

PUBLIC MEETING  
STATE OF CALIFORNIA  
DEPARTMENT OF FOOD AND AGRICULTURE

DEPARTMENT OF FOOD AND AGRICULTURE  
AUDITORIUM  
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Reported by:  
Ramona Cota

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A P P E A R A N C E S

BOARD MEMBERS

- Al Montna, President
- Adan Ortega Jr.
- Karen Ross
- Ann Bacchetti-Silva
- Luawanna Hallstrom
- Ashley Boren

- Marvin Meyers
- Don Bransford

STAFF

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

PUBLIC SPEAKERS

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

1 APPEARANCES (Continued)

- 2 Carol Klesow
- 3 Shermain Hardesty, UC Small Farm Program
- 4 Henry Garcia-Alvarez
- 5 Michele Laverty, National Ag Science Center
- 6 Gary Malazian
- 7 Dan Best, California Federation of Certified Farmer's  
Markets
- 8
- 9 Maile Shanahan-Geis, Buy California Marketing Agreement
- 10 Stan Van Vleck, California Cattlemen's Association
- 11 Sean Krilech, Paloma Pollinators
- 12 Mark Rentz, California Department of Pesticide Regulation
- 13 Monica Roy
- 14 Scott Hudson, California Agriculture Commissions and  
Sealers Association
- 15 Scott Horsfall, California Leafy Green Products Handler  
16 Marketing Agreement
- 17 David Visher, Food Alliance
- 18 Martha Guzman, California Rural Legal Assistance  
Foundation
- 19 Shawn Harrison, Soil Born Farms and California Food and  
20 Justice Coalition
- 21 Bruce Blodgett, San Joaquin Farm Bureau Federation
- 22 Brian Fedora
- 23 Margaret Reeves, Pesticide Action Network and Californians  
for Pesticide Reform
- 24
- 25 T.J. Plew, Sacramento County Fair

- 1 APPEARANCES (Continued)
- 2 Jessica Bartholow, California Association of Food Banks
- 3 Jenny Lester-Moffit, Dixon Ridge Farms
- 4 Michael Dimock, Roots of Change
- 5 Ken Deaver
- 6 Mary Mutz, Calaveras County Agriculture Commissioner
- 7 Robert Ramming
- 8 Ron Strochilic, California Institute for Rural Studies
- 9 Jessica Bell, California Food & Justice Coalition
- 10 Melissa Guajardo
- 11 Jim Cochran
- 12 Larry Bain
- 13 Bill Martin, Central Valley Farmland Trust
- 14 Helge Hellberg, Marin Organic
- 15 Miguel Villareal
- 16 John Vasquez, Solano County Board of Supervisors
- 17 Jack Rice
- 18 Brooks Ohlson
- 19 Dan Silva, Sutter County Board of Supervisors, SACOG
- 20 Don Notolli, Sacramento County Board of Supervisors
- 21 Jeff Pylman, Nevada County Agricultural Commissioner
- 22 Kim Glazzard, Organic Sacramento
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## 1 P R O C E E D I N G S

2 PRESIDENT MONTNA: Good morning, everyone. I'm  
3 Al Montna. I'm President of the State Department of Food  
4 and Ag. I'm a rice grower up in Yuba City, California.  
5 I'd just like to take the opportunity to have the Board  
6 members -- this is not an official Board meeting, this is  
7 a listening session put on by the State Board. We'll let  
8 Secretary Kawamura do some comments in a moment. I'd like  
9 each Board Member to introduce themselves that's in  
10 attendance today and their affiliation with the Board,  
11 your industry.

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

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

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

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

24 Karen.

25 BOARD MEMBER ROSS: Good morning and welcome.



1 Karen Ross with the California Association of Wine Grape  
2 Growers.

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

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

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

16 Ann.

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

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

22 BOARD MEMBER MEYERS: Mr. Chairman, Board  
23 Members, I, being that I'm the bearer of bad news for the  
24 central valley farmers, as of yesterday morning, the  
25 Bureau of Reclamation, which operates the San Luis

1 Reservoir and San Luis Canal, the CVP water users, has  
2 decided to ration the remaining water in the reservoir  
3 from starting yesterday to September 1st to alleviate the  
4 possibility of low point in the reservoir happening too  
5 early.

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

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

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

25           And the one thing that needs to -- the request

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

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

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

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

1 Thank you for your consideration.

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

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

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

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

21 BOARD MEMBER MEYERS: Thank you.

22 PRESIDENT MONTNA: Again, welcome. I'd like to  
23 thank you all for coming. It's great to see this  
24 attendance, this tremendous effort that the Board's taking  
25 off on ag vision through 2030.

1 I'd like Secretary Kawamura to make comments to  
2 set the stage for this meeting today.

3 Mr. Secretary.

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

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

21 I had a chance recently to visit Cuba and just a  
22 decade ago visit Ukraine, Crimea. Both of those ag  
23 economies were shut down and collapsed as a result of the  
24 lack of imported components, inputs when the Soviet Union  
25 collapsed. Both of those ag economies collapsed with that

1 collapse because of a lack of fertilizer, seeds, tractor  
2 parts, insecticides, pesticides, just the whole backbone  
3 of what that -- those ag industries depended on. And they  
4 didn't show up anymore. And you saw a collapse of those  
5 systems.

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

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

22           California has this amazing opportunity to  
23 embark, I would say, on a pathway for a plan. Without a  
24 plan, without an ag vision, without a strategy, we can all  
25 in our different commodity groups, all in our different

1 areas, whether it's a small grower, a big grower, we can  
2 all pretend to be moving forward in our parallel efforts  
3 to make our communities, our regions, our state better,  
4 but the parallel lines never meet. And the idea of this  
5 process is to take those parallel efforts, to make this  
6 state better in our agricultural sector and converge those  
7 towards a vision of what ag can be.

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

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

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

25           For those of you who don't believe that something

1 can change, this farm bill looks very different, the U.S.  
2 farm bill looks very, very different because of the  
3 coalitions that were brought together, whether they were  
4 environmental, nutritional, hunger coalitions, whether  
5 they're the ag communities and all the different  
6 commodities that they represent, whether they were the  
7 conservationists, whether it was looking at renewable  
8 energy, all those were brought together this year better  
9 than before, and we have a different kind of a farm bill.  
10 Is it a perfect farm bill? No. Is it an improved farm  
11 bill, absolutely. But it gives us the -- I think the  
12 dynamics and the excitement to know that if we work  
13 together and bring our ideas together, we can change  
14 things significantly.

15           So I don't want to say much more than that,  
16 Mr. President. Do you have anything else to say? And  
17 then we want to get started.

18           We have a facilitator today who's going to take  
19 us through just the routine of how to get all the speakers  
20 their chance to speak. And I think unless, Al, you have  
21 something else --

22           PRESIDENT MONTNA: Just, thanks, Secretary, for  
23 taking the lead in this great effort and directing the  
24 Board to get this done. It's unprecedented in the State  
25 of California. In Redding yesterday, the State Board had



1 never been in Redding, and we had a tremendous outpouring  
2 from stakeholders in that community. This is your  
3 opportunity, public, the industry's opportunity to ensure  
4 that we have a robust and viable industry going forward  
5 through 2030 and beyond.

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

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

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

20           Neil, please.

21           SECRETARY KAWAMURA: And just before Neil gets  
22 there, I just did want to say that I had a long list of  
23 folks that are here, leaders from the ag community, but  
24 there's leaders from all over the place. The list would  
25 be too long to read. So I know most of you are here and

1 many of you are going to be speaking, so I won't read  
2 through the list. Thank you though for your attendance.

3 And, Neil.

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

11 So it's all yours.

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

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

25 I know a lot of you are passionate about the

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

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

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

1           We're going to have from 25 to 30 speakers, maybe  
2 35 speakers, so we have a lot of people who want to speak  
3 today. Sticking to the time schedule is going to be very  
4 important to keep this moving. We will probably call one  
5 break during the process. If you need to take a break at  
6 any other time, just please go ahead and do that.

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

14           You also have an opportunity for giving written  
15 input. There's a form you can fill out, but you can also  
16 go online to [agvision@cdfa.ca.gov](mailto:agvision@cdfa.ca.gov). And we would be --  
17 we'd like to have all the comments that you would like to  
18 make.

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

23           So with that, could I have the first three  
24 speakers. And I'd like to have numbers 1, 2, and 6 come  
25 up. Apparently 3 and 4 --

1           SECRETARY KAWAMURA: There are some seats up  
2 front here. So those of you who are standing, there's  
3 still a few seats.

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

7           Oh, number 3's here? Oh. If I could have number  
8 6 not come up, just 1, 2, 3 right now.

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

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

20           The first question posed, what is the vision for  
21 California agriculture in 2030? I guess the question that  
22 was posed prior is what is some of the -- where are we  
23 right now? And I think from our perspective at Pesticide  
24 Watch in California right now, I think some of our  
25 concerns about where we are could best be represented by

1 the situation with the Light Brown Apple Moth. And I  
2 know, Secretary, we've spoken about this quite a bit  
3 before.

4 Right now we have a -- we're in a place where  
5 pests like the Light Brown Apple Moth have been able to  
6 enter our borders. We haven't been able to detect them in  
7 ways that we should. We have an inadequate system for  
8 monitoring and collecting information about the pest. We  
9 didn't discover it until, in this case, it was the  
10 backyard of a Berkeley entomologist, or an entomologist.

11 Clearly we have a lot of problems with detecting,  
12 monitoring, preventing pests at points of entry in  
13 California. And some of these are within the purview of  
14 the state agency and some at the federal level, but  
15 clearly that's a problem in California.

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

24 The biggest challenge in achieving that vision I  
25 think is really shifting away from our reliance on the

1 overuse of pesticides in agriculture. And I think the  
2 biggest challenge will be creating a transition period to  
3 do that. And the challenge for this Department will be  
4 creating flagship opportunities to move us towards that  
5 goal in 2030.

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

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

18 FACILITATOR BODINE: Thank you, Paul.

19 Jeana Hultquist.

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

21 I'm Vice President of Legislative Affairs for U.S. Ag  
22 Bank, the district-funded bank for the California Farm  
23 Credit institutions here in Sacramento. I'm here on  
24 behalf of the California Farm Credit Associations. Farm  
25 Credit was created more than 90 years ago to ensure that

1 American farmers, ranchers, and agribusinesses had access  
2 to competitively-priced credit at all times.

3 Over the years Congress has changed our mission  
4 to ensure that farmer cooperatives, rural homeowners,  
5 rural utilities also enjoy the benefits of a lender  
6 dedicated to meeting their financial needs. The hallmark  
7 of the Farm Credit system across the country and here in  
8 California continues to be our cooperative structure,  
9 meaning customer ownership. And this is important today  
10 because we are governed not only customer owned, we are  
11 governed by our customers, those farm families,  
12 individuals and businesses who borrow from Farm Credit.

