

PUBLIC MEETING
STATE OF CALIFORNIA
DEPARTMENT OF FOOD AND AGRICULTURE

SHASTA COUNTY BOARD OF SUPERVISORS
1450 COURT STREET
BOARD CHAMBERS, ROOM 263
REDDING, CALIFORNIA

WEDNESDAY, MAY 28, 2008
10:00 A.M.

Reported by:
Richard Friant

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345

1 A P P E A R A N C E S

2 BOARD MEMBERS

3 Al Montna, President

4 Thomas Deardorff II

5 Adan Ortega Jr.

6 Craig McNamara

7 Donald Valpredo

8 Donald Bransford

9 Karen Ross

10 Ann Bacchetti-Silva

11 David Wehner

12

13 STAFF

14 A.G. Kawamura, Secretary

15 Joshua Eddy, Executive Director

16 Michael Smith

17 Kelly Hoppin

18 Nancy Lungren

19 Jonnalee Henderson

20 Robert Tse

21

22 PUBLIC SPEAKERS

23 David Kehoe, Shasta County Board of Supervisors

24 Mary Pfeiffer, Shasta County Ag Commissioner

25 Rick Gurrola, Tehama County Ag Commissioner

- 1 APPEARANCES (Continued)
- 2 Wolfgang Rougle
- 3 Rebecca Desmond, CEO, Siskiyou Golden Fair
- 4 Jessica Vasquez, West Valley FFA
- 5 Katie Loverin, West Valley FFA
- 6 Kaci Gurrola, West Valley FFA
- 7 Tom Vazquez, West Valley FFA
- 8 Mary La Salle-Rickert, Prather Ranch
- 9 Margaret Wagner, Redding Arboretum
- 10 Mary Occasion, Churn Creek Meadow Organic Farm
- 11 Betty Doty
- 12 James Rickert, Prather Ranch
- 13 Johanna Trenerry, Trenerry Berry Farm
- 14 Jack Cowley
- 15 Shannon Wooten
- 16 Wayne Kessler, Shambani Organics
- 17 Jack Hanson
- 18 Arnold Wilheme
- 19 Missy Lockie
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1 P R O C E E D I N G S

2 PRESIDENT MONTNA: I'd like to call the meeting
3 to order. I'm Al Montna, President of the State Board of
4 Food and Ag. I'm a rice farmer at UC California.

5 State Board of Food and Agriculture is made up of
6 15 members, they are appointed by the Governor, serve
7 three-year terms, and make up is from production
8 agriculture mainly and also from industry and public.

9 As I'll tell you a little later, we are directed
10 to inform the Governor and shall inform the Governor and
11 Secretary on ag policy in the state by law, and we're
12 traveling around the state in these sessions and love
13 Redding, love the fly fishing up here mainly, and your
14 beautiful city. So thank you for having us today.

15 I'd like to call on Adan Ortega to lead us in the
16 Pledge of Allegiance.

17 Please, Adan.

18 BOARD MEMBER ORTEGA: Please join me in honoring
19 our nation's flag.

20 (Thereupon the Pledge of Allegiance was
21 recited in unison.)

22 PRESIDENT MONTNA: We traditionally call roll,
23 but Josh, I'd like to modify that a little bit.

24 Starting with Dave Wehner, Dave, would you
25 introduce yourself and your affiliation and your length of

1 service on the Board.

2 BOARD MEMBER WEHNER: My name is Dave Wehner.
3 I'm Dean of the College of Agriculture Food Environmental
4 Sciences at Cal Poly University in San Luis Obispo, and I
5 started on the Board in January.

6 BOARD MEMBER BACCHETTI-SILVA: I'm Ann Silva.
7 I'm a dairy farmer from Tracy. And this is my third year
8 on the Board.

9 EXECUTIVE DIRECTOR EDDY: Josh Eddy, Executive
10 Director of the State Board of Food and Agriculture, and
11 I've been on since February.

12 PRESIDENT MONTNA: Al Montna.
13 And the Secretary will be speaking in a moment.
14 I think he needs no introduction. But we'll go to Karen.

15 BOARD MEMBER ROSS: Good morning. Karen Ross,
16 I'm president of the California Association of Wine Grape
17 Growers.

18 BOARD MEMBER BRANSFORD: Don Bransford. I'm a
19 rice grower from Colusa, California.

20 BOARD MEMBER VALPREDO: Good morning. My name is
21 Don Valpredo. I'm a vegetable farmer from Bakersfield,
22 California. And this is my second month on the Board.

23 Thank you.

24 BOARD MEMBER McNAMARA: Good morning. I'm Craig
25 McNamara. I'm a Walnut grower from Winters. And I've

1 served on the Board since 2001. Thank you, it's a
2 pleasure to be here.

3 BOARD MEMBER ORTEGA: My name is Adan Ortega.
4 I'm a public member of the Board from Orange County,
5 California. I work with the firm of Rosen-Kendall and
6 have been a long-time agricultural advocate. Glad to be
7 here.

8 BOARD MEMBER DEARDORFF: Good morning. I'm Tom
9 Deardorff with Deardorff Family Farms. We're a fruit and
10 vegetable grower based in Ventura County, California. And
11 thank you again for having us here today.

12 PRESIDENT MONTNA: Thank you, everyone. I want
13 to thank Josh Eddy, Josh and Robert Tse, Jonnalee,
14 wherever Jonnalee is, these are the folks that have been
15 working hard to put this meeting together we meet across
16 the state and end up in Escondido I think here in July, on
17 these. So thank you, all staff, again for this great
18 effort.

19 We have the minutes from the April Board meeting
20 that need approval, and I'd appreciate any corrections,
21 additions, or a motion to approve.

22 BOARD MEMBER BRANSFORD: Mr. Chairman, I'll move
23 to approve the minutes.

24 BOARD MEMBER McNAMARA: Second.

25 PRESIDENT MONTNA: Move by Mr. Bransford,

1 seconded by Mr. McNamara.

2 Any discussion? All in favor?

3 (Ayes.)

4 PRESIDENT MONTNA: Approved. Thank you very
5 much.

6 We previously have the Secretary update us every
7 Board meeting on any departmental updates, issues around
8 the state. Thank you, Mr. Secretary, for attending today.
9 The Secretary's committed to working with the Board all
10 the way through these sessions.

11 So, Secretary, Department updates?

12 SECRETARY KAWAMURA: No updates today. There's
13 a -- it would take the rest of the day to talk about all
14 the different issues including that farm bill that just is
15 almost passed. We've got 14/15ths of a farm bill passed
16 through Congress, and they've got one more -- when they
17 come back, they've got one more title, the trade title to
18 get in order. And hopefully we'll have a new farm bill
19 that will do great things for California.

20 And I want to thank all the people that helped
21 put a new kind of farm bill together. A lot of people
22 said it couldn't be done, but it was.

23 And then what I'd like to do, I think at this
24 point I'd like to go ahead and thank all of you who have
25 shown up today for your vision hearing.

1 And, Al, would you want me at this time to
2 acknowledge --

3 PRESIDENT MONTNA: I think we have some honored
4 guests.

5 SECRETARY KAWAMURA: Absolutely. So let me go
6 ahead and say thanks and I'll go ahead and read the list
7 off. If you would go ahead and stand, we'd love to see
8 where you're sitting.

9 Mary Pfeiffer is our Shasta County ag
10 commissioner. Mary, good to see you.

11 Pat Griffin from Humboldt and Siskiyou counties.
12 I don't know if Pat's here yet.

13 Rick Gurrola is here, I know, from Tehama County
14 ag commissioner.

15 Mark Lockhart, the Trinity County ag
16 commissioner. I don't know if Mark's here yet.

17 Navid Khan, the Butte County Deputy Ag
18 Commissioner.

19 On the Shasta County Board of Supervisors, Linda
20 Hartman is the chairman, is the chair, and she's not here,
21 I don't believe, but David Kehoe is here.

22 And, David, do you have a couple comments you'd
23 like to make?

24 SUPERVISOR KEHOE: Thank you.

25 SECRETARY KAWAMURA: David's from District 1 here

1 in Shasta County.

2 SUPERVISOR KEHOE: Mr. Secretary, Mr. Chairman,
3 Members of the Board, and ladies and gentlemen, on behalf
4 of the Shasta County Board of Supervisors and on behalf of
5 the residents of Shasta County, it's a pleasure to welcome
6 you to our community this morning.

7 I have two observations for you. First, I would
8 like to offer my congratulations to you, Mr. Secretary, to
9 you, Mr. Chairman, for coming to Shasta County as well as
10 five other locations to hear what the residents of our
11 north state area have to say. Oftentimes when you're in a
12 small county, you feel that -- we feel that Sacramento is
13 so distant and people are not accessible and not
14 interested in what we have to say here in northern
15 California; so that's why this is so significant that
16 you're here today, and we appreciate that very much.
17 Mr. Secretary tells me that you might add two more
18 listening sessions to your program in the urban areas, and
19 I applaud you for doing that.

20 The second observation I'd like to make, as you
21 well know, is each year each county publishes an
22 agricultural report, and when I look at our report for
23 last year, our total production value was \$66,244,000.
24 Ladies and gentlemen, for a small county like ours, that's
25 a big deal. And we appreciate you being here.

1 I'd like to compliment Mary Pfeiffer for putting
2 this report together. It's addressed to you,
3 Mr. Secretary, and it means a lot to us. Thank you, and
4 enjoy your stay in Redding, California.

5 SECRETARY KAWAMURA: Thank you, David. Thank you
6 very much.

7 In addition, I'd like to at least acknowledge the
8 other supervisors, Mark Cibula, Glen Hawes, and Les Baugh,
9 all from the Shasta area.

10 Larry Lees is the County Administrative Officer.
11 Larry, are you here? Maybe not.

12 And then we have the Anderson FFA students in the
13 audience and their advisor Tom Vazquez.

14 MR. VAZQUEZ: West Valley High School.

15 SECRETARY KAWAMURA: West Valley High School. I
16 am so sorry.

17 I don't know, is Jack Hanson here yet from the --
18 he's a Lassen County Board of Supervisors -- hey, Jack,
19 good to see you -- from District 5

20 Missy Lockie from Shasta County Farm Bureau,
21 Executive Director. Missy's right down here. Missy.

22 And then we have Len Lindstrand from Shasta
23 County Farm as well. I don't know if Len is here.

24 And Chris Workman, Shasta County Fair CEO. Hi,
25 Chris.

1 And then Dave Meurer, who is Congressman Herger's
2 aide here in the district. Nice to see you.

3 And I'm sure I've missed others, and if I have,
4 please forgive me.

5 But I think what I'd like to go ahead and do is
6 at least get us started down a path here. The fact that
7 we need to have an ag plan for the State of California is
8 driven by a lot of things. In my own lifetime I've
9 watched the collapse of several agriculture systems during
10 my lifetime. I'm 52 years old, and in that lifetime, I
11 come from Orange County, and Orange County in 1949 was the
12 number one ag county in this country in terms of economic
13 production. That's currently under asphalt. We're saving
14 the land for later I think is what's happening there.

15 But without an ag plan, certainly you'll see
16 areas, you'll see counties, you'll see places across the
17 state or across the country pave over some of the best
18 farmland you'll ever see. Is that a good thing or not?
19 Without an ag plan, those kind of things certainly do
20 happen.

21 We've watched a collapse because of dependence on
22 imports, whether it's in Cuba, whether it's in the Ukraine
23 and Crimea. When the Soviet Union collapsed, they were
24 dependent on imports from all areas of the Soviet Union,
25 so suddenly tractor parts, seeds, pesticides, fertilizers

1 didn't show up anymore. And those ag economies in Cuba,
2 in places like the Crimea in Ukraine, they just collapsed.
3 Those ag sectors collapsed because they had -- they were
4 dependent on an import for ag production that didn't show
5 up and they collapsed.

6 We've watched Australia now, a very predictable
7 drought-prone country, suffer enormous challenges. If you
8 haven't read about it, their cattle industry is off almost
9 70, 80 percent; their dairy industry is off almost 40, 50
10 percent; they grow wheat and rice, rice is down to zero.
11 Mr. Montna might be happy about that, but it's sobering to
12 watch an entire nation's agricultural economy on the verge
13 of collapse or collapsing because of these things.

14 Some of the things are outside of our ability to
15 do something about, some of them are certainly within our
16 ability if we look far enough ahead to try and get ahead.
17 And I think there's two ways that we learn in our
18 lifetimes or throughout our experiences that you can learn
19 when you are in crisis or you can learn by watching other
20 people in crisis. And I think the latter is the better
21 way to learn. If we can learn from other people's crisis,
22 that keeps us ahead of it.

23 And when we talk about that, we're either in
24 crisis planning, we call it opportunistic planning or
25 strategic planning. If you do a good job with strategic

1 planning, you can avoid some of the crises; but if we are
2 constantly in a crisis, whether it's a shortage of water
3 in this area or any other area, whether it's a shortage of
4 employees, whether it's a shortage of other things or
5 challenges from invasive species, these are the kinds of
6 things that we -- I want to talk about.

7 By the year 2030 is where we're hoping to set
8 this vision. Let's look at what you can have in 2030 and
9 work backwards. Well, how do we have to get there? What
10 are we doing now that's going to get us to that vision of
11 2030?

12 In our state, in agriculture, you've got all
13 kinds of leaders trying to move us forward in all the
14 different counties, parallel efforts to move the state
15 forward in an agricultural direction. Parallel lines
16 don't meet. What we need to do is have converging lines
17 and vision where we're all headed, take those resources,
18 take those efforts, and start to bend those efforts so we
19 can get to some place by collectively working together.
20 And that's what this process we hope to have is all about.

21 By having an ag vision, we can listen across this
22 state, put together the equivalent of a state farm plan if
23 you will and help that match up with the federal farm bill
24 plan and better leverage the resources at the federal
25 level, at the industry level, at the state level and

1 certainly in the nonprofits, all the different great
2 foundations and organizations that are out there that want
3 to move us forward.

4 So with that, I would just like to say this is
5 one of our first of the major listening sessions, I'm very
6 excited to hear what you have to say. And I'm going to
7 hand it back to Chairman Montna here, President Montna, to
8 go ahead and give us the ropes, and then we're going to
9 have a facilitator as well.

10 So, Al, back to you.

11 PRESIDENT MONTNA: Thank you, Mr. Secretary.

12 As always, we're always honored, the Secretary
13 spends his valuable time to travel with the Board and be a
14 part of this process. And he's the one that initiated
15 with the Governor to direct the Board to do this vision.

16 I think the Secretary has very adequately
17 outlined our mission. This is your opportunity, the
18 public, stakeholders, to be part of this plan that we hope
19 to bring to conclusion, the road map to 2030.

20 As you do that and you make your comments today,
21 we would also encourage you to think about the now, the
22 next five years, ten, fifteen. We have a lot of
23 agriculture coming to us with issues today, air quality,
24 water quality, water availability, that we're designing
25 that road map also. So we want to incorporate this whole

1 process as we get that vision out there and those lines do
2 cross, as the Secretary mentioned.

3 We have seen much more collapse than we'd like to
4 see. And although I'm just a little older than 52, we
5 don't want to see any more of that. This is one of the
6 most robust and viable ag economies in the world. We want
7 to make sure that viability continues on working lands for
8 the future, in Redding all the way to Imperial Valley.

9 So we thank you. It's a pleasure to see the blue
10 coats here today. I've lost my blue coat, so maybe I can
11 borrow one. But you guys pay close attention for when
12 you're sitting up here and doing this for the State of
13 California. So good to see all three of you here. I
14 noticed they're all young ladies, and that's impressive.
15 So thank you for bringing them, we appreciate it.

16 All right. I'm going to introduce you to the
17 gentleman who's going to run this listening session. Mike
18 Lawler is a facilitator.

19 Michael, stand up. Thank you.

20 And we're going to turn this over to Mike. He's
21 going to direct the meeting.

22 Will the Secretary now make comments as we
23 proceed through this process, and anyone from the Board
24 that wants to comment as we go through this, please get
25 Mike's attention, and he'll put you in the meeting.

1 FACILITATOR LAWLESS: Welcome, and thank you,
2 Secretary Kawamura and President Montna, for the
3 invitation to be here, and thank you to the Board for the
4 support.

5 My name is Michael Lawler. And I'm a facilitator
6 from UC Davis. I actually have a full-time job running a
7 research center and running a center for human services.
8 I'm actually a developmental psychologist, so although I
9 come from an ag family, I went in a different direction.
10 But I work at UC Davis. I care deeply about these issues.
11 And we have a program there called Common Ground that
12 works at facilitating various public policy issues. And
13 so when the invitation came to join you today in Redding,
14 I jumped at the opportunity to be with you today.

15 What I'd like to do is go over some very general
16 ground rules for our discussion today. My understanding
17 from the Secretary and the President is they really do
18 want to hear the issues, they really do want to get your
19 feedback, so in order to structure that, just some general
20 ground rules that I want to go over.

21 The four questions, and I see that posted over
22 there, what is your vision for California's agriculture by
23 2030? And President Montna had mentioned to me and
24 mentioned to all of you that that's important, but also
25 not to forget about the next five years and the proximate

1 history and issues that are in front of us.

2 Second question, what will be the biggest
3 challenge in achieving that vision? Again, your specific
4 issues are important to be heard today.

5 In 2030, how has public perception of agriculture
6 changed? As somebody who grew up in Orange County, I was
7 surprised by Secretary Kawamura's comments, although I do
8 recall the orange groves as a kid.

9 And then, what is a must have ag vision for
10 California?

11 So in order to get all that accomplished and to
12 get everybody's comments, we're going to have speakers
13 come up here to this podium and address the Board. And
14 you're going to be videotaped, you're going to be
15 audiotaped, and it's going to be transcribed. That
16 transcription is going to be available on the public
17 website. No pressure. We're going to limit it to five
18 minutes. But let me talk about generally what we'd like
19 to have as ground rules. And these are sort of the common
20 themes, but it's always good to go over them.

21 Everyone will treat everyone else with respect,
22 both the Board will treat the public with respect and back
23 and forth. As your facilitator, my job is to get out of
24 the way; so I will reserve the right to intervene, but I'm
25 assuming I won't have to intervene or interrupt anybody

1 today.

