

PUBLIC MEETING  
STATE OF CALIFORNIA  
DEPARTMENT OF FOOD AND AGRICULTURE

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

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

Reported by:  
Troy Ray

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345

A P P E A R A N C E S

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25

- BOARD MEMBERS
- Al Montna, President
- Ann Bacchetti-Silva
- Ashley Boren
- Dan Dooley
- Luawanna Hallstrom
- Marvin Meyers
- Karen Ross
- Donald Valpredo
- David Wehner
- STAFF
- A.G. Kawamura, Secretary
- Joshua Eddy, Executive Director
- Michael Smith
- Nancy Lungren
- Jonnalee Henderson
- Robert Tse
- FACILITATOR
- Carolyn Penny

1 APPEARANCES (Continued)

2 PUBLIC SPEAKERS

3 Neal McDougall, Sustainable Agriculture Resource  
4 Consortium

5 Tim Galarneau, Center for Agroecology and Sustainable Food  
6 Systems

7 Charlene Orszag

8 George Work

9 Bu Nygrens, Veritable Vegetable

10 Bob Lilley, Agriculture Commissioner, San Luis Obispo  
11 County

12 Bill Mattos, President, California Poultry Foundation

13 Morgan Rafferty, Central Coast Ag Network

14 Debra Garrison, Orman Ranch

15 Joy Fitzhugh, San Luis Obispo Farm Bureau

16 Kevin Kester

17 Cody Kester

18 Pat Molnar

19 Kevy Souza

20 Caitlin Luis

21 Megan Brownell, Young Farmers and Ranchers

22 John Phillips

23 Robert Rutherford

24 Engels Garcia

25 Rafael Guerrero-Tapias

Natalia Bautista

Eric Cardenas, Environmental Defense Center

- 1                                    APPEARANCES (Continued)
- 2    Noemi Velasquez
- 3    Anna Negranti, San Luis Obispos County Cattlewomen
- 4    Gary Peterson, Deputy Director, Agriculture Land Based  
5    Training Association
- 6    Meredith Bates
- 7    Jeff Buckingham
- 8    Sheryl Flores, People's Self-Help Housing
- 9    April England-Mackie, Martin Jefferson & Sons
- 10   Kathleen DeChandenedes, San Luis Obispo Slow Food  
11   Convivium
- 12   Richard Enfield, County Director and 4H Chief Development  
13   Advisor, UC Cooperative Extension
- 14   Kay Mercer
- 15   Charlie Whitney
- 16   Lisa Bodrogi, Co-President, California Women for  
17   Agriculture, Santa Maria Chapter
- 18   Phyllis Davies
- 19   Kris O'Connor, Central Coast Vineyard Team
- 20
- 21
- 22
- 23
- 24
- 25

1	INDEX	
2		PAGE
3	I. Call to Order	1
4	II. Opening Remarks	3
5	a. Secretary A.G. Kawamura	
	b. Al Montna, President	
6	III. Board Introductions	1
7	IV. California Agriculture Vision Listening Session	
	Carolyn Penny, Facilitator	
8	a. Public Comments	
9	Neal McDougall	15
10	Tim Galarneau	19
11	Charlene Orszag	23
12	George Work	26
13	Bu Nygrens	31
14	Bob Lilley	35
15	Bill Mattos	39
16	Morgan Rafferty	44
17	Debra Garrison	49
18	Joy Fitzhugh	53
19	Kevin Kester	56
20	Cody Kester	60
21	Pat Molnar	63
22	Kevy Souza	65
23	Caitlin Luis	65
24	Megan Brownell	69
25	John Phillips	73

	INDEX	
		PAGE
1		
2		
3	Robert Rutherford	79
4	Engels Garcia	83
5	Rafael Guerrero-Tapias	87
6	Natalia Bautista	91
7	Eric Cardenas	93
8	Noemi Velasquez	100
9	Anna Negranti	101
10	Gary Peterson	103
11	Meredith Bates	108
12	Jeff Buckingham	111
13	Sheryl Flores	111
14	April England-Mackie	113
15	Kathleen DeChandenedes	117
16	Richard Enfield	120
17	Kay Mercer	123
18	Charlie Whitney	125
19	Lisa Bodrogi	128
20	Phyllis Davies	133
21	Kris O'Connor	137
22	V. Closing Remarks	142
23	Adjournment	148
24	Reporter's Certificate	149
25		

## 1 P R O C E E D I N G S

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

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

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

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

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

1 I'm glad to be here.

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

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

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

25 EXECUTIVE DIRECTOR EDDY: Josh Eddy. I'm the



1 Executive Director of the California State Board of Food  
2 and Agriculture and also with the California Department of  
3 Food and Agriculture.

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

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

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

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

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

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

23 The State Board of Food and Ag has been asked by  
24 Secretary Kawamura this year through the Governor to do an  
25 ag vision through the year, as I said, of 2030. And this

1 is about, you know, the future and the viability of this  
2 industry and what we want it to look like. This is your  
3 opportunity to give your opinion on what you'd like us  
4 to look like in 2030. And, yes, that's a long vision, but  
5 we're not that far away when you really look at it in the  
6 scheme of this state and this industry from that time. So  
7 having a broad look, short term, medium term and long term  
8 is how we're approaching this, and it's about a viable,  
9 robust industry. And we want to welcome all stakeholders.

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

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

1 Secretary Kawamura to say a few words.

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

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

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

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

25           And maybe the best way I can phrase this, I come

1 from Orange County, I'm a third-generation farmer from  
2 down there. We moved as a family from Los Angeles County  
3 around the Venice area about the time I was born into  
4 Orange County in the 50s. In 1949, I was born in 1956, in  
5 1949 Orange County was the number one ag county in the  
6 country, arguably in the world at that time too, but in  
7 the country in terms of the dollar value. You don't have  
8 a lot of counties named after commodities. And it was a  
9 Mediterranean coastal plain with some of the greatest  
10 land, greatest weather, there was plenty of water; and it  
11 was just an amazing place to produce fruits and  
12 vegetables.

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

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

1 all ag kind of inputs, whether it's tractor parts, to  
2 fertilizers, to seeds, to all the things that they needed  
3 to have their ag system move forward. And when the Soviet  
4 Union collapsed, that chain, that food chain, that supply  
5 chain collapsed with it. And those states, those  
6 countries that were dependent on that went through some  
7 tremendous disconnection, tremendous trials as a result.

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

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

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

1 plan for the San Joaquin Valley in a project called "The  
2 San Joaquin Valley Partnership," and it was about at that  
3 time, this was three years ago, that many of us  
4 recognized, you know what, it's great to have a plan for  
5 San Joaquin Valley, we don't even have a plan for the rest  
6 of the state. So the question became, why wouldn't we do  
7 that? And so that's what we're here for.

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

18           I know one of the most important things is we can  
19 have all these great efforts to move agriculture forward,  
20 and that will be exciting that we do that, but if we're  
21 not all working together, we can't -- those are parallel  
22 efforts to try and make agriculture work in this state;  
23 parallel lines never meet. We need converging lines with  
24 our resources across the whole base of the state towards a  
25 vision of what agriculture might be. And so today we're

1 going to listen to you and try to put this process into  
2 play, going to these different states -- I'm sorry,  
3 different cities, regions if you will, around the state.

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

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

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

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

23           And while folks are sitting, Jackie Crabb's not  
24 the only famous agriculturalist in this area; Charlie  
25 Crabb was on our Board for some time, and we miss Charlie

1 greatly. He was -- he packed a lot of load on this Board,  
2 Jackie, as you know, and we get to see him occasionally;  
3 so, yeah, he's always been a great friend.

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

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

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

18 FACILITATOR PENNY: Thank you very much.

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

24 Now, you might notice from that the biggest part  
25 of the work that's going to be done this afternoon is your



1 job and the Board and Secretary's job. So I'm about to  
2 explain to you how this is going to work so that it runs  
3 really smoothly.

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

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

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

23           So I'll also be letting you know, calling out the  
24 name for the next speaker. Every speaker should have  
25 gotten a number so you know in what order you'll be

1 coming. I will try to get your name right. Please  
2 forgive me if I don't. We'll also ask each speaker to  
3 start by giving us your name and your role with  
4 agriculture as you lead into your comments.

5           Each speaker will have up to five minutes for the  
6 purpose of addressing the four questions posted over there  
7 about your vision, biggest challenge in achieving that  
8 vision, how the public perception of agriculture is  
9 changed by 2030, and what are the must-haves. You'll have  
10 up to five minutes. You don't have to speak for five  
11 minutes. If you're done after four minutes, that's just  
12 fine. What we do ask is that speakers not try to save  
13 their time or sell their time to another speaker, anything  
14 like that. So if you're done after five minutes, or less  
15 than five minutes, that's just fine.

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

19           PRESIDENT MONTNA: We'll have a sign.

20           FACILITATOR PENNY: We'll have a sign.

21           PRESIDENT MONTNA: It will be held up.

22           FACILITATOR PENNY: So when you see that sign  
23 that says one minute remaining, that's just to let you  
24 know that you're about -- you're four minutes into your  
25 time.

1           We do ask that cell phones either be turned off  
2 or to vibrate for the course of the session. I tried to  
3 remember mine. It's always a bad idea if the facilitator  
4 sets a bad example.

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

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

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

17           You are also welcome to give written input. If  
18 you've already spoken and you're sitting there and you  
19 think, oh, I want to address that too, you are welcome to  
20 give written input. Written input can be sent to  
21 [agvision@cdfa.ca.gov](mailto:agvision@cdfa.ca.gov).

22           Now I'm about to brief the Board about their job.  
23 So the job of the Board, as the Board knows, is to listen  
24 during these sessions. So you may have conversations on  
25 topics with Members of the Board where you know they love

1 to engage on these topics; their job here is to listen as  
2 much, to as many comments as possible during this time.  
3 So as we said, if there's time left at the end, we'll come  
4 back to some of the questions.

