



CSI on the Farm

by Casey Anderson

It was spit on the ground that led to the arrest last month of a thief who'd hit a Fallbrook nursery. The burglar had thought out his plan and brought his tools. He made sure to wear gloves to not leave fingerprints but a habit of spitting his chewing tobacco led sheriff deputies right to his door.

Farm Bureau board member Tony Godfrey of Olive Hill Greenhouses in Fallbrook shared this story at the December board meeting. Last spring a thief came through a loading dock door at Tony's nursery. The door had mistakenly been left unlocked and hadn't yet been connected to the building's alarm system. The thief brought a hand drill with him and went to work on a vending machine in the loading area. He drilled through the aluminum casing and took the dollar bills inside. "What's funny though," Tony said, "is he took all the ones but he left all the twenties behind."

Finished with the vending machine, the thief moved on to a pay phone attached to the wall. "I don't imagine he got much out of that since everyone has cell phones now," Tony said. The pay phone was a harder target, literally. "The police found a broken drill bit and even that didn't have any fingerprints on it so he must have been wearing gloves. But the metal on the phone was hard so he broke the whole thing off the wall and took it with him."

Continued on page 7

2010 CFBF Annual Meeting



Chuck Badger, Noel Stehly, Lawrence Kellar, Dave Van Ommering, Julie Walker and Mike Anthony Mellano (pictured left to right) made up the San Diego delegation to the California Farm Bureau Federation Annual Meeting in Monterey.

IN THIS ISSUE

- 1 CSI on the Farm
- 3 Looking Back at Leadership Farm Bureau
- 7 San Diego Grown 365
- 9 FFA Ag-tivities - Valley Center High School
- 9 From the Ag Commissioner: Count your Production
- 10 San Diego School District Launches Farm to School
- 11 Business Supporting Member Focus - Miramar Wholesale Nurseries
- 11 Membership Category Name Changes
- 13 Farm Employment Issues - Posting Requirements
- 15 Classified Advertising

President's Message

To Blog or not to Blog...that is the question!

by Michael A. Mellano



Today communication through the internet is rapid and efficient. I personally subscribe to several e-newsletters that are focused on industries and areas that are of interest to me (Oh...and a few related to fishing too). These e-communications collectively feed me just about everything I need (or really want) to know and in many ways have rendered the traditional "newspaper" almost obsolete. In addition to the e-newsletters, I have several key word alerts set up through Google. Under this format Google automatically does a weekly search of the internet and e-mails me direct links to topics and discussions that contain the key word in one way shape or form. For obvious reasons I have "Mellano" set up as one of my key words and I find it fascinating to see what pops up about me, my family or our business each week. Generally it is good stuff. Occasionally it isn't but at least I know what is out there.

Not all of my key words are as benign, one example being that nasty ozone depleting crop protection material "Methyl Bromide". Not a week goes by where there isn't a laundry list of things that pop up on the internet most of them bashing agriculture and this terrible product. Interestingly enough most of these "articles", especially the negative ones, show up as "Blogs". For those that don't know, Webster's Dictionary defines a "Blog" as....

"A web site that contains an online personal journal with reflections, comments, and often hyperlinks..."

I've now come to the conclusion that it doesn't take much to become an expert in just about any field, even on something as complex and technical as Methyl Bromide. You don't need years of schooling, a PhD or even years of direct experience. It turns out all you need is a computer, access to the internet and an opinion. If you provide a compelling story that resonates with the public you can virtually overnight become an expert beyond experts. Just like magic!!

Sadly on topics like this and others that revolve around agriculture the dirty rotten Bloggers outnumber the true experts (aka "Good Guys") by a long shot both in numbers and voice. It seems that the "Good Guys" are either not passionate to blog on their own or fear some form of retaliation (or maybe the "Good Guys" just don't have computers). Regardless of the reason the positive message about what we do and why we do it just doesn't get told well and the bloggers end up having a field day at our expense. This has to change! We as farmers and ranchers need to learn to pay attention to this trend and step up. We need to challenge the public and their "opinions" with honest, logical, understandable stories that can resonate emotionally with the readers. We need to become "Pro Ag" bloggers ourselves and get the true stories out there. To blog or not to blog....that is the question. I hope you choose to blog!! ☺

Farm Bureau News

January 2011
Volume 24, No. 1

San Diego County Farm Bureau News is published monthly by the San Diego County Farm Bureau, a nonprofit trade organization whose mission is to represent San Diego agriculture through public relations, education and public policy advocacy in order to promote the economic viability of agriculture balanced with appropriate management of natural resources. This newsletter and the activities sponsored by San Diego County Farm Bureau are paid for by the annual dues of its membership.

© San Diego County Farm Bureau. Articles published in San Diego County Farm Bureau News may be reprinted without permission provided credit is given to the San Diego County Farm Bureau and a copy of the issue in which the reprint appears is forwarded to the Farm Bureau office provided below.

Article suggestions are welcomed and should be mailed or e-mailed to the Farm Bureau address below, attention Eric Larson, Executive Director. Use of articles is at the discretion of the Executive Director and based on space availability and may be edited to meet space requirements. Article deadlines are the first of the month prior to the publication month.

San Diego County Farm Bureau
1670 E. Valley Parkway
Escondido, CA 92027
Phone: (760) 745-3023
Fax: (760) 489-6348
E-mail: sdcfb@sdfarmbureau.org

*Editor: Casey Anderson
Newsletter layout by Kathy Rathbun*

Executive Officers:

President: Mike A. Mellano

1st Vice President: Noel Stehly

2nd Vice President: Julie Walker

Secretary: Ken Altman

Treasurer: Janet Silva Kister

Past President: Chuck Badger

CFBF Director, District 1: Janet Silva Kister
(for San Diego & Imperial counties)

Executive Director: Eric Larson

Visit us on the Web: www.sdfarmbureau.org

Looking Back at Leadership Farm Bureau

by Casey Anderson

The year 2010 is drawing to a close. At the end of a year many of us pause to reflect on what was accomplished in the past 365 days. Most often, when I pause for my own time of reflection, the view is hazy clouded by forgetfulness. Summer and fall memories are sharp but past winter and spring moments and activities I have to peer at. At this end of 2010, because of Leadership Farm Bureau, I'm fortunate to be in a position where I can look back and see clearly where I've been and what I've accomplished.