2 Each person will strive to be complete and
3 concise. To help us, we actually have a timer on the
4 upper left-hand corner starting with five minutes, and our
5 coordinator, Jonnalee, said that does work, and there's a
6 beeper that goes off, so we're going to test that out. So
7 it's one of those things that you can't dodge it. It's
8 going to be right there for everybody to see. So please
9 pay close attention to it.

10 We do have a limited number of speakers, so it
11 looks like we have plenty of time for everybody; so we can
12 maybe fudge a few seconds here and there, but try to stay
13 at five minutes.

14 We'll also want to stick to the topic under
15 discussion today, so our four broad questions. And I also
16 understand that the Board and the Secretary may have
17 follow-up questions or comments that they'll make to the
18 speakers.

19 Cell phones and pagers, please turn them off, if
20 you could do that now, or turn them to vibrate or whatever
21 is least disruptive.

22 I'm going to call each speaker by your number.
23 There is a list of speakers. So when you come up,
24 pronounce clearly your name, if it needs to be spelled,
25 feel free to do that, and your association or your

1 affiliation, if you're an independent farmer or private
2 citizen or you're representing an organization.

3 Speakers are also welcome to pass. If your
4 number is called, you're welcome to say, boy, that --
5 everybody else has talked about my issue, it's been
6 covered. So feel free to pass on that. Just let me know.

7 And you're encouraged to address the important
8 aspects of the four guiding questions. And we'll
9 receive -- there will be a bell when there's one minute
10 remaining? Jonnalee, is that -- Jonnalee will create some
11 kind of, yeah. And again, it's right in front of you.

12 And questions to the panel, to the Board, will be
13 written down by staff and used for reference during the
14 time remaining, if any, after every speaker has had a
15 turn. So what that means is you may pose a number of
16 questions to the Board, and there may be a lot of
17 questions, those will be recorded; so as we have time
18 after the public comment, perhaps the Board can address
19 some of those.

20 Written input on the ag vision is welcome, and
21 you can also send your comments directly online to
22 agvision@CDFA.ca.gov. So if you don't choose to comment
23 today, you can choose to comment online.

24 I will manage the discussion today, but again, my
25 objective for the day is to stay out of the way and to let

1 the experts hear and the experts on the Board have their
2 sharing and their discussion. And then, again, you will
3 be audiotaped, videotaped, and transcribed, and the
4 transcriptions will be available for this session, the
5 Sacramento session and -- how many other -- several other
6 sessions that will be recorded throughout the state, and
7 those will also be available.

8 Okay. Is everybody ready? Did I miss anything?
9 Mr. Secretary, Mr. President, anything? We're ready to
10 go. Terrific.

11 So we're going to speaker number one. If you
12 could please come to the podium and present your comments.

13 COMMISSIONER PFEIFFER: Good morning. I'm Mary
14 Pfeiffer, I'm a Shasta County Agricultural Commissioner.
15 And since Kevin's my employee, I don't know if he has to
16 turn on the timer. But I will keep my remarks short.

17 I would like to echo Supervisor Kehoe's welcome
18 to you all. This is quite an honor to have the entire
19 Board of Agriculture here in Shasta County. I don't know
20 that it's ever happened before, not in my tenure. And I
21 found out that I'm one of the longest serving ag
22 commissioners, so I've been around a long time. And I
23 certainly didn't have as much gray hair when I started out
24 as I do now. But I really do want to thank you for coming
25 here and listening to us.

1 I think it's really vital in order to develop the
2 comprehensive plan that you're seeking to do to listen to
3 comments from all areas of the state, from all types of
4 operations from large to small. And we grow the most
5 minor of minor crops in this county, and in far northern
6 California, so again, I do appreciate you coming up here.

7 Our ag value has gone up last year, we're about
8 to publish our report, and I just picked up the proofs
9 from the printer; so it's up to a whopping 70 million.
10 Doesn't quite compare to San Joaquin County and a few
11 others, but it's still a vital industry in this area. And
12 it's a vital industry because it protects so much
13 farmland, it keeps so much of our land open, and it
14 protects a little body of water called the Sacramento
15 River and Shasta Lake, which of course is vital to the
16 rest of California agriculture and is one of the most
17 important things that we do up here in far northern
18 California.

19 And sometimes, as the Supervisor pointed out,
20 people don't always pay attention to us up here and we get
21 a little sensitive about that, but we do have some serious
22 issues that we do want to bring to your attention.

23 I've entitled my remarks as "must haves." That
24 was one of the topics in the announcement. And I only
25 have four pages of them, so I will try and get through

1 them quickly.

2 My comments are my own as the Shasta County ag
3 commissioner, I have some input from my colleagues and I
4 think we have some general things we'll be discussing with
5 you as you have the other listening sessions, but the
6 primary issue I want to address today is pest prevention.
7 I mean, that's what we do in cooperation with the CDFA.
8 The county agricultural commissioners have a primary
9 responsibility to prevent pests from becoming problematic
10 in this state.

11 Now, obviously we've had a few problems lately.
12 There's some pesky little moths down along the coast there
13 that we are trying desperately to keep out of Shasta
14 County and far northern California. And over the years
15 we've certainly developed a very comprehensive pest
16 prevention system, but it needs some help, it needs some
17 work, it needs some review.

18 With the recent almost passage of the entire farm
19 bill, we have a real opportunity. The Ag Commissioners
20 Association worked very closely with a number of folks in
21 Washington to make sure that the inclusion of the early
22 pest detection program has stayed in place. And I would
23 like to thank Congressman Herger for supporting that bill
24 in that particular provision.

25 Now that we have an opportunity to develop a

1 program that can enhance our system to provide resources
2 that we desperately need, certainly at the state level and
3 also at individual county levels, to enhance our system
4 that we are currently working under, we need to work
5 together to develop that plan. The farm bill allows
6 states to apply to Washington, to the USDA, and we need to
7 do that together and we need to make sure that program is
8 implemented as it was intended. And again, my Congressman
9 has assured us that he would help us do that if in fact we
10 need some additional help.

11 And we also need to continue to work very closely
12 with the Department of Homeland Security, the USDA. And
13 I'm going to make a special plea for help working with the
14 United States Post Office. We do a lot of plant
15 quarantine inspection work in that area, and over the
16 years it's ebbed and flowed as far as our access to plant
17 quarantine inspections throughout the years. We used to
18 have meetings occasionally with some of the executives
19 from the post office, usually in Sacramento with help from
20 the executive office. We haven't had those for years, and
21 that's one area where we really need access in order to
22 deal with the pest issues that we're dealing with. It's a
23 pathway that's not being dealt with very effectively.

24 We also need to get our dog teams into those
25 facilities and make sure that our dog teams are trained

1 and meet the USDA standards to get into the post office.
2 So again, I'm asking for that help. And it really -- we
3 need somebody such as the Secretary to help us get to the
4 right people in order to do that.

5 Some of our other must haves, invasive species is
6 an issue that's near and dear to my heart. And I would
7 like to acknowledge Secretary Kawamura for his efforts in
8 coming up to far northern California, I believe the first
9 visit in 20-plus years of the secretary, and going on to
10 our famous weed tour a few years ago. We have, of course,
11 invasive species like every other part of California, but
12 weeds and noxious weeds are our biggest problems up here.
13 For our cattle producers, our range lands, our hay
14 growers, everybody, and for our timber companies, it's a
15 huge issue. And also for our resource lands, our park
16 lands, and other areas in our northern area.

17 County ag commissioners have some really terrific
18 local programs to deal with invasive species. In recent
19 years there's been a proliferation of weed management
20 areas, which are collaborative groups of folks who get
21 together and identify particular problems and deal with
22 particular issues, they identify specific weed problems
23 and develop plans to deal with those.

24 But the one thing that's missing from this is our
25 programs, our local programs kind of got shoved to the

1 side a little bit. It's kind of a sensitive issue with
2 me. And I think that it's a valuable program that people
3 don't recognize. It's very -- relatively cheap to run,
4 it's very efficient. And several years ago we talked to
5 folks from CDFA who have now retired or gone on to other
6 positions, and we agreed that it was time to review our
7 weed programs, our county/state weed programs that have
8 been in place for decades and have done a lot of good for
9 us. That meeting to start the development of those
10 programs has not taken place. And this is something that
11 can be done over the next few years, and we're ready to do
12 it.

13 We're the early pest detection and rapid response
14 teams that you have out here in the counties on the
15 ground, we get work done and we get it done quick. And I
16 would encourage the Board to encourage the Secretary to
17 start those conversations so that we can look at the plans
18 we have now and modernize it and get it rolling again and
19 see what resources that we can bring to deal with these
20 issues.

21 And another take on invasive species or some of
22 our pest prevention programs, I would again ask the Board
23 to look at how CDFA is dealing with wildlife's -- USDA
24 wildlife services. Years ago, up to 2003, there was
25 funding from the State Department of Food and Agriculture

1 that would help support the county fragile state
2 cooperative program that we've had in place for many
3 years. There were a tough bunch of times, and, in fact,
4 those funds were pulled back, there's no state support.
5 It's a vital program, especially up here in far northern
6 California, in the Sierra foothills and actually
7 everywhere in California. Our livestock folks desperately
8 need the program. And I think you'll hear in a few
9 minutes our beekeepers need the program.

10 Our beekeepers are losing ground because there
11 are subdivisions going in, there are more people moving up
12 here, so there are fewer places to put the bees that are
13 critical, obviously, for the rest of California. And so
14 we're having trouble finding places to put the bees.
15 There are more bears in particular, and it's creating
16 quite a lot of havoc and difficulty for them to manage
17 their bees. And the beekeepers up here are kind of
18 special people because they produce queen bees. I mean,
19 we're the queen bee capitol of the world if you go ten
20 miles east of here. So it's an important -- you know,
21 we're the nursery of all the bees in California. So it's
22 a very important program, and I would ask that you
23 consider that.

24 When you think about the e.coli outbreak and some
25 of the things that these wildlife management specialists

1 could do to help growers deal with some of those animal
2 problems, we probably would be further ahead than we
3 currently are.

4 And to change the subject a little bit, one of
5 the crops that we do grow up in northern California, from
6 Siskiyou County down actually through the San Joaquin
7 Valley, we grow a lot of nursery stock, and especially
8 strawberry nursery stock. And I think everybody
9 recognizes that growers are under a lot of pressure to
10 change the pest management systems because of the eventual
11 elimination of methyl bromide and other fumigants from
12 their array of pest management tools, and I would request
13 that, again, that we work on some of the pest management
14 systems for some of those minor crops. And granted, it's
15 not necessarily something that's done by CDFA, but the
16 universities are, you know, certainly involved in that;
17 but it's a very important issue up here because it's
18 really one of the few high value commodities that we do
19 produce up here.

20 I'd like to switch gears a little bit and talk
21 about farmers' markets. Over the last ten years since
22 I've been commissioner, the farmers' markets here, I think
23 like in every other part of California, have expanded
24 dramatically, and, you know, they're great places to go.
25 People get out there, they buy things, our public health

1 department has promoted them, and we're certainly seeing a
2 lot more families out there, it's fun. You know, I like
3 going when the market managers aren't mad at me as the ag
4 commissioner, but, you know, they're fabulous. And I've
5 been to San Luis Obispo, and Los Gatos and some of these
6 other markets, that, you know, they're just great things
7 to go to and a great way for folks to meet farmers and
8 understand where their food is coming from.

9 The one thing I would request, and, again, I
10 think this will take some years, is that the regulatory
11 burdens, especially on the ag commissioner's office is
12 getting to be -- it's more than it needs to be. I would
13 hope that we could have discussions about how we can
14 streamline the regulatory burden for our offices and
15 certainly for the producers as well. We want to make sure
16 that there's a robust industry out there, we want to help
17 those small producers as well, but some of the things we
18 do are just silly frankly, and I don't think they add
19 value to the program. And, you know, our association is
20 certainly willing to talk to you about that, but I almost
21 get the feeling -- this is one of those examples where
22 perhaps interest in other parts of the state run some
23 portions of the program and create a lot of work for us up
24 here.

25 I would like to close my remarks with kind of an

1 odd issue perhaps, but administrative issues. We're all
2 going through a lot of succession planning, a lot of
3 people are retiring, we're getting a lot of new folks on
4 Board, certainly the staff at CDFA has changed
5 dramatically over the past few years. And it's been
6 frustrating at times for me as an ag commissioner to deal
7 with folks on contracts and paperwork and reports, and
8 this one asking for that and this one asking for the same
9 thing, and it takes a lot of time and it's very expensive
10 frankly.

11 I was wondering, you know, thinking about is
12 there some way as we bring new managers on board, and
13 these people are great, but they're new and they don't
14 perhaps have experience in this arena, they come out in
15 the field, they're biologists, they're -- you know, they
16 have other professions before they become managers. Is
17 there a way that we can have some sort of training program
18 for perhaps not just them but ag commissioners and
19 deputies so that they learn, they learn what the Board of
20 Supervisors does, they learn my limitations as far as
21 contracts go. And we understand how they have to deal
22 with issues with general services, so it's a bit mundane,
23 but it's awfully important. We spend a lot of time doing
24 that. So I would really -- you know, I see that as
25 something that could certainly be taken care of pretty

1 quickly.

2 And again, thank you for coming, and I do
3 appreciate it.

4 PRESIDENT MONTNA: Thank you, Mary. One quick
5 question for you, Mary.

6 COMMISSIONER PFEIFFER: Okay, I'm sorry.

7 PRESIDENT MONTNA: First of all, I want to tell
8 you how much we appreciate our ag commissioners and what a
9 vital part they are of agriculture in this state, and we
10 have the best. And we really appreciate, the Board, and I
11 know the Secretary, your association attends a lot of our
12 meetings, makes a lot of comments, as a resource that we
13 rely on heavily, so thank you for that.

14 And your comments on the regulatory burden, those
15 comments are resonating throughout California agriculture,
16 and the cost of that burden I'm sure on your department
17 and on producers and the industry, whether it's processing
18 or whatever it is, but that's one issue is very high I
19 think on our list to continue to investigate and see how
20 we can lessen those burdens.

21 COMMISSIONER PFEIFFER: That would be great,
22 because we do things that, you know, I just scratch my
23 head.

24 PRESIDENT MONTNA: We do too.

25 COMMISSIONER PFEIFFER: We all do. And, you

1 know, we'll always end up doing that, but I think there
2 are some ways that we can take care of a few things pretty
3 quickly.

4 PRESIDENT MONTNA: Well, we're operating in a
5 regulatory -- regulated agriculture for the world in this
6 state.

7 COMMISSIONER PFEIFFER: And I'm proud of it.

8 PRESIDENT MONTNA: And that's good in a lot of
9 ways, but also brings with it a lot of cost and
10 complication, and there are complications. So we have
11 that I think in the radar screen and will continue to
12 address it.

13 Other questions with Mary?

14 Adan?

15 BOARD MEMBER ORTEGA: Thank you for your
16 comments.

17 I'm just wondering, you described this regulatory
18 burden is requiring you to do some things that are perhaps
19 silly. Could you illustrate --

20 COMMISSIONER PFEIFFER: Well, I will. Some years
21 ago I had -- we had some budget cutbacks, I lost some
22 staff, we were pretty short staffed. We are required,
23 county ag commissioners are required to go out and verify
24 the production of every certified producer in their
25 county. That's a state law, statute says that. You go

1 out every year, you do it.

2 I was going out into the field and doing some of
3 those things. So I'm kind of expensive when you look at
4 our department. And there's a gentleman I knew, an older
5 man, kind of a hobbyist, he had fruit trees, he had a
6 permanent crop, he came to the market every year, but I
7 was obligated -- you know, we were obligated to go out
8 there. So I would go out there and have a, you know, very
9 nice chat with the man and make sure he had his fruit
10 trees still. And I mean, leave it up to the local
11 regulators, give us some flexibility, you know, let us
12 decide that there's no need to go out and check
13 Mr. Smith's peach trees because we know they're there, or,
14 you know, another member of my staff knows they're still
15 there. So there's little things like that.

16 And I mean, obviously you're dealing with big
17 issues and big problems, but I think there's some
18 flexibility there. When that piece of legislation was
19 going through, I was advocating for some level of, you
20 know, expect every other year or, you know, allow some
21 flexibility in the law, but I didn't prevail on that
22 particular issue. So I think there are some things like
23 that that we can do and still maintain the integrity of
24 the program.

25 BOARD MEMBER ORTEGA: Thank you.

1 COMMISSIONER PFEIFFER: Thank you very much.

2 I was actually speaker zero, so speaker number 1
3 is going to follow me.

4 FACILITATOR LAWLESS: First, my apologies to
5 Commissioner Pfeiffer for missing speaker 1A, and she is
6 exempt from the five-minute timeframe. So she's special,
7 local consideration.

8 COMMISSIONER PFEIFFER: I apologize.

9 FACILITATOR LAWLESS: No, no, no, thank you so
10 much, Commissioner, my apologies for that lack.

11 So speaker number 1, would you please come up and
12 demonstrate the five minutes for us.

13 COMMISSIONER GURROLA: Actually, I kind of
14 appreciate that Mary may have cut into my five minutes. I
15 was planning on using this as a listening session and
16 taking back --

17 THE REPORTER: Sir, sir.

18 COMMISSIONER GURROLA: I'm sorry.

19 THE REPORTER: Excuse me, sir, could you state
20 your name for the record.

21 COMMISSIONER GURROLA: Oh, I'm very sorry.

22 I'm Rick Gurrola, the Tehama County Agricultural
23 Commissioner. And I do appreciate the Board coming up to
24 Redding today and to Secretary Kawamura.

25 Again, to back up, I was planning on using this

1 listening session to take back some of the comments and
2 the ideas back to my board working with my CAO, but,
3 however, having the opportunity to address the Board, I
4 would like to go on record on a few items.

5 I would like to reiterate some of the comments
6 that my esteemed colleague from the north, Mary, had made.
7 We share the same concerns and the same problems.