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

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

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

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

16           Okay. Then we'll rock and roll.

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

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

23           All right. Everybody ready to go?

24           Okay. So what we're going to start with, we're  
25 going to start with the person who is the first speaker.

1 Let me remind you, as you come up to the microphone,  
2 please give us, again, your name and your role with  
3 agriculture.

4 Kris O'Connor from the Central Coast Vineyard  
5 Team.

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

7 Neil McDougall, Sustainable Ag Resource  
8 Consortium.

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

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

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

22 The key is to develop and promote a flexible and  
23 transparent agricultural industry in California that's  
24 sufficiently nimble in the face of the many current and  
25 future opportunities and challenges. As agriculture, like

1 other industries, reorganizes to face the multiple  
2 challenges of higher oil prices, the desire for greater  
3 customer understanding of production and processing and  
4 increased competition both domestically and  
5 internationally, it must present itself as a dynamic  
6 industry that leads rather than responds and embraces the  
7 values of those around it without cashiering its own  
8 values. In my eyes this integration of values is one of  
9 the fundamental ideas that underpins sustainable  
10 agriculture.

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

13           On the producer side, probably the biggest  
14 challenge is the same challenge that has faced agriculture  
15 for a number of years; to accept that transparency is a  
16 good thing and that it will lead to greater customer  
17 loyalty. This process of moving towards transparency is  
18 not without its considerable costs. Cultural costs in  
19 terms of not retaining a commodity outlook, transition  
20 costs in terms of altering production, marketing to  
21 emphasize a broader spread of information, and  
22 psychological costs in terms of accepting that others, be  
23 they regulators, retailers or consumers, that others have  
24 a definite stake in saying how profitable agriculture is  
25 undertaken.

1           On the consumer and retailer side, the biggest  
2 challenge is that the increased transparency on the part  
3 of the producers must be met with an understanding that  
4 given the biological nature of agriculture, things happen.  
5 This means that there must be a reciprocal understanding  
6 that when things happen, be they biologically based or  
7 otherwise, that customers will remain willing to return to  
8 that transparent producer.

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

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

24           Question three, in 2030 how has the public  
25 perception of agriculture changed?

1           Ideally, the public will have a greater  
2 understanding of the challenges and cultural and  
3 biological importance of agriculture, both in general and  
4 in California in particular. Ideally, the public will  
5 understand how the supply chain works and that generally,  
6 the more stretched out that that chain gets, the fewer  
7 cents of the food and fiber dollar go to the grower.  
8 Ideally, this will make the public much more cognizant of  
9 the implications of purchasing decisions; which is not to  
10 say the consumers won't buy processed food, but rather  
11 they will understand what their food purchases mean and  
12 where the resources will flow.

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

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

22           The fundamental must-have is a willingness and a  
23 taste for change. The technological and regulatory  
24 treadmill that growers face will not go away, therefore it  
25 is critical to cultivate an active, forward-looking



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

8 Thank you for your time.

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

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

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

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

24 There's a clear necessity to be candid and open  
25 in facing the contemporary challenges of our agri-food

1 system. Furthermore, this is necessary in the process of  
2 fostering a vision of what is to come in the next 20 years  
3 and well beyond. At present our agri-food system faces a  
4 complex set of hurdles to address and overcome in its  
5 design and operations. Despite advances in science,  
6 technology and social possibilities, the severity of  
7 impact is often increased rather than decreased.

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

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

23           However, this crisis in our agri-food system has  
24 brought about an unprecedented set of efforts to create  
25 positive change. All around the state and country,

1 individuals, organizations and social movements are  
2 working to improve ecological and social conditions  
3 creating new modes of production, distribution and  
4 consumption.

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

15           My vision for California agriculture in 2030 is  
16 an agri-food system that nourishes people, communities,  
17 and the earth through ecologically-responsible and  
18 socially-just processes. Challenges to this vision  
19 include balancing divergent market forces and social  
20 values such as increases in production costs, the need to  
21 provide a fair price to producers, and growing demands for  
22 healthy, fresh food at accessible and affordable prices,  
23 education and job training to meet the demands of a more  
24 sustainable and adaptable agri-food system, in raising  
25 consumer awareness among the California public for

1 supporting and participating in a new vision of California  
2 agriculture as well as developing a new statewide  
3 infrastructure to emphasize regionally-based food systems  
4 that do not serve as moats to the business environment,  
5 rather reflect a system of priorities where regional,  
6 local production and consumption is first, followed by  
7 concentric circles of trade extending domestically and  
8 internationally.

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

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

1 from students for such opportunities.

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

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

8           SECRETARY KAWAMURA: Thank you.

9           FACILITATOR PENNY: Kris O'Connor?  
10 Charlene Orszag.

11          MS. ORSZAG: Orszag.

12          FACILITATOR PENNY: Orszag?

13          MS. ORSZAG: Yeah, thank you.

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

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

24          It has been my privilege to serve as a California  
25 State Water Commissioner, also founder of Tierra Miguel

1 Foundation and past president of the farm, and in 2007  
2 Roots of Change fellow. From these and other life  
3 experiences, it is clear to me that ultimately every state  
4 issue is intertwined with the development of a sustainable  
5 food system for California. Great responsibility goes  
6 with this knowledge for me.

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

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

25           By the way, I'm proud to say that Tierra Miguel

1 Foundation, with multiple collaborations, obtained the  
2 State's first agricultural conservation easement, which  
3 has conserved 85 acres in San Diego in perpetuity for  
4 agricultural use.

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

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

1 Thank you.

2 FACILITATOR PENNY: Speaker one, Kris O'Connor?

3 And we're up to speaker five, George Work.

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

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

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

23 I have copies of an agricultural bulletin,  
24 number 99. I left a couple of them in the box. I hope  
25 you will review them sometime or some of your staff will.



1 And I think this has been added to greatly by Jared  
2 Diamond's book "Collapse." I don't know how many of you  
3 read that; it's very interesting. The fact remains that  
4 great civilizations have collapsed because of the lack of  
5 stewardship on the land coupled with, of course, economic  
6 and social issues. And I'd like to point out that each of  
7 those civilizations were purely organic, hundred percent  
8 organic. We must learn from history or we are doomed to  
9 repeat it.

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

18 Now, let's get to your question. My vision for  
19 the year 2030 is for a sustainable food system, not just  
20 sustainable agriculture. It is sustainable by being  
21 economically viable, ecologically sound and socially just.  
22 And a producer's food -- this is something new -- a  
23 producer's food, a food calorie with a calorie of energy  
24 from sunlight and with less than a calorie of energy from  
25 other sources inputted. That's an old, old definition.

1           Our biggest challenge in this will be to have  
2 people stop using linear thinking to solve our biological  
3 problems. Margaret Wheatly in her book "Leadership in the  
4 New Science" stated that the world is not made up of  
5 things, it's made up of relationships; not just people  
6 relationships, but people with their relationship to the  
7 environment, plants and animals with each other, microbes  
8 in the soil, and even those in subatomic particles with  
9 each other, just to name a few. These relationships are  
10 not linear and they are dynamic and ever changing. Linear  
11 thinking does not work when you're trying to manage  
12 complex biological communities.

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

25           How is the public perception of agriculture

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

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

19           I'm getting involved with a project that will  
20 research and compare conventional processes of making  
21 decisions to one that is designed specifically to deal  
22 with the complexities of the communities that agriculture  
23 must work with. There has been some progress in this  
24 area. For an example, I would give you the running of a  
25 meeting. Parliamentary procedure tends to be linear, and

1 I'll compare that with a well-facilitated meeting. Which  
2 one allows creativity to flourish, has excitement, builds  
3 relationships in the process and has a win-win goal? And  
4 which one produces a winner and a loser? That's just an  
5 example of process in relationships that are extremely  
6 important.

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

9 PRESIDENT MONTNA: Thank you, George.

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

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

25 BOARD MEMBER ROSS: It's worth borrowing.

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

3 Speaker six. Is it Bu? Bu Nygrens.

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

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

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

20 I appreciate the previous four speakers. All  
21 gave you very good background on what sustainability is.

22 A sustainable production system of agriculture  
23 and a partnership-based and community-based system of  
24 distribution. We want an agriculture that honors soil,  
25 plants, farm animals and humans, the whole web of life

1 throughout the food chain, including fisheries and  
2 ranchers.

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

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

21 Many people want to know the stories about the  
22 food they're going to eat. What makes this particular  
23 peach variety very delicious? Where is that farm and what  
24 chemicals were used on it? And how were the farm workers  
25 treated on that farm? Products associated with

1 information, such as local regional artisan and fair  
2 trade, are booming. This is a robust sector of the  
3 California economy and should be encouraged, provided  
4 technical assistance and economic incentives.

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

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

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

25           A food system that denies access to nutritious

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

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

25 Most of those coalitions see state policy as a



1 somewhat necessary tool for us to shape the future. Many  
2 want values-based systemic thinking and collaboration from  
3 government. I want leadership that acts boldly and  
4 transparently for the good of all. It is time for CDFA to  
5 partner with the innovative leaders from all parts of the  
6 system and design, fund and implement a food system plan  
7 that will cultivate and protect biological and ecological  
8 diversity, community and ecological health.

9 I have just one more thing to share with you. I  
10 was thinking about CDFA, and I think you should change  
11 your name to Cultivate Democracy and Food for All, CDFA.

12 Thank you very much for your attention.

13 FACILITATOR PENNY: Okay. Speaker one,  
14 Kris O'Connor?

15 Speaker seven, Bob Lilley.

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

22 I'll change the conversation just a bit and  
23 address some of the local issues and public policy  
24 perspectives that are administered by local government  
25 here that affect agriculture that I feel are important in

1 looking towards the future.