In February I went to Sacramento and met twelve Leadership Farm Bureau classmates that would become new friends over the course of my year in the program. We shared our backgrounds and spelled out together our belief in the importance of California agriculture. We went to the state capitol to meet with our representatives and lobbied on issues affecting our livelihoods and the livelihoods of farmers throughout the state. We were reminded of the power of grassroots organizations and how loud the voice of a few people can be when they represent the whole.

In March, April and May I learned about myself through exercises and challenges. I discovered strengths and my weaknesses and found where I could be most effective when working with others. I received training on how to present myself and represent Farm Bureau effectively and how to clearly present my message wherever I am.

As a participant in Leadership Farm Bureau Class of 2010 I went to Washington D.C. in May and met with our Representatives and Senators. I was able to remind them of the issues farmers face in San Diego County and asked that they remember these constituents when crafting policy and voting on legislation.



Casey Anderson stands with CFBF President, Paul Wenger, and CFBF District 1 (San Diego & Imperial Counties) Director Janet Silva Kister, at the Leadership Farm Bureau 2010 graduation held at the Steinbeck Museum in Salinas.

The entry requirements are simple; be a member of Farm Bureau and have a desire to be an agent of growth for the ag industry in California.

In September I toured the central valley and saw firsthand at the Tracy Fish Collection Facility the maligned delta smelt and the location on the river where smelt populations are segregated, counted and studied. I was able to visit ground zero of one of the biggest issues facing California agriculture just so that I could better understand it. That's what Leadership Farm Bureau does for those who want to participate and LFB really is for those who want to participate. It isn't an elitist club. The entry requirements are simple; be a member of Farm Bureau and have a desire to be an agent of growth for the ag industry in California.

I traveled to North Carolina for a week in November and drove east to west across the entire state. Along the way I was led on tours through ten different farm operations and North Carolina Farm Bureau offices. The trip was about connections. My classmates and I saw what it means to be a grassroots organization. It means that when we partner with each other from the county level to the state level to the national level, our voice and the power we carry to Washington D.C. is far greater than it would be if we all spoke as individuals.

I graduated from Leadership Farm Bureau at the California Farm Bureau Federation Annual Meeting in Monterey in December. After seven trips and class gatherings and a total of over 250 hours of travel and instruction I was handed my diploma. The expectation now is not that I will change the world but that I'll do my part to be a better, stronger proponent for agriculture than I was when I entered the program. Reflecting on this year, I can see not only what I've done but now what I can do. ☺

From the Executive Director

Don't let yourself be a victim

by Eric Larson

It has become agonizingly clear that there are two types of farmers in San Diego County; those who have been victimized by thieves and those who will be. No sooner had this season's avocado maturity release dates been established before thieves were doing their deed in local groves. The stories from growers ring similar of locks being cut, fences jumped, and trees laden with fruit now heart-brokenly bare for another year with no guarantee the theft cycle will be broken. For other growers there are similar stories of the terrible feeling brought by looking at an empty space where pesticides, fertilizers, containers, tools, or plants once stood. The harsh reality is that if it has value, someone will want to take it.



For thieves, access is their ally. If it appears they can get in and out without detection

"The harsh reality is that if it has value, someone will want to take it."

you are already on, or will be on, somebody's hit list. With nearly unlimited avenues to sell their loot, catching them when they cash in is unlikely. That leaves deterrence, communication, and neighbors.

As for deterrence, you have to think like a crook. If you were casing your own place, how would

you get in and get out without being seen and what would you take? The trick is to make your location unattractive so thieves will not consider you a potential mark.

Communication means reporting any theft to law enforcement. It is no guarantee that you will recover your lost property or the bad guys will get caught, but it is a guarantee that they will get away with the crime if you don't make the call. Also, communicate with your employees that losses from thefts actually threaten your business and ask them to be thinking about theft deterrence as well. The third communication area is your neighbors. If you get hit, let them know so they can prepare to defend themselves.

Speaking of neighbors, get to know them and ask them to keep an eye open for any unusual activity at or near your farm. You can't be on guard all the time, but your neighbors just might be walking their dog or driving by when someone who shouldn't be there is trying to gain access to your farm. Educate you neighbors on what is normal activity so they can give you a call if something doesn't look just right.

Educate yourself as well. On January 13 beginning at 3:00 pm at the Farm Bureau office the County Sheriff's Department will present a forum on ag crime prevention. You will learn what you need to do to make your farm unattractive to those who have no scruples and will simply take what they want from you.

Few things are as stomach-churning as the feeling of violation when it is discovered that something that was there yesterday is gone today. Defend yourself and stay off the list of victims.

For a crime in progress call 9-1-1. If you discover a theft has taken place, report it to your local police department or the County Sheriff's Department at 858-565-5200. Also advise County Crime Prevention Specialist B.J. Williams via e-mail at betty.williams@sdsheiff.org or call her cell phone at 760-703-8545 that a crime has occurred so she can track any trends.