8 I was actually born in Redding, California, and I
9 live 15 miles from where I was born and my roots are deep
10 in agriculture. Looking at the comments that you would
11 like to address today, as far as where we're going to be
12 30 years from now, if I knew where we were going to be in
13 30 years from now, I'd be a rich man if I could predict
14 the future; but where we're going to be 30 years from now
15 is the blue coats, the FFA. Very proud to say one of the
16 children here today is my youngest daughter. I didn't
17 know she was going to be here today. And I guess she's
18 going to speak. And so we get to kind of speak off the
19 cuff today and I appreciate that. But our future is in
20 the Future Farmers of America and the younger agricultural
21 generation.

22 When I was in FFA I knew I wanted to be in
23 agriculture. I was originally going to go into
24 agricultural education, and I appreciate what Tom Vazquez
25 does. When I had my taste of agricultural education, I

1 knew that I did not have the temperament to do that, and I
2 really appreciate what ag teachers do today.

3 To get back on track and to reiterate what Mary
4 had commented on as far as pest prevention, pest
5 quarantine, pest detection and pest exclusion, that's the
6 biggies for California. We now have acronyms that's in
7 our everyday language. We have RIFA, GWSS, SOD, LBAN.
8 That's something that we don't get up in northern
9 California very often.

10 Coincidentally, two weeks ago my staff
11 intercepted a glassy wing sharpshooter egg mass. So
12 luckily it was a non-viable egg mass, but because of the
13 training, that stuff, that if we weren't looking out for,
14 as everybody's well aware of, that's something that can
15 cause millions and millions of dollars of damage.

16 Tehama County is -- the crop report I'm
17 presenting to the Board of Supervisors next week, we're a
18 little larger than Shasta County, we set a new record this
19 year, it's 190- little over \$192 million. The specialty
20 crops that we have as members of the board, we have dairy,
21 we have walnuts, we have rice, we have grapes. Orchard
22 crops were also our largest. We also have almonds, we
23 have prunes. We have specialty crops. We have figs.

24 I think the biggest challenge for us as ag
25 commissioners is the regulatory process. Agricultural

1 commissioners, we are expected to both protect and promote
2 agriculture. We have a double-edged sword there. We need
3 to advocate for the agricultural industry.

4 I'm currently working -- I've met with Shannon
5 Wooten. We're currently in the process of developing an
6 apiary ordinance in Tehama County to help protect our bee
7 industry. We're having issues with the urban encroachment
8 that are taking away historical bee arts and we're trying
9 to protect that. We have housing developments that are
10 going to be someday moving into the area that are
11 threatening the lifestyle and the agricultural industry.

12 I guess as far as the regulatory process that I
13 would like to -- is that through the local, excuse me, the
14 northern counties is that we are entrusted to enforce our
15 local ordinances, the state laws, the state regulations,
16 and at least in Tehama County, we try to do that with
17 common sense. We try to work with our growers. We try to
18 do that with education, we try to do that with workshops.

19 As everybody I'm sure is aware of, there are new
20 enforcement response regulations. That's something that's
21 not new to Tehama County, that's something that we had
22 been doing, it's a tradition as far as uniformity and
23 consistency, but I know that's something that's been
24 brought into the state as a uniform level of consistence
25 here for enforcement.

1 In closing, I guess that the biggest challenge
2 that we're going to have is the sustainability of
3 agriculture and the fight that we're going to have with
4 the urban encroachment and losing our land to development
5 and trying to work with regulations and laws that are not
6 going to push growers out of California, California being
7 the most regulated state in the nation. And hopefully we
8 will be able to develop and work with the laws and
9 regulations for some consistency and for a, I guess a
10 common sense way of protecting both our air, environment,
11 land, water so that we can keep California the number one
12 ag producing state in the nation.

13 Thank you.

14 FACILITATOR LAWLESS: Thank you, Rick.

15 Any questions?

16 BOARD MEMBER VALPREDO: I think we'll have some
17 afterwards too.

18 FACILITATOR LAWLESS: Okay. Thank you, sir.

19 BOARD MEMBER VALPREDO: Do we have time for
20 questions now or later?

21 FACILITATOR LAWLESS: You know, we do have time.

22 BOARD MEMBER VALPREDO: I mean is the procedure
23 will be questions now or questions later?

24 FACILITATOR LAWLESS: The Board can ask questions
25 immediately after somebody has spoken if you wish.

1 BOARD MEMBER VALPREDO: May I?

2 Rick, I think you brought up a very important
3 thing to me, and that is the future of the young people.
4 We can have all the visions we want, but if we don't have
5 bright, young people, could you tell us in about 30
6 seconds or very briefly what can we do to keep people like
7 that interested in agriculture?

8 COMMISSIONER GURROLA: Well, we're going through
9 the same issue as far as succession planning through the
10 agriculture commissioner system, we're going to be losing
11 a lot of agriculture commissioners in the next four or
12 five years.

13 And I think it's going to be as far as targeting
14 high school, starting at the high school level. We do
15 have workshops at local fairs as far as targeting sixth
16 graders and getting them involved in agriculture. But we
17 don't have the problems that they do down in southern
18 California. People here, we're getting a lot of urban
19 influx, people moving up here, but I think because we're
20 north of Sacramento, there's a lot of rural lifestyle up
21 here.

22 So people -- Shasta District Fair is going to be
23 coming up in a couple of weeks, a lot of people are
24 involved in that; so it's not so much when people walk
25 into the sheep barn or the hog barn, you know, watching my

1 daughter, helping her, you know, they've shown livestock
2 through that, that still get some, what we call, you know,
3 city folk coming in, that have never been around
4 livestock.

5 So I think it's getting out and getting people
6 involved in farming, you know, letting them know where
7 that glass of milk is coming from. You know, how did they
8 get that ear of corn here.

9 BOARD MEMBER VALPREDO: Thank you.

10 COMMISSIONER GURROLA: You're welcome.

11 FACILITATOR LAWLESS: Thank you.

12 Speaker number 2.

13 MS. ROUGLE: Well, hello, everybody. My name is
14 Wolfgang Rougle, and I'm a small farmer and I'm under 30,
15 so maybe I can answer some of your questions from the
16 gentleman over there.

17 Well, my vision for 2030 is that our state will
18 be a rainbow-colored quilt of small, vibrant farms.
19 Millions of land owners will be turning out farmstead
20 cheese, raw milk, luscious farm-smoked sausages, eggs,
21 grain, rice, fruits, vegetables, everything. The slogan
22 "Eat Local" will be obsolete because local food will be
23 the norm, not the exception. The land will be teeming
24 with farmers, so it will be cared for well. Farming will
25 be profitable and our greatest young people will want to

1 farm. Land will be worth as much in crops as it is in
2 houses. And most importantly, every Californian will have
3 access to the most vital, nutrient-dense food ever grown.

4 In 2030 consumers will be way more connected to
5 the land. It will be normal to visit farms to see how
6 your food is produced, and the constant scrutiny will
7 constantly drive farmers toward better and better
8 practices.

9 And consumer protections of risk will change too.
10 I think it's already changing. By 2030 I think people
11 will be really concerned about chronic food poisoning,
12 people will be tired of food that contributes to diabetes,
13 smog, cancer, early death. People will demand food that
14 actually supports life, which is not exactly what we have
15 in 2008, at least not for a lot of our state citizens.

16 In 2030 food will cost more. It might cost a lot
17 more, but because our food is so much more nutritious in
18 2030, our health care costs will be way lower. Because
19 our kids will get lots of brain-building real food while
20 they're growing up, they'll end up learning better, and
21 education won't be the money pit that it is now. Kids
22 will spend less time online and in gangs I think,
23 unemployment will be close to zero, we're have real food
24 security for the first time in a while. We'll even have
25 fewer allergies. That will be great.

1 In 2030, we'll be paying the true, fair cost of
2 food for the best food on earth and we'll be getting a
3 great deal. Most importantly, the millions of small farms
4 that we'll have will be independent. Farmers will be free
5 to choose and create their own fertilizer, energy, seeds,
6 growing methods, farm buildings, profits in kitchens,
7 markets, and recipes. And I have nothing against large
8 independent farms either, they'll always be with us and
9 I'm all for them as long as they're sustainable, they
10 employ lots of my neighbors at a fair, legal wage and they
11 play fair, that is, that they don't try to use their
12 influence in government to squash their competition.

13 But I want to focus on small farms today because
14 while they're much more efficient at producing food per
15 unit of land and per unit of water, they're a lot less
16 efficient at producing food per unit of human labor. And
17 I say hallelujah to that.

18 As it is right now, this nation has more people
19 in prison than on the farms. Is that the saddest thing
20 you've ever heard? Here we are throwing all this money at
21 problems that farms created, like the water crisis for
22 instance, and we're trying to get farmers to do stuff like
23 switch over to drip irrigation, not use so many
24 herbicides, protect the wetlands, all these things require
25 lots of labor and constant human oversight. We've got

1 like one person per hundred acres out there. We need more
2 folks on the land, more eyes per acre as the saying goes,
3 more folks growing our food and caring for the earth. And
4 the way to do that is to have more small farms.

5 So since a switch to a nation of small farms
6 basically solves all our problems at once, how do we
7 create that? Well, I think it's not so much a matter of
8 creating as a matter of unleashing. I think if you remove
9 some -- I mean, there's been three speakers, they've all
10 already talked about the regulatory burden. I think if
11 you remove some of the regulatory burdens that are holding
12 us small farmers back and basically serving only to
13 eliminate competition for the large farmers without
14 necessarily making our food supply more safe and secure, I
15 think you'll see amazing agrarian resurgence.

16 I think we should all just be asking ourselves
17 who benefits from the way things are now. And every time
18 a new regulation is passed we should ask ourselves who
19 benefits from that. Who benefits from ordinary citizens
20 who can't really produce food for their neighbors anymore?
21 And when the food system is owned by just a handful of
22 rich investors, some of whom might not even live in the
23 state or in the country, I don't think you or me really
24 benefits from that on a daily basis.

25 Well, now for the must haves. I think we

1 absolutely -- I think to unleash small farms, we
2 absolutely need the right to buy farm products at the farm
3 gate. Maybe it's okay not to allow someone's kitchen
4 produce in the supermarket, but if ordinary folks want to
5 come out to my farm, look around, see how I do things and
6 buy a few jars of my salsa, canned in my kitchen just the
7 way I make it for my family, they should be able to. Same
8 thing goes for milk, cheese, fried chicken, whatever.
9 It's about consumer choice.

10 I think we need a constitutional amendment to
11 guarantee the right to buy farm gate food, the right to
12 buy vital, nutrient-dense, local-economy-stimulating,
13 environment-healing -- I'm almost done -- food, the kind
14 of food that only small scale ag can provide as far as I
15 can see. Well, that's at least as important as the right
16 to buy guns, and it's probably more likely to prolong your
17 life.

18 In short, all I hope for in 2030 is that the
19 government will make it as hard to run a 5,000 cow dairy
20 as it is now to milk three cows and sell the raw milk to
21 your neighbor. Thank you.

22 PRESIDENT MONTNA: Okay. One question.

23 MS. ROUGLE: Sure. Hi.

24 PRESIDENT MONTNA: One we're struggling with at
25 Board level is the definition of "sustainable." Would you

1 give me your definition of "sustainable."

2 MS. ROUGLE: I guess sustainable, I guess I would
3 fall on the conservative side of the old sustainability
4 definition, which is that it's whatever allows us to meet
5 our needs without compromising the ability of people in
6 the future to meet their needs.

7 But we have to -- we have to take into account
8 that we might just be living in the last few years of a
9 season of abundance that might not come around again for a
10 while. We have to just take into account that our state
11 might get dryer, it might get hotter or it might get
12 colder, or -- you know, obviously we're still going to
13 lose farmland no matter what we do. And we just have to
14 be conservative and plan for the future and ensure that
15 our resources will still be around when we need them.

16 I think -- and on that note, I want to say that
17 the narrowing and standardization of agriculture that
18 we've been seeing in the past 50 years really only goes
19 one way. There's a kind of social sustainability too, and
20 if you lose the farmer -- if you lose generations of
21 farmers and people who know how to grow and how to eat
22 locally-raised food, you can't really go back the other
23 direction quite as easily, so we need to be worrying about
24 environmental and also social sustainability.

25 PRESIDENT MONTNA: Thank you.

1 MS. ROUGLE: You bet.

2 FACILITATOR LAWLESS: Thank you.

3 As Jonnalee reminded me, and we saw the one
4 minute, that bell is not happening; so when you hear the
5 bell, that means it's over. And thank you to our speakers
6 for paying attention to that.

7 Speaker number 3.

8 MS. DESMOND: Good morning. I'm Rebecca Desmond.
9 I am the CEO of the Siskiyou Golden Fair up in Yreka, and
10 also the Chair of the California Fair Alliance. And I am
11 here today to talk to you about fairs and the California
12 ag industry. And I want to thank Secretary Kawamura and
13 Board Members for coming to Redding. You get to come to
14 God's country; to me it's a trip to the big city.

15 Anyway, what I see or what I want to see in 2030
16 is my retirement, but my four-year-old daughter's respect,
17 appreciation and vast knowledge of the California industry
18 and for the rest of her generation. And one of the ways
19 that we can accomplish this is through fairs.

20 And fairs started out as -- they grew up from ag
21 culture in California. All the farmers and the ranchers
22 got together and they brought in their best stock and
23 their best vegetables and their best commodities and
24 things, and they had friendly competitions, and even went
25 all the way down to the baking competitions, because those

1 blueberries were grown on somebody's farm to make that
2 prize blueberry pie.

3 And if you want to know how fairs used to be,
4 catch the movie "State Fair" on the old movie channel some
5 night, and there are several versions, and you can see how
6 we all began. And a lot of fairs have really gotten away
7 from that.

8 And we have a challenge of trying to continue to
9 promote California agriculture, but we don't necessarily
10 have a lot of assistance from the ag industry.

11 And I just want to quote to you a little bit from
12 an economic impact report that was conducted for
13 California fairs in 2002. And it says, "When most people
14 think of California, they usually think of large
15 industrialized cities, television and films or technology
16 and a dot-com industry. What they don't generally know is
17 that agriculture is one of the State's major commercial
18 sectors.

19 "The economic reality is that the feed lot is as
20 important as the movie lot and the central valley is as
21 important as the Silicon Valley. California is home to
22 the largest food and agriculture economy in the nation.
23 California agriculture is also the nation's leader in the
24 global marketplace with annual agriculture crops exports
25 in excess of \$6.5 billion.

1 "California truly helps feed the nation and the
2 world. Despite the continued central role of agriculture
3 in the State's economy, many urban and suburban
4 Californians have little contact with the industry except
5 through their local supermarkets.

6 "California's fairs originated as agricultural
7 festivals and have a continuing mission to promote
8 awareness of agriculture. The California Department of
9 Food and Agriculture, through its Division of Fairs and
10 Expositions, has a legislative mandate to support and
11 enhance this mission. Whereas grocery stores supply the
12 public with agriculture products, fairs teach the public
13 about agriculture."

14 So hence, here I am to offer up maybe some ideas.
15 And what I see as a must have in 2030 is a good marketing
16 plan that partners fairs and ag industry together. For
17 example, in Siskiyou County, alfalfa is our second highest
18 crop grown up there, and I have three bales in my 2007
19 fair. Over 30,000 acres of grain is planted in Siskiyou
20 County, and I have one entry out of 17 classes offered.
21 So we need to get a little more even -- and I'm in an ag
22 county, and maybe that's part of the forest through the
23 trees situation, but we really need to get that community
24 to get together with fairs and help us.

25 Our mission is to promote agriculture, but we

1 need assistance, we need farmers to enter their crops and
2 things. Livestock is pretty well taken care of. But on
3 the other end, the -- you know, the commodities, it's just
4 been in recent years that our farm bureau has started
5 partnering with us in ag education, and that's doing
6 wonderful things. We have a little farm on our
7 fairgrounds that shows the ten top crops growing in our
8 county. And we have to do a better job of educating the
9 public.

10 The people come to the fair for a variety of
11 reasons. My fair, food, number one. But they -- when we
12 get them in the building, we need to, aside from just
13 having the three bales of hay that are there, we need to
14 have some education, we need to have people there to talk
15 about it, we need to have storyboards, we need, you know,
16 have things along that line.

17 So I just urge you that when you're looking at
18 the vision for agriculture in California, think of fairs
19 and know that we're here and we're ready we stand by to
20 help you all if you can help us.

21 Thank you.

22 FACILITATOR LAWLESS: Thank you.

23 Number 4.

24 MS. VASQUEZ: Good morning. My name is Jessica
25 Vasquez, and I'm a sophomore at West Valley High School.

1 I'm a current FFA chapter officer and a current FFA
2 regional officer. At our school there's 900 students
3 enrolled, and 300 of them are in agriculture class.

4 One of my friends used to think that cheese came
5 from a section of a cow instead of a product of milk. Ag
6 classes teach us the importance of how and where food is
7 produced. Ag classes teach the importance of managing our
8 environment so we can continue to produce food to feed the
9 world.

10 MS. LOVERIN: Hello. My name is Katie Loverin.
11 I'm 18 years old and I too go to West Valley High School.
12 I'm a past FFA chapter officer and a past FFA regional
13 officer.

14 Coming from a family of cattle producers, I've
15 experienced the ups and downs of agriculture firsthand. I
16 have come to learn that things like fuel prices and cattle
17 prices affect the income of my family, however, I am the
18 minority of my school that comes from an agriculture
19 background, and ag classes teach the number of students
20 that don't have an agriculture background things like how
21 climate, soil and water affect our food. And agriculture
22 classes are very important and valuable in educating our
23 students about agriculture.

24 MS. GURROLA: Hi. I'm Kaci Gurrola and I'm a
25 senior at West Valley serving my fourth year in

1 agriculture classes. I come from a family -- I have
2 background with my dad, Rick Gurrola, being a Tehama
3 County ag commissioner. I hear the rising issues of
4 agriculture almost every night. Ag classes taught in
5 school today are not quite the same as when my dad went to
6 school.

7 And one of the main aspects kids are taught today
8 are the skills of becoming a quality leader using the
9 tools of agriculture. I've learned public speaking not
10 through my English classes but through my ag classes.

