populations I work with, who are often homebound, who may have dementia, Parkinson's, and have little support from family members or the community.

So I appreciate your listening. Thank you very much.

SECRETARY KAWAMURA: When we were in Redding, I would want to make a comment that one of the recommendations that came out of that group of

PETERS SHORTHAND REPORTING CORPORATION  (916) 362-2345
participants was with the seniors, how what a great
resource they are in allowing people to learn how to cook.
So many people don't know how to cook. But in the senior
citizen arena, there are so many incredible long-time, you
know, cooks that are able to maybe be mentors in that
arena. So in the same way that we do have a senior
citizen food stamp program, that has just been resurrected
for the state, as an announcement I guess I can make, we'd
be very interested to continue to pursue some of those
ideas.
So thanks for your comments.
FACILITATOR PENNY: Speaker 28, Jeff Buckingham.
MR. BUCKINGHAM: Every thought I could have
expressed has been expressed. I'd like to pass my time on
to the others. Everything I could have expressed has been
expressed here today.
Thank you.
FACILITATOR PENNY: Speaker 29, Sheryl Flores.
MS. FLORES: Good afternoon. I'm Sheryl Flores
from People's Self-Help Housing. We're a nonprofit and we
produce housing, affordable housing for farm workers and
other low-income people, populations in San Luis Obispo,
Santa Barbara and Ventura counties. And I want to thank
you for conducting this session here and all over
California and also thank the audience for listening and
speaking today.

And happy birthday, Anna. I knew I'd have a chance to tell you.

So several of the last speakers mentioned farm workers and how important they are to agriculture. And I'd like to emphasize that we do need a reliable and trained source of workers. And unless we have safe and secure housing, you're not going to have a reliable source of labor. So I'd like -- we use numerous sources of public and private funding to produce the housing. We use USDA funds, State of California, we get funds from local inclusionary zoning ordinances, and I'd like to challenge all of you to ensure that that funding is available to build and maintain farm worker housing.

Another small point was that education was mentioned many times today, and I agree how essential that is. And so in addition to putting this broadcast on your website, I hope that you also get it on the local access TV channels.

Thank you.

PRESIDENT MONTNA: Sheryl, are you using any of these -- any of the prefab housing, farm worker housing companies that are doing a lot of this -- we've done a hearing in San Diego, and they did a presentation there, a couple of them, that Luawanna led that effort. But I
found that fascinating, facilities available.

MS. FLORES: We haven't yet. I looked into it quite a bit a few years ago and found that it was much more expensive just to get through the process. I mean, if it ever gets into higher production, it may be quite feasible.

PRESIDENT MONTNA: Yeah, volume, yeah.

MS. FLORES: Thank you.

FACILITATOR PENNY: Speaker 30, April England-Mackie.

MS. ENGLAND-MACKIE: Good afternoon and thank you for coming down to San Luis Obispo.

I came down here from Salinas, and I wasn't sure whether I was going to be a listener or speaker, but then I soon realized I'm actually for the first time in a situation like this, I'm one of the only people that has been up here that's an actual row crop producer, so I decided, wow, usually it's the cattle guys that only have one person that speaks on behalf, but now it's me, so that's cool.

I work for a company called Martin Jefferson & Sons. We've been farming since 1862. We're a six-generation family farming company that farms over 3,000 acres all the way from San Ardo to Castroville. And the "I Love Spinach" bumper sticker, that was me. So we
grow spinach, artichokes and other row crops.

I'm also the chair of the Central Coast Young Farmers and Ranchers, which is a subcommittee of the Monterey and San Benito County Farm Bureaus as well as a board member on Ag Against Hunger board of directors in Monterey, San Benito and Santa Cruz counties. So a lot of the comments that we have heard here today I truly appreciate and I actually commend most of you or all of you in the room who do work on behalf of the ag industry, because I thank you as a producer. I appreciate that a lot.

For the role of you as the CDFA, I highly encourage you in your upcoming planning sessions to take a look at your current Buy California campaign. I was -- I've been around since, obviously, but I've been around since it was first developed and kind of following the program and have been involved in California Women for Ag and other organizations that the Buy California campaign has supported, and I think that the California Grown campaign is the best culmination in promoting our industry.

There are all these different groups and organizations out there that try to get us to buy local, buy California, but it really does need to come from a state level and it needs to be a cumulative effort. And I
think that on behalf of CDFA that you guys have done a
great job and that is one program that we definitely can
continue. And it has grown and I personally have seen it
more often in the storefronts as well. I think that
working to educate the public is also another aspect of
education and that the Buy California campaign can help
that.