January 2011 Calendar of Events

For more information about these events, call the Farm Bureau office at (760) 745-3023. More events are listed on Farm Bureau's Calendar page at www.sdfarmbureau.org

January 6

Board meeting
10:00 AM, Farm Bureau Office

January 13

Crime Prevention Seminar
3:00-5:00 PM
Farm Bureau Office

January 17

Martin Luther King Day
Farm Bureau office closed

January 19

Private Applicator Testing
10 AM-noon
Farm Bureau Office

January 27

Executive Committee Meeting
3:00-5:00 PM
Farm Bureau Office

Agriculture Export Training coming to Farm Bureau

The California Agricultural Export Training Program will present a series of training seminars at the Farm Bureau office in Escondido beginning February 1, 2011. Participants will come away with practical knowledge on how to enter the booming U.S. ag export market.

Program fee is \$199, \$75 for additional representatives. Registration deadline is January 21, 2011. For more information or to register, visit www.fresnocitd.org/calagx or contact Frank Nunez, (888) 638-7888, frank.nunez@scccd.edu.

Make it your New Year's resolution to support the Business Supporting Members who support Farm Bureau

For more detailed information about Farm Bureau's Business Supporting Members listed here, please go to www.sdfarmbureau.org and click on the "Business Members" link. To learn how to become a Business Supporting member, please call the Farm Bureau office at (760) 745-3023 or via e-mail at sdcfb@sdfarmbureau.org.

5th Avenue Insurance	Grangettos Farm & Garden Supply	San Diego County Water Authority
AA Equipment	Harvest Time Produce	Schaeffer Specialized Lubricants
Acme Drilling Co, Inc.	Henry Avocado Corp	Oak Grove Museum & Garden
Adkins Bee Removal	Hidden Valley Pump Systems	Sunrise Farms
Agri Service	Rancho Soledad Nursery	Shuster Oil Company
Agricultural Data Systems, Inc.	Index Fresh of CA	Simpsons Gardentown Nursery Inc
AKT LLP	John Deere Water	SKS Inc.
American Ag Credit	Johnson & Wood Insurance Services Inc	Stockalper Fertilizer Service, Inc.
Anderson Estate Law, Inc.	K ² Certified Public Accountants	Syngenta Professional Products
Applied Membranes, Inc.	L & M Fertilizer	Target Specialty Products
CA Landscape Contractors	Leed Recycling, Inc.	Tyler Insurance Agency
Calavo Growers of California	LO Lynch Quality Wells & Pumps, Inc.	Upper San Luis Rey RCD
Carl Burgers Dodge Chrysler Jeep World	Lounsbery Ferguson Altona & Peak	Villa Park Orchards Assoc
CBJT, Inc.	McDaniel Fruit Co.	Westbridge Ag Products
Crop Production Services, Inc.	McDonald Western	Western Solar, Inc.
Cushman & Wakefield	Mission Produce, Inc.	
Eco Farms	PBM Supply & Mfg, Inc.	
Emerald Plains, Inc.	Primaflora International LP	
Fallbrook Oil Company	Pure-o-Tech, Inc	
Fallbrook Propane Gas Co.	Rainbow Valley Orchards	
Farrand Enterprises	R Hay and Grain	
Ferrellgas Propane		
Fox Weather LLC		
Golden State Tire		

Why Be a Business Supporting Member?

- Support the organization that supports your customers
- Receive referrals to your business from the Farm Bureau office
- Get your business listed in the annual Farm Bureau SourceBook directory
- Receive a full written article on your business published in the Farm Bureau Newsletter.

Health Services Discounts for Farm Bureau Members



Pharmacy Discount Savings Program
As rising costs of health care affect Farm Bureau members, Farm Bureau now offers two pharmacy discount programs.

Creative Benefit Designs

- Discounts range from 5 percent to 35 percent, depending on the type of drug
- Honored at more than 5,500 California pharmacies
- Good for purchases on more than 12,000 FDA-approved drugs
- Valid for both name brand and generic drugs
- One card covers the entire family
- Download a prescription savings card (<http://cfbf.com/docs/PharmacyDiscount.pdf>). Print it out and fill in the required information. No fees. No enrollment necessary. One card serves your entire household.

Farm Bureau® Discount Prescription Program

- Save up to 75 percent on generic and brand name drugs
- Accepted at more than 50,000 national and regional pharmacies as well as thousands of independent pharmacies
- Use the online pharmacy locator and drug pricing options to know where to find the lowest cost medications in your area
- Download one card for each member of your family (<http://fbcountry.com/prescription/index.php?true&state=California#>)

LensCrafters

Simply provide the California Farm Bureau discount code (9111907) at the time of purchase at any LensCrafters locations nationwide and receive your discount savings. 20% savings on exams, contact lens, frames, lenses, tints and coatings, lens options and most non-prescription sunglasses. Discounts on eye exams and contact lenses do not apply outside California. Web site: www.lenscrafters.com.



ClearValue

ClearValue Hearing's Professional Hearing Network and Starkey, the manufacturer of hearing instruments, have teamed up to develop a unique Hearing Healthcare Benefits Program exclusively for Farm Bureau members and their families. This comprehensive plan can save members up to 25 percent off of the manufacturer's suggested retail price on Starkey hearing aids and provide significant savings on other hearing health care needs, including ear protection and ear molds from Westone EarMold Laboratories. For more information or to locate the provider in your area, visit www.clearvaluehearing.com or call (888) 497-7447.

Preferred Alliance

Preferred Alliance specializes in drug and alcohol testing compliance programs for employers and independent owner operators. Get help in complying with mandated Department of Transportation (DOT) testing for truck drivers. 20% discount on set up fee for Farm Bureau members. Call (877) 272-5227 ext. 314.



Thank You Farm Bureau Volunteers

Thanks to the Farm Bureau members listed below who served as delegates to the 2010 CFBF Annual Meeting

Michael A. Mellano

Noel Stehly

Julie Walker

Chuck Badger

Dave Van Ommering

Lawrence Kellar



County General Plan still unresolved

At three hearings on the General Plan Update the Board of Supervisors sat through 19 organized presentations from recognized groups and heard 172 individuals testify. At the end of the third hearing on December 8 public testimony was formally closed. Once public testimony was concluded the supervisors directed staff to review issues that were raised by the public or the supervisors themselves. Analysis will be done by staff and responses prepared on 23 issues. Of those, nine issues directly impact the farm community and were brought to the attention of the supervisors by the team of speakers from Farm Bureau or individual farmers. February 9, 2011 has been set as the next date for the supervisors to return to their discussion on the General Plan.