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

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

16           Here in San Luis Obispo County we've adopted one  
17 in 1998, and it's proven to be quite effective in  
18 protecting agricultural resources, namely land and water,  
19 for agricultural purposes and addressing land use conflict  
20 as the state urban population continues to grow. The  
21 element aims at protecting agriculture by addressing the  
22 conflicting land uses that ensue with urbanization moving  
23 into agricultural areas. So this has been a very  
24 effective tool used locally, and I feel that it can be  
25 used in other California counties.

1           It's really a combination of incentives and rules  
2 that address development in agricultural areas, but with  
3 the combination of the two, we've had a buy-in with the  
4 agriculturalists and the landowners as well as the various  
5 political perspectives and constituencies that have to be  
6 addressed.

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

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

25           Pest prevention is, of course, a three-part

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

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

17           And the third part of that is that we have to  
18 have an eradication program that's acceptable to the urban  
19 public. We've tried to prepare for that locally. We have  
20 a list of chemically-sensitive people, over a hundred  
21 people on the registry here, and if we need to have an  
22 eradication program here locally, they'll be the first to  
23 know about it, and we'll do an outreach with them. And of  
24 course they might be the ones that are objecting most to  
25 the eradication techniques; and so I think a real solid

1 early intervention with them and bringing them into the  
2 process will help with a smoother eradication program.

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

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

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

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

19           Speaker 8, Bill Mattos.

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

1 California agriculture in this country's largest state.

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

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

19           We're home to the west coast's largest poultry  
20 producer, Foster Farms, and the largest squab processing  
21 plant in the world in Modesto, a cooperative with 60 plus  
22 growers located throughout the central valley. We're also  
23 the first -- we had the first organic chicken in  
24 California. We fought against the national poultry  
25 associations to get that designation at USDA, and Rosie is

1 the first organic chicken to be named in America, and she  
2 lives up in Petaluma where we have a lot of organic  
3 chickens now.

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

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

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

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

20 Our business has been built on the concept of  
21 fresh and natural and California grown. In fact,  
22 companies like Foster Farms and Zacky Farms focused on the  
23 California Grown label the past 60 years, long before it  
24 became a popular slogan on California food packages.  
25 Today we still believe the California Grown label is one

1 of the first things consumers look to when shopping in the  
2 golden state. Fresh and Natural is also important to the  
3 industry since California consumers produce more fresh  
4 poultry and consume more fresh poultry than any other  
5 state.

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

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

25           The poultry industry believes that the



1 relationship between government agencies must be  
2 strengthened so that each leader of the state cabinet  
3 understands the importance of agriculture and has some  
4 basic knowledge of the businesses we lead. This is  
5 happening somewhat today, thanks to Secretary Kawamura;  
6 but as we go into the future and other leaders and other  
7 governors, we really need to put pressure on that area.  
8 This may mean more hands-on education of our leaders as  
9 they enter a new administration. The rules and  
10 regulations that are coming from so many agencies many  
11 times have a direct effect on how we do business.

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

20           The poultry industry competes for customers with  
21 many other states; Arkansas, Georgia, Minnesota, Alabama,  
22 North Carolina, Virginia and Texas. It's important that  
23 government understand the need for a level playing field  
24 here, which would include environmental and economic  
25 policies that make sense for our business.

1           The poultry industry will grow as fast and as  
2 efficient as California's environmental and business  
3 climate allows. Today we feed almost half of California's  
4 residents, only half; and as our state adds 600,000 new  
5 people a year, these men and women will each consume about  
6 100 pounds of poultry a year. Californians consume more  
7 than three billion pounds of poultry each year. We would  
8 like most of that to be California poultry, but that will  
9 be up to our efforts to provide a fresh, natural,  
10 California-grown product that meets the demands of the  
11 discerning population.

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

15           SECRETARY KAWAMURA: Thanks, Bill.

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

18           Speaker 9, Morgan Rafferty.

19           MS. RAFFERTY: Good afternoon, Secretary  
20 Kawamura, President Montna, Members of the Board. My name  
21 is Morgan Rafferty. I'm the Executive Director of the  
22 Environmental Center of San Luis Obispo County and I serve  
23 on the Board of Directors of the Central Coast Ag Network.  
24 My personal connection to agriculture is that I come from  
25 many generations of farmers and ranchers and my mother

1 today operates a cattle ranch. And I worked in food  
2 processing for many years in Santa Cruz County.

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

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

24 When local goods are purchased we all benefit by  
25 keeping dollars circulating within our community; that

1 translates to jobs. And when those dollars are going to  
2 locally-owned farms and ranches, we help provide owners  
3 with the resources they need to carry on revered farming  
4 traditions and expand their ability to provide a  
5 sustainable food supply.

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

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

23           To remain economically viable, growers need to  
24 have local markets for their food and fibers. When they  
25 are able to identify which products were grown in the

1 local area, consumers are given the option to support the  
2 local agricultural economy. We promote relationships  
3 between consumers and local farmers and ranchers because  
4 we believe that the more our community understands about  
5 the hard work of our agriculturalists, the more they will  
6 value and appreciate their efforts to produce good food in  
7 a sustainable manner.

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

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

20           With support from a county grant, we've developed  
21 a beautiful website that has extensive information on our  
22 local farms and ranches, CSAs, farmers' markets and  
23 restaurants that purchase local foods. The website  
24 provides information about seasonal products and tells  
25 consumers when particular commodities are in season and

1 which farmer ranch might have that commodity available.  
2 Any producer who meets our geographic requirements and  
3 signs our agreement to that effect, may list their  
4 information on the website. I hope you will take time to  
5 visit the website later. You will find it at  
6 [centralcoastgrown.org](http://centralcoastgrown.org).

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

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

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

24           What's your website again?

25           MS. RAFFERTY: [Centralcoastgrown.org](http://Centralcoastgrown.org).

1           SECRETARY KAWAMURA: I was going to make a quick  
2 comment.

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

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

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

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

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

1 Kawamura with a Cal Poly class. It was a policy class.  
2 And Secretary Kawamura asked our class if we would come up  
3 with an idea to have a renaissance of family farms in  
4 California. Well, I want you to know I've been working on  
5 it ever since then. I think that was 2004.

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

17           These cooperatives will create new revenue  
18 streams to directly support member farms and ranches as  
19 well as encourage a lot of individual food business growth  
20 and create a lot of new jobs. Cooperatives in each county  
21 will be members of each other for regional supply of  
22 seasonal and soil-advantaged crops. Each county should  
23 prioritize its own product sales to increase community  
24 support of local production and keep dollars circulating  
25 in its own community.



1           Locally-grown foods are in high demand here on  
2 the central coast due to the outreach efforts of  
3 organizations like Central Coast Ag Network who have the  
4 Central Coast Grown label and who have educated our  
5 consumers about the benefits of purchasing  
6 locally-produced foods. This demand is fueling the growth  
7 of direct-to-wholesale and direct-to-retail farm and ranch  
8 product sales to restaurants, grocery stores, schools,  
9 colleges, hospitals, corporate kitchens and even  
10 neighborhood buying clubs all who want to be able to tell  
11 the story behind the food they serve. The biggest barrier  
12 for these food buyers has been sourcing the local food  
13 products and the reliability of having it delivered.

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

24           From this steering committee, charter members are  
25 now incorporating the Central Coast Agriculture

1 Cooperative under California code and it's sitting in the  
2 State Department today. So we're waiting for our stamp of  
3 approval.

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

9           Our cooperative has three immediate objectives.  
10 First, to complete the process of acquiring proper permits  
11 required by USDA to operate a livestock mobile slaughter  
12 unit owned by our cooperative and to work collaboratively  
13 with local USDA inspected facilities for meat cutting and  
14 value-added processing of ranch member livestock.

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

21           Third, is to adopt solid policy and effective  
22 operating procedures that will incorporate best practice  
23 standards adopted by farm and ranch members for the  
24 sustainability of biological resources in the community  
25 food shed. The Central Coast Agricultural Cooperative

1 will render services at no cost to its members in  
2 connection with the production, marketing, selling,  
3 transportation, storage and distribution of the member's  
4 independently-labeled agriculture products. Sales and  
5 distribution of products will be done by the cooperative  
6 as directed by the members.

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

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

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

19 SECRETARY KAWAMURA: Thanks, Deb.

20 FACILITATOR PENNY: All right. Speaker 11,  
21 Joy Fitzhugh.

22 MS. FITZHUGH: Good afternoon. I'm Joy Fitzhugh  
23 with San Luis Obispo Farm Bureau. I'm also a local Cal  
24 Calf operator. And I really do thank you for coming, not  
25 just to the large cities, but out to the central coast

1 here where many of us can't get beyond this area to be  
2 able to speak to you. So this is a privilege. Thank you  
3 very much.

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

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

21 In fact, I'll give you a real quick example with  
22 our irrigated ag discharge waiver which went into place  
23 four years ago, I think it was. We actually have had  
24 growers, because of the requirements, actually pull out  
25 their orchards here in this county because they said that

1 was just the last straw. They weren't getting the money  
2 from the orchard, this sort of thing.

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

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

19           Also, Bob Lilley very succinctly talked about the  
20 invasive pest issue. We're all -- you're very much aware  
21 of the moth issue, and I think it's representative of we  
22 need to educate the public to understand the risk of  
23 having the pest; also, the safety of the materials. And  
24 unfortunately, this is something that's hitting us  
25 strongly.

1           Also, water is a big issue. And in fact, we were  
2 doing some interviews with the press just the other day  
3 about the fact that some of our growers and some of our ag  
4 people are grazers, including myself, have had to trim our  
5 herds because of lack of water due to the drought, also,  
6 partly due to the earthquake, which is a slightly  
7 different factor from what maybe some other areas might  
8 have, but it could be a factor in another area down the  
9 road here, where we actually have ranches who they don't  
10 have water left, they're trucking water.