13 Many of our institutions put profits back into  
14 the hands of our customers in the form of patronage  
15 refunds. Last year alone Farm Credit entities here in  
16 California declared over \$56 million in patronage refunds  
17 that will be paid out during 2008, some of which has  
18 already begun. As of April 30th, Farm Credit here in  
19 California served approximately 12,600 customers with over  
20 ten billion in loan volume.

21 As a customer owner, Farm Credit stays very close  
22 to the pulse of the ag economy, so it's not surprising for  
23 us to see the dramatic changes that are occurring in the  
24 agricultural sector today. But in order to look to the  
25 future, as was mentioned earlier, it is important to



1 understand the forces of what is happening now that are  
2 reshaping the agriculture sector and related businesses  
3 that result from those forces. And it's not surprising to  
4 anybody in this room that California agriculture is much  
5 different than elsewhere across the country in both the  
6 challenges and the opportunities, whether it's in 2008 or  
7 2030, demand marketplace solutions and policy changes to  
8 help ensure a strong, vibrant economic future for all.

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

21           And lastly but not least, the evolving customer  
22 base for agriculture here in California is changing, and  
23 the movement towards a sustainable food system will also  
24 change the dynamics that we as an agricultural lender are  
25 very concerned about.

1           What's a must have? Agriculture in 2030 will be  
2 an industry in which one size does not fit all. The  
3 implications for financing agriculture of the future will  
4 take innovation, flexibility, and recognition that  
5 customer drives change, and the business model is a very  
6 important aspect of that.

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

10          Thank you.

11          FACILITATOR BODINE: Thank you, Jeana.

12          And our third speaker.

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

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

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

25          The vision that I see for agriculture I think

1 needs to change. We need to consider having allotments in  
2 cities. In Europe now they realized that there's a  
3 difficulty getting food into rural or into urban  
4 communities, and I think that we need to look at that in  
5 the coming years.

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

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

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

21           Thank you.

22           FACILITATOR BODINE: Thank you, Carol.

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

1 Missing one of the speakers. Okay. Thank you.

2 So, Shermain, you have the mic.

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

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

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

10 MS. HARDESTY: Should I --

11 FACILITATOR BODINE: Go ahead, start over.

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

16 My vision for California agriculture by 2030  
17 involves providing a varied array of marketing  
18 opportunities for agricultural producers of a broad range  
19 of sizes. Currently most of the food marketed in  
20 California is sold through large grocery stores, mass  
21 merchandisers such as Walmart and Costco and fast-food  
22 chains, yet increasing numbers of consumers are seeking  
23 out locally-produced foods, vegetables, meats, poultry and  
24 nuts and cheeses and jams and other foods through farmers'  
25 markets.

1           Most of the food sold in the farmers' markets is  
2 produced by smaller producers. According to the 2002  
3 census of agriculture, there were over 67,000 farms in  
4 California in 2002 with sales under \$250,000, and that is  
5 USDA's definition of a small farm. In 2002 though --  
6 excuse me, in California, we think big, and we often think  
7 of smaller producers as those with sales under \$500,000;  
8 and so that number of smaller farms then ramps up to  
9 71,000 farms all together, and that comprises 89.8 percent  
10 of the farms in California in 2002. Yet these farms only  
11 generated 13.8 percent of the total market value produced  
12 in California.

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

19           My vision for California agriculture by 2030 is  
20 to expand the array of marketing venues to provide more  
21 opportunities for smaller producers to sell their  
22 products. We need to go beyond farmers' markets to such  
23 offerings as permanent public markets and also CSA-like  
24 deliveries at workplaces. These venues would operate  
25 alongside the grocery stores and mass merchandisers that

1 most of our food products are sold at.

2           Consumers would have more opportunities to buy  
3 tree-ripened flavorful fruits and freshly-picked  
4 vegetables. Shelf-life considerations would not be  
5 compromising flavor in such a situation; they would be  
6 able to talk to producers and learn about their production  
7 practices.

8           Enhancing the financial liability of smaller  
9 producers will also support their environmentally-sound  
10 practices. Expanding marketing opportunities for smaller  
11 producers will also re-energize our rural communities by  
12 increasing the economic activity of local businesses. It  
13 will also preserve cultural values, such as  
14 traditionally-made foods and harvest celebrations.

15           Regulations are one of the major barriers in  
16 expanding marketing opportunities for smaller producers.  
17 Many policies and regulations favor large-scale producers.  
18 For example, the paperwork effort required to comply with  
19 the recently enacted Leafy Greens Marketing Agreement is  
20 unfathomable for a smaller producer who is also managing  
21 her farm operation and providing much of the day-to-day  
22 labor. A large operation has the capacity instead to just  
23 hire a food safety consultant or coordinator.

24           Also, there are cumbersome regulations associated  
25 with food processing and marketing that limit

1 opportunities for smaller producers. For example, a small  
2 farmer who wholesales his roasted and seasoned walnuts and  
3 almonds must have a -- must use a State-registered  
4 food-processing facility, whereas if he only sells direct  
5 to consumers, he can use a commercial kitchen.

6 FACILITATOR BODINE: You have about one minute  
7 left.

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

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

22 California agriculture is internationally  
23 renowned for its diversity, productivity and technical  
24 innovation. With your leadership we can take major steps  
25 to creating an economy that also enhances the financial

1 viability of smaller producers, support sound  
2 environmental practices, offer consumers a broad array of  
3 fresh and flavorful locally-produced foods, rebuild rural  
4 communities and protect traditional cultural practices.

5 FACILITATOR BODINE: Thank you, Shermain.

6 Jason?

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

15 And so my vision is that it is time that we have  
16 agriculture legislation that has a preference for the  
17 preservation and perpetuation of California agriculture.  
18 Some of these legislation would be the complete saving of  
19 Class I soil, and I would go as far as to say Class II  
20 soil also, over the preference of housing, so to speak.  
21 So no more housing on Class I soil. That is a  
22 non-renewable resource. And we might just survive if we  
23 preserve all of the leftover Class II soil, so to speak.  
24 There are plenty of great crops that grow on Class II  
25 soil, et cetera.



1           What was my next one here? The biggest  
2 challenge. The biggest challenge is the ignorance of most  
3 of the urban people, so to speak, about the importance of  
4 agriculture and our heritage in agriculture. We all eat  
5 and we all drink, and I'm sure that folks can buy bottled  
6 water over having no water for agriculture; it can happen,  
7 it is happening. And so, you know, it goes for water  
8 also.

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

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

25           Thank you.

1 FACILITATOR BODINE: Thank you very much.

2 Michele?

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

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

20 Educators, without regard to grade level, school  
21 location or demographic, will include agriculture in all  
22 aspects of their curriculum from DNA to dissections, bugs  
23 to biographies of agricultural leaders, and water use to  
24 welding. Teachers will regularly invite farmers,  
25 ranchers, and the environmental community to participate

1 in classroom presentations to highlight the essential  
2 working relationships between these groups that have  
3 resulted in California becoming the leader in  
4 environmental stewardship with agriculture leading the  
5 charge.

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

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

25           It is essential that our state's education system

1 see agriculture as an integral part of all aspects of the  
2 education of our youth and not simply a placeholder in the  
3 third-grade history books or the reason a school needs a  
4 farm.

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

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

16           By consistently setting the highest standard for  
17 education and excellence in science, math and career and  
18 technical education, and therefore producing high-quality  
19 outstanding job applicants for the diverse specter of  
20 careers needed to support the growing, highly-scientific  
21 green industry, agriculture will be perceived as a career  
22 field for the best and brightest students. We will change  
23 the perception that farmers and agriculturalists are from  
24 those who choose this industry as a fall-back career to an  
25 industry that competes for the top graduates in all

1 disciplines.

2           Agriculture will be perceived as the leader in  
3 food safety, health and nutrition in addition to planetary  
4 preservation and resource management. We will be a  
5 sought-after player in all policy level discussions.

6           A must have for the future. California is the  
7 leader in agricultural production. To maintain that  
8 status and focus on all aspects of the industry's  
9 educational needs, it is essential that our state  
10 education system see agriculture as the key to our state's  
11 future, not a door to the past. Through the development  
12 of projects such as the Ag Science Center, which unite the  
13 agricultural industry with the latest scientific  
14 practices, this industry will continue to be the driver  
15 for our state's economy long into the future.

16           The must haves are a clear focus by leaders in  
17 education for the direction of ag education, inspiring  
18 leaders in our state's educational and government sectors  
19 to embrace the vision of the role ag education plays in  
20 the future of our state as an economic and social leader  
21 and unanimous and unconditional support for projects such  
22 as the National Ag Science Center, Ag in the Classroom,  
23 4H, FFA, career and technical education and community  
24 college agriculture programs which inspire, educate and  
25 train the leaders of our industry, state and nation.

1 Thank you very much.

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

4 The next three people are Dexter Carmichael,  
5 number 3, number 7, Gary Malazian, and number 8, Dan Best.  
6 If you could come to the table to speak, I'd appreciate  
7 it.

8 Okay. Gary, you have the mic.

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

11 I'm curious, how many people got here this  
12 morning with public transportation? Three, four, five?  
13 Interesting. Six. Out of what, 50 people?

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

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

24 The lawns were good in the 30s and the 60s  
25 because everybody took care of their own. Then they

1 started hiring people. Then it got to be a money-making  
2 issue. Now we have millions of houses to deal with which  
3 have lawns.

4 I've lived in Orange County for 35 years. I  
5 watched that change. I went there in the 70s. You can't  
6 swim and surf in Orange County beaches today because of  
7 the watershed that comes off of lawns above the hills and  
8 the beach of Newport. They have certain days you can  
9 surf, otherwise your kids get sick. I don't know if you  
10 all know that. How does that affect agriculture? That  
11 was one of the greatest agricultural communities on the  
12 planet, wasn't it? You were there. What did they do?  
13 They built it out. That's really visionless leadership.  
14 That's what we're suffering with in the San Joaquin Valley  
15 today, visionless leadership.

