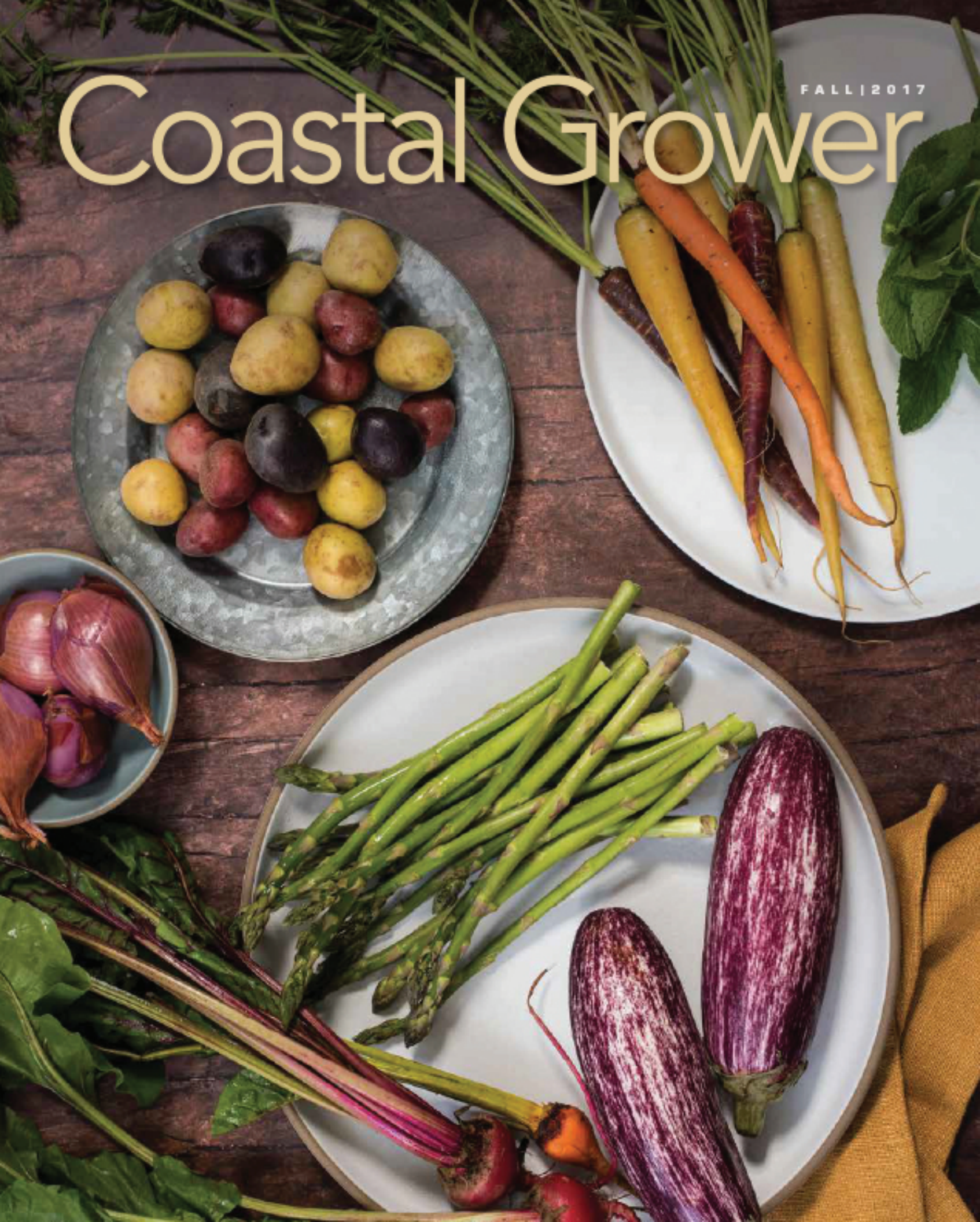


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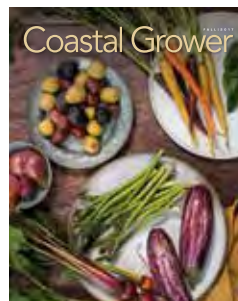
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Change Management

One of my favorite “Darwinisms” that I often cite in speeches, is that in my experience, it’s not always the smartest, fastest or strongest specie that survives, but the specie that best adapts to change.