11 Out of the 300 kids enrolled in West Valley,
12 maybe ten will go out into an ag related career field, but
13 what's more important are the keys of agriculture that are
14 being taught to the remaining 290 kids. West Valley makes
15 it a priority that we maintain agriculture classes because
16 currently there are more kids enrolled in ag science
17 classes than in regular science classes.

18 It needs to be a priority for the next five years
19 or the next 25 years that the State of California provides
20 funding for the future of agriculture. High school
21 students in the surrounding communities need to stay
22 informed of the realities of our local agriculture. We
23 cannot predict the future because we have a hard time
24 predicting the day after graduation, but we can only hope
25 that our children and grandchildren will be able to be

1 offered the same opportunities we have been given through
2 the organizations of agriculture. And believe me, the
3 opportunities we have been given have truly helped us grow
4 and made us proud to wear these blue jackets.

5 Thank you for your time.

6 FACILITATOR LAWLESS: Comments from the Board?

7 PRESIDENT MONTNA: I just have one critical
8 question for you three. Are any of you going to Cal Poly
9 San Luis Obispo? If you'd like to meet the dean, I'll
10 arrange it. I am a part-time recruiter. Just kidding.
11 We have great ag schools in California, I'm just a little
12 partial to one of them.

13 Secretary?

14 SECRETARY KAWAMURA: Mr. Facilitator, since
15 there's three, do they get 15 minutes, or is it five
16 minutes each?

17 FACILITATOR LAWLESS: I think since they're the
18 youngest, Mr. Secretary, and I didn't hear UC Davis either
19 come out of their mouths, so --

20 SECRETARY KAWAMURA: I do have a question.

21 You have a tremendous enrollment out of your high
22 school. Are they perceived to be an exciting place to be,
23 do you see it growing in popularity? How do the rest of
24 the students within your school, do you think, perceive
25 the ag?

1 MS. GURROLA: Well, I think that -- well, our
2 numbers are always growing, that's why we always have more
3 ag classes and more ag teachers, constantly growing; but I
4 mean, sure, there are a few kids that look at the blue
5 jackets and think that we're categorized as the farmers or
6 whatever, but I think that the freshmen coming into West
7 Valley are always excited to be part of the ag program, to
8 go to the fairs and be able to participate in the
9 workshops that are even given at West Valley High School.

10 SECRETARY KAWAMURA: And can I ask one quick
11 question. How critical is your relationship with the
12 fairs as far as if there were no fairs, if fairs were not
13 as strong, do you see that as a bad thing or good thing?

14 MS. GURROLA: I would say it would be definitely
15 a problem, because even though I do have a job, I look to
16 that for a lot of my savings that I'm going to be using
17 for college next year, and I raise sheep and I currently
18 raise steers, but I think the fair is definitely an
19 important role in agriculture.

20 BOARD MEMBER ROSS: Thanks for your comments.

21 I have one question, and that is do any of you
22 plan to go into production ag or any part of the ag food
23 system, because there's so many jobs that are off the farm
24 that are related to agriculture. And do some of your
25 friends who aren't from ag get excited about career

1 opportunities in agriculture?

2 MS. LOVERIN: Well, being raised, like I say, on
3 a cattle range, I am definitely looking into, you know,
4 going or following in my family's footsteps, but I think
5 that students, like you said, that aren't involved in ag,
6 they really are interested. You know, when I talk to them
7 about it, they are surprised and interested, and it really
8 opens their eyes to where -- you know, they don't know
9 where food comes from, or like Jessica said, a 4.0 student
10 didn't know that cheese was a product of milk, so yeah.

11 BOARD MEMBER BRANSFORD: Just a question on the
12 educational aspect at your high school.

13 Do you have options to take like biology or ag
14 science and get the same college credit? I mean, what are
15 you getting, 300 students, I mean, a third of your school
16 takes ag classes, which is extremely important because
17 you're educating a much larger base of students than most
18 schools are able to do. And I'm just curious to know how
19 you're doing that. Or is it -- or maybe he's going to
20 defer to them.

21 MS. GURROLA: I think it's the excitement that
22 our ag teachers bring to us. I think that the four ag
23 teachers that I've had in my past are the closest teachers
24 that I've ever made relationship to, and through that,
25 some kids, I mean, they come to school for comfort, and

1 they can find that through the ag teachers. They're
2 always going to be there for us.

3 And the classes, like you said, my freshman year
4 I took ag science, and you take the same state testing as
5 other kids, we just learn in addition to the ag field, you
6 also learn the science part of it, we take the same test.
7 And the second test, I took ag biology and was able to
8 take the same test as the sophomores in my class. And so
9 kind of depends on a preference, but I think ag science is
10 more important.

11 MR. VAZQUEZ: If you'd like me to address that,
12 our freshman ag science class -- I'm Tom Vazquez -- gets
13 earth science credits, we take the state or the science
14 test. Our ag biology class is a sophomore class, and it
15 gets CSU, UC lab science entrance requirement. We have an
16 ag econ class that gets CSU, UC econ credit. And we are
17 currently trying to get a floral design class to get the
18 CSU, UC fine art credit.

19 So by offering those higher-level type courses,
20 we're able to keep these good kids. We have a large
21 percentage of our students that go on to university right
22 out of high school taking four years of ag. In fact, our
23 last three ASB presidents have all been our FFA kids.

24 BOARD MEMBER ROSS: I really didn't mean the ag
25 teacher, and her comments reinforced that, that the ag

1 teacher personally makes a difference in motivating those
2 people.

3 PRESIDENT MONTNA: Whatever you're doing, Tom,
4 you should bottle it I think.

5 Adan, you had a question, and then Mr. McNamara
6 after that.

7 BOARD MEMBER ORTEGA: This question is for you,
8 as well as for Ms. Rougle who just spoke recently.

9 One of my evolving theories -- I'm very surprised
10 that I haven't heard the term "global warming" or "climate
11 change" or anything like that. I'm not saying that it
12 should come up, I'm just saying that everywhere else in
13 the state where I go, when we talk about these topics, you
14 know, there's that. So I'm curious about your perception
15 of those dynamics.

16 And then secondly, at least where I come from in
17 southern California, everybody's an environmentalist now.
18 I mean, you look at websites for corporations and
19 environmental groups and they're all beginning to look
20 more and more alike, saying more and more of the same
21 thing.

22 So I'm wondering from the perspective of those of
23 you here, how much of a distinction or a demarcation is
24 there between what you do in protecting farming and open
25 space and defending food versus those that look at

1 protecting the environment, preservation, fighting climate
2 change? I'm just interested in that dynamic.

3 Is there -- for example, I could start with the
4 question is there a separate environmental club at your
5 school, and what would be the interaction, or is it
6 indistinguishable?

7 MS. LOVERIN: Well, no, there isn't -- there
8 isn't a club at our school, but I think that
9 environmentalists and what we are trying to do is very
10 similar but in, I guess, different ways.

11 You know, just environmentalists, global warming,
12 I guess, and global warming that really affects farming,
13 along those lines, and if it were to happen or if it is,
14 like people say it's going to, that would be a devastation
15 to the growers and like to my family, cattle producers.
16 So I think we are kind of headed in the same direction.

17 BOARD MEMBER McNAMARA: Thank you so much. It's
18 great to have you here. It's wonderful to have a mentor
19 and a teacher like yours here as well.

20 My question, you mentioned 300 students, out of
21 that 10 will go into production ag, and so there's 290
22 left. Have your classes and your teachers been able to
23 share with you the myriad of opportunities in agriculture,
24 the jobs that are available, not just that, but the
25 tremendous demand for your services? We desperately need

1 you. We're aging out, many of us, not just as farmers but
2 as researchers, as marketers, everything that supports the
3 overall agricultural economy.

4 So as seniors, two of you are seniors, one of you
5 is a sophomore, do you have that, and do you think the
6 other 290 of you are impressed and are thinking about a
7 future not just as a producer but as a tremendous
8 supporter of agricultural economy for California?

9 MS. GURROLA: Well, I think that we -- there's
10 workshops that we go to just of agriculture job
11 opportunities and the need for the teachers and all the
12 different jobs pretty much. And, truly, I never realized
13 that there's something like this through agriculture type
14 place, and people come speak, things like this. I think
15 kids don't really understand. But definitely they know
16 that there's a need for the rising agriculture teachers.
17 But for the agriculture jobs, yes, I think that the kids
18 understand that. I don't know if there's a push for them
19 to actually go for it and do it.

20 BOARD MEMBER McNAMARA: Okay. I have one charge
21 for you. Two more weeks of school left?

22 MS. GURROLA: Five days.

23 BOARD MEMBER McNAMARA: Five days. You got a
24 short time on you. You've got to go back and tell them.
25 You've got to bring them together in one of your last

1 classes and let them know that you're desperately needed
2 in this world of agriculture.

3 FACILITATOR LAWLESS: Thank you very much.
4 Number 9?

5 MS. LaSALLE-RICKERT: Good afternoon,
6 Mr. Secretary, and Members of your Board. I want to thank
7 you for taking the time to visit the north state and
8 asking for input from the residents here for their vision
9 for agriculture in California.

10 I'm sorry, my name is Mary LaSalle-Rickert. And
11 I'd just like to make a personal note. We're focusing on
12 the FFA today, my grandfather started, Julian McPhee,
13 started the FFA program in California in 1929. My father
14 was just recognized and honored by the State FFA
15 Foundation as an agricultural educator, and I was the
16 first girl, I lobbied to get girls into FFA.

17 And I'm so emotional just standing here looking
18 at these girls. I was the first and only girl to show at
19 Cal Expo and at Cow Palace, and it was a battle. You
20 cannot believe how I fought to get girls into FFA. And
21 I'm quite emotional right now. But the good thing is I
22 was where you are 40 years ago, and I'm here standing up
23 still working in agriculture.

24 So anyway, I'll try and calm myself down. I just
25 get emotional every time I see a blue and gold jacket, and

1 I know all of you understand that. My daughter works for
2 the California Milk Advisory Board; you know her.

3 There are many topics that are very important
4 that I'm sure others will address today. I would like to
5 speak to one particular subject that has deep concern to
6 me as a fourth-generation Californian.

7 I was born in Hanford in the heart of the
8 agricultural community in the San Joaquin Valley. I have
9 been a resident of Shasta County for 34 years. My
10 husband, son and I are very active in farming and ranching
11 in five north state counties. We raise organic beef, hay,
12 grain, organic strawberry nursery plants, wild rice, just
13 to name a few of the products we're involved with.

14 My concern centers on the amount of solid waste
15 and litter that is found in our fields, in our pastures,
16 and the illegal dumping that is taking place all along our
17 roads. I spend many hours every month picking up garbage
18 and trash in our fields and pastures. As our population
19 increases, the problem will only become worse unless we
20 develop an awareness of the problem and spearhead an
21 effort to curtail this current trend.

22 The California Department of Food and Agriculture
23 has a stake in the future in our environment and the
24 importance of making sure that we are good stewards of the
25 land. My vision is to develop a campaign to educate and

1 implement plans to heighten the awareness of the current
2 habits of our farmers, ranchers and farm laborers, to make
3 sure that this state is in better condition in 2030 than
4 it is today.

5 Our state has instituted campaigns before, such
6 as Pitch In. I would like to see the agricultural
7 community make it a priority to become a leader in the
8 movement to clean up this state and make it a better place
9 to live. We need to be leaders in this movement and set
10 the example as good stewards of the land.

11 My must-have plan would include develop an
12 education program for farmers and ranchers and their labor
13 force about the detrimental effect litter and poor
14 sanitation issues have on our environment. This program
15 would be easy to incorporate into the current farm and
16 safety programs. These programs should be bilingual so
17 that they can be available to all members of the
18 agricultural community.

19 Develop a curriculum to be offered in schools
20 about agriculture and the importance of producing healthy
21 food and fiber. Reaching young people today ensures that
22 the next generation will be aware of the importance of
23 maintaining a healthy environment and being responsible
24 citizens. I can see the FFA taking on, you know, part of
25 a community service project.

1 Contact such organizations as the Almond Board,
2 the Rice Commission, California Cattlemen's Association,
3 California Ag Leadership Foundation, the Farm Bureau, just
4 to name a few, and encourage their participation in this
5 campaign. Develop partnerships with large and small
6 farming and ranching operations so that this movement is a
7 collaborative effort with the entire agricultural
8 community cooperating. We could make a huge impact in
9 improving our environment.

10 Make garbage cans and dumpsters with the
11 campaign's logo more readily available on farms and
12 ranches and encourage people to use them regularly.
13 Institute incentive programs to encourage keeping farms
14 and ranches clean and free of debris and adopt a roadside
15 program would include such farming, ranching operations to
16 be responsible for keeping their land area clean.
17 Recognition in local communities by CDFA and the local
18 farm bureaus would help encourage producers to maintain an
19 unpolluted environment.

20 My father always taught me to leave things better
21 than I found them. Our family believes that we are
22 responsible for improving the land where we work and
23 ensuring that future generations can enjoy the beauty and
24 bounty that surrounds us. I would like to ask that you
25 consider some kind of plan that would make this possible.

1 If there's anything we can do to help, please
2 contact us. Thank you very much.

3 Any questions?

4 PRESIDENT MONTNA: Thank you, Mary. Your
5 grandfather was an icon in education and the father of
6 polytechnic education, and many of us have benefited from
7 him greatly; so we thank your family for that and thank
8 you for being a trailblazer for women in FFA. That's very
9 admirable.

10 MS. LaSALLE-RICKERT: I'm sorry, I just couldn't
11 help myself.

12 PRESIDENT MONTNA: Any questions of Mary? Adan?

13 BOARD MEMBER ORTEGA: Thank you for your
14 comments. You know, your quest against litter is one that
15 resonates in many urban areas. In fact, a lot of the
16 community farming initiatives in Los Angeles, for example,
17 are initiated because people in a neighborhood want to
18 clean up a lot that's been dilapidated, degraded, littered
19 and dumped upon. So I hope that there is a nexus that we
20 could move forward on.

21 I work with a campaign called Keep Los Angeles
22 Beautiful, it's part of the Keep America Beautiful
23 campaign.

24 How disposed are you and what resources are there
25 to draw that bridge into the urban sector and perhaps into

1 this community gardening sector as well?

2 MS. LaSALLE-RICKERT: You mean, how disposed --
3 well, what do you mean exactly?

4 BOARD MEMBER ORTEGA: Is that something that's in
5 the purview of your plans, or is your plan more focused
6 just in attacking the ag component?

7 MS. LaSALLE-RICKERT: What I thought is that --
8 you asked about vision for agriculture and the perception
9 that the public has about agriculture. What better way to
10 prove that we really are good stewards of the land but to
11 develop a campaign and have it be very publicly recognized
12 so that people really do take us seriously that we truly
13 do believe that we're stewards of the land.

14 Any more questions?

15 BOARD MEMBER McNAMARA: Well, just a word of
16 appreciation to you and your family and your business.
17 You are incredible stewards of the land, and your
18 education that comes through your products speaks so well
19 of it. So I think you are -- to answer Adan's question
20 for you, I think you're ideally positioned to be a lead
21 partner in any effort like that.

22 MS. LaSALLE-RICKERT: Well, anything we can do,
23 just contact. We don't have a lot of free time, but we'd
24 be happy to do anything we possibly can because we truly
25 believe that the state really needs some help in terms of

1 trying to get it cleaned up.

2 Thank you very much.

3 FACILITATOR LAWLESS: Thank you. We're going to
4 have one more speaker and then we'll take a break, if
5 that's acceptable to the President and the Secretary.

6 So the next speaker is number 6.

7 MS. WAGNER: Good morning. I am Margaret Wagner
8 and I am a long-time organic gardener and also volunteer
9 at the local arboretum. A few years ago we moved from
10 Orange County to Redding after we watched most fields and
11 orchards disappear; and coming up here, I had to watch the
12 same thing, that good agricultural land is devoured
13 hourly, you can say, into houses and concrete and shopping
14 centers.

15 And I want to urge the state government, the
16 local government to locate, find good agricultural land,
17 protect it through zoning, through long-term contracts so
18 it will be available in the future to our children and
19 grandchildren to farm. Because what I am seeing as the
20 greatest threat, you go to the store and you find garlic
21 from China, you find out there is in the apple juice
22 concentrate are apples from China. And I think it is not
23 only a local thing or a state thing, it's a national
24 security issue. If we cannot feed ourselves anymore, our
25 stores and shopping centers that look all the same will

1 not feed anybody. And it will take quite an effort to
2 take them down and plow them up again to make farms out of
3 them.

4 Also what I'm concerned with is the loss of
5 topsoil in our nation, in our state, because we've had
6 farming practiced for a long time with all the chemical
7 fertilizers, with all the pesticides that will not improve
8 our topsoil. And I would ask the Board to promote through
9 education, through funding, through research, the effort
10 of organic farming, of sustainable farming.

11 And you asked a couple of times, what is
12 sustainable. It is making my soil better than it was
13 before or at least keep it fertile through the addition of
14 nutrients, of manures, all of this that's usually thrown
15 away because our agriculture is so much fragmented. The
16 one farmer grows only wheat and he throws away his straw,
17 the other farmer has cows and he throws away his cow
18 manure. And so those are things that I'm really concerned
19 about.

20 And I hope you -- and I'm really happy that you
21 came up to hear what we ordinary citizens feel about those
22 issues. Also, what I really appreciate is that since I'm
23 in California, that's over 20 years, there are so many
24 more farmers' markets. And I would also plead to make
25 life easier for the small farmer, to take away some of the

1 regulations, because hundreds of years ago not many people
2 died because they'd gotten some food from a local farmer.
3 And that is what I really would ask you to work on.

4 Any questions?

5 PRESIDENT MONTANA: Just so you know, Margaret,
6 the Board, I think it was in November of '06, the hearing
7 was on National Security Agriculture. It's a very, very
8 important element of national security and something that
9 we continue to pursue. Because it is -- you're right,
10 sovereignty is an issue also. And it may be the bridge to
11 the urban community that we need our image in
12 United States agriculture -- it's not good today, and
13 especially -- in all segments of agriculture, and we need
14 to do a lot of work on that and improve that. But that's
15 an issue that is very important to us, and I'm sure we
16 will -- as all your issues are, and we'll continue to
17 pursue them.