16 Your problem is not agriculture, your problem is  
17 poor legislation and poor leaders that you elect to office  
18 that don't understand agriculture and don't understand the  
19 value of agriculture in this community. This is the only  
20 source -- not the only, the major source of income for the  
21 State of California is the San Joaquin Valley. And what  
22 do our wise leaders do? Take out a sustainable commodity  
23 and replace it with a non-sustainable commodity. Cities  
24 don't make money. But what do our leaders do? They keep  
25 giving -- they're looking for fast, easy money, give away

1 our agricultural land to build houses. You have to stop  
2 that. How do you stop it? I've got solutions here.

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

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

21           FACILITATOR BODINE: One minute.

22           MR. MALAZIAN: I know that.

23           If you could see the pollution, you may dummy up,  
24 in street language, and say wait a minute, this -- driving  
25 these cars is killing us. But you don't see the



1 pollution. How would I solve the problem? I would solve  
2 the problem by building a bullet train from Sacramento to  
3 San Diego and picking up San Francisco. What would that  
4 do? That would make you build transit-oriented  
5 development and expand downtowns. That is the way to quit  
6 from building suburbs.

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

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

15 FACILITATOR BODINE: Wrap it up.

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

18 FACILITATOR BODINE: Thank you, Gary.

19 Dan Best?

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

21 I'm Dan Best. I operate and also I'm  
22 representative general counsel for the California  
23 Federation of Certified Farmers' Markets, but before I get  
24 into any kind of vision, which is very difficult when you  
25 start talking about 22 years from now, I hope to heck I'm

1 still around to see that kind of vision at that time, but  
2 I do want to express my great gratitude for the service of  
3 George Gomes and his empathy for our industry over the  
4 years and his friendship. We greatly, greatly appreciate  
5 that. And I want to say that off the top and publicly,  
6 that he's a personal friend and we greatly cherish him.

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

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

24 We have to meet the demands and the competition  
25 that local agriculture in Michigan is going to give us.

1 And remember, we're visiting the farmers' markets in  
2 Michigan, and everything there was from California. And I  
3 looked at the prices and I said, wow. I brought those  
4 pictures back, and our farmers were salivating over the  
5 prices.

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

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

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

1 efficient so that the per hour they put in and the per  
2 dollar they're making or dollar per hour they're making is  
3 efficient. We don't make it so -- we always seem to be  
4 trying to make things convenient for the consumer. That  
5 adds value, but it also adds cost.

6           So basically, as I'm looking at it, we have to go  
7 on a campaign. I heard education. And education is it,  
8 because I can go into any low-income area and they come in  
9 there and they walk through and they said say, oh, let's  
10 go home, it's just fruits and vegetables. And they don't  
11 understand the value of what we're bringing in. Good  
12 health is everything, and we need to emphasize that. This  
13 is a health-conscious society, and we need to let them  
14 know why they need to eat our products.

15           At the same token, we need to show them what the  
16 value and -- it's not in our campaign, we need a public  
17 relations campaign right now. I don't care about 2030,  
18 we're not going to see it because the population is going  
19 to increase, the demand for our water's going to increase,  
20 and if they don't understand it, there are three  
21 necessities in life, one is air you breathe, the water you  
22 drink, and the food you eat.

23           FACILITATOR BODINE: You have one minute.

24           MR. BEST: I haven't gotten to my ideas of how to  
25 solve the world.

1           If they don't understand the value of  
2 agriculture, they're not going to support us. We don't  
3 mean a support base from general education, they're going  
4 to continue putting suburbs on top of our farmland, the  
5 value of farmland is minuscule compared to the dollar to  
6 the developer, and I'm tired of having the growers say our  
7 501k is the developer. I mean, the only way the farmer  
8 can make any money is when he sells out. That's crap.

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

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

17           MR. BEST: I can wrap it up.

18           And we just have to -- we need to start now,  
19 because there's no foundation, we're not going to see 2030  
20 in this state unless we start making people aware of what  
21 in fact we are and who we are and what we have to provide.  
22 And everybody needs -- you can't -- you got to push those  
23 costs up, too. Because we can't just keep putting the  
24 pressure on the farmer, we just push him right out of  
25 business, we have to make it viable. Sustainability is

1 nothing without viability.

2 Thank you.

3 FACILITATOR BODINE: Thank you, Dan.

4 Maile.

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

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

22 The need for creating a positive message for  
23 agriculture in our state has never been greater than it is  
24 now and will be over the next 20 years. The California  
25 Grown campaign has shown consistent success since its

1 launch in 2002 and is poised to continue to spread the  
2 positive message for California agriculture. Not only is  
3 the campaign having a positive impact on the state with an  
4 estimated \$897 million in increased sales, but its  
5 messages also resonate with consumers. In fact, nearly 70  
6 percent of consumers say that the California Grown  
7 campaign makes them feel good about purchasing  
8 locally-grown products, and most importantly, consumers  
9 who are aware of the California Grown message are twice as  
10 likely to purchase more California Grown agricultural  
11 products than they are in the past. This is why the  
12 support of the California Grown campaign and its  
13 activities are a must have in the California ag vision.

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

22           In summary, a strategic investment has been made  
23 and a solid foundation has been built, and the California  
24 Grown campaign is a proven success. So I encourage us to  
25 join together to ensure California Grown is the

1 cornerstone of the California ag vision to 2030 and  
2 beyond.

3 Thanks.

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

6 Number 10, Stan VanVleck, number 11, Sean  
7 Krilech, and number 12, Mark Rentz.

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

10 Okay. Stan, you got the mic.

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

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

22 My name is Stan VanVleck, and I am here  
23 representing the California Cattlemen's Association today  
24 of which I'm a director on your state organization as well  
25 as our local. I'm also president of our Families of Ranch



1 Owners organization here in Sacramento County. We're one  
2 of the large organizations here, family-run 150-year-old  
3 business, approximately 10,000 acres, half of which is  
4 owned, half of which is leased, that we lease from other  
5 organizations. And from time to time throughout the year,  
6 approximately 2000 animals is what we work with.

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

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

1 handle.

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

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

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

24           So our vision as we look to the future, it's  
25 pretty straightforward. We have a lot of things we'll be

1 doing in the cattle industry, we're going to be submitting  
2 our official testimony in writing. We're going to hit a  
3 couple highlights, and the highlights can be pretty simple  
4 and straightforward.

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

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

24           So that means if we're going to be on the cutting  
25 edge of regulating ourselves and being green, we have to

1 be on the cutting edge of promoting our industry and  
2 setting up how can we help provide benefits. Because you  
3 take a look, the beef industry, 30 million acres in this  
4 state are governed by and managed by this industry. And  
5 it's not something they can rotate into a different crop.

6 We have to identify ways that we're providing  
7 benefits, whether it's flood control, open space,  
8 conservation. These are all economic benefits that we're  
9 providing yet not being compensated.

10 We're not asking for a handout from government,  
11 but if you're going to come in and put this type of  
12 intervention to us, we ask that it come back directly so  
13 we partner with you.

14 So our vision is ag women and men working  
15 together with government agencies in 2030 and today.

16 Thank you.

17 FACILITATOR BODINE: Thank you, Stan.

18 Sean.

19 MR. KRILETCH: Good morning. Thank you for  
20 having me here. My name is Sean Krilech. I'm the owner  
21 and operator of Paloma Pollinators, just a small-scale  
22 apiary, and we also have a permaculture  
23 community-supported agriculture, a CSA veggie box delivery  
24 program. I'm also the director of the farmers' market in  
25 Jackson, California. And I'd also like to think that I'm

1 representing the interests of all Californians.

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

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

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

21           The communications media that is community based  
22 and which concentrates on compromised participation and  
23 union instead of fear, money and division, will allow the  
24 conservation movement to unite with agriculturalists.  
25 This renewed form of media will measure success not in

1 terms of money or gross production but instead in terms of  
2 health, relationships and fairness.

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

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

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

24           What is the greatest challenge in achieving this  
25 vision? The greatest challenge will be re-education.

1 This re-education, especially on the topics of efficiency  
2 and quality versus quantity, will take place through  
3 community media and experiential education. In the arena  
4 of quality versus quantity, using the example of a tomato,  
5 the populous will come to understand that the local  
6 tomato, picked when at the peak at ripeness, is not only  
7 tastier but also contains more nutrients than tomatoes  
8 produced on a massive scale, picked green and then  
9 ripened.

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

20 Large-scale tomato operations use machines which  
21 take energy to create and require even more energy to  
22 operate. These operations harvest just once in contrast  
23 to the numerous times a tomato plant can be harvested.  
24 Finally, energy is used bringing this tomato to the  
25 distribution center where an energy-consuming gas chamber

1 ripens it, and then the energy is consumed, more energy is  
2 consumed getting it to the store where more energy is used  
3 to conserve it, and a consumer still has to use energy to  
4 come to the store and buy it.

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

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

17           How will we turn this trend around? Education  
18 about the hidden costs of large-scale agriculture and the  
19 value of community culture. Together with experiential ag  
20 education we'll erase the notion that ag is a job that is  
21 below the privileged populous. The necessity for  
22 participation in agriculture on the individual level is  
23 the biggest must have for any ag division in California.  
24 As agrarian Wendell Berry says, throughout the history of  
25 America we have been taught to think big. The individual



1 who thinks small and goes ahead on his own is already  
2 solving the problem.

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

6 FACILITATOR BODINE: If you could wrap it up.

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

11 FACILITATOR BODINE: Thank you, Sean.

12 Mark?

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

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

21 Quickly, vision of California agriculture for  
22 2030, we envision a vibrant set of producers that remain  
23 well-distributed across the state. We envision that these  
24 producers will be large producers, medium producers and  
25 small producers that are producing an ever-expansive array

1 of agricultural commodities and are continually striving  
2 to increase their productivity taking into account, of  
3 course, environmental constraints and other limitations.

4           From a pest management perspective, which is why  
5 I'm here today, DPR envisions an agricultural industry in  
6 2030 that continues, continues to lead the world in the  
7 development and application of integrated pest management  
8 practices. This involves two aspects, and I think we will  
9 all need to work together on them continuing to improve,  
10 and that's the development amongst growers of long-term  
11 pest management strategies and also their ability to  
12 respond to urgent pest management challenges in the most  
13 effective and environmentally-sensitive manner to achieve  
14 the control of the pest.

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

23           Regarding -- I'm going to skip down to the third  
24 question, and then I'll come back to the second question.

25           Regarding challenges to incorporate, to

1 fulfilling that vision as we see it for 2030, I wish I  
2 could say there was just one challenge. I have to throw  
3 all three challenges your way from our perspective.