Throughout my life, both personally and professionally, I have seen the ability to adapt to change a key to success. As a working mom with two young boys, I changed my career path from a full time marketer to part time consultant. When my dad passed away, I stepped back into a full time job and our family adapted to a newly shaped household.

As I reflect on 27 years of working full time in the fresh produce industry I have seen how constant change can be. Whether it’s changing regulations, changing consumer trends, changing technologies...getting ahead of the change and quickly adapting to it can make the difference between a company making it, or not.

If you told me 27 years ago my business would be processing almost more sugar snap peas than fresh broccoli, I would have scoffed. After all, for over 50 years all we grew and sold was fresh broccoli. We cut, washed, bagged and shipped millions of pounds of broccoli florettes and broccoli cole slaw. To think an ingredient we started producing to put into our stir fry would, on its own, command a 65 percent volume share in the United States in 2017? No way!

Way. This is happening because sugar snap peas are rising in popularity with consumers, while “broccoli economics” is driving margin out of this vegetable (high labor costs, over supply). If our company dug in our heels and kept our broccoli operations status quo, we’d be at risk. But we didn’t. We saw the popularity of sugar snap peas trending up and invested to accommodate the growth. At the same time we’ve shifted our product line to include other, new trending vegetables such as sweet potatoes and butternut squash. We adapted to changing consumer wants and needs.

Food safety is another area where change is constant. Keeping up with the increasing regulations and being able to adapt operations or training standards to meet them is something we all need to embrace and work on. We just can’t keep “business as usual” when we are going to have to feed more people at more affordable prices.

Change can be scary. It often comes with unknowns. But change can also bring opportunity. Getting ahead of change and eventually embracing the inevitable could be not only a key to success, but survival.



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Amanda Given Bakker is a 4th generation native of the Salinas Valley, graduated from Notre Dame High School, and received a Bachelors in Psychology and Spanish from Regis University in Denver, CO. She and her husband Shawn, owner of Bakker Construction, have been married for 17 years, and live in the Salinas Valley with their three children, Olivia 12, Wyatt nine and Tatum seven. Amanda is the President of the Tatum's Garden Foundation, a recipient of the National Jefferson Award, and can be contacted at amanda@tatumsgarden.org.



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For Amber Russell of Over the Moon Realty, real estate is more than a business. It's about building relationships, making a difference, and helping people move on to another stage in their lives. Russell has earned designations from the National Association of Realtors® as a Military Relocation Professional (MRP), a Realtor® who specializes in working with current and former military service members, and NAR's Green Designation specializing in energy efficiency and sustainability in real estate, the only Realtor® on the Monterey Peninsula with that designation.



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Burton is an author and historian whose works include *The Salinas Valley: A History of America's Salad Bowl*, *California Rodeo Salinas: 100 Years of History*, and numerous other articles and studies. A contributing member of the Monterey County Historical Society, Burton is a speaker on topics related to the environment, culture and world agriculture. Burton is a member of the board of governors at the UC Berkeley College of Natural Resources (formerly the College of Agriculture).



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BILL HASTIE

Bill is the founder of Hastie Financial Group (HFG), a registered investment advisory firm serving the Central Coast since 1985. HFG provides comprehensive wealth management services, including investment management and retirement planning, and serves as a fiduciary investment manager for 401(k) retirement plans. Over the years, HFG has received recognitions from Barron's, 401(k)Wire and LPL Financial as a top financial advisory team. Bill earned a B.S. in economics from Cal Poly, San Luis Obispo, an M.B.A. in financial planning from Golden Gate University, San Francisco, and holds an Accredited Investment Fiduciary Analyst (AIFA®) designation.



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Jess serves as executive director of the Santa Cruz County Farm Bureau and the educational organization Agri-Culture. His community activities include past president of the Cultural Council of Santa Cruz County, Monterey Museum of Art, Cabrillo College Foundation and Community Foundation of Santa Cruz County. Jess served as chairman of Goodwill Industries for Santa Cruz, Monterey and San Luis Obispo counties. He served as commissioner of the Santa Cruz County Parks and Recreation Department. Currently, Jess serves on the board for Leadership Santa Cruz County, Santa Cruz Area Chamber of Commerce and chair of the Tannery Arts Center.