18 MS. WAGNER: Now, one question I have, how much
19 resources are being devoted to checking our harbors, our
20 airports and our borders for food or anything that's
21 coming in that could hurt us? Because in like the big
22 containers coming from China, everybody could plant a bomb
23 or anything that would really devastate the local areas
24 down south.

25 SECRETARY KAWAMURA: I'm glad you brought that

1 subject up. That's one of the things that everybody in
2 this audience is -- I would welcome and encourage them to
3 do is write a letter to your Congressman, write a letter
4 to our senators and inform them that we must keep a
5 strong -- we keep it an infrastructure for pest exclusion,
6 inspection and quarantine control, and I think the
7 agricultural commissioners, who are the front line that
8 work with all of us to make sure we don't get a disease or
9 a pest or something that will collapse your farm or hurt
10 your production. So thanks for saying that.

11 It is not a system that is as robust, as strong
12 as invested as it should be. In fact, it's actually
13 deteriorated. Even though we've had more imports than
14 ever, we've actually reversed ourselves in that
15 infrastructure. So thanks for mentioning that.

16 And please, everybody, send those letters.

17 MS. WAGNER: All right. Thank you.

18 PRESIDENT MONTANA: It's an issue the Secretary
19 continues to pursue, but all that takes money, so his
20 request is something that we hope you will all follow up
21 on. This is very important to the security of this
22 country and a safe food supply.

23 FACILITATOR LAWLESS: Let's go ahead and take a
24 break until 11:30. So we'll just reconvene at 11:30; it's
25 just under ten minutes.

1 PRESIDENT MONTNA: I've got 11:30.

2 FACILITATOR LAWLESS: Like I said, we will
3 reconvene at 11:35.

4 A reminder from local county staff to make sure
5 that food doesn't come into the chambers, it stays out
6 there or outside. There are some drinks. Thank you.

7 PRESIDENT MONTNA: We will convene at exactly
8 11:35.

9 (Whereupon a recess was taken.)

10 FACILITATOR LAWLESS: We'll go ahead and proceed
11 as we had before, try to -- if we could ask our speakers
12 to be as tight as possible in that five-minute timeframe,
13 everybody's been really good, but we'll have to pay
14 attention.

15 And, Mr. President and Mr. Secretary, if we could
16 continue the questions after the speakers, but if we could
17 look at limiting those questions as much as possible. And
18 if there are some larger issues, we can defer till after
19 all the speakers are finished.

20 We have about nine more speakers.

21 PRESIDENT MONTNA: We'll hold it like to one
22 question from the Board, whoever that person is, and then
23 we will -- the Board members will make notes. We'll have
24 those people come back if there's anything further we want
25 to pursue.

1 Is that all right with the Board?

2 FACILITATOR LAWLESS: All right. Thank you, sir.

3 Let's go ahead and proceed. Speaker number 9.

4 Excuse me, speaker number 8. Oh, there's not a 7, 7 has
5 been moved, so we are going to speaker number 8.

6 MS. OCCASION: Good morning. My name is Mary
7 Occasion. I'm the owner or co-owner with my husband of
8 Churn Creek Meadow Organic Farm in Redding, California.
9 We live in Churn Creek Bottom. We are certified organic
10 by California Certified Organic Farmers. We have four
11 production sites now. One is in Orange County, and it's a
12 half an acre of avocados that you just can't grow up here.
13 Everything else is right here in Shasta County; two in
14 Churn Creek Bottom, and one in Anderson.

15 Okay. We do a certified or a community-supported
16 ag box delivery business. We basically are the personal
17 farmers for about 70 families in the Redding area. We
18 sell at the farmers' markets. I work full time for the
19 State just like you folks, some of you, and have been
20 there for 31 years. When I retire I was going to be a
21 farmer full time, but it seems like I'm doing both full
22 time now.

23 My husband is a full-time farmer. We employ a
24 part-time student who will be going to Cal Poly this fall.
25 He just graduated from the horticultural program of Shasta

1 College.

2 My vision for California agriculture by 2030, I
3 believe cities which have nearby farmland and farmers'
4 markets that are year round or nearly year round will be
5 the focus. The California farmer can do quite well with
6 five acres. In our case, we have more than that, but to
7 do the row crops, we couldn't handle more than five acres
8 because we do a lot of hand picking, hand planting. We
9 have the specialty products that you can only do that way;
10 you can't have a tractor pick some of these things.

11 As a California farmer, we see that the large
12 farms are being sold, they're being split into smaller
13 acreages. Where we live in Churn Creek Bottom, there's a
14 five-acre minimum. There's a lot of, shall I say,
15 problems with the five-acre minimum because our county
16 planning department feels that five acres is not enough to
17 call it ag land. It's alongside the freeway, perfect for
18 development as far as they're concerned. There's very
19 little prime farmland in Shasta County. And as a member
20 of Churn Creek Bottom Homeowners and Friends and a farmer
21 in Churn Creek Bottom, I say five acres is enough to have
22 to stay in ag zoning.

23 We make a good living off of this, and we'll make
24 even more when we're both full time on the farm, but it
25 serves a purpose, a purpose for the county, for the people

1 who live here. We save energy by having the products
2 grown right here, drive them to the local farmers' market.
3 We have some families come to our farm. We built a barn a
4 few years ago -- I think I work for the farm by working
5 for the State -- but we put in a walk-in box in the
6 infrastructure for a commercial kitchen. We plan to
7 eventually be able to bottle juice, salsa and spaghetti
8 sauce for the local farmers' markets.

9 The large scale mono-crop farms where pesticides,
10 herbicides and chemical fertilizers are used will likely
11 shrink by 2030. This is due to the labor market,
12 tightening of the borders. The chemical fertilizer
13 practices, these are very expensive and also are reliant
14 on oil. No one wants to talk about that. But our cars
15 run on oil, so do our chemical fertilizers.

16 The local food in organic markets will increase.
17 People are more aware. They don't want to be modified at
18 our farmers' market, and we're trying to stay away from
19 genetically modified at the farmers' market. So all the
20 growers are not certified organic. They do try to stay
21 away from the genetically modified if they know what
22 they're getting.

23 Things are not labeled properly in California as
24 far as I'm concerned. People should know when they buy
25 that box of Rice Krispies that there's

1 genetically-modified rice in there. It's very, very sad.

2 The biggest challenge in achieving the vision,
3 it's slowing the rate of farmland that's converted.

4 And I'm out of time, but if you have any
5 questions, I'd be happy to answer them.

6 BOARD MEMBER BRANSFORD: Mary, thanks for your
7 comments. I have a question on the zoning issue.

8 In our area where I farm, we'll have conservation
9 groups that will come in, and they will take a piece of
10 productive farmland and convert it to an easement, which
11 goes back to natural habitat, which can create pest
12 problems.

13 And one thing I've noticed on the five-acre
14 parcel issue is if in fact you have an organic --
15 five-acre organic farm and you're surrounded by three or
16 four just people moving from -- typically what you see is
17 people moving from urban areas, and they say, oh, five
18 acres is just a wonderful size and now I can operate. Do
19 you experience problems from your neighbors, from pests
20 and weeds and other issues? I mean, it's on a different
21 scale, but I mean, do you have issues with that also?

22 MS. OCCASION: No, I really don't. We do a
23 setback because our neighbors on two sides do spray
24 Roundup, and so we have a 20-foot setback, a buffer zone
25 all the way around. We till to remove the weeds. We have

1 a star thistle problem and we till for that.

2 BOARD MEMBER BRANSFORD: Excuse me. On your
3 neighbor's ground?

4 MS. OCCASION: No, on our ground.

5 BOARD MEMBER BRANSFORD: Okay. But what do you
6 do with a neighbor that doesn't do anything?

7 MS. OCCASION: Well, we don't plant within 20
8 feet of his fenceline.

9 BOARD MEMBER BRANSFORD: Okay. Okay. So you're
10 still --

11 MS. OCCASION: And when it comes to the pests,
12 when you have your soil in balance, and the animals and
13 the insects know where the organic farm is, we seem to
14 bring in the good pests. We have never brought in a
15 ladybug, yet we have tons of them. They live there. We
16 have worms in our ground. You know, there are good things
17 about organic production that are part of the balance that
18 the old farmers knew and we're having to learn it.

19 BOARD MEMBER BRANSFORD: Thank you.

20 FACILITATOR LAWLESS: Number 9.

21 MS. DOTY: Hello. And I'm delighted you're here
22 in Shasta County. I hope you enjoy it.

23 I'm an authentic little old lady. I'm 84 years
24 old.

25 THE REPORTER: Would you state your name for the

1 record, please.

2 MS. DOTY: Oh, my name is Betty Doty, D-o-t-y.

3 THE REPORTER: Thank you.

4 MS. DOTY: I'm an authentic little old lady, 84
5 years old, and I'll talk about health, organic gardening,
6 and the significant contribution my age group can make for
7 taking pressure off the big food production system.

8 In 2030 I think we'll have far greater awareness
9 of the absolute necessity to consume good health -- good
10 food, rather, if we want good health. Since we'll be
11 surrounded by people who are consuming better food, we
12 will be seeing a healthier society with people making
13 better decisions in every area. That's my dream.

14 But the biggest single difference in 2030 will be
15 that it will be in for little guys to be doing organic
16 gardening, and we'll see vegetables and fruits in
17 backyards, front yards, window boxes maybe overflowing
18 with bush beans. Neighbors will be sharing food,
19 socializing, proudly showing their organic produce.

20 A completely different health care system will be
21 in place. That's because the 2008 system failed totally
22 to keep up with increasing health problems from so much
23 pollution and what I call contaminated food. We'll see no
24 sign of agriculture's major polluters, dinosaurs, because
25 they'll have disappeared in disgrace. They couldn't

1 sustain the belief that their polluting was justified and
2 the medical system some day would find cures for the
3 problems they created by their pollution, but medical
4 science just couldn't handle a job that big, and society
5 just couldn't handle the cost of such massive numbers of
6 people in poor health.

7 I'll review what I expect to see in 2030. Far
8 more awareness that better food is necessary for better
9 health, leading to a healthier society. It will be in for
10 little guys to have a serious part in food production, and
11 the health care system will have changed for the better,
12 and the dinosaurs, the old polluters, will have
13 disappeared.

14 So here's the question: How do we get from here
15 to there? The good news is that I see signs already,
16 maybe still small and scattered, but what I mentioned is
17 already happening and I just want to speed up the process.

18 I suggest we've been ignoring a huge untapped
19 resource, that of women in my age group. I'm not ignoring
20 other groups, just talking about the one I know best. For
21 one thing, we respond when we're needed, we're made that
22 way. My mother, before she died, insisted on stringing
23 beans, snapping peas, these little things she could. None
24 of us like to be helpless.

25 In our age group we also know the real

1 excitement, I'm serious, real excitement of fresh food.
2 New potatoes, I can't tell you what they were like when I
3 was a little kid on the farm, peas, fresh peas, corn on
4 the cob.

5 Over the years we've seen many friends and
6 families come and go and we've seen with our own eyes how
7 a person can make a complete change in health, recover
8 from poor health with better food, especially when the
9 person abstains from additives and preservatives,
10 non-food.

11 In our age group we've had a great deal of
12 experience with food. And multiply 84 years times 365,
13 three meals a day, and I got 91,980 meals. If nothing
14 else, we can be food consultants.

15 I'm suggesting small-scale gardening really is
16 easy and fun and fits nearly every scale and age. At a
17 minimum we can raise sprouts on our kitchen counters,
18 share them with the neighbors. Maybe a few garbage cans
19 filled with trash and topsoil and tomato plants, with
20 enough TLC in our own compost, nothing more is needed but
21 carrying out a pitcher of water or two or turning on some
22 drip irrigation. We'll have no waste, as a big part of
23 all this is a pleasure, believe me, I know that, of
24 sharing our surplus with the neighbors.

25 In conclusion, I'm looking at elderly women as a

1 huge untapped resource. And I'm suggesting that you
2 recognize our power to relieve significant pressure on our
3 overall food production system. All that's needed is for
4 you to help us spread the word we really are needed.

5 PRESIDENT MONTNA: Thank you. We feel your
6 power, I can tell you that.

7 FACILITATOR LAWLESS: Are you taking guests for
8 lunch afterwards?

9 Any questions from the Board?

10 Thank you.

11 Number 10.

12 MR. RICKERT: Hello, everyone. My name is James
13 Rickert, and I'm with the Prather Ranch. I'd first like
14 to start by thanking the Secretary on this Board for
15 coming up to visit Redding, California. We have a
16 beautiful part of the state here and we are very proud of
17 our area and glad to have your presence here.

18 And another thing, I would also like to thank
19 everyone in this room. Obviously you have a passion about
20 agriculture in northern California, such as myself, and so
21 I'm proud to see the faces here, the diverse faces here,
22 and I think it's great. We here collaboratively can get a
23 vision for California agriculture in 2030, and it's only
24 going to be done by all of us.

25 2030 is a very interesting year to pick. I will

1 be 50 years old at that time. I will be a culmination of
2 a lot of years of hard work in the field doing things that
3 I do, getting myself to the age of 50. Hopefully I make
4 it.

5 I look back upon my family tree and I have some
6 very, very impressive people in my family tree. One was
7 mentioned earlier, Julian McPhee from Cal Poly
8 San Luis Obispo. He established the Cal Poly Pomona
9 school and was an advocate for California agriculture.

10 My other great-grandfather, George Rickert, at
11 the age of 50 he purchased a ranch in Bella Vista, which
12 is about ten miles east of here. It's actually the ranch
13 that I am currently managing. And I am in the process of
14 fixing up his old farm house where my great-grandfather
15 and great-grandmother lived. It's a lot of nights and
16 weekends, but it's a great passion to have.

17 So I look back at what my family's done over the
18 years, and it brings my thoughts to who I am and what am I
19 doing and what can I do to help better California
20 agriculture by 2030.

21 So you may ask now, what is my vision. I'd like
22 California to continue to be a thriving agricultural
23 state, leading the nation and the world in agricultural
24 ingenuity, increased crop diversity, and crop production
25 at the -- at no expense to the environment. I would like

1 to see sustainable agricultural practices widespread and
2 farmers actually caring for their land. I would like to
3 see a reduction of pesticides and fumigants on farms. I
4 would like to see government agencies actually work with
5 farmers instead of putting up roadblocks for us. I would
6 like to see the regulations that hold us back be released.

7 We need to invest in agricultural education, as
8 it is very important to train our future leaders in
9 agriculture.

10 I would also like to see a packed farmers' market
11 on weekends, and not just the weekend, every night of the
12 week. And a packed farmers' market means those dollars
13 are kept locally here in our community. We don't need to
14 be sending our money to China for purchasing cheap goods;
15 that's not a good long-term solution.

16 I would also like to see new outlets for local
17 agricultural products. Our company, we sell organic beef
18 at the Ferry Building in San Francisco. That is an
19 absolutely amazing place, and if you are a farmer or
20 interested in agricultural, I invite you to come down to
21 view it. It is an amazing area, and we could use
22 something like that here in Redding. Get the farmers out
23 of the 115-degree heat, get them into an air-conditioned
24 area, consumers will be a lot happier, farmers will be a
25 lot happier.

1 I would like to preserve agricultural lands as a
2 vast resource. We've heard one speaker talk about the
3 Churn Creek Bottom. There are other areas in this county
4 as well that need to be preserved for future generations,
5 future generations such as myself.

6 I would like to see agriculturalists and
7 consumers connect, having the general public understand
8 agricultural production and enjoying the beauty of
9 agriculture and the environment. We need ways to control
10 invasive species on range lands and pastures. I would
11 personally love to see an organic herbicide or a nice
12 biocontrol agent that would help work on the Himalayan
13 Blackberry that we in Shasta County seem to fight
14 constantly.

15 Consumers need to be excited about food again.
16 The farmers also need to be excited about food again.

17 We had a speaker talk about the state fair
18 program. My great-grandfather, the room I grew up in, I
19 have a bunch of ribbons from him winning awards at the
20 fair. We don't see that enough anymore. I'm actually
21 moving out to the property where those awards were made,
22 and so that there, I know I got my work cut out for me and
23 I hope to follow in his footsteps.

24 We also need to protect our water resources in
25 the north state, because at the age of 50, personally I

1 would love to be out flood irrigating our pastures out of
2 Cow Creek as my great-grandfather did, I would like to see
3 that preserved for the future.

4 These are just a few things I would like to see
5 at the age of 50.

6 I'm following my vision, I'm doing what I can.
7 We're raising organic products, I've developed a way to
8 grow strawberry nursery plants organically without the use
9 of methyl bromide. We're doing these things.

10 And I just want to emphasize, I'm very impressed
11 with the turnout. I'm impressed with the speakers. I'd
12 like to see more people here. And my time is up. But
13 also, as we go home today, everyone here, if we all follow
14 our visions, if we all follow what we've said, we will
15 make California agriculture improved by the year of 2030.

16 Thank you. Any questions?

17 FACILITATOR LAWLESS: Adan.

18 BOARD MEMBER ORTEGA: What works in Shasta County
19 in terms of the ag ethic that might be able to work in
20 other parts of California? What can those of us that are
21 urbanites take away with us?

22 MR. RICKERT: The fact that you're an urbanite is
23 already -- you have a few strikes against you. We're in a
24 county here where we have a lot of open space still,
25 Redding and Anderson, Cottonwood. We're experiencing a

1 lot of growth, but we still have a lot of long-time farm
2 families, long-time farms that are not being developed,
3 people that actually care for the land and kids growing up
4 in small communities.

5 In a large urban environment, you've got a lot of
6 factors against you. But getting those kids out to look
7 at farms, look at ranches, getting them out of the inner
8 city cores and out into the countryside where they can
9 view and experience the beauty of agriculture is really
10 what you've got to do.

11 So I'd say book a couple vacations up here for
12 Shasta County, and we'll show you around some farms.

13 BOARD MEMBER ORTEGA: All right.

14 MR. RICKERT: Any other questions?

15 Thank you.

16 FACILITATOR LAWLESS: Thank you.

17 Everyone's doing a great job with the five
18 minutes, so thank you. The time was almost perfect on
19 that.

20 Number 11.

21 MS. TRENERRY: My name is Johanna Trenerry, and
22 I'm from the little community of Happy Valley. I have a
23 berry farm out there. We are small farmers, we go
24 anywhere from two-and-a-half to maybe 40 or 50 acres.