I'm the food safety and farm programs manager
where I'm at, so I'm involved on the food safety aspect.
And there are many different areas that I see where the
community can be more educated about their food and where
it comes from. What amazes me is all of the current
programs that we have that are successful in educating our
public, it's wonderful; but in the travels that I have
done through FFA and through Young Farmers and Ranchers, I
have noticed that across the country other people in other
parts of the world, other parts of our country do not have
the Ag in the Classroom programs or have even heard of it.

I think basically what's happening here, and this
is what happens with most of us in the ag industry, is
we're preaching to the choir. I think every single one of
you has probably heard about every single aspect that has
been discussed here today. But the problem is educating
the individuals in the cities or in the rural areas that
do not have an education regarding where their food comes
from, where it's produced and how much it costs. So I think that as -- and you may sit back and wonder, why is California, why is that our job to educate the world? Well, it's because we are the largest producers in the world. And I highly doubt that there's a board this large or individuals in a room this big in other parts of the U.S. and other states doing this same thing. This just shows how strong our ag industry is, and it is all of our jobs to educate an individual.

There is a gentleman by the name of Trent Luce, I don't know if any of you are familiar with who he is, but he's been a guest speaker at a lot of our Young Farmers and Ranchers functions, and his passion in life is educating the public. And he has one thing that he says, and it's that each of us that's involved in this room or in agriculture should have to make it your self-goal to educate one person a day regarding what's going on in agriculture or what your passion is in agriculture. And I have found amongst friends and family members that live in California that are around agriculture still don't understand. So I take that as my personal goal, to educate one person a day about an aspect of agriculture that they do not understand. And I think that's something that each one of us can do because it's a huge, huge state and a huge nation.
So thank you for your time, and I look forward to a better, stronger Buy California campaign.

FACILITATOR PENNY: Speaker 31, Kathleen DeChadenedes.

MS. DeCHADENEDES: Hello. My name is Kathleen DeChadenedes, and I'm here representing our San Luis Obispo Slow Food Convivium. For those of you who aren't familiar with the slow food movement, it's an international movement that was started by an Italian gentleman named Carlo Petrini in response to McDonalds coming to the Spanish steps in Rome. And I would like to see in my vision for 2030 that a lot of the things that Slow Food kinds of holds dear, that these aren't just fringe concepts. The concepts of our food being good, clean and fair, good in terms of quality, of being delicious, of being something that you want to eat.

Human beings are hardwired for pleasure. I have never been a believer that, you know, your waggled your finger at somebody, eat it, it's good for you. You know, it's got to be good. And in California we produce some of the most delicious food in the world. Clean in terms of being environmentally friendly, produced within the rhythms of nature, and just in terms of social equity for the farm workers, for access to good food, for all segments of our population.
I've spent most of my working life as a professional chef and so I have a deep relationship with food. I love to cook at home, I've cooked professionally. I like to pickle, can, preserve, grow; and I'm shocked when I run into people who have no idea how to do anything. I talk about, you know, I made my own sauerkraut and did this; and they look at me like I've been living in a cave somewhere. You know, this is our connection to our cultural roots, to our family traditions, to ethnic traditions, to preserving our food traditions is something that I think, it really helps us appreciate agriculture, it helps us support agriculture. I keep wondering, you know, how are people going to support our farmers at the farmers' market and CSA if they look at a celery root and they'd rather go bowling than cook it. I think we need to return -- somehow I'd like to see us return to, I hate to use the word home ec, but teaching our children how to cook, teaching them about food, making the lunchroom something besides a battle zone where children actually sat down at a table with elders, with community members, with their teachers and ate like human beings.

If any of you have ever seen what they do at schools in France, it's kind of weird. When the teachers come to a PTA meeting, they argue about the quality of the
lentils that have been served to the children, they don't want to talk about the curriculum. And the children actually sit down and are served a three-course meal.

So, you know, we -- teaching our kids about food, teaching them the values of food and how we come together as a community around food I think is something I would like to really see.

Another thing that Carlo Petrini put forth is the idea of not of a consumer and producer relationship but a producer and co-producer; and that's where we get into the education of our population, that the co-producer understand the cost of production, the cost of producing food in a matter where the food is good, clean and just. And I think also that it's -- the co-producer has an appreciation of a variety of foods, and it speaks again to the biodiversity in our heritage breeds in our heirloom fruits and vegetables. So an informed populous certainly does a lot to help our producers to create a diverse system and great quality, there is the appreciation there, and I think that it goes to benefit all of us.

I want to also say that my day job, I work as the food service manager for the Migrant and Seasonal Head Start Program, I'm in six counties in California, and it's amazing to see the disconnect in serving these kids, sometimes the only wholesome meal that they get to see.
during the day, two thirds of their calories, two thirds of their nutrients. Their parents are out there picking strawberries and broccoli all day and they may not have a place to cook, they may not have access to good food, they have no time to cook. And so seeing what's happening in our agricultural system and trying to make sure that these kids have access to good healthy food. Their parents are out there picking broccoli, and it's getting sent all over the world, and, you know, sometimes their access to that very food is quite limited.