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PATRICK TREGENZA

Patrick operates a thriving commercial photography studio in downtown Monterey. Celebrating his 25th year in business, Patrick is proud that his list of clients and interesting projects continue to grow. Targeting the agriculture industry as being one of the most dynamic areas of local commerce, Patrick carved out a niche and is recognized as a leader in photographing food and produce. Most recently, he has expanded his repertoire to live action video so he can accommodate the ever increasing demand for compelling web content.



HEATHER SOMMERS

Heather Sommers, CycleBar Carmel Rancho, has a strong background as a successful entrepreneur. For 25 years, Heather worked in the beauty industry, where she has successfully developed a profitable clientele as a self-employed hairdresser. Heather was also involved in multiple charities including the Sophisticates in Newport Beach that raised money for children and families in need of counseling services. As a strong believer of charitable work, Heather also supports an orphanage in Kenya, Red Rhino Orphanage, which houses 25 children. Heather travels annually to Kenya to visit the children.



JACOB MARTINEZ

Prior to establishing the Digital NEST in 2014, Jacob Martinez spent 10 years leading innovative computer-based programs in California, with a particular focus on encouraging Latina girls to enter high tech fields. He is a frequent speaker at technology and educational conferences, and has been honored by business, community, and educational institutions for his innovation and leadership. He spoke in 2015 at the first White House Tech Meetup and was named by Tech Crunch as one of 2014's Top 10 Men in the Country Supporting Women in Technology.



JOE GONZALEZ

Joe Gonzalez, Product Specialist Manager, works for RDO Equipment Co., a network of dealerships that offers solutions for agriculture, construction, irrigation, positioning, and surveying equipment from top manufacturers including John Deere, Vermeer, Topcon, and senseFly. For the past four years, Joe has worked at RDO Equipment Co. in Imperial, CA, specializing in sales and support of agricultural machines. Visit www.rdoequipment.com to find the store nearest you and learn more about equipment, parts, and service offered by RDO Equipment Co.



Laurie Daniel

Laurie Daniel, a resident of the Santa Cruz Mountains, has been a journalist for more than 30 years. She is a regular contributor to Wines & Vines magazine, and her work has appeared in magazines such as Beverage Dynamics, Food & Wine, Wine Country Living and Drinks, as well as in a number of California newspapers. Laurie also wrote the Central Coast section for the book “Opus Vino,” published by DK. She blogs at lauriedanielonwine.com



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Tyler Willis is a senior manager in the Tax Department and the Agriculture Specialization Team at Hayashi Wayland. He specializes in tax compliance and consulting, and works with family-owned businesses of all sizes, particularly wineries and vineyards. He prides himself on taking the time to learn about his clients’ businesses and how they operate. A California native, Tyler began his accounting career in San Francisco, but ultimately decided to settle down on the Central Coast and joined the Hayashi Wayland team in January 2017.



KENDRA CLARK

A Hollister local, attorney Kendra Clark graduated magna cum laude from Santa Clara University with a juris doctor degree in 2000; has 16 total years of in-house legal practice with hands-on experience with major national corporations; is actively involved in the community, including as a board member with Chair for Girls Inc. of the Central Coast; is an avid polo player and runner and recently joined L+G, LLP, Attorneys at Law, to its Agricultural Business and Litigation teams in Monterey.



MATT PRIDEY

Matt Pridey is a Professional Golfer residing on the Monterey Peninsula. He plays on several professional tours, trying to make his way onto the PGA Tour. Through the help of his generous sponsors, Matt is able to play golf full time and travel to tournaments. He is originally from South Dakota, and played collegiate golf in both South Dakota and Arizona. He turned pro in 2011 and eventually moved west to the home of his wife, Whitney. He has had many successes at the professional level and looks forward to many more!

Coastal Grower values the contributions of all our writers. Contributors wishing to be recognized are listed here. In some cases contributors prefer to remain unrecognized with a bio and photo, or prefer complete anonymity. In those instances articles are published with no recognition or attribution.