25 I would like to give some ideas to this Board.

1 I'm not going to be around 2030; I hope my grandchildren
2 will be on my farm and doing the things that I love to do.

3 Okay. Let every county in California have a
4 right to farm so that people can't come in and force
5 farmers out. Shasta County has that ordinance, a right to
6 farm. Make people who buy next to farms sign a contract
7 saying they can't protest against the farmers, their
8 smell, their animals, whatever. Make small farms
9 available for the Williamson Act. Encourage agritourism
10 by protecting farmers against lawsuits. Pass laws that
11 let farmers -- easier to sell their products. And I think
12 there's one in the assembly right now, if I'm not
13 mistaken. And I will be calling my -- the guy that's in
14 charge.

15 Okay. Promote local buying. And if we -- I'm
16 not going to say that.

17 Pass laws so that farmers can pass on to their
18 children an easier way than all the laws that they've got
19 going now. I want to encourage you to encourage 4H and
20 the FFA.

21 The fair here, they mentioned the fair, it's
22 awfully early in Shasta County, and a lot of our farmers
23 don't have the product available to put in there. So it
24 would be kind of nice to put it off for a little bit
25 longer so that -- now, it works for me, because my berries

1 are coming on and I can usually make it, but most of the
2 farmers of Happy Valley do not have that privilege.

3 One of the things we started in Happy Valley was
4 what we call the Happy Valley Farm Trail. We have -- we
5 started off with about eight farmers, we're now up to 46.
6 We give out maps and we are online so that people can look
7 us up and come and buy fresh locally. So I would like to
8 see us encourage that more in our communities.

9 One of the things also was the labor laws. You
10 know, in the old days, well, when my children were home,
11 they all got out and farmed with us, they were obligated
12 to go out, change pipe, do whatever was necessary. It
13 seems like we discourage teenagers from going out and
14 getting involved in the agriculture community.

15 West Valley had a program, I haven't used them
16 lately, you could have the team, football team come out
17 and work on the farm and then you would pay the school "X"
18 number of dollars. And you'd feed the kids of course.
19 And so that gave them a hands-on. Also through my church
20 I've done that for kids that want to go on missionary
21 work. They come out to the farm. And I do give the kids
22 six dollars, I started, now we're up to eight bucks an
23 hour, but I do pay the children, and they use that money
24 to go out. But one of the children that did work on the
25 farm did go to college and is taking agriculture. So I

1 think we need to do something about getting kids involved
2 in the farming and hands-on.

3 And by the way, I don't -- I think we are having
4 a climate change, and it's got nothing to do with all this
5 other stuff they're throwing at us.

6 Okay. Encourage home cooking. I think we as a
7 family have gotten away from that. When my kids were
8 home, I always made them be home for dinner. And we
9 cooked the food because we raised it. But a lot of people
10 today buy instant food, and that isn't teaching children
11 how to eat healthy.

12 I had one other idea, but it went out the door.
13 Senior moment. And my time is almost up.

14 Any questions? Nothing?

15 PRESIDENT MONTNA: The child labor laws, many of
16 us grew up starting on tractors and so forth, very, very,
17 very young age, usually sitting on someone's lap, and that
18 taught you work ethic very early in life.

19 MS. TRENERRY: That's right.

20 PRESIDENT MONTNA: It's a shame. I'm not sure we
21 can get that one back, but I like your idea a lot.

22 MS. TRENERRY: I do too.

23 Oh, and for the person that wants to clean up
24 their yard, we have what we call in Happy Valley, Happy
25 Valley Pride Day. The citizens get out three times a year

1 and pick up the trash. And I'm done. We also do other
2 things, but --

3 PRESIDENT MONTANA: Thank you.

4 FACILITATOR LAWLESS: Thank you.

5 Number 12.

6 MR. COWLEY: Good morning. It is still -- oops,
7 good afternoon.

8 My name is Jack Cowley. I'm a rancher in
9 Siskiyou County. I live in the town of Montague. I'm
10 representing both Siskiyou County Cattlemen's Association
11 and the California Cattlemen's Association.

12 I'd like to preface a few of my remarks by saying
13 that I look at it as a big picture rather than local. I'd
14 like to applaud the Department for having this forum,
15 because the future of agriculture, the future of
16 agriculture not only in the State of California, but the
17 future of agriculture in this nation is paramount upon
18 developing a very sound agricultural plan that's going to
19 sustain agriculture in this country and, frankly, in the
20 world.

21 You know, beef producers in the State of
22 California manage over 30 million acres of local land,
23 forest lands, foot lands in the production of beef for our
24 country. And by doing so, we are in fact ecologists. We
25 do manage the lands to the betterment of the land. Part

1 of our vision for successful industry in 2030, however, is
2 an uncertainty that surrounds us in the environmental
3 area, both economically and regulatory issues that allow
4 producers, and we need to be able to mitigate this so that
5 producers can focus on their job, and their job is to
6 produce food and fiber for our world and our state
7 economy.

8 One of the foremost challenges that we face is
9 the lack of understanding by the average person, in our
10 case, the State of California, on the challenges that
11 agriculture faces and the value of our safe, stable,
12 affordable food supply. We need to improve the awareness
13 of the general public of this. I think that's paramount.
14 That we ensure that the urbanites, the people that live in
15 the big cities, the people that are divorced from
16 agriculture truly understand what agriculture is doing for
17 them and for the State.

18 We've already discussed briefly the regulatory
19 difficulties, and they are difficulties, and they do make
20 it very difficult for us in production agriculture to have
21 a sustainable operation. We need to think about those and
22 think about them sincerely during this planning process so
23 that we can, I won't say mitigate, but certainly that we
24 can learn to live and to develop policies that are both
25 constructive and not just destructive to the agricultural

1 industry.

2 I'd like to take a minute to look at the beef
3 industry. Because we are in a global economy -- it's
4 wonderful for us to think locally, but the fact of the
5 matter is we are in a global economy. And I'd like to
6 just tell you that in beef production we have been able
7 through technology, and through primarily technology,
8 we've been able to change the total tonnage of beef
9 produced in this country from 180 million beef cows to 95
10 million beef cows, which we have today. We've increased
11 the production out of those same by twofold. And by doing
12 so, we've actually freed up the amount of land that was
13 used with those 180 million beef cows to the size of the
14 state of Texas and Kansas, Colorado, New Mexico. Now
15 that's a true statement.

16 The thing that's sobering to me is that by 2050,
17 a few more years later than we're talking about today, the
18 population of this globe is going to reach over nine
19 billion people. This is going to require that we produce
20 twice as much food and fiber as we're producing today.
21 California is a leader. We are a leader, we are looked
22 to, and we need to assume that responsibility in making
23 sure that we have agriculture as a number one source in
24 this country.

25 One more statement, sorry.

1 All of the environmental issues that are pushed
2 upon us, it's all regulatory issues that are pushed upon
3 us, we need to be funded not on the backs of the farmers
4 but on the taxpayers, all the people that want all these
5 issues, that want us to have a healthy agriculture
6 economy, let them share in the cost of this. Don't put it
7 all on the shoulders of the agricultural people.

8 Thank you for your time.

9 PRESIDENT MONTANA: Thank you, Jack.

10 Questions?

11 FACILITATOR LAWLESS: All right. We have five
12 more speakers, and we'll go ahead; and if we need to take
13 a break at the half hour, we will, but it looks like we
14 might be able to accomplish that in the next 20 minutes.

15 Number 13.

16 MR. WOOTEN: Mr. Secretary, Members, Chairman,
17 and the Board, my name is Shannon Wooten. My family
18 homesteaded here in Shasta County in 1862, and that
19 homestead has grown from 160 acres to over 5,000 acres
20 today and cattle is still in our family.

21 But I'm a beekeeper, and I started 42 years ago.
22 And as Mary so graciously referred to us in the bee
23 breeding world as special -- I've been called many things,
24 I'm not sure special was part of it, but anyway, I
25 appreciate that.

1 But something is killing our bees, and we can't
2 put our finger on it, and I think by elimination we'll get
3 rid of some of it. The first thing that comes to my mind
4 is chemical use. And I do not want to see chemical use
5 stopped, but I sure would like to see it a little bit
6 extensively studied. We have an old bee lab that's been
7 reconstituted in the UC system in Davis, perfect place, we
8 have bees there, we have specialists there. And the
9 companies could be required to send samples of whatever
10 they want to produce to those people and they can put them
11 in the bee world. Right now, what they're being sprayed
12 on are adult bees, and if it doesn't kill the adult bee,
13 it's good to go.

14 In the bee world we have lots more facets of it,
15 queens, brood, wax, and if you destroy any one of those
16 sections, then the hive itself is going to disappear. And
17 so by looking at these a little more extensively, I think
18 we can eliminate one of the problems with the CCD problem,
19 which is colony collapse. There are some other things on
20 the horizon we're looking at; hopefully we can get ahead
21 of it.

22 In our quest to try to survive -- I've been a
23 beekeeper, like I said for 42 years, I was a young
24 beekeeper then, I still am, because it's hard to get young
25 people energized in this business. It's very difficult.

1 By trying to look to the future, and if we can keep our
2 bees to survive to the year 2030, then maybe we'll entice
3 some younger people to get into this business.

4 In our world, a bee location is like a piece of
5 gold about this big, very difficult to find. Once you
6 find it, very difficult to keep because of the influx of
7 people. We're having difficulty running our bees in the
8 valley. And to raise queens you have to be in a
9 topography-favorable area and a climatic-favorable area.
10 I just can't pick up my bees and move to the mountains
11 away from people, I cannot do that. We have been pushed
12 to the brink. There are no other places to run bees.
13 There's lots of beekeepers that are trying to run in
14 amongst themselves.

15 So education I think for our future is going to
16 be the big thing. Right to farm is helping us, but we
17 need to educate these people that are coming here that
18 have not lived here. We move our bees six times a year,
19 so we're not there all the time. A piece of ground can be
20 developed and built from the time we're gone; and we move
21 our bees back, and we're close to the house. We're gone,
22 we gotta move. There's no place for me to go. The yards
23 that I used to run 2- to 300, I'm running 500, 700 now,
24 and because I have to. And so we have to educate these
25 people in order for me to survive.

1 One other facet of this state, a little bit out
2 of your realm, is the Department of Fish and Game. They
3 are now land owners. And a lot of the land that they're
4 buying up is river bottom land, prime bee locations, and
5 they're kicking us out because we're not natural. And we
6 are essential, but we're not natural. And so we have to
7 try to get this mindset changed a little bit, because some
8 of those grounds are the best places for bees. If we're
9 going to get to the year 2030, we've got to maintain these
10 bee locations.

11 A few of the things that are really -- well, has
12 to do with Fish and Game actually, is wildlife services.
13 With us moving back into the foothills, we're dealing with
14 a lot more bears, and the bears moving out of the
15 mountains. We don't have any wildfires up here anymore,
16 the logging isn't as intense as it used to be, so the
17 green growth factor isn't there.

18 And we have a bear problem, that they're moving
19 into the lower elevations. I used to have problems at 2-
20 to 3,000 feet, now it's under a thousand feet. And in
21 order for us to deal with that, we have to have wildlife
22 services. Their agents go with Fish and Game, they
23 understand our business, they understand the laws, rules
24 and regulations of Fish and Game, and they help us
25 alleviate these problems. And not all the time do we kill

1 bears; we fence, we try to repel them, we try to do lots
2 of things. But as Fish and Game's rule stays the same,
3 the faces change, and so we have to reeducate these people
4 each time they come in.

5 One other point that I'd like to touch on, and
6 you brought it up, is regulations. This diesel retrofit
7 that's coming in right now, I maintain nine trucks,
8 they're not all brand new because I can't afford all brand
9 new. I've got a lot of farm equipment, I've got some
10 tractors, I've got some dozers that I use to clean bee
11 yards with, not large, I don't run them that much, but I
12 have to have them, and I can't buy new. So we're going to
13 have to deal with these diesel retrofits on my scale on my
14 time in one way, shape or form.

15 Got a few extra seconds left, and I think I'm
16 running out of gas.

17 PRESIDENT MONTNA: Questions? Secretary has a
18 question.

19 SECRETARY KAWAMURA: Shannon, and Rick mentioned
20 it earlier too in his comments, about a footprint for bee
21 placement, for high placement. Do you see that -- is that
22 already taking place in any of these counties, where
23 you're starting to look into that future and designate
24 areas for bees? And certainly are you aware of it taking
25 place anywhere else in the state?

1 MR. WOOTEN: Not as such. There's a lot of areas
2 that already have bees in it, and that's what we're trying
3 to maintain, because bees can be kept in an area for
4 different reasons. Honey production is one, queen raising
5 is a little bit different because we require from four to
6 seven acre areas, where you think of a bee location as,
7 let's say the size of this room, you could pull a truck
8 into it, unload it, it's right there, easy to fence, easy
9 to maintain, easy to do whatever you do. But in the queen
10 world, it's a little bit different than that. I won't
11 even bring up the citrus confrontation. You will hear
12 about that as you go south, so I'll leave that to rest.

13 SECRETARY KAWAMURA: Thank you. One last
14 question. Are there any succession -- are you aware of
15 any efforts for getting young kids involved, more and more
16 involved in -- I was a former beekeeper, and I was forced
17 into it by my father, so I didn't come willingly to it.
18 But do we know of any programs in that arena, trying to
19 get kids, young people involved through FFA or through the
20 fairs or through anything else?

21 MR. WOOTEN: There has been some courses at the
22 colleges and such, and then we put on a demonstration on
23 our ag field there, or city day through the Farm Bureau,
24 and then also our local bee club tries to entice young
25 people, hobbyists and such like that. And the hobby world

1 is what's really helped us I think in educating more
2 people, not all young, but into the problems of the bees
3 and how to keep them alive.

4 SECRETARY KAWAMURA: Okay. Thanks.

5 FACILITATOR LAWLESS: Thank you.

6 Number 14.

7 MR. KESSLER: Hello. My name is Wayne Kessler.

8 I think some of my comments have been given out a little
9 bit, so I cannot go letter by letter, but concentrate on a
10 couple of areas.

11 I've heard a lot of very good comments this
12 morning, a lot of very good ideas, and I really commend
13 the Board for coming here and listening. I have never
14 heard of this in my whole life, both in Orange County and
15 up here, of having somebody come and listen to what the
16 needs and issues are. So I really hope that this
17 listening session progresses to some action, and I hope
18 you don't set up a set of false hopes that things will be
19 done. Because I've heard a lot of talking in the past,
20 but nothing has changed.

21 So I really hope that this will be communicated
22 to the decision makers, the policy makers, and that we can
23 get some changes. Because I think we are on the edge of a
24 crisis, if we're not already in the crisis, a crisis over
25 food supply, water supply and our health.

1 So anyway, backing up a little bit, give you a
2 background, I am a partner in a family-run business called
3 Shambani Organics. We are a bedding plants, a little
4 nursery, and we supply this area with organic vegetables
5 and herbs, little starts.

6 And so I come from an agricultural background. I
7 grew up in Orange County and saw it disappear. And so I
8 moved up here. And Shasta County and north state has a
9 great opportunity to really be much more involved in
10 agriculture on the local basis.

11 Now, most of the books I have read in the past
12 five years since I've been back up here have been -- they
13 come to the same conclusion, and the conclusion is that if
14 local communities can control their food supply, their
15 water and their energy, we can maintain or improve a
16 comparable lifestyle. If we can't control these things,
17 we're going to see a downturn in all of that.

18 And we're seeing right now a downturn in our
19 health due to the industrialization of our food supply,
20 where most of us are eating food, edible food-like
21 substances that are not really food. And you can see it
22 in our -- the health of our children especially. I heard
23 on the radio this morning that one-third of our children
24 are obese. That's here in California. And so we face
25 this kind of health problem because we're not eating the

1 right kind of food.

2 So I think the issue really comes down, all of
3 these great ideas that have come up, and I'm going to
4 repeat them because I've got most of them here already,
5 I'm not going to say it again, but it involves money,
6 funds, reallocation of funds to deal with these issues.
7 It makes a real big -- that's the biggest challenge I
8 think we face, is finding funds to do all of these great
9 things to maintain our health and our lifestyle and the
10 health of the local economies.

11 And many of the locals speak -- I mean, speakers
12 have concentrated on the idea that it's going to be the
13 very small, five-acre farmer, the backyard gardener that
14 is going to maintain our food supply. We cannot rely on
15 the corporate farms. We cannot rely on the industrial
16 processed foods that we are getting in our supermarkets.
17 And so we must help the small, very small farmer, rancher
18 to produce food. We also must help the idea that it gets
19 right into the -- so the people can buy the food at the
20 local market.

21 I concentrated on the idea that we needed
22 farmers' markets, a more year-round type of thing, more
23 access to the -- so the people can buy things very easily
24 so -- you know, and we need a reorganization of the food
25 to farm school program, farm-to-school program, because

1 it's the education of the children and the people that are
2 going to make a real big difference.

3 And thank you for listening again, and I really
4 hope that this will move to something that we can be proud
5 of. Thank you.

6 PRESIDENT MONTNA: We do not intend to have this
7 sit on the shelf and collect dust, we intend to put it
8 into action. So we appreciate your comments.

9 MR. KESSLER: Well, I've seen it happen so many
10 times before, and we have here now going share your vision
11 for what Shasta County is like, okay? And we've seen this
12 before, but there's not been any significant changes. It
13 just goes on the table. So I hope we can move beyond
14 this.

15 SECRETARY KAWAMURA: I appreciate your comments
16 about the fact that we potentially are indeed are in a
17 crisis. And as one of the other speakers earlier said, we
18 have been living in a luxury of abundance, we've got so
19 much abundance we think food can come and agriculture is
20 such an easy thing to do, but we've got a lot of
21 constraints. I surely appreciate your comments. Thanks.