So thank you very much.

PRESIDENT MONTNA: Thank you.

FACILITATOR PENNY: Speaker 32, Richard Enfield.

MR. ENFIELD: Hi. I'm Richard Enfield. I'm County Director and 4H Chief Development Advisor with the University of California Cooperative Extension in San Luis Obispo County. Hopefully after three hours I have some new points to share with the group today. It's been very interesting.

California agriculture and agriculture in the central coast is different than most of the nation, and we believe it will continue to be different in 2030. It has always been a capital-intensive but simultaneously very seasonally labor-intensive agriculture. California agriculture has both a strong dependence on distant
markets and ever-growing demands for locally-produced
products, which we've heard many times today. Having
access to a combined one million local customers in Santa
Barbara, San Luis Obispo and Monterey County is certainly
preferable to having only three quarters of a million
customers in all of North Dakota, just as an example.

Agriculture in California and on the central
cost is growing more rapidly than U.S. agriculture, is
more flexible in selecting production alternatives, is
more responsive to market-driven demand signals and is
significantly less vulnerable to federal budget cuts to
commodity programs. Every one of these attributes we
believe is a plus.

We also have dozens of commodity cycles going on
simultaneously with the central coast producing more than
100 individual crops. This leads to constant instability
with a commensurate need for science-based information
that allows rapid adjustments, and a couple of speakers
earlier mentioned that as well.

The foundation for the development of this mobile
and highly-productive system has been the development of
research information by the campuses and local,
county-based cooperative extension programs of the
University of California. These basic inputs of crop
production and protection have allowed agricultural
producers to develop many production options to meet changing environments, exploit opportunities, and be competitive in both domestic and foreign markets.

We believe a must-have in ag vision for 2030 is stable and continued funding for basic and applied research and extension of science-based information. With these inputs, the University of California can continue to make a real difference in helping California agriculture and related interests such as natural resources, health and nutrition and youth and families. Whether it be through the development of new local commodities like blueberries and many others, support of the unique wine grape industry through better understanding of soils and salinity conditions in local vineyards, or promoting the coordinated management of both food safety and environmental quality in many of our local crops, the research-based programs of our local cooperative extension offices must continue to develop and extend information that helps solve local programs for growers who supply food to our neighbors, to California, and to the nation.

Most people here that know me today thought I was going to talk about 4H, and I said other things -- I had other things to talk about. But just to piggyback on the last speaker, I'll say 4H is one organization like FFA and other organizations that really does teach young people...
and adults about food and nutrition. So I wanted to get that in.

Thank you for your interest and time.

SECRETARY KAWAMURA: Thank you.

FACILITATOR PENNY: Speaker 33, Kay Mercer.

MS. MERCER: Hello. Thank you for allowing me to come to speak to you. I'm Kay Mercer and I'm with a watershed coalition here on the central coast. And I started with the coalition about four years ago. When I took the position, I thought that everything I would be doing would be very single-issue focused, that it would be all about water quality and the conditional waiver and growers implementing management practices. Couple weeks after I was hired, the conditional waiver was adopted, and we spent about a year working on the conditional waiver. A year into the job I realized that really what was going on is that there were a lot of things, a lot of barriers that growers have to overcome in order to work on water quality issues, and I started calling those barriers institutional barriers. Some of the examples are there's been a lot of mention about food safety here. So what happens if a grower takes out all the environmental practices? How does that impact wildlife? How does that impact water quality? And he has to do that because the growers and the packers that he sells to must do that in
order to sell their produce. So what happens then? Well, that becomes a very complex issue. The issue of food safety becomes an institutional barrier for a grower to protect water quality.

Well, we found other institutional barriers as well. And another example would be the Endangered Species Act, also FIFRA. The Endangered Species Act has a loophole or FIFRA has a loophole that now the EPA must consider all endangered species when they register pesticides. And there's been some court orders now that impose buffer zones that are really hugely impactful on the coast because we have very small field sizes, 13 acres is the average field size in Santa Barbara and similar in Salinas, and the imposition of these buffer zones can take whole fields out of production. Okay. Is that -- what is the problem there? The problem is that for specialty crops that are grown on the central coast, the growers don't have alternatives.

So the issue that I really want to talk to you about are conflicting regulations, conflicting policies. If we were to talk about what agriculture in California is going to look like in 2030, I would say maybe we don't need to look at agriculture, what we really need to look at is government. Kevin Kester said it very, very well earlier in talking about the cumulative impact of

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345
single-source, single-resource policies on growers,
because growers aren't producers of water quality or
producers of clean air, they're the people where all the
regulations snowball down and impact all of them.