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

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

22           The third challenge, and I think this is the  
23 great unknown, and I bring it forward in your arena that I  
24 can, every venue I can, is from a pest management  
25 perspective. I think we don't have a -- have not really

1 come to grips or developed a strategic approach to what  
2 climate change might mean in terms of pests, pest  
3 epidemics, both in terms of their pervasiveness and in  
4 terms of their impact and also what that means in terms of  
5 what we're going to need in terms of pest management tools  
6 to address these. We need to be very proactive on this.  
7 Quite often the history of pest management is by the time  
8 we have the tools in place to respond, the concern has  
9 elevated to a level that nobody desires.

10           So those are the three challenges.

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

20           Also, I think if economics continues the way  
21 economists have shown us in the past couple of decades,  
22 there may be a greater divergency of the population in  
23 terms of economics, and the result of that may be there  
24 will be those who can afford the increased costs  
25 associated with food and those who cannot, and we need to

1 be able to address both economic groups.

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

5 FACILITATOR BODINE: Thank you Mark and Sean and  
6 Stan.

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

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

12 Did he leave?

13 George, stand up a minute.

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

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

23 And, George, thanks.

24 FACILITATOR BODINE: Okay. Monica.

25 MS. ROY: Good morning. My name is Monica Roy,

1 and I'm an undergraduate student at UC Berkeley studying  
2 agri-ecology and environmental economics.

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

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

12 Part of my vision for California agriculture by  
13 2030 is to see more small-scale and family farming and to  
14 see many new and young people running these farms. I see  
15 too many challenges among many in achieving this vision.  
16 One is a lack of natural resource education, be it in  
17 kindergarten, high school and college. Most youth aren't  
18 learning basic nutrition, gardening skills, how food gets  
19 to our plates and where waste goes. This lack of  
20 education only fuels a greater disconnection between us  
21 and the land.

22 The other main challenge I see is for young  
23 farmers today trying to start their own farms. It is  
24 extremely hard to find land at a reasonable price these  
25 days and hard to make a living on only a small amount of

1 land. Also, to mention, there isn't general support for  
2 young farmers. I'm always hearing something like, why  
3 would you want to be a farmer, or, you can make so much  
4 more money doing something else. I want farming to be a  
5 viable career for graduates and for it to be supported.

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

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

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

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

25 Thank you.

1 FACILITATOR BODINE: Thank you very much, Monica.

2 And Scott Hudson.

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

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

20 Consequently a strong and sound pest prevention  
21 system is foundational to agriculture's goal of becoming  
22 more productive, competitive and innovative by 2030.  
23 Therefore, it is important that California's pest  
24 prevention system becomes an integral part of California's  
25 agricultural vision. The good news is that the California



1 Department of Food and Agriculture and county agriculture  
2 commissioners operate a pest prevention system that, given  
3 the resources, can help agriculture's goal of becoming  
4 more productive, competitive and innovative by 2030.

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

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

25           To provide a system that effectively facilitates

1 early detection of the many possible and exotic pests that  
2 can threaten agriculture, the county agriculture  
3 commissioners suggest that the agriculture vision include  
4 recommendations and strategies for a strong, robust and  
5 diverse statewide pest detection system.

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

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

1 filling positions.

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

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

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

21           FACILITATOR BODINE: Thank you, Scott.

22           And Scott Horsfall.

23           MR. HORSFALL: Thank you. Good morning.

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

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

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

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

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

14 Some of the critical issues which the industry  
15 will have to contend with include the following: Dealing  
16 with invasive pests has to continue to be a critical  
17 priority for the Department and for the state.

18 California's access to markets around the world is  
19 threatened by the establishment of pests of concern here.  
20 And not only that, but the constant production will also  
21 rise as our industries are forced to deal with the impact  
22 of these pests on our production, and that will drive  
23 rising costs to consumers around the world.

24 As we strive to become more environmentally  
25 friendly as a state and as an industry, agriculture must

1 lead the way, again, utilizing industry leadership and  
2 innovation, find ways to produce crops in more sustainable  
3 ways while maintaining our ability to feed the world. We  
4 don't have the luxury in California of only worrying about  
5 feeding Californians; we feed the world, we feed the  
6 nation. And so in our drive to be sustainable and to be  
7 green, which we support, we've got to do it in ways that  
8 allow us to continue to feed the world.

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

17           In this area, we encourage CDFA to help us  
18 identify and harness resources to complete the critical  
19 scientific research that we need to fill the gaps in our  
20 knowledge about how food-borne illnesses get established  
21 in our crops, to help us navigate the complicated  
22 regulatory environment that is springing up around food  
23 safety, to work with the environmental community to help  
24 ensure the food safety efforts are undertaken in ways that  
25 also meet the state's goals for sustainability and a

1 greener environment, and also to help us educate the  
2 public, our buyers, other agencies of government and other  
3 audiences about the efforts being undertaken to ensure the  
4 safe food supply.

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

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

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

19 Thank you.

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

22 Is David Visher present? Okay. David Visher,  
23 Martha Guzman and Shawn Harrison.

24 Okay, David, you have the mic.

25 MR. VISHER: Is it on?

1 FACILITATOR BODINE: Try the other one. One of  
2 them doesn't work.

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

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

15 Our vision for 2030 is a California that is not  
16 only the world leader in efficient food production but  
17 also the leader in sustainable agriculture. Just as we  
18 are now the world leader for production efficiency, in  
19 2030, our agriculture will be the most environmentally  
20 sound, socially just and profitable in the world. And  
21 we're almost there now. With our strict environmental and  
22 labor regulations and our innovative and sophisticated  
23 producers, the infrastructure that supports agriculture  
24 and the resources of California, our people and the  
25 world's people demand sustainably-produced food, and our

1 agricultural industry is set to provide it.

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

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

22           So in 2030, the public perception of California  
23 agriculture will be and will continue to be that our food  
24 is the safest and cleanest in the world, but it is now  
25 also the most green, the people who helped grow it are



1 treated fairly, our food supply is secured and our growers  
2 are prosperous. Thank you.

3 FACILITATOR BODINE: Thank you very much, David.  
4 Martha, you have the mic.

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

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

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

24 But I will share some of the concerns from some  
25 of my colleagues from across the state, that these

1 listening sessions are not for them. And I've told them  
2 repeatedly, because I've spoken to some of the board  
3 members here and to the Secretary, that these sessions are  
4 for them.

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

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

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

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

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

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

22           FACILITATOR BODINE: Thank you very much, Martha.

23           Shawn.

24           MR. HARRISON: Good morning. Shawn Harrison.  
25 I'm the director of Soil Born Farms here in Sacramento.

1 We're an urban farm and education center. And also I'm  
2 wearing a second hat today for the California Food and  
3 Justice Coalition, which I'm the steering committee  
4 member.

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

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

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

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

22 There are some primary challenges that we're  
23 facing. First of all, we need to do overall agricultural  
24 land preservation and protection, particularly on the  
25 urban fringe.

1           Secondly, we need to develop some long-term land  
2 access and farm support programs for young farmers, for  
3 recent refugee farmers and new immigrant farmers. It is  
4 very difficult for all three groups to get into this  
5 industry. They are facing conditions that the previous  
6 generation did not have to face. It's a primary thing  
7 that we need to look at.

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

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

23           In terms of public perception, there's a general  
24 theme here that our consumers need to know, and that is  
25 that food is medicine. And if we can convince them of

1 that and produce a food product that equates with that,  
2 that it is a reality, then we have something to really  
3 move forward on. Right now they don't see it that way.

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

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

20           Thank you.

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

23           SECRETARY KAWAMURA: Martha, I want to make a  
24 comment, just to say thank you for that recommendation  
25 regarding the entire ag community, farm people is what we

1 all represent, and certainly we're going to certainly take  
2 that into consideration as far as putting together some  
3 kind of an evening event as well for those that are  
4 working that can't make these kinds of meetings in the  
5 daytime. And then multiple languages we'll focus on as  
6 well. So thanks on those comments.

7 MS. GUZMAN: Thank you.

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

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

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

20 And, Bruce, you have the mic first.

21 MR. BLODGETT: Oh, boy. Bruce Blodgett with the  
22 San Joaquin Farm Bureau Federation in Stockton. We  
23 appreciate the opportunity to be here today and also  
24 appreciate the State Department of Ag and Food for putting  
25 together these listening sessions around the state to

1 really plan out our future for agriculture. And in that  
2 future, we'd like to extend an invitation to the state  
3 board and CDFA to really look at San Joaquin County maybe  
4 your case setting.

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

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

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



1 greater understanding of that food security component.

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

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

18           In either instance we're taking land out of  
19 production, we're putting farmers out of business, we're  
20 putting agricultural operations out of business through  
21 sprawl of all kinds. And what we need is -- there's a  
22 requirement for urban development mitigation to take  
23 place; we're going to need to start seeing some mitigation  
24 for the habitat sprawl if we're going to see agriculture  
25 survive.

1           Second, key component, water. It's an obvious  
2 one. We're seeing population estimates for our state in  
3 the year 2030, we're seeing tremendous increase in demand  
4 for housing, but we're also seeing a tremendous increase  
5 in the demand for water and for food. And we just do not  
6 have the water supplies and the water supply systems today  
7 to meet those needs.

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

22           Policies in general, first of all, science based,  
23 there's a general lack of understanding, obviously not on  
24 this Board, but throughout the state, that agriculture is  
25 a base industry and how a regulation in one segment in

1 agriculture can impact the entire industry and really  
2 undermine the entire industry. The truck regulations were  
3 mentioned once today. We're having to replace those  
4 engines. That's a real good example of one segment of  
5 agriculture that's going to be a ripple felt throughout  
6 the entire industry.

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

13           FACILITATOR BODINE: You have one minute, Bruce.

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

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

23           What are the must haves in the ag vision process?  
24 First and foremost, flexibility. Again, take a look at  
25 our county. If you look back 20, 30 years ago, there were

1 four wineries in San Joaquin County, now there are close  
2 to 80. Agriculture has changed. Our fastest growing  
3 commodities are olives for olive oil and blueberries.  
4 Agriculture is changing in San Joaquin County and will  
5 continue to change, and we need to have the flexibility.

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

11           FACILITATOR BODINE: Bruce, if you could wrap.

12           MR. BLODGETT: I'll end on one key point. It's  
13 great that we're having this session today, and we really  
14 appreciate that we're having this session today, but  
15 there's a building across the street that needs to hold a  
16 similar session if we're going to be successful. We need  
17 the state legislature to sit down, because we can come up  
18 with all the great ideas in the world, and they can  
19 undermine them all in one day, one bad legislative  
20 day. We need that capitol across the street to reach the  
21 conclusion that they want agriculture viable in the year  
22 2030. If that happens, then we'll all be here happy  
23 together and we can be talking about it at that time.