Gina Basaldua

In the Passionate Pursuit of Life in Produce

BY JESSICA HARRIS HANDLEY

Gina Basaldua, 32 years old, started her career in agriculture at an early age, by the side of her grandfather and father. Gina grew up on her family's farm working in the soil with her family at Basaldua Farms, a short distance from where the Taylor Farm's wind turbine churns now.

"I was always at my father's side, from an early age," Gina said. "I would go to work with my dad and help pick tomatoes. I was mesmerized by it all. Farming for my father was an art form. I wanted to be just like him."

While Gina's family instilled her love of farming, she continued her education and participated in Future Farmers of America (FFA) vegetable judging with Gonzales High School, eventually winning the California State FFA Championship in 2000.

Gina continued her educational journey at California Polytechnic State University, where she majored in Crop Science, and minored in both Ag Business and Plant

"For a long time, I was the only woman in the room and that made me nervous. Now I embrace it and am not afraid to speak up and be heard."

Protection Science. While at Cal Poly, she began her career in the produce industry as an intern at Fresh Express, working summers in Salinas and winters in Yuma. Gina spent three years in the Raw Product Department at Fresh Express working closely with Korey Kuchta and Tim Wexler. "Tim was a great mentor to me. He really worked with me to get me the experience I was looking for and invested in me – allowing me to work both summers and winters. The entire team I worked with at Fresh Express was instrumental in my success as an intern for the company."

During Gina's time at Fresh Express, part of her focus was in trialing equipment and growing practices for automated romaine harvesting. The cutting-edge work led to networking opportunities that caught the attention of some key Taylor Farms staff.

"At the time, I wasn't really aware of who Taylor Farms was. They were still an emerging company and just weren't on my radar. I didn't know where my future was headed. I was 22 years old and really interested in seeing what was out there and available, so in 2007, I gave them a call after being encouraged to do so by Tanya Mason, now Vice President of Product Development. My first interview was with Mark Borman, who is now President of Taylor Farms California and Chief Operating Officer of Taylor Farms Foodservice. He made me feel right at home from the start."

Gina was hired on as a Romaine Forecast Coordinator and quickly rose through the ranks, working closely with the Raw Product and Harvest teams at Taylor Farms.

"The team at Taylor was upfront with me. They told me there were opportunities, they believed in me, and I knew I could work and grow with the company. I knew it was the right fit, because I felt like I was getting in early on and could be a part of a talented team that was building something special. After just a week on the job, I had met with Bruce Taylor."

"Bruce has been the key to much of my success and many of us at Taylor Farms. He isn't a micro manager and he has always empowered us to make decisions."

Gina's role grew from romaine forecasting to spring mix harvesting, giving her a foundation for a larger role in the company. Gina then became a Product Manager. In her role as a Product Manager, she worked directly with retail customers to understand their needs.

"In my previous roles, I understood we were selling to someone, but I didn't really understand individual customers and their

needs. I was now the middleman between customers, sales and production. But no matter how much I worked on the sales and production side, I always had one foot in the field."

Working as a Product Manager, Gina gained a greater understanding of the larger supply chain at Taylor Farms, but was soon ready to go back to the field. After two and a half years, she got her chance, when Mark Borman approached her about returning to Raw Product Supply Team.

"I really wrestled with the decision. I had a lot of great learning experiences and a better understanding now of Taylor Farms as a whole. I asked one of my mentors, Lisa Hearne, our VP and General Manager of Taylor Farms California, for advice. She in turn asked me a question: 'What do you want to do?' I knew I wanted to go back to the field full time and I knew that I had Taylor Farms as my backbone."

Gina now works as the Grower Relations Manager for Taylor Farms California, working with growers across California and Arizona. Gina's responsibilities include partnering with individual growers for all baby leaf



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and specialty items, developing planting schedules, budgeting harvest acres, growing costs, seed variety selection, and managing overall crop quality from the field to the processing facility. To Gina, one of the best parts of her role is forming close-knit partnerships with each grower, learning their company and family history and what their business goals are.