So I would say that in order for agriculture to
be sustainable in 2030, one of the things that we need to
consider is will government learn how to undo or unmake
policy, not make policy, but how do we undo policies that
are out of date, have become sacred cows, are no longer
applicable or endanger our ability to market? So that's
really what I would like. I think I have more questions
for you than answers.

Thank you very much.

FACILITATOR PENNY: Speaker, 34, Charlie Whitney.


I'm in the cattle business, small cattle operation east of
Santa Margarita. I've been at it as a first-generation
Californian for about 30 years, even though I'm a little
bit older than that.

First of all, I would like to say, bless you, Kay
Mercer. You certainly brought an issue before this Board
that needs to be brought before it repeatedly. A lot of
interesting information has been brought before your Board
today. You have some real challenges ahead of you.

I was looking at your list over here, what we're
supposed to be addressing, and unless your vision for
agriculture and indeed for business in California in some
20 years or so is something other than a capitalist-based
terpreneurship, economics is going to dictate really
what's going to happen. And as you pile regulation on top
of regulation on the producers in the agricultural sector
of the economy, the less the economics of it all make
sense.

When I moved here some years ago, a little over
30 years ago, I attended some early ag economics
conferences that were -- and I think one of the
speakers -- they were put on by I believe the farm bureau.
One of the speakers was an economist, and I can't remember
his name, but he was from UC Davis. And he was telling us
that even though our margins in agriculture were becoming
slimmer and slimmer, we were really doing well because the
value of our land was so much greater, which I think is a
very interesting argument. And that leads up to the point
that I'm trying to make.

As the profitability in the business diminishes
year after year, generation after generation, there are
going to be people who are a lot less interested in using
that land for agricultural purposes and are going to be
more enticed into going a different route. When you look
at the price of land here on the central coast, it's
pretty hard to grow lettuce on it if you have to actually
pay market and take all of the risks that are involved
with it. I'm not sure what the answer is.

I think that the discussion on regulation has to
be one that's really in depth, because regulations
conflict with one another, agencies conflict with one
another, they all have a different interpretation of
similar regulations, and it's just mind boggling for the
producers. So that's something that I hope you guys will
really take a good look at. And I hope that -- if you
want to assure a good, healthy, affordable food supply for
all of us, I think you need to figure out how to ease the
pressure on the producers.

Thank you very much for being here today.

PRESIDENT MONTNA: Charlie, just so you know, the
first hearing we had when many of us came on the Board in
2005 in like March was Bill Pauli testifying, he was then
president of California Farm Bureau, on the regulatory
climate in this state. And we have been sending that
message to those that will listen since then. I'd love to
tell you that we've made more progress than we have. I'm
going to tell you we're not quitting and we are continuing
to take on an effort with the administration and anybody
that will listen, because many of us are producers, but
our public members are just as supportive because that's
what in the end makes California agriculture competitive,
to support our farm workers, our industry, our
infrastructure; and we're not quitting on it, I'll
guarantee you that. Okay. Now, whether we make the
progress we'd like to, the court's still out on that one.

MR. WHITNEY: Yeah, well, I'm certainly behind
that effort. If you need some help, you let me know.

PRESIDENT MONTNA: We may be calling you.

FACILITATOR PENNY: Speaker 35, Dick Knuck.

We're going to speaker 36, Lisa Bodrogi.

MS. BODROGI: Good afternoon. My name is Lisa
Bodrogi. And first I'd like to thank each and every one
of you for your time, for your foresight, for your
leadership, for the opportunity to allow all of us to
speak today. It's been a very enriching experience.

I'm the co-president of the California Women for
Agriculture, the Santa Maria Chapter. And if you don't
know, the first part of our mission statement is to
develop an educational program. We're all about educating
our 2500 members and then reaching out and then educating
the public through school gardens programs, ag in the
classroom, providing scholarships to our youth who are
extending their education in agriculture.

I'm also an employee of the Teixeira Farms
family, a fifth-generation farming family in the Santa
Maria Valley. We farm vegetables and strawberries. And I'm a long-time advocate for agriculture. Again, it's my pleasure to be here and share my vision of California agriculture by 2030.

My vision is actually twofold. My vision of hope for agriculture is a vibrant and healthy agricultural economy where our farm fields and ranches are actively producing food and fiber to our country and the world; where once again mother nature is the only element causing challenges to their production yields; where elements of public policy, environmental protection, social equity and animal rights are no longer threats to agriculturalists but rather work hand in hand with our farmers and ranchers.