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

17           Thank you.

18           SECRETARY KAWAMURA: Thanks, Joy.

19           FACILITATOR PENNY: Okay. Speaker 12,  
20 Kevin Kester.

21           MR. KEVIN KESTER: Good afternoon, everybody. My  
22 name is Kevin Kester. My family and I own and operate the  
23 cattle ranch and wine grape vineyard near Parkville,  
24 California. I serve as a second vice president for the  
25 California Cattlemen's Association. And as Karen knows,

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

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

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

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

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

24 So what are the biggest challenges in achieving  
25 this vision? Simply put, over-regulation. I'm talking

1 about the cumulative effects of legislative and regulatory  
2 actions for the most part from well-intentioned people who  
3 do not have an understanding of agriculture and how it  
4 operates on a day-to-day basis. I can use the beef  
5 industry as an example. Across the spectrum of national  
6 state, regional, local regulatory entities there are  
7 political bodies and agencies, along with their  
8 appropriate staffs, that are charged with the  
9 responsibilities of the particular mandates.

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

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

25 And at the local level, counties have our



1 planning departments, planning commissions, ag  
2 commissioners, Bob, health departments, boards of  
3 supervisors, on and on.

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

7           My point of all this is that when a person adds  
8 up the cumulative effects of all this regulatory activity  
9 and its intended and unintended consequences, agriculture  
10 reaches a tipping point where it becomes unattainable to  
11 keep the family ag operations in business, let alone  
12 seeing young folks or new operations being able to start  
13 up in agriculture business. And this leads right into the  
14 question of how the public perception of agriculture has  
15 changed already and how it will change going into the year  
16 2030.

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

22           It is important now and will be increasingly more  
23 important in the future to involve and educate the public  
24 and the folks working in our political and regulatory  
25 bodies about the production of food and fiber in our great

1 state. To maintain the stewardship as well as protecting  
2 species and habitat of the aforementioned 30 million acres  
3 of working landscapes, it is in the best interest of this  
4 state to keep agriculture viable and not send it over that  
5 tipping point.

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

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

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

20 In a few minutes you'll hear from high school  
21 students, but today I want to talk about how once FFA  
22 students get to college, how the success in high school  
23 translates to success in college. And in particular, I've  
24 noticed that past FFA members are having success in  
25 classes, extracurricular activities and job opportunities.

1           In several ag classes I have taken at Cal Poly,  
2 there's been at least a minimum, several concepts I've  
3 learned through the FFA. For example, I remember my first  
4 ag business 101 class. There's two regional leaders and  
5 friends I met the previous year. And as soon as the  
6 teacher -- or at the end of the class the teacher handed  
7 out a quiz to see where student's knowledge of California  
8 agriculture stood. And no sooner did the teacher hand out  
9 the -- the professor handed out the quiz, the three of us  
10 were done and waiting on the rest of the class.

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

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

25           And clubs such as the CFFA, Ag Ambassadors and

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

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

19           And you asked the question what's your vision for  
20 agriculture by the year 2030? First of all, the baby  
21 boomer generation will be out of production by then, so it  
22 will leave a hole for many young producers to be there,  
23 and I see the FFA as being a -- stirring the troops if you  
24 will. And it's evident that the skills and knowledge that  
25 kids learn in FFA also translate to college and life. And

1 kids that find success in FFA, are finding success in  
2 college. And so if FFA is truly the future of  
3 agriculture, then I think we are in good hands.

4 Thank you.

5 SECRETARY KAWAMURA: Thank you, Cody.

6 FACILITATOR PENNY: All right. Speaker 14,  
7 Pat Molnar.

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

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

24 Something that's very close to me is cattle  
25 ranching of course, and in our area we have many pieces of

1 land that have been sold to conservation easements, and  
2 those easements are directly managed by Department of Fish  
3 and Game or Parks and Recs. They won't allow you to graze  
4 them. We realize now that the cow has a lot to offer the  
5 land.

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

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

22           Thank you very much.

23           SECRETARY KAWAMURA: Thanks, Pat.

24           FACILITATOR PENNY: All right. We have speakers  
25 15, Caitlin Luis and Kevy Souza. And we'll find out if I

1 got close on those names.

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

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

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

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

23 After thoroughly researching current farm bill  
24 legislation in order to prepare for this contest, I've  
25 truly realized that I have a passion for ag policy and may

1 find myself pursuing a career in agriculture one year from  
2 now.

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

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

22 In order to ensure that agriculture is thriving  
23 by the year 2030, there is nothing more important than  
24 supporting career technical education and FFA programs in  
25 our schools.



1 MS. LUIS: California FFA has the highest  
2 membership of any other state with over 65,000 members,  
3 and it is important that we gain support for this strong  
4 group of developing youth.

5 California is currently facing a budget crisis  
6 and, unfortunately, the ag incentive grant which funds a  
7 majority of career technical education programs and FFA  
8 events has seen major proposed cuts. To see that a likely  
9 10.9 percent of the money for these funds could be cut,  
10 literally transferred to me as 10.9 percent of FFA  
11 chapters being stripped of their charter. Many programs  
12 struggle to get by as it is, seeing how an average career  
13 technical education class requires 50 percent more funding  
14 than any other high school class. The importance of these  
15 classes is in the name. They are literally preparing  
16 students interested in agriculture for a career in that  
17 field.

18 I simply cannot imagine what my high school  
19 career would be like without my involvement in the FFA.  
20 From debate team to prepared speaking to marketing plan  
21 team and leadership positions, the FFA has prepared me for  
22 so many real life situations that I simply cannot imagine  
23 how I would get by without it. It's saddening to think  
24 that budget cuts could deprive some students of these same  
25 opportunities.

1 MS. SOUZA: Though there are so many factors that  
2 will contribute to the success of California agriculture  
3 in the year 2030, it is not necessary for us to sit here  
4 and spout off our opinions about the water crisis or fuel  
5 conservation, because the fact of the matter is a solution  
6 to these issues is going to be created by future  
7 agriculture leaders, and those leaders will be shaped by a  
8 strong career technical education program. Looking 20  
9 years in the future, we can only hope that our children  
10 will be able to have similar experiences in FFA.

11 Thank you so much for your time.

12 SECRETARY KAWAMURA: Thank you, both of you.  
13 Keep up the good work.

14 BOARD MEMBER DOOLEY: May I make a comment?

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

20 BOARD MEMBER DOOLEY: I just want to say I had  
21 the privilege a couple of months ago being one of the  
22 judges at the state FFA speaking competition which Caitlin  
23 won. And I can assure you, if you want to have a sterling  
24 debate about the farm bill, talk to Caitlin; she knows  
25 whereof she speaks. And you probably gathered from her

1 presentation today that she's very able to represent  
2 California well at the national convention.

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

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

17 PRESIDENT MONTNA: Thank you.

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

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

23 My name is Megan Brownell. I'm am a past FFA  
24 reporter, and I come to you today representing as chair of  
25 the Young Farmers and Ranchers of San Luis Obispo County.

1 California agriculture will prosper because it  
2 must. No other area on this earth can combine the  
3 American dream with agriculture. From cattle ranches  
4 overlooking the ocean to microclimates growing exotic  
5 fruits in Los Osos Valley. San Luis Obispo  
6 agriculturalists are doing their best to maintain  
7 agriculture and satisfy urban needs.

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

18 The challenges my generation faces are the same  
19 challenges faced by agriculturalists in the 1920s. Fewer  
20 acres are planted due to urban sprawl and  
21 industrialization, laws and regulations increase, and  
22 water is diverted from natural paths to nurture crops and  
23 flow to manufacturing companies. The challenges are the  
24 same, it is their intensity that is multiplied.  
25 Therefore, the challenges lie in managing our resources

1 perfectly.

2           2030's public perception of agriculture will  
3 offer comfort to the public. The going-green concept  
4 pushing through media and major corporations today will  
5 force some agriculturalists to evaluate their contribution  
6 beyond crop and livestock production. By 2030  
7 environmental benefits provided by agriculture will  
8 possibly shed light on the fact that true agriculturalists  
9 have been stewards of the land for centuries. And so the  
10 public perception will be improved by 2030 as new methods  
11 combine with old ways of conserving agricultural land will  
12 increase in quality yields.

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

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

1 carton designs. Thankfully, the report included a tale of  
2 why milk prices are on the rise. The general public may  
3 feel the pinch in their wallets, but it is crucial that  
4 people understand how corn prices and supply shortages  
5 truly affect their dinner table.

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

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

19           The global market lends to another must-have.  
20 2030 folks need to learn to discuss again and not fear  
21 hurting reputations but rather discussing possibilities  
22 and sharing knowledge. 2030 is a better understanding of  
23 cultural differences. The global marketplace brings  
24 trade, trials and tribulations. When conducting business,  
25 both or multiple parties are doing their best to gain the

1 most benefit from their business partner. Some business  
2 is lost in this translation, and those few slips can  
3 contribute to the downfall of agriculture systems.

4           Maybe, just maybe we can have a vision in 2030  
5 that 2030 will be the next golden age when  
6 agriculturalists understand the agriculture system they're  
7 trading with, whether that is the next county or across an  
8 ocean. Maybe they can make a decision to improve another  
9 system instead of increasing their financial gain.  
10 Challenges and issues rise, fall and return, but education  
11 and global advancement will find agriculture prospering in  
12 2030.

13           Thank you.

14           SECRETARY KAWAMURA: Thank you very much.

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

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

22           My vision for California agriculture by the year  
23 2030 is an agriculture that is sustainable, more  
24 regionally based, less fossil-fuel dependent, even more  
25 diversified in terms of commodities, with an increasing

1 number of small- and medium-sized producers, greater  
2 utilization of direct marketing, even more attention to  
3 water use efficiency and more public participation.

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

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

25           In 2030 I see the general public as having much



1 more awareness of agriculture, awareness of where food  
2 comes from. Agriculture is more present in people's lives  
3 as there is a closer connection to it for most people  
4 through local and regional food systems. Increased  
5 awareness of the importance and value of sound agriculture  
6 will make it easier for the general public to see the  
7 wisdom of supporting agriculture and education in  
8 agriculture.