Ag Crime (continued from page 1)

"When we got back in the morning and saw what'd happened, we called the sheriff to come on out. We could see that we hadn't lost a whole lot but we knew it was important that we call the sheriff to let them know," Tony said.

Sheriff deputies arrived and dusted everything for prints but came up empty. Then a deputy spotted tobacco juice spit on the floor near where the payphone had been. "They asked us if any of our workers chewed and we said that we weren't aware of any," Tony said. "They took a sample and left."

Months after the break in, Tony got a call. Deputies asked if he knew an individual they were looking at as a suspect in the burglary. The Sheriff's Department had run a DNA test from the spit sample they'd taken at the scene and found a match to a known criminal. Tony didn't know him. Deputies said that if he didn't have a good reason for having been in Tony's greenhouse, they were going to arrest him. The man was arrested and has since been charged with the break in and theft.

Tony learned an important lesson from the experience that he wanted to share

with other growers. "We've had minor thefts of plants before, from the field, and there's never really much that deputies have been able to work with. But still, even when it's not that significant a crime, it's important to call. This was a fairly minor loss, but deputies were able to get enough from the scene to arrest the guy. They saw something that I hadn't noticed and even if I had, I would have assumed that running DNA would be too expensive for such a small dollar value crime. So even though our loss was minor it was good that we made the call."

B.J. Williams, Crime Prevention Specialist for the San Diego County Sheriff's Department, agrees. "You never know what officers may be able to come up with, what they might notice that you'd missed. The reason you want to call and report even minor incidents is if someone has victimized you, they've probably victimized others. When we read reports, we look for similarities. Officers can put together suspect information based on other reports that have come in that are similar. Plus, if more people are calling in, we can put more focus on the crimes."

The San Diego County Sheriff non-emergency dispatch phone number is

858-565-5200. That number will connect callers to county dispatch which will then transfer callers to the appropriate sheriff substation. Individual sheriff substation contact numbers can be found online at www.sdsheriff.net. Here is a link to the list of San Diego County sheriff substations and their contact information: http://www.sdsheriff.net/lesb_patrolstations.html. Contact numbers listed are for reporting crimes no longer in progress. If you are witnessing a crime in progress, call 911.

The San Diego Sheriff's office offers services other than solving crimes that have already been committed. There are resources available to growers who wish to act proactively to prevent property theft. Property owners can call their local sheriff dispatch and request additional patrols in their area during times when the threat of theft is increased. Growers can also request a complimentary security evaluation. Officers will visit a site and give tips on how to better secure it against theft and other crime. If you are interested in this resource or have questions, call or email B.J. Williams at 760-751-4408 or betty.williams@sdsheriff.org.

San Diego Grown 365

Separate yourself from the pack

Consumers are increasingly interested in buying local and knowing where the products they purchase were grown. To help growers ride those trends the trademarked *San Diego Grown 365* label was created. With increasing popularity, local farmers are using the mark to differentiate their products in the marketplace.

The mark can be used as a label that is placed directly on agricultural products or printed onto packaging materials. In either case the mark's distinctive color and design tells consumers that they are buying a product that was produced in San Diego County.

Growers interested in using the mark simply need to agree to the terms of use that assure the mark will only be seen on products produced in San Diego County. For more information contact Casey Anderson in the Farm Bureau office at 760-745-3023 or e-mail casey@sdfarmbureau.org.



**Check us Out at
The 2011 World Ag Expo
South Street
Spaces 31, 33, 35, & 37**

**Don't Settle for less
When you can
get the Best!**



Chico, Ca 800-688-1334
Fowler, Ca 877-688-1334
Murrieta, Ca 866-922-7627

New from PBM

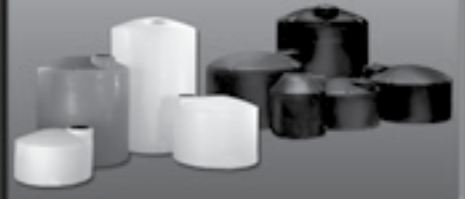


PBM's HAV Sprayer and Nurse Tank Trailer are perfect for all Field and Orchard applications!



In 2011 PBM presents the Pop-up Fertilizer Trailer and the Covered Orchard Boom, come see them at the show!

Lower pricing on all Tanks
www.PBMTankSupply.com



Call for lowest pricing on all Norwesco Tanks!

www.pbmsprayers.com

Farm Bureau Working for You -

January 2011

- ✓ Sent delegation to CFBF Annual Meeting in Monterey
- ✓ Attended final public hearing on the County's General Plan Update
- ✓ Participated in Southern California Water Committee's agriculture water forum
- ✓ Submitted letter to County describing permit barriers faced by farmers
- ✓ Testified to County Planning Commission on concern over new roads cutting across farm land
- ✓ Wrote support letter for USDA grant to help entry-level farmers
- ✓ Honored by CFBF as the President's Program of the Year for membership
- ✓ Viewed webinar at Mission Resource Conservation District on possible grants to improve market opportunities for farmers.
- ✓ Met with CFBF Membership Task Force on statewide membership issues.

AVOCADO TREES

CERTIFIED ORGANIC!



CLONAL Rootstocks -
including Dusa, Duke 7
and Toro Canyon

100% disease resistant roots
(no seed/no choke ring)

Hass Seedling trees
(Zutano rootstock)
in 5 gallon and 15 gallon sizes.