My vision includes practical and sound solutions to address public health and welfare issues, such as food safety, water and air quality, energy consumption, and labor and immigration reform; a world where social and environmental equity is based upon sound science that takes into account our human needs and conditions as part of the ecosystem; where agriculture of all types, whether commercial, hydroponic, organic, meat, poultry, dairy, field or nut crop, wine or flowers is all regarded and respected as productive agriculture, a part of our roots and heritages and too valuable to lose in our country.
My fear is that agriculture in our country will be all but nonexistent, that any food or fiber that is produced in our country will be undercover and in small, confined areas; where children will learn about agriculture in their history books and the place of origin where their food comes from in geography class; our government will struggle with escalating costs of food, and our American families will need to make tough choices on the quantity and quality of food they are able to put on their tables; annual vaccinations will become necessary to avoid food-borne diseases from food produced in other countries lacking the same high standards for food safety and quality assurance; wars will eventually break out over food and production rights and territorial boundaries. Sounds hauntingly familiar, doesn't it.

Our biggest challenge will be striking equal weight among competing resources to be sure that we can continue to provide healthy and wholesome food produced in our country.

Bottom line is agriculture is our food system. Agriculture needs water, land and labor to survive. We need water, air and food to survive. That makes agriculture as important to us as the air we breathe and the water we drink. We need to develop public policy based upon environmental, social, and economic principles.
that keep farmers farming. If they farm, we eat; it's that simple.

We must have public policy that ensures availability of water, land and labor is sufficient to allow our farmers and ranchers to continue to produce. As competition for these resources gets more severe, the threats to agriculture become more severe. We must have stronger policies at the local, state and federal levels to balance resources of land and water more equitably towards agriculture and develop proactive immigration reform that secures our borders yet allows for fair and equitable farm labor programs.

Agriculture should not be viewed as dispensable, but rather irreplaceable. It should no longer be considered the sacrificial lamb over housing demand and competing resource issues. It should no longer be our dumping grounds for undesirable land uses such as trash, waste disposal, sewage treatment and jails, to just name a few.

Ag should be viewed as a partner in environmental stewardship, as a bank for alternative energy solutions, wind, solar, water and natural gas, and ag should be credited for the stewardship that has already occurred and real incentives for the continuation of this stewardship rather than public policy continually resetting the bar.
higher and higher making it nearly impossible for farmers to continue farming.

We have to be more mindful of the unintended consequences of environmental protection and public policy claiming to be in the public interest. We have to reverse the tides that have plant and animal species that are just considered endangered because they are genetically different from other plants and animals that look identical. I have nothing against little creatures, but if we're talking about the public interest, I would think the public majority would want to make sure that we're preserving the fate and future of our food supply over a plant or a toad that you can't tell one from another, one being endangered, and the other not. It is called the process of evolution, and I think we need to recognize that that is the case.

Implementation of the ESA has gone amok, and we need to get -- it needs to get back to its intended purpose as our farmers and ranchers are becoming the next endangered species. In the public interest we should all be concerned with the unintended consequences to our food supply when farmers are deprived of water to feed their crops for the benefit of a fish.

There has to be a better balance of resources with agriculture at the top rather than the bottom of the
food chain. If we don't get serious about its protection, it will be gone. We will lose agriculture as a resource and become dependent upon other countries for our food supply as we are currently for our fuel.

In closing, in 2030 a bright vision is a populous that continues to enjoy food that comes directly from our fertile soils surrounding our communities. Today California agriculture is feeding the world with the safest, most abundant, diverse and least expensive food supply, and we can no longer take this for granted. Today agriculture is in the fight of its life, and we must plan for its future.

So I very much thank you for your time and your outreach to hear from us all today.

FACILITATOR PENNY: All right. Speaker 37, Phyllis Davies.

MS. DAVIES: Thank you. I have some handouts for you. I'm primarily going to be speaking today -- my name is Phyllis Davies -- on the first two questions. And I'm a Cal Poly graduate in ag business and I have -- I come from a family that I can't even count the generations of farmers. I admire people that know exactly how many generations of farmers they come from, but I don't, it's really an unbroken line. I came up through 4H before FFA allowed women to be in FFA.
At one time I worked for a feed yard that fed 125,000 to 150,000 head of cattle a year. I handled -- managed their inventory and I handled their public relations in addition to cowboying for them. And I have continued to be involved in agriculture.

And much of my time for the last 25 years has been working on the global scene. I've now worked with sustainable agriculture issues in over 55 countries. And I frequently go by myself and alone, well, obviously alone, with a backpack, and work in very remote areas helping people grow enough food to sustain their lives.