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

14           One of the things we must have to realize this  
15 vision or something like it is a commitment from state  
16 government to place major emphasis on sustainability in  
17 education. This would include wellness, gardening, and  
18 Farm To School cafeteria programs in lower grades and  
19 quality organic and sustainable agriculture programs in  
20 higher education. This would include line items for key  
21 sustainable agriculture programs in state budgets.

22           Public support for sustainable ag programs must  
23 be seen as a funding priority if state leaders are sincere  
24 about keeping California agriculture both healthy and  
25 competitive in a changing marketplace. Related to this,

1 California needs to attract more young people into its  
2 agricultural workforce. Young people will only turn to  
3 farming if they are excited by future opportunities and  
4 the ag programs made available to them in higher  
5 education.

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

21 Also, state government must be open and receptive  
22 to collaborations among state, private and NGO  
23 organizations. Organizations such as Sustainable  
24 Agriculture Resource Consortium at Cal Poly, for example,  
25 can play a pivotal role in facilitating these

1 collaborations; we are already active in this arena.

2 Thank you very much for listening.

3 SECRETARY KAWAMURA: Thank you, John.

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

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

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

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

18 (Recess.)

19 SECRETARY KAWAMURA: I know we're going to get  
20 started here in just a second, and while we still have a  
21 few people coming back, I just wanted to take a chance  
22 here, take the opportunity to say thank you to many  
23 people, including some of my staff that is here that is  
24 helping organize this, these events all over the state.  
25 Nancy Lungren, Robert Tse, Josh Eddy of course is here,

1 Jonnalee Henderson, Allison Heers, Shawn Cooper and Mike  
2 Smith behind the camera there.

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

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

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

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

24 EXECUTIVE DIRECTOR EDDY: We're good.

25 FACILITATOR PENNY: All right. So this is

1 speaker 19, Rob Rutherford.

2 MR. RUTHERFORD: Thank you. My name is Rob  
3 Rutherford. My appreciation to the Secretary and the  
4 Board for holding these sessions. I think they're very,  
5 very, critical.

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

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

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

20 I'm jumping around a little bit.

21 One of the questions you've asked here is what is  
22 the perception of agriculture in 2030. I think I would  
23 offer what the perception is today. And the perception of  
24 agriculture today is that it is a subset of society, it's  
25 a little enclave that's a part of society, and very often

1 it is looked upon as being in competition for scarce  
2 resources. Agriculture is a convenience on the landscape,  
3 we grab our food at the store, but agriculture is  
4 certainly not looked upon as anything much more than that.  
5 So in 2030 the perception must be very, very different  
6 than that.

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

17           Donella Meadows, who is one of the foremost  
18 systems thinker that the country's ever known, talked  
19 about ten ways to move a system. The easiest way is to  
20 use numbers; fines, incentives. By far the hardest way is  
21 to shift paradigms, but only by shifting paradigms can we  
22 make true progress. This needs to happen within the  
23 education system.

24           The programs like Ag in the Classroom does a  
25 fantastic job, certainly our agriculture educators at the

1 high school level do a fantastic job. I'd like to think  
2 that some of my colleagues at the university level do a  
3 fantastic job. But we need to move beyond that; we have  
4 to get agriculture education away from being something  
5 that you go over to the back of the school yard to learn  
6 about. It needs to be within the web of life of every  
7 single student in every single discipline at every single  
8 level.

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

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

25           We must have incentives that cause young people

1 to want to be farmers, that wear those blue jackets and  
2 the 4H uniforms and believe in the future of farming. I  
3 would absolutely love to see bumper stickers on cars that  
4 say, "My soil has more organic matter than your soil."

5 We will need to replace fossil fuel energy on our  
6 farms with human energy on our farms. We got our  
7 agriculture to this point with incredible creativity,  
8 unlimited resources and cheap oil and rich soil. And some  
9 of those things are going by.

10 As has been pointed out earlier by George Work,  
11 in his book "Collapse," written by Jared Diamond, he  
12 points out the five reasons that major civilizations have  
13 failed; and there was a variety of reasons, but the one  
14 that was common to all of them was their decision-making  
15 process. He brings up the people on Easter Island. What  
16 were they thinking when they cut down the last tree on  
17 Easter Island, which was fully forested? I've asked the  
18 question at the Ag in the Classroom meeting in Sacramento;  
19 what will we be saying when we pave over the last acre of  
20 land in California?

21 So we have to think about the fact that maybe  
22 we've gotten to where we are today, today's perception by  
23 the way we've made our decisions. We need to work to  
24 develop new decision-making processes. It's not for a  
25 lack of intent, it's not for a lack of intelligence or



1 wisdom, it is simply a matter that we have to come up, as  
2 George has said earlier, to come up with a decision-making  
3 process which can deal with the complexity of these  
4 incredible relationships that many have spoken about  
5 today.

6 Thank you very much.

7 PRESIDENT MONTNA: Thank you.

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

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

20 Since we're talking about agriculture issues, I  
21 as a farm worker, I want to give my opinion about certain  
22 treatments that go on with us with different countries, in  
23 this case Mexico. NAFTA has been a tremendous, I'm pretty  
24 sure you guys know, between Mexico and Canada where free  
25 trade came in and -- you guys know, sure, I don't need to

1 explain it. This decision will have a positive and  
2 negative impact on the people. For my community, this  
3 treatment has been a problem for us. We're literally  
4 forced to move -- culture, traditions, certain -- for  
5 people that depends on the agriculture labor, has to force  
6 to move to leave the place because they cannot compete  
7 with the prices of these corporations.

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

20           I also want to mention other consequences without  
21 mention that erases not the treatment, it erases any and  
22 all government regulation and trade which allows  
23 corporation to abuse small businesses, owner and labor.  
24 It weaken other economies and force farmers to only farm  
25 and focus on one crop to meet the demands. They destroy

1 biodiversity and deplete the soil of its nutrients, once  
2 again, pitting against our mother nature. For me, it's  
3 really important to take care of mother nature because who  
4 sustains life. And I encourage you to take leadership and  
5 prevent this kind of treatment because it also affects the  
6 agriculture system.

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

19           SECRETARY KAWAMURA: Permission.

20           MR. GARCIA: Yeah, permission to not the owner,  
21 but the people that work for the owner to come here. So I  
22 wanted to mention that. And so, yeah, so they can give  
23 you their participation and their opinion so you guys  
24 can -- because the camposenos, they're a key factor on the  
25 agriculture system.

1           And so thank you for hearing my opinion. And I'm  
2 glad that you are doing this where people can give their  
3 opinion, and thank you for being here.

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

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

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

18           MR. GARCIA: Thank you. Thank you.

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

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

23           SECRETARY KAWAMURA: Sure, you bet.

24           MR. GUERRERO-TAPIAS: My English is not good, I  
25 need help there.

1 SECRETARY KAWAMURA: Okay.

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

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

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

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

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

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

22 I want to join with all the voices that we've  
23 heard today and all the voices in general that are here to  
24 support a strong agricultural industry in California and  
25 to join the voices that show that not only has this

1 industry been successful, but it's time to move forward  
2 and progress.

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

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

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

20           Also really pushing strong markets, new markets  
21 both in this country and in other countries and really  
22 getting back to the point of immigration reform and really  
23 working with the system, within the system, outside of the  
24 system to really reform the immigration policy to make for  
25 a more stable workforce, a workforce that feels healthy,

1 that feels secure, that feels strong and comfortable in  
2 their employment and not be threatened with immigration  
3 disputes, not be threatened with being kicked out of the  
4 country, not being penalized illegally for actions that  
5 are happening in the field that many don't know about. So  
6 really, the point being we need strong immigration reform  
7 that values the workers that are here.

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

15 MR. GUERRERO-TAPIAS: Thank you.

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

25 And many times we talk about what this vision is;

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

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

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

23 FACILITATOR PENNY: Speaker 22. Natalia  
24 Bautista.

25 (Mr. Eric Cardenas translated for Ms. Bautista)



1 from Spanish to English.)

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

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

20 I'm very happy that there is an opportunity to  
21 talk about the agriculture industry, how it functions, the  
22 environmental implications of farming, sustainable  
23 farming, and also to take into consideration mother earth.  
24 And also please take into account the voice of the  
25 workers, the voice of the workers who are not here today,

1 who plant the fields, who pick the fields, who harvest the  
2 fields, who help pack the materials and help ship the  
3 materials and get them to their ultimate destination.  
4 Please consider the voice of this very important  
5 constituency which cannot be here today and makes the  
6 agriculture industry what it is.

7           Okay. It's not the same when I say it.

8           But it's important to recognize the thousands of  
9 people that are in the field that are not here who live in  
10 fear; they work in fear because they don't have a simple  
11 piece of paper that entitles them to be here. They live  
12 in fear of deportation, they live in fear of constant  
13 harassment, and this is just not an appropriate way to  
14 live.

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

24           And I just want to leave you with this final  
25 thought, to please fight for the rights of workers who

1 make the industry what it is and really fight to support  
2 them who are working to survive and to feed their families  
3 and to stay here in this place and just to support that  
4 cause and make sure to not forget the importance of the  
5 workers in this industry.

6 Thank you.

7 FACILITATOR PENNY: Speaker 23, Eric Cardenas.

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

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

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

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

1 various perspectives.

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

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

21           But partnerships between government agencies,  
22 community groups and farmers, targeting the preservation  
23 of key tracts of land statewide is imperative for farming  
24 and ranching to continue. Funding this type of  
25 initiative, some of it has already been done, some of it

1 has not been thought of yet, but funding will take  
2 creativity, require a new form of communication between  
3 historical adversaries, business interests, nonprofit  
4 organizations, other agencies and more. We cannot  
5 continue to gobble up farmland and open space as we have  
6 in the past, and that's been stated before.