22 FACILITATOR LAWLESS: Thank you.

23 Number 15.

24 MR. HANSON: Good morning, Mr. President, good
25 morning, Board Members -- or pardon me, good afternoon,

1 and, Mr. Secretary. My name is Jack Hanson, and I'm a
2 family -- my family and I own and operate a Cal Cap
3 operation up in Lassen County, and so does Supervisor
4 Kehoe, if he's still here, I don't know if he's still
5 here. But small and urban and rural are kind of relative
6 terms. And to us, Redding is a big community, it's a
7 metropolitan area, and we're a little bit smaller and a
8 little more rural up there in Lassen County.

9 I'm fourth-generation Californian, I've been
10 actively involved in ranching for the past 35 years or so.
11 I tend to be more of a generalist if you will, and
12 therefore, my comments, what I'm looking out towards 2030,
13 will probably focus more on the socioeconomic aspects
14 instead of some of the technological aspects. I'll kind
15 of let them take care of themselves.

16 I'd like to thank the Board for hosting this
17 forum, and I think it's an excellent exercise, and I along
18 with the other people in the audience hope that something
19 fruitful will come from it.

20 There are many common issues which are important
21 to our state, to the nation and to the world. The
22 production of nutritious, wholesome and safe food in
23 sufficient quantity is obviously near the top of that
24 list. And I continue to believe that producing food and
25 fiber to feed the world is truly an honorable profession.

1 There are huge, intangible rewards, if you will, which
2 accrue to those that work with the soil.

3 With the last two years as a backdrop, I must
4 admit it's a challenge for me to visualize our own ranch,
5 yet alone California agriculture, where it will be in the
6 next year or five years from now, let alone in 2030, so I
7 probably would be more tempted to leave this visioning
8 process to our children. Kind of shakes me a little bit
9 to hear James Rickert suggest that he'll be 50 by then. I
10 can remember James when he was just a young man running
11 around out there.

12 So anyway, the changes we've seen in agriculture
13 over the last two years are absolutely unprecedented.
14 Dramatic changes in prices we receive for our commodities,
15 cost of energy and other inputs, the cost and availability
16 of land and water resources, it's absolutely mind boggling
17 to me. The attendant risks in our industry, whether
18 you're an organic farmer, a small farmer or a large-,
19 medium-sized farmer, the attendant risks that we see right
20 now are enormous, and I think that that's surely a great
21 challenge.

22 I've often suggested to our sons, one of whom is
23 in Cal Poly, neither of which are at Berkeley, and I'm
24 sorry to say, I regret that --

25 UNKNOWN SPEAKER: You get five more minutes.

1 MR. HANSON: I was hoping so. I was going to
2 caution you that I'm not accustomed to a time clock, and
3 so I probably ought to warn you in the interim with that.

4 But anyway, I've counseled our two sons, it's an
5 exiting time to be in agricultural education, and then
6 certainly a more exciting time to be in the educational
7 aspect rather than out on the ground, I can assure you.
8 But I look forward to both of them returning to our family
9 operation in some form and helping me overcome the
10 challenges we see coming.

11 With that background I'm going to attempt now to
12 focus on 2030 and see if I can kind of answer the
13 questions specifically which you may have.

14 My vision of California agriculture in 2030, I
15 personally see a lot of the same issues, trends and
16 challenges in the future which exist today. One I believe
17 that will be solved, I'm not sure what the solution will
18 be, I think the energy situation will be solved by 2030; I
19 only hope so. I'll tell you, I don't know that I can
20 endure it to go on much longer.

21 We'll continue to be challenged by mother nature.
22 We're always going to have too much rain, too little rain,
23 we'll never be happy with the weather.

24 We'll continue to adopt and adapt to new
25 technology. I think in the livestock industry we're going

1 to see individual animal I.D. and trace back. We're going
2 to obviously work on genome mapping and genetic advances,
3 not to be confused with GMO or genetic modification. I
4 think there's a lot of things we can do to make our
5 production more efficient with some of the technology in
6 the genetic area.

7 Globalization will continue to be a driving force
8 from a macro sense on both marketing of commodities and
9 the cost of our inputs. Obviously I do believe that there
10 will be more niche marketing and direct marketing; I think
11 the farmers' markets are only going to grow. I think
12 there are going to be more alliances, if you will. I know
13 that can be a bad term in some industries, but I think
14 that's going to continue to occur, and branding of
15 products and more vertical integration.

16 I think competition for natural resources and the
17 recognition of the value of those resources by society
18 will continue to be a driving force for agriculture.

19 I think the primary political debate in 2030 will
20 pretty much magnify what's going on right now. I think
21 the primary political debate will be urban versus rural,
22 not conservative versus liberal, not republican versus
23 democrat.

24 I think for family-size operations, a combination
25 of off-farm employment along with your primary employment

1 on your farm or ranch will continue to be a trend that
2 we're going to see accelerate. We all know what some of
3 the benefits of off-farm employment bring back to the farm
4 family to keep it whole.

5 I believe that the area which will present
6 California agriculture with its greatest challenge will be
7 our trying to retain our competitive position, vis-a-vis,
8 the nation and world. California has in recent history
9 and to its credit been ahead of the curve, sometimes way
10 ahead of the curve in environmental protection, product
11 safety and social consciousness. And while I appreciate
12 the need for us to be keenly aware of the way we treat our
13 land and our natural resources, I always strive to produce
14 and market a healthy nutritious product.

15 If regulations at the state level are
16 substantially more restrictive and costly than those
17 experienced at the national or on the world scene, our
18 competitive position I think is eroding. So I fervently
19 hope in the future that the state and indeed the nation
20 will do a little bit better job, if you will, at analyzing
21 the effects, both intended and potentially unintended
22 effects of regulations and policies prior to their
23 implementation.

24 I can't resist the temptation here to just get a
25 little jab on the food versus fuel issue that's going on

1 at the national level. I think that the race towards
2 renewables and biofuels without full recognition what are
3 now being termed some of the unintended consequences is
4 causing a bit of havoc and dislocation in some segments of
5 the economy, and I'm opposed -- I definitely am not
6 opposed. And, in fact, I support efforts to wean
7 ourselves from foreign oil, I think anybody would. And
8 reducing our use of fossil fuels, obviously, I think is a
9 goal we all hold out there, but more thought should be
10 given to the difficulties of the transition and what
11 measures should be implemented to smooth out that
12 transition from the current situation to one that's
13 cleaner and greener.

14 It's difficult to articulate one challenge for
15 agriculture to achieve the vision that we might have in
16 2030, but I think if I were to focus in on one thing, I
17 would hope that somehow society would be convinced that
18 food is a strategic resource and it should be allocated by
19 the marketplace, the resources which are necessary to
20 produce it safely, sustainably, affordably, in sufficient
21 quantity to satisfy human needs.

22 I think an additional challenge faced by all of
23 us individually and by the state is how to recognize and
24 manage the risks involved with agriculture. Public
25 perception, that's one of the issues you wanted to hit on.

1 I think that society is going to see an increased value
2 for food relative to other goods and services, and I think
3 that that will translate into a yearning and better
4 understanding of where food comes from and the resources
5 required to produce it. So, in fact, I think the public
6 perception of agriculture by 2030 will improve.

7 A must have, I think a must have, and I referred
8 to it earlier, is a State government that realizes the
9 value of a safe and abundant and affordable food supply
10 and the resources required to produce it and a government
11 which protects and enhances California agriculture's
12 competitive position versus the rest of the world and the
13 nation.

14 Again, I applaud your efforts, and at the very
15 least I've been forced to work a little deeper, look a
16 little deeper into my crystal ball, and despite all the
17 challenges, I see a very bright future for my family and
18 for California agriculture. But thank you very much for
19 the opportunity.

20 PRESIDENT MONTANA: Any questions?

21 SECRETARY KAWAMURA: Yes. Jack, just out of
22 curiosity, your challenges with fuel costs and feed costs
23 right now, how's that impacting your operation? And
24 you've seen this in the past, you've seen where it's
25 headed in the future; what -- how do you project -- will

1 cattlemen and livestock operators take their own feed
2 situations into their own hands and broaden out that way?
3 How do you see a leveling of that field?

4 MR. HANSON: You know, that's -- it's obviously
5 an excellent question, sir. I think that when I look at
6 the feed situation, not necessarily at the fuel, but, of
7 course, obviously there's a lot of fuel in producing feed
8 for both our dairy herds and our beef herds.

9 Many of us, who -- as I mentioned, I sell hay as
10 well into the hay market, many of us in that area would
11 have preferred to sell \$120 dollar test hay to the dairy
12 market and maybe net \$40 rather than selling \$200 or \$250
13 hay and maybe having the opportunity to net 70 or \$80.
14 The difference obviously is that we're putting in some
15 very expensive inputs up front without knowing what's
16 coming out the other end, both in the price of quantity
17 and quality situation, so I think that that's a real
18 challenge.

19 As far as the fuel goes, for the most part, in
20 trucking and so on, I can tell you what the cost of diesel
21 is, and I do believe that the fuel costs are probably the
22 primary driver that are pushing the increased food price
23 in the supermarkets and so on. And that's happening all
24 the way from the ground level, the producer level all the
25 way up; so I think it's a real challenge. As to the

1 solution, I'll leave that in your hands, sir.

2 PRESIDENT MONTNA: Jack, on the strategic issue,
3 and you're right on, I think we agree with you immensely,
4 but when we get people to be as concerned as they are when
5 they fill their tank on their cars when they fill their
6 stomach, then we'll be there.

7 MR. HANSON: I agree with you.

8 PRESIDENT MONTNA: But we haven't made that.

9 MR. HANSON: No, we haven't, Mr. President.

10 And I think the market is going to help us out a
11 little on that, to be honest with you, I think it's going
12 to start to come home to people. But thank you again very
13 much.

14 PRESIDENT MONTNA: So do we. Thank you.

15 FACILITATOR LAWLESS: Our last two speakers.

16 Number 16.

17 MR. WILHEME: My name is Arnold Wilheme. I'm an
18 old retired school teacher and I thank you for coming here
19 and listening. I, along with others, hope that something
20 comes of this.

21 I have so much to say. I failed to mention I'm
22 bipolar, therefore, I figure I should get two five
23 minutes. Thank you. And I have way more than that ten
24 minutes will allow.

25 Shannon Wooten, my friend and beekeeper and

1 part-time teacher, has this lovely wife who was in my
2 biology class. And I was having the students give oral
3 reports. And I said, Glenda, why don't you give us a
4 report on bees. So she brought the hives, the suits, the
5 whole deal. And that was the worst thing she ever could
6 possibly do, because I got interested. I said, can you do
7 another hour? And she did another hour the next day. And
8 then I started -- I wrote on the blackboard "Bee swarms
9 wanted." And then I was off and running. And I ended up
10 with 85 colonies of bees and almost got divorced because I
11 was working late hours putting frames together and all
12 that. And I have great respect for beekeepers.

13 What he did not tell you, and I'm really
14 surprised he didn't, he should have given the typical
15 pitch on, speaking of food, you know what's not going to
16 happen without pollination, right, or some substitute for
17 bees, because our crops, the almond growers will tell you
18 that we have to have them.

19 I wanted to ask you a question. Who remembers
20 World War II?

21 PRESIDENT MONTNA: I didn't fight in it, but I
22 remember it.

23 MR. WILHEME: No, I didn't ask that; I asked who
24 remembers it? Well, I remember it, I'm old enough to
25 remember it. And I remember the term "Victory Garden."

1 Anybody ever heard that? Well, this is a lesson in
2 history then.

3 A victory garden meant -- I know for one that you
4 could not find candy bars; candy bars were all being sent
5 overseas. And one of the things that happened was people
6 dug up their lawns, and they were encouraged to do this.
7 The attitude in World War II was much different than in
8 any other war that I'm familiar with. People were so
9 dedicated that they were doing really strange things like
10 saving string, aluminum foil for gum wrappers, grease out
11 of the bacon and so forth. And they dug up their lawn and
12 made a little garden in the backyard. I have one of those
13 in my backyard.

14 Last night we had this absolutely delicious salad
15 out of that garden, and I'm very proud of that. I also am
16 fencing another 80-by-80 -- 80-foot-by-80-foot plot. And
17 I've got some of it already planted, but I don't have the
18 fence finished. So I saw two deer yesterday, and it
19 scared the hell out of me. I mean, they could wipe out
20 that garden in nothing flat.

21 I'm jumping around. Okay.

22 Education, well, I did some of that, I hope I
23 did. When my mother was on her death bed in the hospital,
24 I went in the room and I said, Mabel, you ruined me for
25 life. And she said, What are you talking about? I said,

1 well, when we were kids, you made us go out there with
2 those little dime-store hoe, shovel and rake while she did
3 the gardening. She said, okay, I want a row of radishes
4 planted right here, and you made us dig in the dirt. I've
5 never been able to get over it.

6 The future farmer people, what's running through
7 my mind as an educator is one of the most important things
8 those girls could do is organize an education, they
9 themselves -- I noticed the teacher did not speak for
10 them, he let them speak, that's good. They could easily
11 organize a program to educate elementary school kids.

12 And I told their teacher on the break, you don't
13 start educating people about agriculture at high school
14 level. You don't do that with brushing their teeth or
15 their personal hygiene. It's got to be started really
16 young. So every elementary school, you need to pass a law
17 that every elementary school has to have a garden and
18 every kid has to be exposed to gardening.

19 By the way, there's probably no questions on the
20 State exam about agriculture. I know there's none about
21 birds or trees because I asked that question. Oh, oh,
22 sorry.

23 I think something that hasn't been enough said
24 about, if any, is that the economy right now is not real
25 good. I don't know if you've noticed that. But I notice

1 a lot of people in my community saying, have you looked at
2 what's happening to the price of food in the market? And
3 I'm aware, I hear it from my wife, she does most of the
4 shopping.

5 We are not isolated. This is an ecosystem we
6 live in. If oil gets short and price goes up, the guy
7 owning cows is going to have to buy very expensive fuel,
8 so we're going to pay higher prices for beef, right?

9 Yeah.

10 One of my favorite movies, and you've got to get
11 it, write this down, is called Soylent Green. Soylent
12 Green, people think it's about the fact that in the future
13 sometime they were scooping the peasants off of the field,
14 scooping them off and making green cookies out of them,
15 called high-protein cookies; but that's not what that
16 movie's about, is the opening scene where what's-his-face,
17 Charlton Heston, is a security guard, he's in the compound
18 where the rich people live and he opens the refrigerator
19 and there is a steak there. He puts that in his pocket
20 and takes it home.

21 I'm not going to have time to tell you what I
22 really wanted to tell you. Okay, this is going to really
23 be fast.

24 Recently we, the people in the community, the
25 small farmers, formed a thing called the Bella Vista Water

1 Users Committee. The reason we did is because the manager
2 of the water district was making a proposal to raise the
3 rate of water 74 percent, which is insane. We have 117
4 people show up for the hearing and we convinced the board
5 that wasn't a good idea. We're now in the process of
6 trying to help them come up with a sensible --

7 One last thing. Here's a graph, which you can't
8 see, but what it shows is that in the year 2002 there were
9 638 agricultural users. We have domestic rates and
10 agricultural rated water. We buy it from the Bureau of
11 Reclamation. In 2002 there were 638. In 2003 there were
12 635. And in 2004 there were 648. In 2005 there were 616.
13 And in 2006 there were 350. And in 2007 there is 277.
14 That's what's happening to agriculture.

15 And my pitch is I love where I live, it's a --
16 you've heard it from others. I like living in a rural
17 community, I like raising my own food. And I've said it
18 at public meetings, if you don't think that what's
19 happened to all those places where you people live isn't
20 going to happen here, without really exerted planning,
21 somebody's got to do some serious planning, set things
22 aside.

23 I gotta go. Thank you.

24 SECRETARY KAWAMURA: Thank you very much.

25 Are you willing to answer a quick question?

1 MR. WILHEME: Sure, love to.

2 SECRETARY KAWAMURA: Both you, and was it Johanna
3 and Betty over there, Betty Doty, you both mentioned that
4 there is a tremendous amount of expertise in basically
5 whether it's at a victory garden level, local gardening,
6 the different clubs, cooking local grown foods and the
7 preparation that comes with all that, that's a huge
8 resource. And you've all mentioned that at one point or
9 another.

10 Is it my understanding that if that could be
11 galvanized, if we could figure out how to tap into that
12 more, that would be one way to start spreading enough
13 information and appreciation, especially within younger
14 folks. I know I'm kind of putting some words out there,
15 but I hear that in some of the comments you made. Is that
16 what I'm hearing?

17 MR. WILHEME: It could be done, it could be done.
18 What I have to say is that education, since I left in '86,
19 has changed remarkably. The shop buildings which had
20 things like welding, ag farms -- we have our own little ag
21 farm, it's separate from the school now. But they made
22 the assumption that every kid's going to go to college,
23 and that just isn't true. And the question is why would
24 they bother to do that anyway, because the jobs have all
25 been sent overseas. The exporting of jobs is a major

1 issue in all this discussion.

2 SECRETARY KAWAMURA: Craig made the comment, I
3 believe, a little earlier, 20 percent of the agricultural
4 workforce actually works in a field. This was a study
5 done by the Department of Labor here in our own state.
6 And 80 percent is the rest of the food chain, all the
7 other components that make up our ability to get product
8 up and out, including technicians, welders and crafters,
9 all the rest of that. So there is an enormous need, and
10 that's what we're talking about in our 2030 vision.

11 MR. WILHEME: Well, somebody on this committee or
12 some committee should look into who's making up the State
13 tests and who's -- those teachers are teaching to the test
14 now. And like I said, I had to teach a second grade class
15 about birds. I asked the new biology teachers at the
16 school, where's my bird slides? They go, what are you
17 talking about? I said, well, I left 150 bird slides up
18 there and I'd like to use them. They said, no, we don't
19 know anything about it. I said, don't you teach anything
20 about birds? They go, no, there's nothing on the State
21 test about birds. That's criminal.

22 PRESIDENT MONTNA: Thank you very much.

23 FACILITATOR LAWLESS: Thank you.

24 Our final speaker, number 17.

25 MS. LOCKIE: We'll see how strong this is since

1 I'm very tall.

2 I apologize, I didn't come prepared today, but
3 listening to everybody else's comments -- Missy Lockie
4 with the Shasta County Farm Bureau and the Shasta District
5 Fair. Since I didn't come prepared and with Board
6 authorization, I'll have to speak simply on my own and not
7 representing them. I have a board member here as well,
8 but I'll have to shoot from the hip.