And I've become keenly aware of the need to move to as much organic as possible, where we're not infusing our water supply with pesticides. And I want to remind you that our water supply is a closed system and we need to remember that what goes in comes out. And I was fascinated as I went to fill my water bottle that here is a caution sign saying that I can't use the water in this room out of the faucet to fill my water bottle because it's not safe to drink.

The first article that you will see in your handouts is by Tim LaSalle, someone that you, many of you know and have worked with. And he, by the way, he sends his regards to all of you. And one of his opening points there in that handout is there's no question that a
perfect storm of factors from rising oil prices to growing climatic impact of global warming are creating a silent tsunami of global hunger. Pesticides and chemical fertilizers used for the last 50 years has produced a huge greenhouse gas burden through the manufacturing, transport and routinely escape into the atmosphere from agriculture fields. Additionally, chemical runoff has polluted our waterways.

But there's some good news. We can remove 7,000 pounds of carbon dioxide from the air each year and store it in an acre of farmland. With the 434 million acres of U.S. crop land, if it was converted to organic practice, it would eliminate 217 million cars on the road, or a car for every two acres of farmland.

A second article that I presented to you goes on to -- talking about the issues around pesticides. And there is some interesting information with a full sheet of the fact that the global sperm count has gone down as a result, interestingly, of one -- of the major components is Atrazine, most often applied to corn as an herbicide. And it's been banned for 12 years in Switzerland. It was produced originally there. And it's still evident in the same quantities in their water supply.

And you'll notice in that article there's several annotated references. And an interesting addition into
that is Tim now works as the CEO for Rodale Institute, and there is a crop conversion calendar for people who are interested in moving to -- a crop conversion calculator, and it's a tool that can be easily used on any zip code in the United States, and it brings in the USDA projections and their research of 60 years in relationship to shifting over to organic if that's something that farmers want to consider.

And then there's a -- one of the last articles in the set is something by Peter Donovan who has an interesting experiment that is available on the website, and I do have it available there, a piece of it. And we can cut -- suppose we cut our fossil fuel emissions to zero by dawn tomorrow; could we stop global warming? No. But there is good news; that there is a huge opportunity to pull the excess carbon out of the air using abundant, cheap, current solar energy, non-technogreen, but chlorophyll green grass.

And so I would really urge you to take a look at the importance of saving our soil and moving as rapidly to organic as we can and saving agriculture and the production of the State of California, which is the major producer of food, actually in much of the world, but certainly of many of our crops.

And our lives are going to change as a result of
fuel supplies and our civilization will change. And are
you willing to make the policy on the state and national
investment level now as well as your personal changes in
your life for yourself, your children, your grandchildren
and our world?

SECRETARY KAWAMURA: Thank you, Phyllis.

FACILITATOR PENNY: And as proof that things tend
to go full circle, our 38th speaker is Kris O'Connor,
whose name you might have heard also as our first speaker.

MS. O'CONNOR: Hello. I'm Kris O'Connor. I'm
the Executive Director with the Central Coast Vineyard
Team. And I didn't realize that you didn't have to be
present to win actually a number here at this podium. I'm
actually surprised that I signed up officially to get on
the list, sometimes I'm not that organized; so I was
really surprised when everyone told me that I was supposed
to be the first speaker. I apologize.

I want to thank all of you for coming down and
sharing some time for us; and it's been fun for me to
actually listen to the feedback and comments from
everybody in the room. And, yeah, I think this group is
the choir, but even still it is sort of fun to think about
what it is going to look like in 20 years. And I
definitely think that things have shifted over the last
five years and we're really in a unique position to help,
be proactive and help shape what it's going to look like
in another 20 years.

So again, I'm with the Central Coast Vineyard
Team. We are a nonprofit grower group whose mission is to
promote sustainable wine growing. And I was actually
reminded that the latter half of our mission statement is
to develop the public trust based on science and honesty
also, and that's been our mission since 1994 and is
actually a good filter to sort of run everything that we
do.

Also, very proud member of, really, agriculture
in general. As has been stated before, we're in the best
position to be protecting, you know, what is really
special and great about this state in addition to
producing, you know, great foods, you know, letting people
have access to great foods, protecting aesthetic open
space, you know, protecting habitat, clean air, and all of
the things, agriculture can really do that all. So how
lucky are we?

At the same time, this is a very challenging time
in terms of stable and legal labor supplies, energy
issues, air quality, water quality, competing regulations,
globalization. Really, all of this conversation needs to
be happening about all of these different values, the
environmental, the economic and the social values and
where they intersect.

And just like in sustainable agriculture, we don't talk about sort of a one-size-fits-all solution for environmental issues or economic issues, we really talk about solutions being site specific. And that's what's great about talking about sustainability, because really we're able to pick up the tool that's the most appropriate for that particular site given that particular issue for that particular operation.