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

19           We're dealing with these issues in Santa Barbara  
20 County, San Luis Obispo County with endangered species;  
21 the discussions have not always been easy, and they're  
22 going on, but we need to bring those discussions to a new  
23 level where people can come to the table, think about  
24 solutions and incentive-based solutions and figure out the  
25 best way to protect the species and the farmer.

1           In addition to financial incentives, encouraging  
2 preservation of our natural resources, programs that  
3 demonstrate how farming and resource protection are  
4 compatible should be held up as models for others to  
5 duplicate. Farmers should be encouraged and rewarded for  
6 offering farm and ag education, agricultural tours,  
7 habitat restoration and other programs that demonstrate to  
8 the public how ag lands can be used not just for food  
9 production but as a tool to help conserve open space,  
10 critical habitat and species.

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

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

24           Talking about the consumers, in order to truly  
25 making the agriculture industry valued by all

1 Californians, healthy food has to be accessible to all  
2 Californians. This includes food access for low-income  
3 Californians who often pick the food but cannot afford to  
4 buy it, as well as youth within the school system. To  
5 this end, new infrastructure is needed for increased focus  
6 on regional food production, distribution and consumption.  
7 Direct collaborations between growers and local schools  
8 via Farm To School programs should be required, as this  
9 would meet multiple goals, including food access,  
10 increased health among youth and young populations and  
11 increased viability and direct markets for local  
12 producers.

13           The last bit, and I know I'm out of time, I  
14 apologize, is on farm workers. I don't think there's been  
15 enough representation here today talking about this  
16 critical asset. I apologize for going over.

17           We need to value and honor our labor force. It's  
18 emotional, because they should be here, you know. If it  
19 were not for the hands of these laborers, the farm -- take  
20 a second here. If it weren't --

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

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

24           PRESIDENT MONTNA: The poor guy's been working  
25 overtime. We're going to give him an extra minute or two

1 so he can finish up.

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

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

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

23 Finally, in speaking of health care, it is  
24 imperative that the health care field be engaged in the ag  
25 system from training on recognition and management of



1 pesticide poisonings to treatment of preventive steps such  
2 as encouraging healthy diets to their patients, to  
3 institutional buying. The health care community is a  
4 player that has long been on the sidelines when it comes  
5 to food access and food policy but which is an  
6 increasingly important partner that needs to be brought  
7 into the discussion.

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

16           So thank you for your time.

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

1 FACILITATOR PENNY: Speaker 24, Noemi Velasquez.

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

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

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

19 Increase the participation of health care  
20 providers in the work of building a sustainable  
21 agriculture and food system, include concepts of health  
22 and wellness into traditional planning, education and  
23 training in agriculture, support new and existing Farm To  
24 School programs that increase the health, food and  
25 nutrition awareness, especially in communities who don't

1 have access. I know a lot of our low-income communities,  
2 even the farm workers, don't have access to healthy foods.  
3 It's imperative that the people who are picking have  
4 access to the food supply they are producing for  
5 California.

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

17 Thank you.

18 FACILITATOR PENNY: Speaker 25, Anna Negranti.

19 MS. NEGRANTI: Hello. I'm Anna Negranti with the  
20 San Luis Obispo County Cattlewomen. I'd like to thank the  
21 Board for coming to see us this afternoon, and I'd also  
22 like to thank our incredibly and informed speakers. It  
23 must be very important to all of you to come here today.  
24 It's important to me because this is my 50th birthday and  
25 I came to this.

1 I've thrown out my notes because I find that all  
2 of you are so eloquent in speaking for your individual  
3 groups. And one of the earlier speakers used the phrase  
4 "It is clear." The only thing that's clear to me is that  
5 you've got an incredible challenge ahead of you in  
6 balancing all these varied interests. California is  
7 diversified not only in the number of crops and livestock,  
8 things that it produces, but also in the different ways  
9 that we want to produce it.

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

19 We also need to be looking at the emerging  
20 markets. India and China are sleeping giants who are  
21 going to be demanding a larger quantity of high quality  
22 food. As Californian agriculturalists, we need to be able  
23 to have access to those markets and we need to do it by  
24 producing food that is not only wonderful in quality but  
25 also affordable and in quantity.

1           One of the things that we've all agreed on here  
2 is there needs to be more education, not only on the  
3 secondary level, in producing stronger agricultural  
4 agriculturalists, but in producing stronger, informed  
5 consumers. One of the ways that Cattlewomen are helping  
6 with that is participating in Ag in the Classroom and also  
7 participating in our local San Luis Obispo County Ag  
8 Education Committee.

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

17           SECRETARY KAWAMURA: Thank you.

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

20           MR. PETERSON: Good afternoon, Mr. Secretary,  
21 Members of the Board. Thank you for this opportunity.

22           I'm going to stick my neck out and wish everyone  
23 a happy rain year. And here's to a happier rain year.

24           I'm the Deputy Director of the Agriculture and  
25 Land Based Training Association, better known as ALBA, in

1 Salinas, California. We are a small farm business  
2 incubator program, a nonprofit organization that owns and  
3 operates two organic farms. We have 150 acres under  
4 cultivation by 30 farmers this year, who are either in  
5 their first through ninth years of farming at various  
6 levels and various acreages.

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

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

1 increasing ethnically diverse.

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

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

19           In terms of a vision, we want to encourage  
20 partnerships and programs that protect farmland while also  
21 creating economic opportunities for young farmers and  
22 bringing healthy and culturally-appropriate fresh foods to  
23 communities that need them. We want to create public and  
24 private partnerships to develop regional food system  
25 infrastructure.

1 ALBA created an entity called ALBA Organics six  
2 years ago, and we've had 30 to 40 percent annual growth  
3 every year since in terms of our sales on behalf of the  
4 farmers with whom we work. And institutions are embracing  
5 that model. Stanford University is one of our  
6 longest-time clients. The University of California Santa  
7 Cruz is one of our largest clients right now. Delaware  
8 North Corporation, which operates the food concessions at  
9 Asilomar and Yosemite and Kennedy Space Center and all  
10 sorts of ballparks and so forth, they're buying local  
11 foods. So there are -- there is wisdom taking hold in  
12 systems on a broader level than we might imagine when it  
13 comes to, you know, recognizing farmers' markets and so  
14 forth, it's expanding radically.

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

24 Turning to some of the challenges that we face, I  
25 think one of the greatest challenges is to develop a



1 perspective that integrates public interests with the  
2 prerogative of the industry. I would bet that 20 or 25  
3 years ago in a similar forum people were talking about the  
4 need for the industry to reach out to the greater public.  
5 It's really requiring a paradigm shift. The public  
6 perception that we want to pursue, I believe, is that the  
7 public really recognizes themselves as true industry  
8 stakeholders. As John Phillips noted earlier, the public  
9 awareness will grow. This is inevitable. The beast is  
10 out of the cage and it's up to us to really engage them in  
11 a proactive manner and to embrace diversity in the  
12 process.

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

22           Thank you.

23           SECRETARY KAWAMURA: Thank you, Gary.

24           FACILITATOR PENNY: And now as we transition to  
25 speaker number 27, Meredith Bates, I just wondered if the

1 Secretary and the President want to say as we're  
2 approaching 3:00, if you want to say anything about time  
3 so that folks -- there are about 12 speakers left -- know  
4 about the opportunity to continue to speak. I just didn't  
5 know if now was the time.

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

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

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

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

18 So go right ahead, Meredith.

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

1 nutritious food for the frail elderly, the homebound  
2 population, and those living in residential facilities in  
3 our county.

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

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

24           I would like to see funds allocated so that local  
25 farmers could bring produce to the senior centers in the

1 communities. I go sometimes to the senior centers, and  
2 whenever fresh produce arrives, it is gone right away.  
3 There's tons of old bread laying around, but the produce,  
4 the vegetables and fruits are gone immediately. So we  
5 need to provide for our seniors and our elders.

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

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

21 So I appreciate your listening. Thank you very  
22 much.

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

1 participants was with the seniors, how what a great  
2 resource they are in allowing people to learn how to cook.  
3 So many people don't know how to cook. But in the senior  
4 citizen arena, there are so many incredible long-time, you  
5 know, cooks that are able to maybe be mentors in that  
6 arena. So in the same way that we do have a senior  
7 citizen food stamp program, that has just been resurrected  
8 for the state, as an announcement I guess I can make, we'd  
9 be very interested to continue to pursue some of those  
10 ideas.

11 So thanks for your comments.

12 FACILITATOR PENNY: Speaker 28, Jeff Buckingham.

13 MR. BUCKINGHAM: Every thought I could have  
14 expressed has been expressed. I'd like to pass my time on  
15 to the others. Everything I could have expressed has been  
16 expressed here today.

17 Thank you.

18 FACILITATOR PENNY: Speaker 29, Sheryl Flores.

19 MS. FLORES: Good afternoon. I'm Sheryl Flores  
20 from People's Self-Help Housing. We're a nonprofit and we  
21 produce housing, affordable housing for farm workers and  
22 other low-income people, populations in San Luis Obispo,  
23 Santa Barbara and Ventura counties. And I want to thank  
24 you for conducting this session here and all over  
25 California and also thank the audience for listening and

1 speaking today.

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

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

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

20           Thank you.

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

1 found that fascinating, facilities available.

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

7 PRESIDENT MONTNA: Yeah, volume, yeah.

8 MS. FLORES: Thank you.

9 FACILITATOR PENNY: Speaker 30, April  
10 England-Mackie.

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

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

21 I work for a company called Martin Jefferson &  
22 Sons. We've been farming since 1862. We're a  
23 six-generation family farming company that farms over  
24 3,000 acres all the way from San Ardo to Castroville. And  
25 the "I Love Spinach" bumper sticker, that was me. So we

1 grow spinach, artichokes and other row crops.

