

Buy California Marketing Agreement**1521 I Street, Sacramento, CA 95814****Grant Amount: \$100,000**www.californiagrown.org

Project Purpose: The California Grown marketing program was developed in 2003 to build consumer demand for California products in California. Nineteen commodity groups are on the Board that oversees this successful campaign, which has generated an estimated \$897 million in economic activity. To reenergize the campaign in retail outlets statewide, the program proposes to work closely with corporate retailers to develop new downloadable point-of-sale promotional materials for eligible specialty crops that will fully integrate into existing store capabilities, with the goal of expanding customized promotions (recipe cards, sales flyers, grocery bags, in-store posters, etc.). The program will also create a monthly web-based outreach targeting key buyers.

Central Coast Vineyard Team**835 12th Street, Ste.204, Paso Robles, CA 93446****Grant Award: \$85,710**www.vineyardteam.org

Project Purpose: California growers have been steadily adopting more sustainable farming practices, but are concerned about recovering the cost of some of these practices. A well-established team of wine grape growers proposes to “test the waters” of consumer demand for wines that are “sustainably grown” using standards they have developed in the last decade. This will be the final step in that long range vision to show whether the marketplace is ready for the “sustainable” label and whether, through an intense marketing effort, these wines can command a price premium that will entice growers to commit more acreage to conservation farming practices.

California School Nutrition Foundation**210 N. Glenoaks Blvd., Ste C, Burbank, CA 91502****Grant Amount: \$100,000**www.calsna.org

Project Purpose: The California School Nutrition Association has proposed a garden bar project that will subsidize installation of salad bars in forty schools to increase access to nutritious fruits, vegetables and nuts in school breakfasts and lunches. Not only will this result in increased purchases from California specialty crop growers, but the evaluation component also will provide a model for other schools in their efforts to market healthy meals to children.

California Sustainable Winegrowing Alliance**425 Market St., Ste 1000, San Francisco, CA 94105****Grant Amount: \$100,000**www.sustainablewinegrowing.org

Project Purpose: Collaboration between industry and academic partners proposes to examine all data pertaining to emissions and offsets of greenhouse gas to better understand the grape growing sector’s greenhouse gas “footprint.” A better understanding will allow the industry to accelerate development of mitigation measures and prioritize research needs.

CDFA – Detection and Eradication Tools for Exotic Fruit Flies

1220 N St., Sacramento, CA 95814

Grant Amount: \$200,000www.cdfa.ca.gov

Project Purpose: This non-competitive project explores the feasibility of using various combinations of new generation pesticides and lures for maximum effectiveness in the Department's statewide detection and eradication programs for exotic fruit flies.

Project Apis m. – Evaluation: Sampling Honey Bee Health

1750 Dayton Rd., Chico, CA 95928

Grant Amount: \$100,000www.projectapism.org

Project Purpose: Three-quarters of the nation's commercial honey bees travel to California for the specific task of pollinating over \$6 billion in California's crops. The mysterious nationwide decline in bee colonies is already having an impact on our farmers. This proposal will work directly with beekeepers to develop a scientific evaluation protocol for sampling honey bee health to give beekeepers early warning of potential problems in order to optimize their management practices.

University of California, Davis – Garden Project

1850 Research Park Dr., Ste. 300, Davis, CA 95616

Grant Amount: \$99,950<http://research.ucdavis.edu>

Project Purpose: The University of California at Davis Agricultural Sustainability Institute has assembled an impressive coalition to leverage a recent \$15 million allocation by the California state legislature to install school gardens and to support professional development for teachers. Since the funds cannot be used for technical support, this proposal would develop training courses, curricula to link garden activities to California instructional standards and an Internet gardening resource. An evaluation component will determine the impacts of the new state garden program.

University of California, Davis – Ecological Footprint of Walnuts

1850 Research Park Dr., Ste. 300, Davis, CA 95616

Grant Award: \$99,968<http://research.ucdavis.edu>

Project Purpose: This proposal will provide walnut growers with a trade-off analysis to calculate the environmental impact and economic cost for conventional, organic and IPM strategies, as well as examining likely impacts of climate change on walnut development.

University of California, Davis – Control of Diaprepes

1850 Research Park Dr., Ste. 300, Davis, CA 95616

Grant Award: \$76,175<http://research.ucdavis.edu>

Project Purpose: A Caribbean weevil recently invaded portions of San Diego, Orange, and Los Angeles Counties. Approximately 38 percent of all ornamental Californian nursery production occurs in these three counties. This proposal will research environmentally sensitive control alternatives that will allow the nursery industry to continue to meet quarantine restrictions.

University of California, Davis – Control of Tomato Leaf Curl**1850 Research Park Dr., Ste. 300, Davis, CA 95616****Grant Award: \$80,412**<http://research.ucdavis.edu>

Project Purpose: The recent introduction of this virus into Southern California is a serious threat to California tomato production; the virus has already caused enormous crop losses in Florida, Mexico and other parts of the world. This research proposal will assess the likely spread of the virus from the initial introduction point and will identify plant reservoir hosts for the disease to form the basis for an integrated pest management strategy.

University of California, Davis – Natural Product Herbicides**1850 Research Park Dr., Ste. 300, Davis, CA 95616****Grant Award: \$96,949**<http://research.ucdavis.edu>

Project Purpose: Organic foods are one of the fastest growing segments of the agriculture industry, but organic producers face unique challenges in managing pests and diseases. This proposal would systematically evaluate a broad range of combinations of natural product herbicides and surfactants for effectiveness and economy.

University of California, Davis – Mechanical Weed Control**1850 Research Park Dr., Ste. 300, Davis, CA 95616****Grant Award: \$94,485**<http://research.ucdavis.edu>

Project Purpose: Weed control is probably the single most important pest issue facing California's specialty crop producers. This proposal would field-test an automatic system for mechanical weed control, using a real-time kinematic global positioning system. A successful outcome could reduce the demand for manual labor and the amount of chemical herbicides applied.