Green Leaf
NURSERY

31699 Via Puerta del Sol • Bonsall CA 92003

760 758-9911



Valley Center High FFA

Valley Center FFA is off to a busy start this school year with over 200 FFA members. The chapter will have a number of judging teams including floriculture, farm power, BIG, horse, livestock, and farm records. The chapter plans to compete at numerous competitions throughout the state. In addition Valley Center FFA members will be competing at public speaking, Creed, opening/closing and job interview contests.

The Valley Center FFA Chapter had over 35 students compete at the 2009 San Diego County Fair. The chapter brought home many awards including 12 champion titles, numerous class winners, and all participants earned blue ribbons for their livestock/poultry projects. The horticulture students exhibited a landscape display at the fair and received a blue ribbon for their efforts.

We are very proud to announce that Valley Center FFA member, Kadie Calac exhibiting her market beef project won the title of

Supreme Champion Market Beef at the California State Fair in August.

The Valley Center FFA members are actively participating in projects including livestock, horticulture, agriculture mechanics, scientific research, work experience and floriculture. Many of these students will showcase their projects at upcoming fairs, contests and through proficiency applications.

We look forward to a busy and exciting year with students applying for degrees, earning scholarships, getting ready for college, attending leadership conferences and participating in community service. ☺

Valley Center FFA Wish List

- Livestock Pipe Corral Gates
- Stock Trailer
- Gardening Tools and Equipment
- Sponsors for our fund-raising efforts for the purchase of an Agriculture Department truck

From the Ag Commissioner

Growers - Count Your Production in the 2010 County Crop Report

Bob Atkins, Agricultural Commissioner/ Sealer of Weights and Measures

I am asking for your help in painting a true picture of San Diego County's agricultural production for 2010. In January, County growers will be receiving the 2010 Crop Report Questionnaire. It asks what crops were grown, their yield and gross value. All information is confidential.

Your information is essential to an accurate and informative Annual County Crop Report. There is no other source for this information.

Hot topics from our 2009 crop report included:

- A new top crop emerged. Ornamental Trees & Shrubs edged out the long time front runner, Indoor Flowering & Foliage Plants.
- The value of our county's agriculture was \$1.5 billion, down less than 1% from 2008, yet acreage decreased by nearly 2%.
- Statewide, San Diego ranks in the top five counties for production of nursery stock, avocados, oranges, eggs, fresh market tomatoes, tangerines, mushrooms, and grapefruit.

Six Reasons Why Your Information is Important. The crop report data:

1. Determines San Diego's rank among counties in California and the nation in agricultural production.
2. Helps elected officials make policy decisions based on the

value of agriculture to the local economy.

3. Determines how much financial assistance we need during disaster declarations and how much each crop is worth.
4. Is used by lending institutions and government agencies to make decisions about farm loans.
5. Will contribute to an upcoming Farm Program that best meets our industry's needs by creating a framework for an economically and environmentally sustainable farming industry.
6. Educates the public about the importance of agriculture to our economy and environment.

Please fill out the 2010 Crop Report Questionnaire even if you completed a federal survey. We do not have access to the federal data. The information you provide is used only to compile the County Crop Report, look at trends, prices, etc. No individual growers are identified in the report and all grower specific information is destroyed once the crop report data is compiled.

February 21, 2011 - please mail your completed questionnaire by this date. Every returned questionnaire contributes to the accuracy of our County Crop Report. The 2009 Crop Report is available for you to view at our website: www.sdcawm.org If you have any questions, please contact Colleen Carr at 858-694-2858.

San Diego Unified School District Launches Farm to School: Serving Local for a Healthy Future.

In October 2010 San Diego Unified School District (SDUSD) launched a Farm to School program. The goal of the Farm to School program is to source locally grown foods from San Diego farmers for use in SDUSD's school meal program including lunch, breakfast, snacks and afterschool programs. In addition to sourcing, preparing and serving local foods the Farm to School program also encourages experiential learning opportunities for children such as farm tours, farmer in the classroom visits and school gardens. To date SDUSD has worked with three farmers to source over 40 tons of local foods served to 134,000 students in 212 schools at 600 salad bars. Farm to School Specialist, Vanessa Zajfen, coordinates the program and is responsible for identifying, sourcing and procuring local foods with strong support from her Food Services colleagues. She also conducts farm tours and site visits with farms across the County, exploring partnerships and food with San Diego farmers. If you would like to explore ways you could be involved with Farm to School, please contact her at vzajfen@sandi.net or (858) 627-7310.



Support Ag in the Classroom
Donate your car

- 100% Tax Deductible!
- Free Pickup
- We accept all cars, running or not
- No paperwork

Call Toll-Free
1-877-99-AG-CAR

News from the

SAN DIEGO REGION IRRIGATED LANDS GROUP

On behalf of its enrolled growers, the San Diego Region Irrigated Lands Group (SDRILG) culminated two years of work when the Notice of Intent (NOI) was filed with the San Diego Regional Water Quality Control Board in time to meet the January 1, 2011 statutory deadline. The NOI is the collection of documents and data enrollees provided that informs the RWQCB which growers chose to meet the legal requirements of the runoff monitoring and testing in Waiver No. 4 through SDRILG. With the NOI submitted the focus for SDRILG over the next 12 months will be the creation of the monitoring plan that will establish the sampling, testing, and reporting program that must go into effect in 2012.

At this point in the process a few questions have been raised by growers:

Did not enroll in a monitoring group, what are my options now?

The SDRILG board of directors will re-open enrollment in the monitoring group as of January 3, 2011. The NOI can be amended quarterly to add new enrollees. That means new enrollees will be in violation of Waiver No. 4 from January 1, 2011 and at risk for enforcement until their enrollment is submitted with the new amendment on April 1, 2011.

What is the risk of not enrolling?