24           Thank you.

25           FACILITATOR BODINE: Thank you.

1           Before the next speaker, for those of you  
2 standing in the back of the room, there are a number of  
3 chairs now available in the front and on the sides, so  
4 please take advantage of them.

5           Brian.

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

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

20           But the two things that are really near and dear  
21 to me, number one, is ag education. And I'll tell you a  
22 little story about ag education. My son is just going to  
23 graduate kindergarten tomorrow. I'm so proud. When he  
24 started, I thought, you know, the education, the teachers  
25 say they don't have money; so I stepped forward, I went

1 and talked to the principal at my son's school. And I  
2 said, listen, California Country is a magazine designed by  
3 the Farm Bureau, wrote basic stories, happy, good stories  
4 about agriculture. I told the principal, listen, I will  
5 buy the magazine for every single teacher in this school,  
6 for those that want it, at my cost, doesn't cost you a  
7 dime.

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

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

19           Second thing that's really important to me is  
20 land use. Leap-frog development is just something that's  
21 very horrible. There's going to be sprawl, there's going  
22 to be development, I understand that, but when someone can  
23 come out and put ranchettes in the middle of all ag  
24 production and bring the people in the houses and they put  
25 these 500, 600, million-dollar homes out there, and then I

1 go out to spray and start at five o'clock in the morning,  
2 which I don't like to spray but it's necessary, and they  
3 get mad at me. And they even called the county.

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

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

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

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

1 agriculture and save the ag land.

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

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

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

23           So if we could get some hard zones, you know, get  
24 the interest in the teachers to really teach ag culture, I  
25 think we'd be a lot better off.



1 FACILITATOR BODINE: Thank you, Brian.

2 Margaret.

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

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

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

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

1 us.

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

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

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

24           It's time for California to take the lead in  
25 pioneering innovative solutions to these problems and in

1 ensuring health and agricultural sustainability for years  
2 to come. We see CDFA leading this charge for substantial  
3 emphasis on ecological pest management programs.  
4 California and the UC system have been a leader and has  
5 been a leader in biological control for example. Let's  
6 rebuild that leadership that has since waned in recent  
7 years and that leadership in pest management and  
8 environmental stewardship.

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

20           And then I have just six points.

21           One is eliminate reliance on petroleum-based  
22 pesticides, provide farmers with support for transitioning  
23 to organic or agrogological production systems. That  
24 includes providing incentives for and technological  
25 support for farmers wishing to transition to more

1 sustainable practices.

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

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

20           Finally, we appreciate this invitation to share  
21 our vision with you all for a sustainable and secure  
22 agriculture future in California with CDFA and  
23 stakeholders, however, we wish to emphasize that the  
24 changes that we call for are long overdue and the extended  
25 timelines characteristic of stakeholder processes will not

1 bring relief quickly enough. We ask CDFA to craft a  
2 vision that incorporates these fundamentals of an  
3 environmentally- and socially-secure agricultural future  
4 for California and then implement it to the full extent of  
5 your power as quickly as possible.

6 Thank you very much.

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

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

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

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

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

19 Utilizing California's network of fairs to  
20 promote local agriculture interests and educate consumers  
21 is a must have in advancing our state's agriculture to our  
22 residents. Increasingly, the only contact the consumer  
23 has with production agriculture is at a California fair.  
24 California fairs are safe, affordable and fun based on  
25 telling the story of California agriculture.

1           We entertain, we inspire wonder, we make  
2 memories, we educate. We entertain with amusing and  
3 thoughtful ag education stage shows. We make memories  
4 when a child ropes a mock steer or they milk a goat for  
5 the first time. We inspire wonder with livestock  
6 nurseries that feature live animal births. We educate.

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

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

21           When a guest walks through the gates of a  
22 California fair, they want to be involved, they want to be  
23 engaged. The guests' propensity to be involved is a  
24 unique marketing opportunity to communicate agriculture's  
25 challenges and success.

1 I'm proud to be a fair manager in California, to  
2 tell the story, the human story of the heartbreak and joy  
3 of production agriculture. California's network of fairs  
4 can tell the consumer this story. Please include us in  
5 your future vision and please think of us when you need  
6 your story to be told.

7 Thank you.

8 FACILITATOR BODINE: Thank you, T.J.

9 Jessica, you're next.

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

14 SECRETARY KAWAMURA: He's here.

15 MS. BARTHLOW: But he's not there -- oh, there  
16 he is.

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

21 The California Association of Food Banks  
22 represents food banks from Humboldt to Imperial County  
23 statewide. Those food banks today are in crisis.  
24 Historically food banks have been the proverbial canaries  
25 in the mine shaft often identifying problems in the

1 economy before others. This October we started to see an  
2 increase in need, and certainly what's unfolded over the  
3 last couple of months is people seeing what we saw early  
4 on, that there's an increased need.

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

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

20           As a result, and also as in response to the need  
21 to improve the kinds of food that we're distributing, the  
22 California Association of Food Banks and food banks have  
23 turned to agriculture to fill that gap in food available.  
24 And we've created a program with the help of so many  
25 partners in the room called The Farming Family Program.



1 And what we do with that program is we come to farms and  
2 we help them find a place for their extra, you know, their  
3 excess that may be not appropriate for the market. And we  
4 get a donation, and they can take a writeoff, or at a low  
5 price we purchase it and then redistribute it out to poor  
6 people. This has been a revolution in California food  
7 banking.

8           Three years ago the amount of produce that was  
9 distributed was very small as a percentage of the total  
10 food that we distribute. This year we expect to  
11 distribute 55 million pounds of produce, California  
12 produce. This is exciting. We have over six food banks  
13 in California now that distribute more than 50 percent of  
14 their goods is produce. Food banks distributing more than  
15 50 percent produce to poor people who couldn't afford it  
16 otherwise.

17           We're coupling this effort with nutrition  
18 education to help people learn to prepare produce that  
19 they might not have experience with before. When these  
20 people and so many of the people we serve do become  
21 economically able to purchase their own food, they're  
22 going to be more likely to choose produce that they've  
23 learned how to prepare and give to their children and  
24 their family than they would have had they not had the  
25 opportunity of receiving food like this at a food bank.

1           According to the USDA, approximately four million  
2 Californians live in households that don't have the  
3 ability to purchase food on a daily basis. Many of these  
4 people are the same people that labor in the fields that  
5 we've discussed, we're discussing today.

6           FACILITATOR BODINE: You have one minute.

7           MS. PLEW: Thank you.

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

14           Are their barriers to that? There are barriers  
15 to that, and there are three, and I'll get through them in  
16 30 seconds.

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

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

1 farming and ag community and those serving people in need.

2 FACILITATOR BODINE: Can you wrap up?

3 MS. PLEW: Yes.

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

9 Thank you.

10 FACILITATOR BODINE: Thank you, Jessica.

11 Jenny?

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

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

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

24 In 2030 I hope that agriculture remains a strong,  
25 vibrant economy and an environmental resource and a

1 producer of enough variety and quantity of food to feed at  
2 least the people of this state and of course continue  
3 exporting as well. However, we face some challenges. I  
4 feel that our current farming practices must change.

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

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

20           Maintainging California's fertile soils while  
21 still producing high quality food can be done. We do it  
22 on our farm. We enhance the ecosystem utilizing  
23 integrated pest management practices that have naturally  
24 reduced our orchard's pest population and reduced our need  
25 for pesticide inputs. Rather than fertilize our soils

1 with chemicals, a vibrant cover crop of legumes, vetch and  
2 mustard fixes nitrogen into our soils. To protect the  
3 environment and our employees, we truly feel a sustainable  
4 system minimizes the use of chemicals.

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

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

21           In our processing plant we have embarked on a  
22 goal of a net zero energy user of all types of energy by  
23 2012 while also maintaining that we are carbon and nitrous  
24 oxide negative, use non-food sources for energy and  
25 maintain our company's strategic plan for growth. We are

1 accomplishing this goal by utilizing walnut shells and  
2 converting it into electricity for our plant. We have  
3 solar panels on top of our buildings. And additionally,  
4 we plan on taking walnut waste and walnut material and  
5 converting it into diesel for our tractors.

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

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

18           Thank you.

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

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

23           And while they are coming to the mic, I have an  
24 announcement. A parking ticket for the Capitol Garage on  
25 L Street was found. If that's yours, you can pick it up

1 at the table outside the auditorium.

2 So we have Michael and Robert and Ken.

3 Which one?

4 MR. DIMMOCK: Michael.

5 FACILITATOR BODINE: Michael.

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

8 And with that, Michael, if you would proceed.

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

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

1 Californians from San Diego to Chico, Merced to Monterey.

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

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

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

22           These additional measures must include community  
23 health, worker satisfaction and retention, economic  
24 diversity, resource enhancement and  
25 biologically-integrated farming systems. By doing this,



1 we will be able to answer the third question regarding  
2 perception.

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

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

23           The first, there needs to be a formation of a  
24 state-recognized public-private partnership designed to  
25 achieve sustainability in the system by 2030. That way we

1 can share costs and tasks.

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

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

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

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

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

1 workforce happy and engaged.

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

8           Thank you.

9           FACILITATOR BODINE: Thank you, Michael.

10          Ken?

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

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

23          From 1,000 to 2000 feet in elevation, the  
24 terrain, the rainfall, and the topography are relatively  
25 the same from Placer County to Mariposa County. We are

1 above the fog and below the snow. Along Highway 49 there  
2 are pockets of rolling hills and even serene valleys whose  
3 soil rivals that of the typical valley production  
4 agriculture.

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

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

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

25           Our family, not unlike other farmers and

1 ranchers, has adapted, has had to adapt throughout time.  
2 My great-great-grandfather came to the Sierra foothills to  
3 mine gold. He adapted real quick to growing fruits and  
4 vegetables for the miners, even producing a little wine.  
5 When the mines closed, our families adapted again, growing  
6 dryland grain, fruits, nuts, wine, grapes and livestock.

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

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

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

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

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

10 FACILITATOR BODINE: You have one minute.

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

17 And the State Department of Conservation thinks  
18 that all Williamson Act zoned ground in the foothills  
19 should be viewing pleasure for the public. They do not  
20 want us to invite the public to come in our ranches or  
21 farms to participate in agricultural ventures to  
22 supplement what little income we get from agricultural  
23 enterprises. Our assistant county counsel, and I quote,  
24 said, the only activities that can be conducted on  
25 agricultural Williamson Act zoned ground are those

1 specifically listed in the county ordinance. Except for  
2 wineries, our county ordinance does not make any allowance  
3 for agritourism without the use of an onerous use permit.