“My dad warned me about going into the produce industry,” Gina said. “He kept asking me if it was what I wanted to do. He could see that I was eager though, and that I was truly passionate about it.”

“My experiences have given me such great knowledge and understanding. I truly enjoy working with all of our growers to help them figure out how our partnership and programs can grow and be mutually beneficial to both of us.”

Gina’s love for farming and working with her growers began back on her family’s zucchini and cherry tomato farm in the early 80s. Gina’s father Frank spent 22 years of his career working at River Ranch Fresh Foods and then Taylor Farms.

“My dad warned me about going into the produce industry,” Gina said. “He kept asking me if it was what I wanted to do. He could see that I was eager though, and that I



was truly passionate about it. So, he helped prepare me the best he could. He mentored me at home when I wasn’t in school and encouraged me to take as many internship opportunities as possible.”

While Gina got to work alongside her dad at Taylor Farms, he was stricken with cancer and passed away in 2014.

“My dad had worked with so many people throughout the years. He touched so many lives and I still hear new stories weekly and that helps so much with the healing process.”

While Gina mourned the loss of her father, she knew it couldn’t define the rest of her life.

“We were each other’s best friend. Even when he was no longer with me, I knew my life wasn’t over. My faith became restored and it helped me keep going. His death empowered me to understand his legacy and it helped me value everything more.”

Gina’s father’s death helped her become a better friend, employee and a better mother.

Gina’s daughter Gracie got to spend time with her Grandpa Frank, and he, like Gina,

instilled the love of farming in her. “It’s exciting to hear her tell me she wants to do what I do. I am able to connect Gracie, my dad and myself. It’s truly a fulfilling feeling.”

Gina will also be adding another member to her family in December 2017 – her fiancé John.

“John and I had been friends for more than 12 years, through work, through my dad and mutual friends. My dad always asked me about him, kept pushing me toward him, but I thought we were just friends.”

Gina and John continued to run into each other throughout the years in both Salinas and Yuma. The pair had continued success in their young careers within the produce industry, but John always had a presence in Gina’s life. John’s connection with Gina’s family and especially Gracie, allows Gina to continue to fuel her passion for farming and produce.

“I never thought I would have this kind of job,” Gina said. “For a long time, I was the only woman in the room and that made me nervous. Now I embrace it and am not afraid

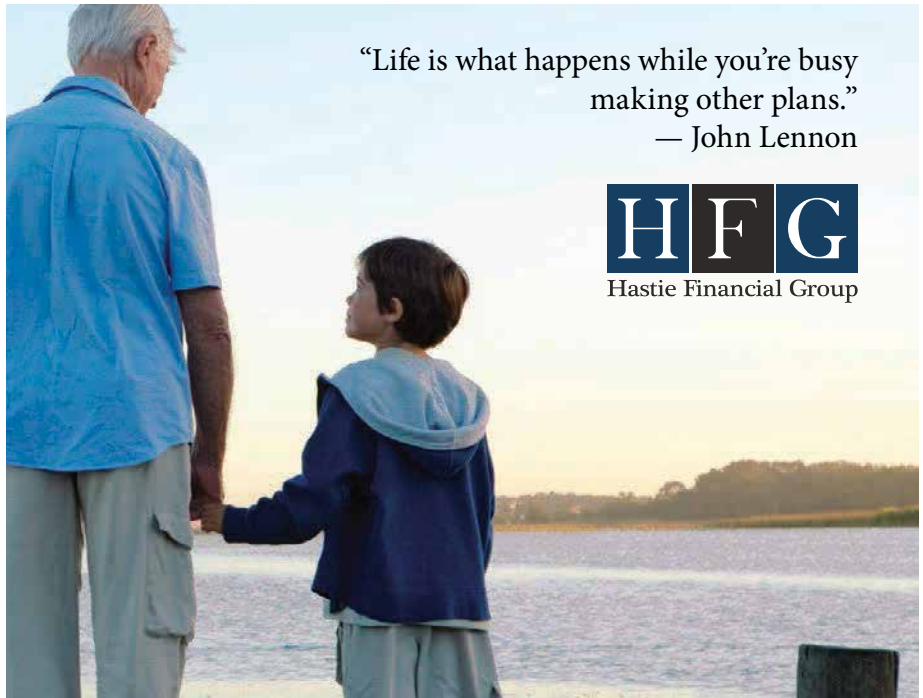


Gina with her dad.

to speak up and be heard.”