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

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

22 There are all these different groups and  
23 organizations out there that try to get us to buy local,  
24 buy California, but it really does need to come from a  
25 state level and it needs to be a cumulative effort. And I



1 think that on behalf of CDFA that you guys have done a  
2 great job and that is one program that we definitely can  
3 continue. And it has grown and I personally have seen it  
4 more often in the storefronts as well. I think that  
5 working to educate the public is also another aspect of  
6 education and that the Buy California campaign can help  
7 that.

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

19 I think basically what's happening here, and this  
20 is what happens with most of us in the ag industry, is  
21 we're preaching to the choir. I think every single one of  
22 you has probably heard about every single aspect that has  
23 been discussed here today. But the problem is educating  
24 the individuals in the cities or in the rural areas that  
25 do not have an education regarding where their food comes

1 from, where it's produced and how much it costs. So I  
2 think that as -- and you may sit back and wonder, why is  
3 California, why is that our job to educate the world?  
4 Well, it's because we are the largest producers in the  
5 world. And I highly doubt that there's a board this large  
6 or individuals in a room this big in other parts of the  
7 U.S. and other states doing this same thing. This just  
8 shows how strong our ag industry is, and it is all of our  
9 jobs to educate an individual.

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

1           So thank you for your time, and I look forward to  
2 a better, stronger Buy California campaign.

3           FACILITATOR PENNY: Speaker 31, Kathleen  
4 DeChadenedes.

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

17           Human beings are hardwired for pleasure. I have  
18 never been a believer that, you know, your waggled your  
19 finger at somebody, eat it, it's good for you. You know,  
20 it's got to be good. And in California we produce some of  
21 the most delicious food in the world. Clean in terms of  
22 being environmentally friendly, produced within the  
23 rhythms of nature, and just in terms of social equity for  
24 the farm workers, for access to good food, for all  
25 segments of our population.

1           I've spent most of my working life as a  
2 professional chef and so I have a deep relationship with  
3 food. I love to cook at home, I've cooked professionally.  
4 I like to pickle, can, preserve, grow; and I'm shocked  
5 when I run into people who have no idea how to do  
6 anything. I talk about, you know, I made my own  
7 sauerkraut and did this; and they look at me like I've  
8 been living in a cave somewhere. You know, this is our  
9 connection to our cultural roots, to our family  
10 traditions, to ethnic traditions, to preserving our food  
11 traditions is something that I think, it really helps us  
12 appreciate agriculture, it helps us support agriculture.

13           I keep wondering, you know, how are people going  
14 to support our farmers at the farmers' market and CSA if  
15 they look at a celery root and they'd rather go bowling  
16 than cook it. I think we need to return -- somehow I'd  
17 like to see us return to, I hate to use the word home ec,  
18 but teaching our children how to cook, teaching them about  
19 food, making the lunchroom something besides a battle zone  
20 where children actually sat down at a table with elders,  
21 with community members, with their teachers and ate like  
22 human beings.

23           If any of you have ever seen what they do at  
24 schools in France, it's kind of weird. When the teachers  
25 come to a PTA meeting, they argue about the quality of the

1 lentils that have been served to the children, they don't  
2 want to talk about the curriculum. And the children  
3 actually sit down and are served a three-course meal.

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

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

21           I want to also say that my day job, I work as the  
22 food service manager for the Migrant and Seasonal Head  
23 Start Program, I'm in six counties in California, and it's  
24 amazing to see the disconnect in serving these kids,  
25 sometimes the only wholesome meal that they get to see

1 during the day, two thirds of their calories, two thirds  
2 of their nutrients. Their parents are out there picking  
3 strawberries and broccoli all day and they may not have a  
4 place to cook, they may not have access to good food, they  
5 have no time to cook. And so seeing what's happening in  
6 our agricultural system and trying to make sure that these  
7 kids have access to good healthy food. Their parents are  
8 out there picking broccoli, and it's getting sent all over  
9 the world, and, you know, sometimes their access to that  
10 very food is quite limited.

11 So thank you very much.

12 PRESIDENT MONTANA: Thank you.

13 FACILITATOR PENNY: Speaker 32, Richard Enfield.

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

20 California agriculture and agriculture in the  
21 central coast is different than most of the nation, and we  
22 believe it will continue to be different in 2030. It has  
23 always been a capital-intensive but simultaneously very  
24 seasonally labor-intensive agriculture. California  
25 agriculture has both a strong dependence on distant

1 markets and ever-growing demands for locally-produced  
2 products, which we've heard many times today. Having  
3 access to a combined one million local customers in Santa  
4 Barbara, San Luis Obispo and Monterey County is certainly  
5 preferable to having only three quarters of a million  
6 customers in all of North Dakota, just as an example.

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

14           We also have dozens of commodity cycles going on  
15 simultaneously with the central coast producing more than  
16 100 individual crops. This leads to constant instability  
17 with a commensurate need for science-based information  
18 that allows rapid adjustments, and a couple of speakers  
19 earlier mentioned that as well.

20           The foundation for the development of this mobile  
21 and highly-productive system has been the development of  
22 research information by the campuses and local,  
23 county-based cooperative extension programs of the  
24 University of California. These basic inputs of crop  
25 production and protection have allowed agricultural

1 producers to develop many production options to meet  
2 changing environments, exploit opportunities, and be  
3 competitive in both domestic and foreign markets.

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

21           Most people here that know me today thought I was  
22 going to talk about 4H, and I said other things -- I had  
23 other things to talk about. But just to piggyback on the  
24 last speaker, I'll say 4H is one organization like FFA and  
25 other organizations that really does teach young people



1 and adults about food and nutrition. So I wanted to get  
2 that in.

3 Thank you for your interest and time.

4 SECRETARY KAWAMURA: Thank you.

5 FACILITATOR PENNY: Speaker 33, Kay Mercer.

6 MS. MERCER: Hello. Thank you for allowing me to  
7 come to speak to you. I'm Kay Mercer and I'm with a  
8 watershed coalition here on the central coast. And I  
9 started with the coalition about four years ago. When I  
10 took the position, I thought that everything I would be  
11 doing would be very single-issue focused, that it would be  
12 all about water quality and the conditional waiver and  
13 growers implementing management practices. Couple weeks  
14 after I was hired, the conditional waiver was adopted, and  
15 we spent about a year working on the conditional waiver.

16 A year into the job I realized that really what  
17 was going on is that there were a lot of things, a lot of  
18 barriers that growers have to overcome in order to work on  
19 water quality issues, and I started calling those barriers  
20 institutional barriers. Some of the examples are there's  
21 been a lot of mention about food safety here. So what  
22 happens if a grower takes out all the environmental  
23 practices? How does that impact wildlife? How does that  
24 impact water quality? And he has to do that because the  
25 growers and the packers that he sells to must do that in

1 order to sell their produce. So what happens then? Well,  
2 that becomes a very complex issue. The issue of food  
3 safety becomes an institutional barrier for a grower to  
4 protect water quality.

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

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

1 single-source, single-resource policies on growers,  
2 because growers aren't producers of water quality or  
3 producers of clean air, they're the people where all the  
4 regulations snowball down and impact all of them.

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

13           Thank you very much.

14           FACILITATOR PENNY: Speaker, 34, Charlie Whitney.

15           MR. WHITNEY: Good afternoon. Charlie Whitney.  
16 I'm in the cattle business, small cattle operation east of  
17 Santa Margarita. I've been at it as a first-generation  
18 Californian for about 30 years, even though I'm a little  
19 bit older than that.

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

25           I was looking at your list over here, what we're

1 supposed to be addressing, and unless your vision for  
2 agriculture and indeed for business in California in some  
3 20 years or so is something other than a capitalist-based  
4 entrepreneurship, economics is going to dictate really  
5 what's going to happen. And as you pile regulation on top  
6 of regulation on the producers in the agricultural sector  
7 of the economy, the less the economics of it all make  
8 sense.

9           When I moved here some years ago, a little over  
10 30 years ago, I attended some early ag economics  
11 conferences that were -- and I think one of the  
12 speakers -- they were put on by I believe the farm bureau.  
13 One of the speakers was an economist, and I can't remember  
14 his name, but he was from UC Davis. And he was telling us  
15 that even though our margins in agriculture were becoming  
16 slimmer and slimmer, we were really doing well because the  
17 value of our land was so much greater, which I think is a  
18 very interesting argument. And that leads up to the point  
19 that I'm trying to make.

20           As the profitability in the business diminishes  
21 year after year, generation after generation, there are  
22 going to be people who are a lot less interested in using  
23 that land for agricultural purposes and are going to be  
24 more enticed into going a different route. When you look  
25 at the price of land here on the central coast, it's

1 pretty hard to grow lettuce on it if you have to actually  
2 pay market and take all of the risks that are involved  
3 with it. I'm not sure what the answer is.

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

14 Thank you very much for being here today.

15 PRESIDENT MONTNA: Charlie, just so you know, the  
16 first hearing we had when many of us came on the Board in  
17 2005 in like March was Bill Pauli testifying, he was then  
18 president of California Farm Bureau, on the regulatory  
19 climate in this state. And we have been sending that  
20 message to those that will listen since then. I'd love to  
21 tell you that we've made more progress than we have. I'm  
22 going to tell you we're not quitting and we are continuing  
23 to take on an effort with the administration and anybody  
24 that will listen, because many of us are producers, but  
25 our public members are just as supportive because that's

1 what in the end makes California agriculture competitive,  
2 to support our farm workers, our industry, our  
3 infrastructure; and we're not quitting on it, I'll  
4 guarantee you that. Okay. Now, whether we make the  
5 progress we'd like to, the court's still out on that one.

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

8 PRESIDENT MONTNA: We may be calling you.

9 FACILITATOR PENNY: Speaker 35, Dick Knuck.  
10 We're going to speaker 36, Lisa Bodrogi.

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

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

24 I'm also an employee of the Teixeira Farms  
25 family, a fifth-generation farming family in the Santa

1 Maria Valley. We farm vegetables and strawberries. And  
2 I'm a long-time advocate for agriculture. Again, it's my  
3 pleasure to be here and share my vision of California  
4 agriculture by 2030.