4 If foothill agriculture, what is left of it --

5 FACILITATOR BODINE: Can you wrap, Ken?

6 MR. DEEVER: Yes. Thank you.

7 -- is housing developments and the infrastructure  
8 that comes along with it, or our future, if the foothill  
9 agriculture can be agritourism, agri-education,  
10 agri-entertainment or nature tourism.

11 I submitted the whole speech. Hopefully you  
12 folks will have an opportunity to read it. I thank you  
13 very much for this opportunity.

14 I'd like to sum up by saying we will not have  
15 agriculture in California if the individuals writing the  
16 rules and regulations don't wake up. There won't be any  
17 roses to smell or food to eat.

18 FACILITATOR BODINE: Thank you, Ken.

19 Mary.

20 MS. MUTZ: Good morning. I'm Mary Mutz, the  
21 Agricultural Commissioner for Calaveras County. That is  
22 the neighboring county to Mr. Deaver's county, so I also  
23 am from the Sierra foothills. Thank you for the  
24 opportunity to share the vision of agriculture in 2030 in  
25 Calaveras County.

1           Calaveras County is a small, still rural county  
2 which is threatened by urban encroachment. The vision for  
3 agriculture for the year 2030 in Calaveras County is  
4 similar to the agricultural industry as it is today.

5           The vision for 2030 is an increase in the number  
6 of small-scale vineyards, orchards, vegetable farms and  
7 livestock producers. As one grower stated, we still need  
8 to eat in 2030. Eating local will be more of a necessity  
9 than a choice. Diversity in the agricultural industry is  
10 what we will need to see.

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

20           Next I would like to address the must haves for  
21 2030. There must be incentives such as the Williamson Act  
22 and other conservation easement programs to encourage  
23 landowners to keep their land in agricultural production  
24 and not be enticed by development. There must be  
25 short-term programs and long-term programs as well as



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

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

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

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

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

20           The next group of speakers will be Robert  
21 Ramming, number 28, Ron Strochilic, 31, and Jessica Bell,  
22 32.

23           And, Robert, if you would go ahead.

24           MR. RAMMING: All right. Good morning. My  
25 name's Robert Ramming. I'm a small-scale organic grower

1 over in Yolo County across the river. I'm not really a  
2 public speaker, it gives me the willies, so I'll just read  
3 my written comments. Unfortunately, you'll see I'm not  
4 much of a writer either.

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

15           I believe the best use of prime farmland next to  
16 our towns and cities is to provide food for the adjacent  
17 local populations. So I'm here to promote a concept that  
18 I'll call city-edge retail farming. It probably sounds  
19 familiar, humanity has been doing it for thousands of  
20 years. It differs from other small-scale farming in that  
21 a farm location on the edge or within a community has the  
22 advantage of selling at full retail direct to the consumer  
23 without packaging or shipping expense in exchange for  
24 producing a full variety of food for the convenience of  
25 the customers.

1           Now, such a city-edge retail farm could be  
2 located within a couple of miles of town. Hundreds of  
3 families are close enough to access a farm's wide variety  
4 of food as conveniently as going to a grocery store. If  
5 the farm sells via CSA-style membership, then it can  
6 tailor its products and crops to fit the membership.

7           Such a farm would be large enough to support a  
8 few partner farming families. That provides some  
9 efficiencies of specialization, range of ages of  
10 experience, and valuable backup when the inevitable crises  
11 arise. But the farm needs to be small enough so that the  
12 farming families can know all the member families that  
13 they feed. That's a key point for a loyal and robust  
14 clientele.

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

23           A robust, local food supply means people are more  
24 in touch with their food source. It addresses some food  
25 safety issues. You get fresher food. It's insurance

1 against transportation problems and other disruptions.  
2 You get some measure of energy conservation with no  
3 shipping, no packaging. You've got farms within walking  
4 and biking distance. That could even be considered  
5 recreation.

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

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

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

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

1 from here to there?

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

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

17 FACILITATOR BODINE: You have less than a minute.

18 MR. RAMMING: Okay.

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

23 Thanks.

24 FACILITATOR BODINE: Great. Thank you, Robert.

25 Ron.

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

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

18 I'd like to address our vision for a more  
19 socially-just agricultural system in California by 2030.  
20 This vision includes vibrant, rural communities,  
21 economically-viable farms of all sizes, and access to  
22 healthy and nutritious food for all Californians, and just  
23 working and living conditions for the approximately 1.5  
24 million agricultural workers and their accompanying family  
25 members that bring the food to our tables on a daily

1 basis.

2           Specifically, we envision a California  
3 agriculture that offers agricultural workers and their  
4 family members a living wage, safe and healthy working  
5 conditions, access to benefits such as health insurance,  
6 paid time off and retirement, safe, decent and affordable  
7 housing, clean air and water in agricultural communities,  
8 safe communities and good schools, the right to advocate  
9 for improved working conditions without fear of  
10 retribution, and the right to live and work legally in the  
11 United States.

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

20           I'd like to discuss very briefly just a couple of  
21 must haves and challenges at the same time. Since many  
22 aspects of this vision don't come directly under the  
23 jurisdiction of CDFA, it will be essential that CDFA work  
24 very closely with other agencies and stakeholders  
25 responsible for addressing some of the issues I discussed

1 above. For example, Cal OSHA, Department of Industrial  
2 Relations, Departments of Health, Housing and Community  
3 Development, et cetera; this really cannot be done solely  
4 by CDFA, and the need for working collaboratively with  
5 other agencies and stakeholders is essential.

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

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

21           Just one thought. There's a lot of different  
22 ways to do this. One of the things I've been thinking  
23 about for a while now is that we have a program called The  
24 Conservation Security Program, which rewards farmers for  
25 taking care of the earth. We need programs that reward



1 farmers for taking care of people and that will support  
2 them in their efforts to do so.

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

12           Thank you.

13           FACILITATOR BODINE: Thank you very much, Ron.

14           And Jessica.

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

20           I'll note I'm a dual citizen, Australia and the  
21 United States. And I just returned from Australia. And  
22 it's very interesting that you mention the drought that's  
23 happening there. It's a national crisis, it's front-page  
24 news. Australia only has two major rivers. They're  
25 running dry. It's not just a case of farmers being priced

1 out of water, it's a case of in one river there not being  
2 water available to irrigate at all, dam levels are at 30  
3 percent, there's permanent water restrictions in urban  
4 areas. It's a national crisis. That's really scary. And  
5 I think that -- I think it's something that California  
6 should look at, because there's also water issues here.

7           On a positive front, it's changed the culture of  
8 Australia, and people are beginning to understand how  
9 water and agriculture and how we're all connected with the  
10 food system. And people are changing their -- they're  
11 changing how they think about the environment. And that  
12 provides me with hope and it also provides me with  
13 motivation to continue to do this work, because it's scary  
14 what will happen if we don't create a sustainable vision  
15 by 2030, as soon as possible.

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

20           These must haves came out a series of  
21 strategizing sessions that CFJC held across the state this  
22 year. Over 300 people, mostly representing organizations,  
23 came to our listening sessions representing people such as  
24 the California Association of Food Banks, People's  
25 Groceries, a number of people who have spoken today.

1 Overall we'd like to see CDFA support the  
2 interests of urban and rural constituents, which includes  
3 the creation of urban farming, regional food distribution,  
4 increasing access to healthy food, and supporting regional  
5 food-based businesses, especially those owned by small  
6 owners, family farmers, people of color, and poor and  
7 working class people, people that don't often get the same  
8 kind of chances as other folks.

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

15 Consumers as we all know are increasingly  
16 demanding local and organic agricultural products for  
17 their taste as well as the economic and environmental  
18 benefits to their local and regional communities.  
19 However, there's a significant gap in the infrastructure  
20 needed to connect consumers to local food. One thing that  
21 we'd really like to see prioritized is expanding access to  
22 retail outlets, and that can range from farmers' markets  
23 to small farm stnads, to small community-owned grocery  
24 stores in limited-resource communities that have limited  
25 access to healthy food retail.

1           Basic food system planning cannot be left to  
2 developers alone. Recent studies, such as those conducted  
3 by the UCLA Center for Health Research, show that our  
4 urban environments affect our health, and in low-income  
5 communities, they've less supermarkets and more fast food  
6 restaurants, which is directly correlated to a much higher  
7 incidence of diet-related diseases, diabetes and heart  
8 disease. And we all know the kind of impact that has on  
9 our health care system and the costs that we all bear.

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

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

1 the small aspects of it.

2 FACILITATOR BODINE: You have about one minute.

3 MS. BELL: Thank you.

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

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

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

1 food system infrastructure. We'd like to see that as a  
2 first and last.

3 FACILITATOR BODINE: Could you wrap it.

4 MS. BELL: Thank you.

5 FACILITATOR BODINE: Okay. Great. Thank you.

6 Thank you, Jessica, Ron, and Robert.

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

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

18 Okay. Melissa.

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

21 Can you hear me now?

22 FACILITATOR BODINE: Yes.

23 MS. GUAJARDO: All right. My name is Melissa  
24 Guajardo. I am a public health professional, but most  
25 importantly today I'm here as a consumer.

1           My vision for California agriculture is that we  
2 value our farmers and everybody involved in the food  
3 production from farm to table, and that we provide real  
4 traces to consumers by directly and by staying in  
5 beginning and small farmers and regional food systems.

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

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

17           For many low-income consumers -- as a public  
18 health professional, I work with a lot of low-income  
19 consumers who generally don't have access to either  
20 grocery stores, farmers' markets, don't have the money to  
21 afford CSAs, and they're very, very limited in what they  
22 can access in their local neighborhoods. So I think we  
23 need to take consideration, take scale into consideration  
24 when we're developing legislation and regulations  
25 especially that impact production and local distribution.

1 Packaging guidelines really impact the small growers and  
2 how food comes into the neighborhoods.

3 I think it's really important for our public, but  
4 not only our public, our policy makers and the regulators  
5 to show value in those who are producing the food; and I  
6 think we see that in how those people are honored and how  
7 those folks, especially the farm workers and our  
8 low-income consumers, are treated. And I think the public  
9 takes a lot of stock in how regulators and our legislators  
10 treat and show value in those people. And I think it's  
11 very important to set a nice example for how we honor and  
12 take care of those people who are feeding us every day.

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

21 FACILITATOR BODINE: Thank you, Melissa.

22 Go ahead, Jim.

23 MR. COCHRAN: So I'm Jim Cochran, president and  
24 founder of a farm organization, 15 people that somehow  
25 pull off farming around a hundred acres of mixed fruits



1 and vegetables, one along the coast of California.