By not meeting the RWQCB deadline of January 1, 2011 to either enroll in a monitoring group or submit an individual NOI, a violation of RWQCB Order 2007-0104 has taken place. According to the RWQCB, violators are "...subject to enforcement action including monetary fines."¹ In a recent communication from RWQCB it was stated that their intent is to "...issue monetary penalties based on who is not enrolled by the end of March [2011]."

I'm selling my farm property. What happens to my enrollment?

The way the regulations are structured enrollments in a monitoring group are connected to parcels. So if you sell your property the enrollment will run with the land and the buyer can assume your enrollment without payment of the enrollment fee after they join Farm Bureau. If you have multiple parcels and sell a portion of your holdings, the buyer would have to pay the enrollment fee as a new entity if you choose to retain your enrollment for yourself.

What if I purchase or lease additional farm land?

If you bring other parcels into your control you can simply contact SDRILG and amend your original enrollment. You would only incur an additional enrollment fee if the added land pushes your acreage into the next fee level based on acreage. The additional fee would be at the rate that was in effect when you made your original enrollment.

¹ May 13, 2009 Regional Water Quality Control Board

Business Supporting Member Focus

Miramar Wholesale Nurseries, Inc.

Miramar Wholesale Nurseries, Inc. was designed to fill a need in San Diego County; to provide a one stop shop for quality plant material for landscape contractors and developers at a central location. In 1993 the company founders acquired 200 acres right off the I-805 and they began building their vision.

The proximity of the nursery to a major thoroughfare made it easy for the owners to promote its convenience and they continued that theme as the nursery grew. Plant production at the nursery now includes some of everything: seasonal and perennial color, the largest selection of groundcovers in San Diego, palms and tropicals, succulents, California natives, patio plants and espaliers, and 2,500 varieties of trees and shrubs. At the nursery's commercial landscape center they also sell amendments, fertilizers, bulk material, pest control materials, tools, and reference books.

The owners of MWN know that they can complement their "one stop shop" convenience by hiring staff that are experts in the field. Employees are hired who are knowledgeable and who bring valuable experience to the nursery. This policy of careful hiring allows MWN to offer special services such as contract growing, project specific consultation and exceptional customer service.

Susie Weist is Region Manager at the nursery in San Diego and was one of the original owners. In her words she was at the nursery, "when we were dirt." She attributes the nursery's success to staff's ability to listen to customers. "The success of Miramar has come from staying close to the landscape community and staying close to the trends and trying to foresee trends. From the day we started that's been one of the reasons that we've been successful; staying close to the customer."

When the recession began to show its effects in earnest in 2007, Miramar staff had to sharpen their focus. "We've had to be strategic and execute everything with precision. Like all nurseries you focus, you have to prioritize. We try to stay focused on the positive aspects of the business. Starting with what we're growing, our production planting. We need to continue to be a strong resource for the customer so that when things turn around, we'll still be there for them," Susie says.

Miramar Wholesale Nurseries, Inc. has been a Farm Bureau and Business Supporting Member since they started business in 1993. They are also a proud sponsor of the Water Conservation Garden at Cuyamaca College and supply some of the succulents and drought tolerant CA natives planted there.

FALLBROOK OIL COMPANY
Traut Petroleum, Inc

Agrucultural • Construction • Industrial

Offering bulk deliveries of gasoline, diesel fuel, motor oil, lubricants, and kerosene. Since 1960.

1208 South Main Street, Fallbrook
(760) 728-7703 • (760) 728-1723 • (951) 676-3288

Membership category names changed

Farm Bureau members often respond with a quizzical look when told that their membership category in the organization is either Voting or Sustaining. The two names have been around a long time, but have proven to be short on clarity. In response to a recommendation from the California Farm Bureau Membership Task Force, an amendment to the state organization's bylaws making a name change was approved at the annual meeting held in Monterey from December 4th to the 8th.

Members of the farm community who previously were classified as Voting members will now hold Agricultural memberships. Individuals who join the Farm Bureau but have no connection to farming will be known as Associate members.

In addition to the name changes the delegates at the Monterey meeting also agreed to establish a membership category for college students. The new Collegiate membership will be available to students who have not yet reached their 25th birthday. A membership fee of just \$25 has been established for students with the hope they will have the Farm Bureau membership habit when they leave school and will maintain their membership as a full Agricultural member.

*San Diego County
Farm Bureau's 2011
scholarship application
is available online now!*

Applications due by April 11, 2011

I'm Glad to be a Farm Bureau member because. . .



"We belong to the Farm Bureau because they give local growers a voice and they keep us connected to farmers from the past and the present."

Eddie and Karen Grangetto

Water Treatment for the Agro and Farming Industry

APPLIED MEMBRANES INC.®
Industry Leader in RO Expertise and Membrane Applications Since 1983™

2325 Cousteau Ct., Vista, CA 92081-8346 | Ph: (760) 727-3711 • Fax: (760) 727-4427
Web: www.AppliedMembranes.com | E-mail: sales@AppliedMembranes.com

Why Applied Membranes?

- 25 Years in Business
- ISO 9001-2000 Certified Company
- Total In-house Capability

  **ISO 9001:2000 Certified Company**

Serious repercussions from ID theft

By John Valentine, Sponsor Relations Account Executive, Nationwide Insurance

In another sign of the tough economy, a new survey conducted by Nationwide Insurance found that nearly half the respondents said if their identity were stolen today, they did not know if they had enough money in reserve to weather the recovery process.

The survey also found that 10 percent of identity theft victims polled missed payments due to the crime. Of those victims, four out of five say the theft caused serious repercussions – including lower credit scores, utilities shut off, bankruptcy, vehicle repossession, home foreclosure or even jail time.

“If the identity theft involves your credit cards you can often resolve the problems quickly. However, if the fraud involves a debit card, a loan or your health insurance, the impact can be costly and time consuming,” said Kirk Herath, Chief Privacy Officer for Nationwide Insurance.