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

15           My vision includes practical and sound solutions  
16 to address public health and welfare issues, such as food  
17 safety, water and air quality, energy consumption, and  
18 labor and immigration reform; a world where social and  
19 environmental equity is based upon sound science that  
20 takes into account our human needs and conditions as part  
21 of the ecosystem; where agriculture of all types, whether  
22 commercial, hydroponic, organic, meat, poultry, dairy,  
23 field or nut crop, wine or flowers is all regarded and  
24 respected as productive agriculture, a part of our roots  
25 and heritages and too valuable to lose in our country.

1           My fear is that agriculture in our country will  
2 be all but nonexistent, that any food or fiber that is  
3 produced in our country will be undercover and in small,  
4 confined areas; where children will learn about  
5 agriculture in their history books and the place of origin  
6 where their food comes from in geography class; our  
7 government will struggle with escalating costs of food,  
8 and our American families will need to make tough choices  
9 on the quantity and quality of food they are able to put  
10 on their tables; annual vaccinations will become necessary  
11 to avoid food-borne diseases from food produced in other  
12 countries lacking the same high standards for food safety  
13 and quality assurance; wars will eventually break out over  
14 food and production rights and territorial boundaries.  
15 Sounds hauntingly familiar, doesn't it.

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

20           Bottom line is agriculture is our food system.  
21 Agriculture needs water, land and labor to survive. We  
22 need water, air and food to survive. That makes  
23 agriculture as important to us as the air we breathe and  
24 the water we drink. We need to develop public policy  
25 based upon environmental, social, and economic principles



1 that keep farmers farming. If they farm, we eat; it's  
2 that simple.

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

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

20           Ag should be viewed as a partner in environmental  
21 stewardship, as a bank for alternative energy solutions,  
22 wind, solar, water and natural gas, and ag should be  
23 credited for the stewardship that has already occurred and  
24 real incentives for the continuation of this stewardship  
25 rather than public policy continually resetting the bar

1 higher and higher making it nearly impossible for farmers  
2 to continue farming.

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

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

24           There has to be a better balance of resources  
25 with agriculture at the top rather than the bottom of the

1 food chain. If we don't get serious about its protection,  
2 it will be gone. We will lose agriculture as a resource  
3 and become dependent upon other countries for our food  
4 supply as we are currently for our fuel.

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

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

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

17           MS. DAVIES: Thank you. I have some handouts for  
18 you. I'm primarily going to be speaking today -- my name  
19 is Phyllis Davies -- on the first two questions. And I'm  
20 a Cal Poly graduate in ag business and I have -- I come  
21 from a family that I can't even count the generations of  
22 farmers. I admire people that know exactly how many  
23 generations of farmers they come from, but I don't, it's  
24 really an unbroken line. I came up through 4H before FFA  
25 allowed women to be in FFA.

1           At one time I worked for a feed yard that fed  
2 125,000 to 150,000 head of cattle a year. I handled --  
3 managed their inventory and I handled their public  
4 relations in addition to cowboying for them. And I have  
5 continued to be involved in agriculture.

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

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

21           The first article that you will see in your  
22 handouts is by Tim LaSalle, someone that you, many of you  
23 know and have worked with. And he, by the way, he sends  
24 his regards to all of you. And one of his opening points  
25 there in that handout is there's no question that a

1 perfect storm of factors from rising oil prices to growing  
2 climatic impact of global warming are creating a silent  
3 tsunami of global hunger. Pesticides and chemical  
4 fertilizers used for the last 50 years has produced a huge  
5 greenhouse gas burden through the manufacturing, transport  
6 and routinely escape into the atmosphere from agriculture  
7 fields. Additionally, chemical runoff has polluted our  
8 waterways.

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

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

24           And you'll notice in that article there's several  
25 annotated references. And an interesting addition into

1 that is Tim now works as the CEO for Rodale Institute, and  
2 there is a crop conversion calendar for people who are  
3 interested in moving to -- a crop conversion calculator,  
4 and it's a tool that can be easily used on any zip code in  
5 the United States, and it brings in the USDA projections  
6 and their research of 60 years in relationship to shifting  
7 over to organic if that's something that farmers want to  
8 consider.

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

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

25           And our lives are going to change as a result of

1 fuel supplies and our civilization will change. And are  
2 you willing to make the policy on the state and national  
3 investment level now as well as your personal changes in  
4 your life for yourself, your children, your grandchildren  
5 and our world?

6 SECRETARY KAWAMURA: Thank you, Phyllis.

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

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

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

1 be proactive and help shape what it's going to look like  
2 in another 20 years.

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

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

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



1 where they intersect.

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

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

22           These issues, environmental protection, access,  
23 rural communities, diverse economies, food safety, food  
24 protection, environmental protection all came together,  
25 and how wonderful was it that we all got to partner up

1 with some fairly unusual partners, you know, from mayors  
2 of very large cities to, you know, children, nutrition  
3 activists, environmental activists, farmers, and also  
4 between states, you know, especially crops, you know,  
5 Florida, New York, California. So I think this is really  
6 the beginning of what's to come.

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

15           There is a reason that farmers, a lot of farmers,  
16 like to be on the farm, and it's because they're sort  
17 of -- you know, farmers are cool, but sometimes they like  
18 to be alone, and that's my experience with some of the  
19 guys that I know. But you know what, when you talk to  
20 people out on the street, if you ask just a really I'll  
21 say a non-farm person, but you ask them, they talk about  
22 trusting the farmer, they talk about trusting the farmer.  
23 There's something that we need to really be taking forward  
24 about connecting with the people, connecting with the  
25 place, connecting with what agriculture, you know, means

1 to our state, to our economy, to the environment and where  
2 it plays with all of that.

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

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

23           SECRETARY KAWAMURA: Thank you, Kris.

24           FACILITATOR PENNY: So with that speaker, we're  
25 now through our list of speakers. And so as I turn this

1 back over to Secretary Kawamura and President Montna, I  
2 want to thank everyone in the room for doing their job so  
3 well. And let me turn it back over to the Secretary and  
4 the President.

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

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

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

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

25 PRESIDENT MONTNA: The Secretary and I are

1 starring on You Tube if you'd like to -- he's been  
2 contacted, a couple of Hollywood contracts already, but so  
3 if you'd like to view that.

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

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

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

11 Marvin Meyers.

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

22 PRESIDENT MONTNA: Dan, anything?

23 Ann, anything?

24 By the way, Karen, before I give this to Karen,  
25 Karen Ross, as many of you know already, but Karen, we

1 started this effort, shared all the initial efforts, will  
2 be very involved in helping us put all this together and  
3 led the way, and been quiet today, which you know Karen,  
4 she's very quiet and won't be for long the Secretary says,  
5 but anyway, I want to acknowledge Karen's great effort.  
6 We wouldn't be this far without her.

7 Karen.

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

22 BOARD MEMBER HALLSTROM: I ended up getting in  
23 here late because I got stuck in San Francisco fog, but I  
24 want to tell you how much I really appreciated hearing  
25 from the farm workers that were able to be here and those

1 that spoke on their behalf and those that were willing to  
2 come out and talk about housing. That has been a real  
3 tough issue for California agriculture and the ag industry  
4 from farm workers and farmers themselves, and we need your  
5 voices to help us accomplish some of these goals. We  
6 can't do it by ourselves. I've been talking till I'm blue  
7 in the face for the last 23 years on this, and I really  
8 appreciate all the help we can get on it. So thank you so  
9 much.

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

17           I also would like to make a special thanks,  
18 someone had mentioned earlier that this has been a process  
19 that -- actually, our last speaker, Mrs. O'Connor, Kris,  
20 Kris was saying, you know, the process of going through a  
21 farm bill, listening sessions and the work that was done  
22 by Roots of Change, Michael Dimmock is over here, there's  
23 been a lot of work across the country, whether it's -- we  
24 were talking about big agriculture, small agriculture, all  
25 aspects of agriculture trying to recognize that the future

1 doesn't look that predictable. That unpredictability is  
2 kind of a hallmark of not a good thing for ag systems in  
3 general. So knowing that, that's why these things are so  
4 important.

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

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

22           And lastly, I think somebody -- Gary Peterson --  
23 I don't know if he's still in the room. Was it you that  
24 mentioned that the public is starting to recognize that  
25 they're stakeholders in their food supply? That's a



1 really important comment, because when they do recognize  
2 that they're stakeholders, of course they should always  
3 recognize this -- I will always say that one of the  
4 biggest dangers we have is the luxury of abundance, and in  
5 that luxury of abundance a lot of people assume that food  
6 can come in any number of different ways and then they  
7 demand that, then it's delivered that way, then they say  
8 let's legislate it that way or mandate it that it comes  
9 that way. There's a bit of a danger in that, there's an  
10 excitement in that, it's two-sided in that because  
11 ultimately the producers are able to deliver or they're  
12 not, the marketplaces. And people mentioned it's  
13 economically viable or it's not.

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

20           So with that, any other comments from the crowd?

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

25 Thank you.

1           PRESIDENT MONTNA: Thank you very much. And as a  
2 reminder, we're in Tulare tomorrow, Oxnard the 7th,  
3 Escondido the 8th, two meetings in Oxnard, one at night.  
4 If your friends and neighbors didn't show up here, please  
5 spread the word. Thank you very much for your attendance.

6                       (Thereupon, the July 1, 2008,  
7                       California Department of  
8                       Food and Agriculture  
9                       Vision Listening Session  
10                      was adjourned at 3:45 p.m.)

11                               --oOo--

12                               \*\*\*\*\*

13

14

15

16

17

18

19

20

21

22

23

24

25

## CERTIFICATE OF REPORTER

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

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

IN WITNESS WHEREOF, I have hereunto set my hand this 14th day of July, 2008.

PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345