9 Education is a definite must have for the future
10 of the young ladies that were here today. Their
11 projection for 2030 is a very hard -- you know, they can't
12 fathom that. I can relate. 20-something years ago I
13 graduated from the same school. I could never have
14 predicted today or that I would be here addressing you in
15 this forum. I was the first president or female president
16 of that school. It's very, very crucial that we have
17 vocational funding for those classes. That school has a
18 special teacher that leads the group, there are four
19 teachers there. They have college prep classes attached
20 to their curriculum. We need to have that shared from
21 different schools throughout the whole state, not just
22 there, because you can see the difference between that
23 school and the one right next door.

24 Education for the public is extremely crucial.
25 We need to have them know where their food comes from.

1 And the "Buy California" has been wonderful, but we need
2 to do a little more. We need to -- they need to know when
3 they're buying a product from somewhere else. It needs to
4 be labeled differently. And we all know that started at
5 the national level, trying to trickle down this way, but
6 when a piece of meat is broken and that label doesn't go
7 on down the food chain, that's the problem.

8 At the fair, that is the major thing I've been
9 hearing today, and this is something that we can work
10 together, but we do need your help as well. The Farm
11 Bureau hat sometimes collides with the fair hat, and it
12 did, and now we have the farm. And people will have a
13 chance to come in and see how butter is made, how a dairy
14 goat is milked, how a cow is milked, what the hundred-plus
15 byproducts of a beef cattle is. But we need more
16 literature to hand out at those type of things. We need
17 more help with fairs and expositions having funding for
18 special competitions.

19 We have the largest junior livestock auction in
20 this part of the state. Actually, Santa Rosa is probably
21 our closest competitor in that size. Our gross was
22 \$898,000 last year. We have over 500 animals in ag
23 mechanics projects that we sell. Last year we had
24 approximately 30 mechanic projects come in. Because we
25 want those kids to know that there are jobs in those

1 fields, that they can work on farms as a welder, they can
2 in graphic design, in industrial design. So we do sell
3 those there. And we hope those kids use those funds
4 wisely to go on to college, and many of them do.

5 We have seen a growth at our fair, and I'm not
6 extremely sure if it's because we're being urbanized or
7 getting more people to the area. We are watching our
8 school farms grow. And we help that. I sit on a lot of
9 the ag advisory groups and encourage them to have those
10 farms, find the donating funds to make them operate.

11 We've grown \$450,000 in the last eight years, and
12 we are up 200 exhibitors just in our stock department. So
13 I would encourage you to not forget those places and that
14 we can tie them together, and we definitely need to do
15 that.

16 As far as the Farm Bureau hat, regulatory issues
17 is definitely the tightest thing we're facing there. The
18 Air Resources Board, the refitting of those diesel engines
19 will actually devastate agriculture. It will put us at a
20 disadvantage for moving our products. The thought of
21 moving cattle out of state, good luck. The thought of
22 those trucks actually being inspected coming in from out
23 of state is ridiculous. We will be competing at a totally
24 different level and it will be hindered. You might as
25 well tie two hands and a foot together. Not that we don't

1 want clean air, because we do, and we want to protect
2 our -- the original stewards of the land, our farmers and
3 agriculturalists. And that's exactly where we're at.

4 The other, to echo Mary, pesticide regulation,
5 pest exclusion, border control, wildlife management, we
6 need those programs. We need to make sure that we keep
7 the -- the people that have moved here, they don't realize
8 that the wildlife management program is very crucial to
9 their safety. I know in southern California you're seeing
10 a lot of problems with coyotes; it's not going to be long
11 we'll be seeing that problem here.

12 So if you could keep those little projects in
13 mind, I'd appreciate it. And I have 28 seconds to spare,
14 so if there's anything I can help you with or any
15 questions?

16 PRESIDENT MONTNA: Missy, AB32 is of great
17 concern to the Board and I know the Department, and the
18 cost of that on agriculture, and that's a very difficult
19 issue, and in the air basin, since we all live in, but we
20 are aware and we are doing whatever we can do to mitigate
21 that.

22 MS. LOCKIE: If there's just some way -- and I
23 appreciate that you're very aware of the topic. The two
24 central areas obviously need some more monitoring than,
25 say, we do up here. When we have trucks that travel less

1 than 10,000 miles a year, we're hoping that maybe they can
2 have some kind of different restrictions on them, you
3 know, when they're just taking hay from point A to point B
4 and they're not traveling very far, they're obviously not
5 the major polluter in the world. Your big box trucks,
6 those are a lot different than what we're dealing with.

7 PRESIDENT MONTNA: Many of us have that same
8 situation. We're doing all we can do. It's very
9 difficult the way that law's written though.

10 MS. LOCKIE: It is.

11 PRESIDENT MONTNA: Thank you.

12 FACILITATOR LAWLESS: Thank you.

13 I want to thank the group, the public comments,
14 for your kind attention to the time and the clock and our
15 ground rules. You've been a very terrific group to work
16 with today. Thank you very much.

17 Mr. President, I turn the meeting over to you.

18 PRESIDENT MONTNA: Thank you, Mike. And thank
19 you for your leadership today. Mike, you didn't tell
20 them, but I thought it would be good, what your
21 affiliation is, because I do not think that most people
22 are aware UC does what they do.

23 FACILITATOR LAWLESS: I'm here on behalf of
24 UC Davis's Common Ground, which does facilitation and
25 mediation for public issues; sometimes it's land use,

1 sometimes it's agriculture. I actually, like I said
2 before, I'm a psychologist, I do public policy research
3 around human services issues, but I take the opportunity
4 to facilitate these meetings on their behalf.

5 And so if you need any further information on
6 that, you might come see me. Thank you.

7 PRESIDENT MONTANA: I'm going to open it up for
8 any Board comments or questions. And also, if the
9 audience has any question for any Board Member or the
10 Secretary, we would welcome that.

11 So first of all, Ann Silva, please.

12 BOARD MEMBER BACCHETTI-SILVA: I'd like to make a
13 comment that I know we're looking for solutions to
14 problems, and one of the things we keep hearing over and
15 over again with these speakers is how to keep young people
16 in ag through education, through -- how can we do that?
17 And I did notice we heard from Mary Rickert and we heard
18 from her son who has come back to the farm. They have a
19 daughter, Eileen, who's gone to work for the California
20 Milk Advisory Board, and she mentors young people, Dairy
21 Princess Program and the interim program.

22 So my suggestion is maybe to send that family to
23 Cal Poly and get them studied to figure out how they
24 raised two kids and they both went into different forms of
25 ag. Somebody like the Osbournes, where we could watch

1 them every week and see how they were so successful in
2 what they've done.

3 So on behalf of the ag industry, thank you.

4 PRESIDENT MONTNA: Craig McNamara.

5 BOARD MEMBER McNAMARA: I just went through your
6 comments quickly here, and as we all know there's some
7 important themes here. Over half of you spoke about the
8 importance of organic and sustainable production. You
9 spoke almost -- almost everyone spoke about the importance
10 of small farms. I think Ms. Rougle's comments about
11 unleashing small farms resonated with all of us. Farmers'
12 markets came to play. The involvement of seniors and the
13 incredible resource that we have both in our senior
14 population and, as Ann has said, in our students. Health,
15 didn't that come through time and time again, the
16 importance of health, which then some of the other issues
17 about zoning, national security.

18 But thank you for your comments. These will be
19 taken, and as one speaker said, they will not go on the
20 shelf. I know each and every member of this Board is an
21 activist in their own community and their own farming
22 area, and we will make it happen. Thank you.

23 PRESIDENT MONTNA: I think the one other, Craig,
24 that was mentioned was the regulatory process. I think
25 almost every speaker.

1 Don Bransford.

2 BOARD MEMBER BRANSFORD: I wanted to ask a
3 question on the regulatory environment, because whether
4 you are large or small or in between, from an ag
5 standpoint or a farming standpoint, you all had concerns
6 about the regulatory environment. And I guess the
7 question I would have is is it an advantage to be
8 regulated to the extent that we are in terms of, you know,
9 there isn't another state or country in the world that's
10 regulated like us, and can we take advantage of that in
11 the marketing of our product? I'm not sure I agree with
12 that, but I'm just curious to know, you know, if people
13 use that as a marketing tool or have thought about using
14 that as a marketing tool.

15 PRESIDENT MONTNA: That's asked generally to
16 everyone. If anyone would like to comment on that.

17 Again, if anyone has any questions for us,
18 anyone?

19 Margaret?

20 MS. WAGNER: I always wondered --

21 PRESIDENT MONTNA: Would you come to the
22 microphone, please.

23 MS. WAGNER: I was always wondering why the
24 farmer who has the greatest risk, has the weather to deal
25 with, has all those things, he will take the smallest

1 share of his product, while the people who produce all the
2 food, the packaging all of this, they get a lot more, they
3 have no risk at all. If they don't get it from
4 California, they get it from Wisconsin. And so I'm not
5 sure how we can make sure that the farmer is assured a
6 certain or a decent price for his product.

7 PRESIDENT MONTANA: The age-old problem.

8 Mr. Secretary, were you going to take a run at
9 that one? You're the strawberry marketer by trade.

10 SECRETARY KAWAMURA: I'll just make an
11 observation. And people don't recognize this, that
12 although they're more than happy to eat our products or
13 clothe themselves with our products or even fill up a tank
14 with our products, it's that farming still is, as far as I
15 know, is an investment of your personal wealth, it's a
16 voluntary investment of your personal wealth and you hope
17 you get a return on that investment. There's only a
18 handful of people that are forced into farming. I think
19 Mr. Young Rickert over there might have been forced into
20 farming, but we don't know that.

21 PRESIDENT MONTANA: Probably had a choice.

22 SECRETARY KAWAMURA: But we talk about -- it's
23 very important when we talk about sustainability. One of
24 the definitions that comes out often, there's a
25 four-legged stool; there's an environmental component, a

1 social component, certainly the profitability, the
2 economic, you have to be viable, you have to make a
3 profit, otherwise it all crumbles. And the last
4 component, instead of a three-legged stool, we're talking
5 about a four-legged platform. The other fourth legged
6 platform is the education, the ability to pass on
7 information, learn new information, take technology as it
8 comes. You build that platform and you establish then a
9 sustainable future. And I know that's what we're all
10 about right now, is understanding that you have to have
11 all those components covered if we're going to have a
12 successful future for ag. And I believe that down deep, I
13 can see it happening and I can see it at the same time as
14 we get a chance to meet with all of you, if you can
15 imagine this going across the state, it's an exciting time,
16 and I hope you stay focused.

17 I would say that on our website,
18 agvision@CDFA.ca.gov, stay in touch, keep an eye on what's
19 going on there, add your comments, ask your friends to add
20 comments as you see fit. There's some great dialogues,
21 great conversations that are taking place. Sometimes they
22 don't get recorded here, but we'd sure love to see them
23 come on in through the internet. That's a new way for us
24 all to be communicating and educating each other.

25 I'd also like, at this point I'd really like to

1 thank all of you who have come today. Our great staff who
2 helped put this together, Kelly, Jonnalee, Josh, Robert,
3 who else is out here? Zack is here, Nancy is here,
4 Kelly -- I said Kelly. Can you guys all stand up? And
5 you helped put this all together. I wanted to say thank
6 you to all of you.

7 And to this amazing Board that I get to work
8 with, I want to thank all of you for your support, your
9 belief and your willingness to step up and give us your
10 input, your brains, your thoughts on where agriculture
11 needs to go. Together that's what this is, the converging
12 of resources, converging ideas towards a vision that we
13 hope very clearly is not all talk, as someone mentioned
14 back there, it's not about all talk, it really needs to be
15 about action and making things happen.

16 So unless there's other questions or thoughts,
17 anything else? Any last minute points?

18 PRESIDENT MONTNA: I think, Mr. Secretary, we
19 should mention Michael Smith.

20 SECRETARY KAWAMURA: And there's two points right
21 here.

22 PRESIDENT MONTNA: We should mention Michael
23 Smith, our intern over there. I want to make sure all my
24 crop files are very good, Michael. So did you get the
25 last billing on that?

1 SECRETARY KAWAMURA: We also have our scription
2 here. What's it called? Our recorder, our transcriber,
3 Mr. -- oh, I forgot his name -- Richard, thank you.

4 I just have two questions.

5 PRESIDENT MONTANA: Maybe one more, one or two
6 questions. We'll take two more questions and then --

7 SECRETARY KAWAMURA: Johanna and then --

8 MS. TRENERRY: Yes, I just want to ask --

9 PRESIDENT MONTANA: Johanna, will you come to the
10 microphone, please, because we'd like to get your comments
11 recorded. And then the gentleman in the back.

12 MS. TRENERRY: When you go into Agvision, are you
13 going to put on there any laws that are going to affect ag
14 like this AB32 you were talking about or 35? Is that
15 possible for you, to put it in layman's language so that
16 we can call our council or senators and assembly people to
17 let them know how we feel about it? Is that possible to
18 do that through the Agvision?

19 SECRETARY KAWAMURA: I would mention there should
20 be, should be, and I would have to double check, links on
21 our website to go into AB32, some of the different issue
22 areas that face agriculture, and you should be able to get
23 an update on that. If, and I might be wrong, if it's not
24 there, I do know on a farm bureau site, for example, the
25 California Farm Bureau Federation has great access on

1 their website to those kind of backgrounders as well.

2 MS. TRENERRY: Okay. All I want to know though,
3 will it be in layman terms or will it be in lawyer terms?
4 Because you read some of those things and you think what
5 are they trying to tell me?

6 SECRETARY KAWAMURA: We'll try to get it into
7 plain speak if we can.

8 MS. TRENERRY: Please, thank you.

9 SECRETARY KAWAMURA: Other questions?

10 MR. KESSLER: I wanted to ask the Board if they
11 have any specific plans to put all of these comments into
12 the public domain, or how are you going to communicate
13 this? Because I'd like to -- if you have any specific
14 plans for that.

15 SECRETARY KAWAMURA: This is Josh Eddy, he's our
16 coordinator administrator for the State Board of
17 Agriculture.

18 EXECUTIVE DIRECTOR EDDY: Thank you. Yes, we're
19 putting -- the transcripts that have been made today will
20 be available on the website as well as all the other
21 sessions that we do have, and we will be developing a
22 library of all public comments that have been submitted
23 via email.

24 MR. KESSLER: And that's it?

25 .

1 EXECUTIVE DIRECTOR EDDY: That will be available
2 online, and in addition to the final report that is
3 generated for review.

4 PRESIDENT MONTNA: We intend to have this out by
5 October.

6 MR. KESSLER: Okay.

7 PRESIDENT MONTNA: The Governor has requested it
8 through the Secretary by October. And that's what we
9 intend to do.

10 MR. KESSLER: Then there's nothing beyond that of
11 just producing a report and --

12 BOARD MEMBER ROSS: No. If I could weigh in on
13 that. We've been talking about doing something like this
14 for more than a year, and it needs to have action plans
15 with timelines. And the staff at CDFA is very committed
16 to making sure that this is something that is actionable
17 and that it goes beyond administrations, that this is
18 about what's right for agriculture in the State of
19 California and our consumers, so that there will be an
20 opportunity to check our progress against those types of
21 timelines.

22 MR. KESSLER: Okay. So you're going to take the
23 comments and then put them into an action plan with
24 timelines, and then -- okay, that's measurable, to figure
25 out what we're going to be doing.

1 I have also an answer for the question that was
2 asked, but I will let Wolfgang do that.

3 PRESIDENT MONTNA: Wolfgang, you'll be our last
4 speaker.

5 MS. ROUGLE: Well, thanks for letting me shoehorn
6 myself in.

7 I wanted to say to you, Johanna, where I find a
8 really great resource for layman's terms, interpretations
9 of bills that will affect small farmers here in
10 California, is CAFF, Community Alliance with Family Farms,
11 which just -- you already know about them maybe?

12 MS. TRENERRY: I've heard of that.

13 MS. ROUGLE: Yeah, they're at www.caff.org. And
14 they're really the only voice for small farms that's not
15 commodity specific in Sacramento. And some of the Board
16 Members have never checked out the great vision papers
17 that CAFF has. I'd really recommend that.

18 And then I wanted to speak, Mr. Bransford, I
19 think, to your regulatory question. You know, when I was
20 growing up, there were some families that prided
21 themselves on having a lot of order and strictness in
22 their family, and they just had a lot of rules. And I
23 don't know that they really turned out better, more
24 responsible kids than the families that didn't have so
25 many rules and just focused on the rules that will

1 really -- the families that chose rules by the effect that
2 they'll eventually have. And I think the best regulations
3 are the ones where the regulators have considered years
4 and years down the road what kind of society will this
5 lead to. There are some regulations I'm a huge fan of,
6 and we can discuss those later, but regulation for
7 regulation's sake I think is not helpful.

8 SECRETARY KAWAMURA: Thank you.

9 One last thing I would like to say, I don't think
10 we have anything else, would Paul Kjos -- Paul, are you
11 here, still? Paul's a deputy commissioner from Shasta
12 County here and really helped also put this whole thing
13 together, to allow us to have a great site where we can
14 have a great listening session.

15 So, Paul, thanks to you and your staff. And tell
16 Mary, I know she's on her way to Chicago, I think, so tell
17 her thank you very much, and to the supervisors as well,
18 we really appreciate this opportunity to be here in
19 Redding. Thanks so much.

20 PRESIDENT MONTNA: Again, thank you all for your
21 attention. We appreciate stakeholders and the public
22 being here to share their concerns with the Board. Please
23 get on the website, stay tracked, we're traveling through
24 July. You're more than welcome to come to more than one.
25 And thank you again.

1 Is there any objection to adjournment?
2 Hearing none, we stand adjourned. Thank you.

3 (Thereupon, the May 28, 2008,
4 California Department of
5 Food and Agriculture
6 California Farm Bill Listening Session
7 was adjourned at 1:07 p.m.)

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CERTIFICATE OF REPORTER

I, RICHARD FRIANT, 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 10th day of June, 2008.

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