The good news is that the poll also shows most people are taking greater measures toward identity theft protection, including regularly checking their bank and other financial statements, shredding important documents, limiting the number of credit cards they use, and monitoring their credit report.

For additional piece of mind and protection from identity thieves, policyholders of Nationwide and its affiliate, Allied Insurance, can add identity theft expense coverage to their homeowner insurance policy for a small premium.

Identity theft protection coverage from Allied and Nationwide includes immediate fraud assessment, notification to major credit bureaus, assistance replacing important documents, free credit monitoring and free identity tracking.

Employer

Employee

farm employment issues

Posting Requirements

FELS recently asked Benny Cheng of the California Labor Commissioner’s office for clarification of posting requirements in situations typically encountered in agriculture: remote working locations and employees without access to traditional central posting locations. According to Cheng:

“The Industrial Welfare Commission (IWC) wage order must be posted in an area frequented by employees where it may be easily read during the workday. Where the location of work or other conditions make this impractical, every employer shall keep a copy of the IWC order and make it available to every employee upon request. Minimum Wage Order is to be posted next to the IWC order. We have available on our website IWC wage orders 8, 13 and 14 in English and Spanish. The IWC wage orders contain the minimum wage section. Employers with workers who speak and read only Spanish, who have the IWC order in Spanish and posted as required need not post the minimum wage notice. This would also apply to employers with English-speaking workers who have the appropriate IWC order posted in English.”

“In accordance to Labor Code §3550, every employer shall post and keep posted the Workers’ Compensation Insurance Notice in a conspicuous location frequented by employees, and where the notice may be easily read by employees during the hours of the workday.”

“In accordance with Labor Code §207 (Pay Day Notice), every employer shall keep posted conspicuously at the place of work, if practicable, or otherwise where it can be seen as employees come or go to their places of work, or at the office or nearest agency for payment kept by the employer, a notice specifying the regular pay days and the time and place of payment. There is no specific form required for the pay day notice so long as it lists all of the required information. DLSE form 8 may be used (see attached link to the form) www.dir.ca.gov/dlse/PaydayNotice.pdf”

“It is acceptable to put postings in a binder in situations like at an agricultural site where the workplace is outdoors. If employers put postings in a binder, they must tell employees where the binder is located, have the binder available for employees, ensure employees have easy access to postings and do not have to walk a long distance or ask to see the material. It is also acceptable in an agricultural field that postings are posted on a board attached to the portable toilets.”

What It Means for Employers:

FELS works to simplify posting compliance for ag employers by providing our Laminated Official Notices Posters. Visit www.fels.net/1/posters.html.

Labor poster sets are available at the Farm Bureau office: \$80 for members and \$100 for non members.

This article is provided courtesy of the Farm Employers Labor Service (FELS), an affiliated company of the California Farm Bureau Federation. FELS provides labor-management consultation, union avoidance, human resources education, compliance materials and products and workplace safety and health training for agricultural employers throughout California and Oregon. For more information about FELS, please contact FELS Chief Operating Officer Bryan Little at 800-753-9073, at blittle@fels.net or visit FELS’ website: www.fels.net

Welcome New Voting Members

Wayne Adams
Victoria Akiike
Ted Bayless
Stephen S. Bingham
David E. Bishop
Tom Brand
Kevin Brixey
Jill Broadfoot
Raymond S. Brown
Cactus Star LLC
Tom Cassidy
Thomas C. Causey
Howard S. Clark
Louise Clickner
Mary E. Cooper
Helen Y. Crowder
Marvin Crumb
Angeline Dao
Clark M. Dickson
James W. Duey
Bobby G. Durant
David Evans
Joe Fedorchak
Robert Frank
John Frazier
Bret Gann
Henri Gerwig
Golden Door Spa
Melanie B. Goldman
Robert F. Gonsett
Albert Grams
Dennis R. Grimes
Craig E. Grimm
Robert Hansford
Loren Harber
Harvest Time Produce
Steve Hennes
Gerald Hoadley

Pete Hooper
Charles W. Hull
Denise Jacob
Jeffery P Bernicker MD
Michael Keyes
Shirley A. Kimball
Edward Kruger
Kathy Kutina
Gail R. Lindstrom
John Liuthurst
Elaine Lutjens
Tom Markle
Ulrich V. Martin
Gary L. McMillan
Bruce Meadows
Robert D. Meyers
Joann Morgan
Ernest Norehad
Quang Ong
Steve Orton
Stanley Podruski
Roger S. Poulter
Rancho Soledad

Jon Rodriguez
Maria Salas
Oscar Sarkisian
Al Savard
John See
Alfredo Soto
Gonzalo Soto, Jr.
Gerry T. Sprague
Philip W. Stone
Per Stridsberg
Walter R. Taff
Mike Toomey
Stephen A. Tueting
Alan H. Usrey
Vicente Valdez
Steve White
Jack L. Woods
James W. Yerdon



LEED RECYCLING
Recycled asphalt SHINGLE road surface - \$30/ton
Use as a dust-free temp-OR permanent road surface

Benefits:

- Dust Control - No need for repeated watering!
- Compacts and functions like asphalt
- Can be reclaimed and re-installed
- Less than half the price of hot-mix asphalt
- Easy to install - Do it yourself or ask about installation services
- Easily maintained

15% Discount for Farm Bureau Members

CALL 858-550-0919 FOR QUOTE NOW

Classified Advertising

Classified Advertising Policy Beginning January 2011

- Farm Bureau membership includes one free, three-line ad in this classified advertising section each month.
- Additional lines available at \$4.15 per line, ads must be pre-paid.
- Ads must be placed by the 10th of each month to run in the following month's issue.
- Call (760) 745-3023 e-mail SDCFB@sdfarmbureau.org to reserve ad space.
- **If you want your ad to run an additional month it must be renewed monthly by the 10th of the month.**

Equipment & Supplies

Hydraulic Cylinders & Parts ♦ Static hydraulic pump on reservoir, Port-a-power parts, includes bearing press & hand pumps. Many Hydraulic hose ends, several in stainless. All for \$900 Call Bruce 760-741-5555, 760-310-5555.