So while there are challenges, I was so excited to be involved with some of the conversation in the last couple years over -- I hate it that we call it the farm bill; can we call it the food bill? Can we call it something else? This isn't just about farmers talking about what's going on in farming or corn in the midwest, I mean, this is a food bill; it's security; it's environmental, it's nutrition, it's access, it's cities, it's rural, it's everything. And what was so exciting over the last couple years was really having these issues come to the forefront; amazing op ed pieces in the New York Times and a lot of different metro papers.

These issues, environmental protection, access, rural communities, diverse economies, food safety, food protection, environmental protection all came together, and how wonderful was it that we all got to partner up
with some fairly unusual partners, you know, from mayors
of very large cities to, you know, children, nutrition
activists, environmental activists, farmers, and also
between states, you know, especially crops, you know,
Florida, New York, California. So I think this is really
the beginning of what's to come.

And looking at the successes and lessons learned
in the last couple years with this past food bill can help
us shape the way for the next 20 years. And I think
really some of the key issues are partnering. I mean, we
can be more strategic, we can be more efficient, we can
leverage the money better, we can really partner in terms
of investment and money, partner in terms of strategy and
policy, and partner in terms of communications.

There is a reason that farmers, a lot of farmers,
like to be on the farm, and it's because they're sort
of -- you know, farmers are cool, but sometimes they like
to be alone, and that's my experience with some of the
guys that I know. But you know what, when you talk to
people out on the street, if you ask just a really I'll
say a non-farm person, but you ask them, they talk about
trusting the farmer, they talk about trusting the farmer.
There's something that we need to really be taking forward
about connecting with the people, connecting with the
place, connecting with what agriculture, you know, means
to our state, to our economy, to the environment and where it plays with all of that.

So, you know, I talk about being strategic in terms of policy and communications and investment. You know, just as an example, we've been fortunate to have been funded by different programs, you know, federally, and state-wise through grants and things like that, and we're so grateful for that, you know, and our small but efficient staff of four people who probably drinks a little too much coffee, but because of that we're able to move very quickly and get a lot done and, you know, but that investment really has us out there doing meetings, you know, influencing behavior from the ground up with measurable results. And in the end from a regulatory standpoint, from an environmental standpoint, from an economic standpoint it's a very smart use of resources, because everything that's leveraged and basically changing the culture of our things are done, you know, from the ground up.

So I wasn't intending to have the last word, I wasn't intending to have the first word, but thank you very much, thanks for coming.

SECRETARY KAWAMURA: Thank you, Kris.

FACILITATOR PENNY: So with that speaker, we're now through our list of speakers. And so as I turn this
back over to Secretary Kawamura and President Montna, I want to thank everyone in the room for doing their job so well. And let me turn it back over to the Secretary and the President.

PRESIDENT MONTNA: Again, I want to thank everyone for coming, very informative. We have a lot of testimony we have to put together, and three or four more listening sessions. So we will be departing here this afternoon, going to Tulare to have a very similar event tomorrow.

Josh, we have the website that folks can look at. Will you tell everyone what that is.

EXECUTIVE DIRECTOR EDDY: Hello, everyone. Yes, the California Department of Food and Agriculture has a website, which is cdfa.ca.gov/agvision, where you can actually submit public comments via email, we can also receive them via fax if you like, and we can post those online. We have transcripts available of the meetings that we've had both in Redding and in Sacramento for your review and interest, and the transcripts from this meeting and Tulare and the others will be posted when they're made available as well.

So we're moving forward in this process. And thank you so much for being part of it.

PRESIDENT MONTNA: The Secretary and I are
starring on You Tube if you'd like to -- he's been contacted, a couple of Hollywood contracts already, but so if you'd like to view that.

    But, Secretary, would you like to make the closing remarks?

SECRETARY KAWAMURA: Well, did any of the Members on the Board want to make a comment?

PRESIDENT MONTNA: Good point. If the Board has any questions of any speaker that's still here, it would be a great opportunity.

Marvin Meyers.

BOARD MEMBER MEYERS: Yeah, I just want to say that I want to compliment all of the speakers from the farm worker to the FFA kids to all of you. This has been one of the best listening sessions I've attended, and I want to compliment you for your sincerity and your honesty and your versatility of all the issues that you brought out. You've impacted me a great deal by listening to every one of you, and I took a lot of notes, but I want to compliment you all for the way you delivered. It was excellent.

PRESIDENT MONTNA: Dan, anything?

Ann, anything?

By the way, Karen, before I give this to Karen, Karen Ross, as many of you know already, but Karen, we
started this effort, shared all the initial efforts, will
be very involved in helping us put all this together and
led the way, and been quiet today, which you know Karen,
she's very quiet and won't be for long the Secretary says,
but anyway, I want to acknowledge Karen's great effort.
We wouldn't be this far without her.