2 I think I want to talk about the process here.

3 I'm really excited and amazed at the amount of goodwill,

4 and I'm sure everybody who is sitting here has been

5 listening to people and saying, wow, isn't that just what

6 I was thinking?

7 And of course I've sat here and people have said

8 stuff, but I think maybe my vision about where we should

9 be 30 years from now has less to do with specific

10 suggestions as much as it does with this kind of process

11 be ongoing for the next 22 years and that there be

12 dialogues all around the state between groups that

13 normally don't talk to each other. Labor groups and

14 producer groups and water groups and environmental groups.

15 And, you know, when I see the amount of goodwill in this

16 room from different groups here, I'm really encouraged to

17 think of our ability over the next 22 years to come to

18 solve problems.

19 You know, each one of us is involved in some

20 level of decision making in some organization or another

21 here, and, you know, with a few hours spent a month, or

22 whatever, thinking about these issues and talking to

23 people and listening to people that we don't normally talk

24 to, you know, we'll go back and we'll make little changes

25 in our organization, and over time, all together we'll

1 actually make some difference.

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

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

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

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

18           And, you know, we're a 30-billion-dollar  
19 enterprise here in California, and it's an exciting  
20 challenge to think of how to create the organizational  
21 infrastructure for ongoing innovation, sort of  
22 permeability of the edges of the organizations, you've got  
23 thousands of creative people coming in to the organization  
24 over generations, and it's an exiting thing to think that  
25 our leadership now is thinking like that.

1           And the -- I don't know what the answers are, you  
2 know, I mean, this is the first set of meetings, but it's  
3 not my job to think of the answers. I mean, in the  
4 process, during the process of holding these meetings, it  
5 will become evident what form institutionally can be taken  
6 to keep this process going. So I'm real excited.

7           Thank you.

8           FACILITATOR BODINE: Thank you, Jim.

9           Larry.

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

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

16          MR. BAIN: We can arrange that.

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

19          MR. BAIN: Just below the bun there is a  
20 desperate need for support for pasture-based livestock  
21 management. I think the recognition that raising our  
22 cattle, our hogs, or our lamb on pasture rather than on  
23 grain, out in the open rather than confine them, is  
24 something that's good for the land, good for the  
25 environment, good for the rancher, good for the animal,

1 and as you will soon find out, very good for the consumer.

2           Let me get you that hot dog.

3           I think the biggest challenge to everybody having  
4 one of my hot dogs in their hands is an addiction to cheap  
5 meat and cheap dairy and the lack of understanding that  
6 people have that the cost of cheap food is enormously  
7 high, and it doesn't necessarily take place at the counter  
8 at the restaurant or market. That cost is incurred in our  
9 air, our soil, our water, and ultimately in our hospitals.  
10 And I think that once we can communicate effectively to  
11 people the incredibly complex and very synergistic  
12 relationship between food production, food consumption and  
13 health in the environment, the closer we will be to a  
14 sustainable and healthy system.

15           In the work that we've done, that Michael Dimock  
16 briefly outlined and very quickly -- I was very impressed  
17 how he sped up right at the end, made it under the wire --  
18 one of the key elements is establishing a closer  
19 relationship between rural and urban is an appreciation of  
20 the interdependency. Urban folks tend to sometimes think  
21 that all food just suddenly appears in front of them  
22 perfectly wrapped and ready to eat, and as somebody  
23 earlier said, don't they realize that at some point in  
24 time there's soil attached to all of that. And I think  
25 that we have lost our connection to the land and

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

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

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

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

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

24           Also, quick comment to Jim.

25           Your comments about agriculture as where we're

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

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

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

9 FACILITATOR BODINE: You're on.

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

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

24 I'm Bill Martin, Executive Director of the  
25 Central Valley Farmland Trust, and I'm here because I have

1 an acute concern over the increasing rate at which  
2 productive farmland is being lost to development in the  
3 central valley and the need to increase available funding  
4 for its protection.

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

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

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

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

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

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

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

22           Thank you very much.

23           FACILITATOR BODINE: Thank you, Bill.

24           Mr. Hellberg, I'm not going to try to murder your  
25 first name again. You're on.



1           MR. HELLBERG: You didn't. My name is Helge  
2 Hellberg. I'm the Executive Director of Marin Organic.  
3 Marin Organic is an association of organic producers in  
4 Marin County. And I just wanted to point out that not one  
5 single speaker so far and I would bet none of the five or  
6 six remaining is advocating for hundreds of thousands of  
7 GMO corn, whereas our policy very much supports that kind  
8 of agricultural system.

9           Thank you very much for having me today.

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

24           Agriculture, as we all know, is at the heart of  
25 human living and human existence, and the future of our

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

9           And we're seeing the benefits left and right. We  
10 have seen the return of the Salmon to west Marin. There's  
11 a huge increase in biodiversity protection of resources,  
12 land, water, soil. It's very economically viable.

13           I just saw a statistic that an acre on a  
14 small-scale organic farm can make up to \$14,000, whereas  
15 in comparison a large-scale non-organic farm averages  
16 about 1600. So the larger the farm, the more productive  
17 is an illusion. Maybe the more money you can make in  
18 total, but we all know that it's not working.

19           And just to add to a couple of statistics to a  
20 previous speaker, in the last 25 years, if you break it  
21 up, we have lost about 400 farms a week in the U.S., 400  
22 family farms a week due to economic pressure and  
23 development. That's 56 farms a day or one every 25  
24 minutes. So by the time we're done here today, we're lost  
25 five farms forever.

1           And in 2001 the federal government finally  
2 dropped agriculture in the statistic of suicides based on  
3 occupation, because farming was ranking number one above  
4 any other occupation in terms of suicide rates because  
5 farmers could not make their payments. So we need to come  
6 to a place that is socially responsible.

7           Besides education and farm tours, we have access  
8 in Marin County to seconds, food with slight cosmetic  
9 blemishes, which we're throwing in the mix address  
10 low-income communities and schools, and we're feeding  
11 12,000 kids with that food every week. Certified organic,  
12 perfectly fine food; it's just a little bit too big or  
13 discolored.

14           And, yes, of course culturally sensitive, to echo  
15 what everyone said before. It's our heritage on our  
16 basis, but it's really our survival. So the vision for  
17 2030 ecological balance, but much more so acting in  
18 accordance to our knowledge that we are our soil. And,  
19 again, public policy right now does not reflect, it's  
20 merely based on production.

21           In terms of production and food security, there  
22 are 800 million people upon this planet in hunger. At the  
23 same time, went from six billion people dealing with the  
24 consequences of obesity. So twice as many people are  
25 dealing with a problem of having too much food whereas

1 half of the people are dealing with the consequence of not  
2 having enough.

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

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

20           FACILITATOR BODINE: If you could wrap it,  
21 please.

22           MR. MARTIN: Yes.

23           So public perception. There's a best-case and a  
24 worst-case scenario; you can figure out what the two are.  
25 And what we must have is a new framework and a social

1 contract for decision making that is independent and based  
2 on common sense observation and embraces the connection  
3 between healthy soil, healthy food and healthy people far  
4 beyond food production.

5 Thank you.

6 FACILITATOR BODINE: Thank you, Helge.

7 Miguel.

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

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

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

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

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

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

24           And the other challenge that I'm working with  
25 right now is building these collaborative partnerships

1 with students, educators, parents, food service, other  
2 food service directors, farmers, ag organizations,  
3 community leaders, universities, and health care  
4 organizations. The Secretary mentioned earlier that we  
5 have parallel lines in terms of all these organizations;  
6 so I'd like to see us come together for the good of  
7 everyone.

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

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

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

24           Thank you.

25           FACILITATOR BODINE: Thank you, Miguel and Helge

1 and Bill.

2 Is Leah Smith in the room?

3 MR. VILLAREAL: No, she left.

4 FACILITATOR BODINE: Okay. Then 41, Susan Lena,  
5 42, Michael Rock, and 45, John Vasquez.

6 Is Susan Lena present?

7 How about Michael Rock?

8 Okay. Jack Rice, number 46, and Brooks Ohlson,  
9 number 48.

10 John, you have the floor.

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

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

24 I'd like to speak today not only as a member of  
25 the Solano County Board of Supervisors, but also to three



1 points of the 30 points that the Roots of Change is  
2 bringing forward, points like the need to increase the  
3 participation of health care professionals and the better  
4 use of the power of the white coat, to the incorporation  
5 and return of health concepts back into planning cities  
6 and counties to build healthy communities through the use  
7 of a general plan, and through the linking of city and  
8 county residents back into California's rich agriculture.

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

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

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

22           But as a member of the Solano County Board of  
23 Supervisors, we have been building around these concepts  
24 for three sources through our general plan that will  
25 contain health language to local labeling efforts to

1 having an ag study done by the ag center at UC Davis to  
2 ensuring that one of the goals of the four goals of Solano  
3 County is healthy communities and by measuring the  
4 outcomes through the rates of obesity. The last four  
5 years I've been actively participating in the child  
6 obesity. I think it is the number one issue in this  
7 country, and agriculture plays a big role in having to  
8 solve that.

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

22           Some of the challenges as a county supervisor is  
23 ag preservation, ag on the edge, the right to farm.  
24 Sprawl was mentioned earlier, and the impact of that in  
25 habitat plans that then force willing buyers and willing

1 sellers to enter into easements that really limit the  
2 flexibility of that land to do other things with it, other  
3 than -- in the case of Solano County, the Swanson Hawk,  
4 where it needs short grasses and rural crops, yet we know  
5 that those grounds can grow other things. The other  
6 issues is the replumbing of the delta.

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

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

23           Lastly, on December 10th of this year, California  
24 Hall of Fame will honor 13 new inductees, two of which are  
25 Jack LaLanne, the godfather of activity, he asked us to

1 get out and move, and Alice Waters, who has done  
2 tremendous work in her school district, who has taught us  
3 how to rethink our idea about food and how we need to  
4 enjoy eating again.

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

10 FACILITATOR BODINE: Thank you, John.

11 Jack.

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

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

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

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

23 In any event, my comments are kind of the  
24 tractor-seat philosophy I guess about the visions or what  
25 agriculture's vision might be and how it is. And I've got

1 to say that I do appreciate very much that there's vision,  
2 because as kind of a younger person I think in the  
3 agricultural industry, visions give you hope and hope  
4 encourages imagination and imagination overcomes  
5 challenges, and it certainly seems like there's no  
6 shortage of those.