Diesel generator ♦ approximately 30K, on twin axles with brakes, pintle hitch. \$800 Call Bruce 760-741-5555, 760-310-5555.

Wet-Sol Surfactant ♦ Increased Water Utility Reduce vaporation increase soil moisture. Makes water wetter www.schaeffersd.com or call 760-622-8011.

Vehicles

2004 Jeep Grand Cherokee ♦ V8, 4WD, loaded, fresh tires & brakes, excellent condition in & out. VERY CLEAN, never off-road, charcoal metallic. Must sell, \$7495 OBO. 760-728-9941.

Trees & Plants

Protea seed starter packs ♦ Protea flower bouquets & Protea botanical prints shipped anywhere in the US. www.capeflowerfields.com

Sago palms ♦ in 5-gal pots \$25 ea; 20-gal pots \$60 ea. Call Jack Brouwer @ (760) 749-5897 or cell (760) 212-5192 or jackbro@pacbell.net for pictures.

Bamboo, palms & other exotics ♦ 20% discount to Farm Bureau members. (760) 758-6181 or BotanicalPartners.com.

Palms ♦ and other plants, all at discount prices. Cold hardy, wide selection. Call James at (760) 749-9375.

Mexican blue fan palms ♦ Brahea armata; 15 gal. pots \$15. Avail. in Jamul. (619) 890-7965.

Succulents Wanted ♦ Re-wholesaler looking for all sizes, varieties Echevaria, Sedum, Aloe, Agave, etc. Mark, Cardiff Greenhouses. (949) 376-1563 or Miguel at (760) 942-3552.

Soil & Soil Amendments

Stockalper Soils ♦ Premium topsoil, compost, nursery mixes, planter mixes, organic fertilizers, mulches, bark, etc. Call Eb (760) 801-5664.

Mushroom compost ♦ Consistent, formulated, homogenous product. High water & nutrient holding capacity; weed free. No nitrogen draw down problems; supports plant growth. A great natural soil amendment. (760) 749-1201.

FREE Mulch ♦ Poway. Good for water retention & weed control. (858) 748-6524.

Land to Buy/Sell/Lease

Wanted, grove properties ♦ to lease, no grove too small; citrus only. (760) 749-3330. David@lemondropfarm.com

Wanted: Small grove ♦ to lease (less than 5 ac); citrus, avos or mixed fruit. Ramona, Escondido or San Marcos preferred. (760) 788-9324.

Wanted, groves, land ♦ and horse properties. We have clients ready to buy. Jill Pettigrew (Agent) (760) 468-1144 or office (760) 451-1600.

Real Estate Services

Looking to lease your avocado grove? ♦ Call Conan at Harvest Time Produce for details. 760-473-1327 conan@harvesttimeproduce.com

Agricultural appraisal ♦ of avocado groves, citrus, cut flowers, dairies, ranches, commercial and industrial in San Diego and Riverside counties. Real estate appraisals for financing, condemnation, litigation and trusts. 40-year North County resident. Robert Shea Perdue, MAI. (951) 694-6904, (760) 741-6124 home office.

Services

Bee hives ♦ available for pollination—groves, wildlands, etc. (760) 731-6594.

Bees ♦ looking for a place to put my bees. If you have a grove or open space call John (760) 473-8347

Avocado tree injection/phosphorous ♦ Professional application. Fights root rot. Geoff Bamber (760) 728-6786.

Grove Roads, grading & cleanup ♦ Licensed Contractor, (760) 451-1788.

Daniel's Farm Services ♦ Grading, excavation, grove clearing. (760) 731-2504.

Nursery & grove equip. ♦ trailers, carts, grates, etc. Build to your specs or we design. Also equip. repair. Richard (760) 723-0533.

Diesel service & repair ♦ trucks, trailers, farm equip. & RVs. References avail. (760) 801-7858.

Horse shoeing ♦ and trimming in San Diego County. (619) 478-9070.

Grinding/chipping ♦ Industrial capacity horizontal grinder w/operator for rent. Optional front loader operator avail. Green waste, land clearing, C&D material. No job too large. Call for rates. (858) 550-0919.

Farm Management

Professional, Profitable Avocado ♦ Grove Manager with over 34 years experience. Consulting, management, design & installation. Charley Wolk's Bejoca Company (760) 728-5176.

Sunrise Farms ♦ packers of organic and conventional citrus for 30 years and going strong! Call for a quote on all citrus. Will help certify organic. (760) 598-3276.

Grove manager ♦ Grading, grove roads, clearing, chipping using CAT D-6, D-2, Morbark Chipper. Reasonable rates. John/Fran-Bar Farms. (760) 451-1788.

Wanted

Firewood ♦ avocado, oak, citrus. (760) 747-3434.

Miscellaneous

Quality 3-way forage horse hay ♦ (760) 749-1491. Ask for Debbie.

Tango Caminito Dance School ♦ Lessons and shows. Elena Pankey www.TangoCaminito.com.



San Diego County Farm Bureau
1670 E. Valley Parkway
Escondido, CA 92027-2409

Presorted Standard
U.S. POSTAGE
PAID
San Diego, CA
Permit No. 751

CHANGE SERVICE REQUESTED

Ag Crime Prevention Seminar



DON'T BE A VICTIM

Thursday, January 13, 2011

3 PM - 5 PM

Farm Bureau Office

NO CHARGE

Presented by the Farm Bureau &
the San Diego County Sheriff's Department