Karen.

BOARD MEMBER ROSS: I just also wanted to
compliment all of you, because I think what we were seeing
today is a reflection of what you've done here on the
coast, and that is to learn about balance and that there
is no one way of doing things. And if anything came
through today, I think that was a very strong message.
And that, for me, is what the real hope is for
agriculture, is that all sides and all systems will be
able to coexist and live in harmony and that we will
broaden our outreach to so many other stakeholders, which
is truly what we need to do if we want to change policy in
this state. So I think it was a compliment to all of you
and how you've learned to coexist here on the central
coast and I congratulate you.

BOARD MEMBER HALLSTROM: I ended up getting in
here late because I got stuck in San Francisco fog, but I
want to tell you how much I really appreciated hearing
from the farm workers that were able to be here and those
that spoke on their behalf and those that were willing to
come out and talk about housing. That has been a real
tough issue for California agriculture and the ag industry
from farm workers and farmers themselves, and we need your
voices to help us accomplish some of these goals. We
can't do it by ourselves. I've been talking till I'm blue
in the face for the last 23 years on this, and I really
appreciate all the help we can get on it. So thank you so
much.

SECRETARY KAWAMURA: A special thanks before we
really depart here. Again, back to Jackie and your whole
staff for opening your doors and your hospitality here, I
really appreciate that. And we certainly all -- it's neat
to have a full room and it's really wonderful to have a
full room of everybody participating in one level or
another.

I also would like to make a special thanks,
someone had mentioned earlier that this has been a process
that -- actually, our last speaker, Mrs. O'Connor, Kris,
Kris was saying, you know, the process of going through a
farm bill, listening sessions and the work that was done
by Roots of Change, Michael Dimmock is over here, there's
been a lot of work across the country, whether it's -- we
were talking about big agriculture, small agriculture, all
aspects of agriculture trying to recognize that the future
doesn't look that predictable. That unpredictability is kind of a hallmark of not a good thing for ag systems in general. So knowing that, that's why these things are so important.

We have attracted enough attention with this effort that -- and it was mentioned earlier that the Clarence E. Heller Charitable Foundation and the Colombia Foundation have put money then into this process to help us pay the costs of translators, for example, when we get down to Ventura or when we get out to some of the other ones where we have the different communities that are not English speaking, to be able to host some of the other areas that we're going to. These things do cost money; but most important it's not a cost, it's an investment. So I want to just acknowledge that there's some great work being done in that arena.

Carolyn, very many thanks for your work and continued work in these next sessions as we go. It really helps to have a facilitator that keeps us in order, keeps us on track, and more importantly keeps us focused on what we're trying to accomplish.

And lastly, I think somebody -- Gary Peterson -- I don't know if he's still in the room. Was it you that mentioned that the public is starting to recognize that they're stakeholders in their food supply? That's a
really important comment, because when they do recognize
that they're stakeholders, of course they should always
recognize this -- I will always say that one of the
biggest dangers we have is the luxury of abundance, and in
that luxury of abundance a lot of people assume that food
can come in any number of different ways and then they
demand that, then it's delivered that way, then they say
let's legislate it that way or mandate it that it comes
that way. There's a bit of a danger in that, there's an
excitement in that, it's two-sided in that because
ultimately the producers are able to deliver or they're
not, the marketplaces. And people mentioned it's
economically viable or it's not.

And we have a lot of work there to make sure that
we all understand that this is not the easiest thing to
put together in terms of a vision; and that's why I just
think that it's so great that both the ag community, the
producers are here, but also the public is engaging, and
that means a great dialog; not a monologue, but a dialog.

So with that, any other comments from the crowd?

And I say thank you so much for your time, your
thoughts. And again, this is an investment of time. Stay
focused on what we're doing and keep an eye on it and send
friends across the state to be part of this process.

Thank you.

PETERS SHORTHAND REPORTING CORPORATION  (916) 362-2345
PRESIDENT MONTNA: Thank you very much. And as a reminder, we're in Tulare tomorrow, Oxnard the 7th, Escondido the 8th, two meetings in Oxnard, one at night. If your friends and neighbors didn't show up here, please spread the word. Thank you very much for your attendance. (Thereupon, the July 1, 2008, California Department of Food and Agriculture Vision Listening Session was adjourned at 3:45 p.m.) --oOo-- **********
CERTIFICATE OF REPORTER

I, TROY RAY, an Electronic Reporter, do hereby certify that I am a disinterested person herein; that I recorded the foregoing California Department of Food and Agriculture California Farm Bill 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 14th day of July, 2008.

PETERS SHORTHAND REPORTING CORPORATION  (916) 362-2345