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

11           So as far as a vision in a real general sense,  
12 I've always imagined that California, part of this is  
13 probably because I'm kind of proud of our state, is  
14 uniquely situated to answer one of the real big global  
15 questions, and that is how do you have an increasing  
16 standard of living with the same limited resources? I  
17 mean, there's more people, want to have a better standard  
18 of living, something not even approximating what we enjoy  
19 in California, but there's more folks that want to have a  
20 better standard of living, how are they going to do that?  
21 In my opinion, California's uniquely situated to answer  
22 that question, probably more than anywhere else in the  
23 world. And the reason is we have the resources. We have  
24 the human, we have the economic, we have the natural  
25 resources, and that's kind of what's required. And this

1 process won't necessarily be efficient or simple, it's  
2 kind of one of those things where you're trying to lead  
3 the curve. And so that's going to be a challenging  
4 question. But I think that's exactly what this vision,  
5 what this effort is for, is to try and answer that.

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

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

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

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

24           FACILITATOR BODINE: You have about a minute.

25           MR. RICE: Finally, there's two quick points.

1 The education theme is reiterated over and over again, and  
2 from the tractor side of that I think it's important to  
3 recognize that education needs to go both ways; farmers  
4 need education about the consumers and the consumers need  
5 education about the farmers. I think that speaks for  
6 itself.

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

13           FACILITATOR BODINE: Thank you, Jack.

14           Brooks.

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

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

23           And one of the things that we focused on but had  
24 little resources to work with are in helping the farm  
25 communities and the food producers find alternative



1 markets for their crops, processed foods, and farm  
2 products. And one of the things, well, why do we export?  
3 Well, you know, when we reach the capacity of our  
4 products, we have to find another market for them. And a  
5 lot of our dried fruit and nut industries are a classic  
6 example of exporting. And it's key to sustainability of  
7 the farmers, my father being one of them years ago, that  
8 we had alternative places to put our crops, and dried  
9 fruits was an alternative to fresh production.

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

19           Well, times have changed, and food quality and  
20 food safety is a key issue worldwide. And because of the  
21 economies changing, our California food products are more  
22 affordable overseas. Dried fruit producers and nut  
23 producers have historically exported but have found a lot  
24 of regulatory burdens, a lot of issues that have caused  
25 their nuts and dried fruits not to be accepted at certain

1 borders, tariffs were high, and then compounded by the  
2 production costs in California made it an almost  
3 unaffordable product. Well, times have changed, and we're  
4 finding that those markets are now open more than ever.

5           However, one of the down sides is that we don't  
6 have any state trade agency to help the farmers who are  
7 more sophisticated, more educated globally than ever  
8 before into those markets. I mean, it's challenging.

9           I've worked with hundreds and hundreds of farmers  
10 directly and indirectly in getting their product into the  
11 markets, and when you're trying to figure out how to  
12 label, how to ship, how to sell, who to sell to, how to  
13 get paid, it's daunting. Let alone grow the crop, you  
14 have to figure out how to sell it, market, package it, and  
15 label it. And the resources aren't there in the state to  
16 help the farmers do this, very limited, and it's stretched  
17 thin. When you're trying to help people from the Silicon  
18 Valley computer software companies to be exporters to the  
19 farmers in Yuba City trying to sell prunes, there's only  
20 one agency left in the state to do that, and that's  
21 community colleges. So any additional resources that your  
22 office can bring to the farming community, to the food  
23 processors would be welcome.

24           And I'm a big advocate, having grown up on a farm  
25 and worked with farmers pretty much all my life, although

1 that wasn't my career. Initially it's all about farmers  
2 can be exporters, that margins can be added to, by  
3 removing the various brokers that are present in the  
4 stages of exporting will add tremendous assets to the  
5 farmer when they become the exporters themselves. And we  
6 just have farmers now in our training classes, 20  
7 something, right here in Sacramento, ongoing, and they're  
8 going to be the next generation of exporters.

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

13           Thank you.

14           FACILITATOR BODINE: Thank you, Brooks and Jack,  
15 John.

16           The next group is Jason Vega, Dan Silva, and  
17 Don Notolli.

18           Is Jason Vega present? Okay. Then Kim Glazzard  
19 or Jeff Pylman.

20           Dan, you have the mic.

21           MR. SILVA: Thank you very much. Good morning,  
22 Secretary Kawamura and Chairman Montna and Members of the  
23 Board. I heard a comment made earlier, and I wanted to  
24 take exception with it, with an individual that talked  
25 about George Gomes' visual acuity with respect to duck

1 hunting. If there's anyone that has a burden laid  
2 squarely on their shoulders in this room, it's Chairman  
3 Montna for not allowing Mr. Gomes to identify a Spoony  
4 from a Pintail. Really on your shoulders, Al.

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

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

8 Anyway, thank you very much.

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

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

21 This board's objective is to increase economic  
22 viability through a healthy, rural agricultural component.  
23 SACOG's 50-year growth strategy, the blueprint is seen  
24 throughout the state and the nation as a regional model  
25 for smart growth. The blueprint focuses most of its

1 attention on improving urban development patterns. More  
2 compact growth focused in and/or around the cities of our  
3 region, this is where the concept for the urban-rural  
4 connective comes into play. We're in the early stages of  
5 developing the plan through SACOG that promotes a  
6 cutting-edge model to match the blueprint plan for urban  
7 growth.

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

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

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

1 basis in a global marketplace.

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

6           SACOG's goal and strategy is to develop the tools  
7 necessary to better understand these issues and create a  
8 workable plan for an urban-rural community in our region.

9           SACOG welcomes the State's participation in our  
10 project and looks forward to participating with you in the  
11 development of the State's vision for agriculture in the  
12 future.

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

19           The time is perfect and the opportunity is at  
20 hand to develop a workable solution for the urban-rural  
21 strategy. Today across California we are in a position to  
22 strengthen our food economy and our urban communities  
23 through partnerships, connections, to set a course that is  
24 advantageous for both the rural agricultural sector and  
25 the urban communities' access to healthy foods for

1 Californian's defining characteristic of a healthy  
2 community.

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

6 Thank you.

7 FACILITATOR BODINE: Thank you, Dan.

8 Don.

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

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

23 There's been a lot of insightful and very  
24 thoughtful comments here today, and I've kind of rewritten  
25 my notes as I've listened to people talk, so it may not be

1 redundant, may bring up a little bit of point of view,  
2 certainly of my colleague here, Dan Silva of Sutter  
3 County, and you've heard from a colleague in Solano  
4 County, but I would just want to note a couple of things.

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

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

24           And one of the things that certainly from my  
25 perspective as a supervisor and someone who often gets to



1 deal with the land use portion of it, is I think we need  
2 to make sure that we maintain a strong partnership between  
3 the state and local government. And oftentimes that gets  
4 strained during budget crisis, periods of budget crisis,  
5 not unlike this year and certainly years past, but I think  
6 that appreciation and understanding by local government  
7 officials, but certainly the legislature and state  
8 officials and even our municipal officials, of the  
9 importance of agriculture but also of the weight of their  
10 land use decisions that they make, and how then we work  
11 with the local farming community, those that produce the  
12 food and fiber, but also obviously desire folks wanting to  
13 live not only in the city areas, but to enjoy a rural  
14 lifestyle in a lot of cases.

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

24           I want to note too that some of the things at the  
25 local level that we're attempting to do but certainly to

1 further highlight the focus, not only the plight of family  
2 farms but also to build some of that understanding, is  
3 what we recently, through our economic development,  
4 recognized that there's a great diversity of interest in  
5 business pursuits. We've basically endorsed a buy local  
6 grow local program here in Sacramento County working with  
7 the local farm bureau, and again, that's not anything  
8 that's new on the scene, I know other counties have done  
9 that as well, as well as looking at the ag tours. I've  
10 been working with a group of farmers and growers in the  
11 Delta portion of Sacramento County to build up on some of  
12 the successes that we've seen in other adjoining counties  
13 and other areas of the State of California. And so I  
14 think we see those as opportunities.

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

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

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

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

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

25           FACILITATOR BODINE: Thank you, Don.

1           Jeff.

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

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

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

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

1 order for those, for those land use issues to be  
2 addressed.

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

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

24           In Nevada County, the Truckee inspection station  
25 opened to check automobiles, and that was actually to help

1 prevent pests from coming into the state from other  
2 states, and that has been very, very crucial; because  
3 during the pilot program it was shown that many of the  
4 exotic pests were coming through not just through  
5 commercial truck transportation, but by cars as well.

6           And so when it comes to insects, the environment,  
7 as well as agriculture, and environment being less  
8 protecting our waterways from the Zebra Mussel and Quagga  
9 Mussel, it's important to keep those stations open. And  
10 also for support of the state and the county programs for  
11 the pest detection and exclusion as well.

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

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

3           Thank you very much.

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

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

11           Kim, I think you have the table to yourself.

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

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

1 changes that are needed.

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

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

25           Some suggestions in going about that, I think



1 it's really, really important to not only support but also  
2 prioritize small family farms and put our efforts in  
3 creating them, not just sustaining them, not just  
4 sustaining what's existing.

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

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

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

20           Thank you so much.

21           FACILITATOR BODINE: Thank you very much, Kim.  
22 And thank you to everyone in the audience who came and  
23 contributed today, particularly for your cooperation in  
24 making this process very smooth.

25           And with that, I will turn it back to the

1 President for further comments, questions, et cetera.

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

12           Mr. Secretary.

13           SECRETARY KAWAMURA: Thank you, Al.

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

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

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

25           Frank, you back there? Thanks to you and your

1 staff.

2 Frank is the Sacramento agriculture commissioner  
3 and helped really put this together, as well as great help  
4 from Sacramento County Farm Bureau.

5 Charlotte, are you back there still?

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

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

21 So we'll continue to do these great sessions.  
22 We'll be moving forward. Great, great input. Please  
23 don't hesitate to stay involved. Encourage friends.  
24 Agvision@cdfa.ca.gov, agvision@cdfa.ca.gov will be the  
25 collection point. You can have friends send input, send

1 their comments. It becomes the library if you will of  
2 what an ag vision plan will be.

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

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

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

11 Josh, anything else?

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

14 FACILITATOR BODINE: Neil.

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

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

19 A.J., stand up.

20 Chuck's in the back, former Undersecretary. Former Board  
21 Member Drew Brown, former board member in the back. And I  
22 want to thank also the elected officials for being here  
23 today. And it's land use, land use, land use as your  
24 general plans are updated, preservation ag land. We're  
25 pleased to hear you support that.

1 I thank you all, and we'll see you at the next  
2 session.

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

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## CERTIFICATE OF REPORTER

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

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

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

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