Gina is also an avid supporter of her community. In her spare time, she is involved in Relay for Life and Ag against Hunger. She also supports the local youth on behalf of Taylor Farms at various junior livestock auctions. She has coached high school volleyball in the past and continues to support local athletics throughout Monterey County.

“There have been so many people who have helped me along my educational and career path. I look forward to giving back my time to my community as often as I can.” **cc**



“Life is what happens while you’re busy making other plans.”
— John Lennon



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On a Journey to Build “Tatum’s Treehouse”

BY AMANDA BAKKER

As a fourth-generation native of the Salinas Valley, nothing warms my heart more than seeing our community come together and accomplish a goal—especially one that centers on some very important values, such as inclusion, family togetherness, and the joy of play. In 2013, our family was very blessed to spearhead the community effort to design, fund and build “Tatum’s Garden,” which remains today as Monterey County’s only fully-accessible and inclusive playground. What started as an idea, turned into a whirlwind...as our community raised over \$1.3 million dollars in seven months, and we found ourselves ready to break ground in Sherwood Park. With the help of over 3,000 volunteers, and the expertise and leadership of the Design and Build Team from Leathers and Associates, Tatum’s Garden was constructed in two weeks! It was truly an incredible experience!

As a mother, I am moved to emotion every time I set foot on the playground surface, and follow behind my children as they play

together at Tatum’s Garden. This place was envisioned for families like ours...as our youngest child, Tatum, who is now almost seven and a first grader, was born with spina

Thanks to the generosity of our community, we now have this fantastic place to play—a place where children of all abilities can play side-by-side, without any boundaries.

bifida, and uses a wheelchair to navigate her world. Like any younger sibling, Tatum wanted to do anything her big brother and sister did, and it was especially challenging for her to participate when it came to playing at a typical playground. Thanks to the generosity of our community, we now have this fantastic place to play—a place where children of all abilities can play side-by-side, without any boundaries. It is a place where

thousands of other families like ours can enjoy the freedom of playing together. It has also gone on to receive recognition and accolades both locally, nationally, and even on a global scale.

Since the playground’s opening in 2013, we went on to establish The Tatum’s Garden Foundation, a 501c3 nonprofit organization, which raises funds annually to privately care for and maintain Tatum’s Garden. However, as we saw the massive community response to Tatum’s Garden (the place is always full!), our vision soon expanded, and as a Foundation, we wrote a Vision Statement: “The Tatum’s Garden Foundation: Inspiring communities to foster abundant play for children of every ability.” Taking this vision to heart, we began to pursue new opportunities within our area, to create another inclusive, accessible play space in Monterey County.

As an active and outdoor-loving family, we do all we can to share the beauty and wonder of nature with our kids. For example, when we head out for a family mountain bike ride, Tatum joins us in a tandem bike cart, and family hikes involve my husband, Shawn, and I taking turns packing 45-lb Tatum in a toddler-sized backpack she is quickly outgrowing. The approaching reality for us, however, is that the natural world will become harder and harder for us to explore, as our daughter will soon grow too heavy to carry long distances.

The reality of these impending challenges was heavy on our minds as we began exploring ideas for a new playground, and we engaged with the County of Monterey to find a location. Several months later, we received approval from the Board of Supervisors to develop a plan to renovate the playground and community use area at Quail Meadows in Toro County Park, creating an area of access and inclusion for all families, surrounded by the beauty of nature in Toro Park. We love this new location for several reasons, not only its rural, natural setting, surrounded by hills and oak trees, but also because it helps us extend all-inclusive play closer to the Monterey Peninsula, and those families who aren’t in close proximity to an accessible playground.


We now find ourselves on a new journey...and this time the destination is called "Tatum's Treehouse." This past May, our Board of Directors partnered again with the Design Team from Leathers and Associates to seek community input for the design of the new playground, as we did in designing Tatum's Garden. Our Community Design Days involved fun, creative, live brainstorming sessions with local elementary school students from all over Monterey County, as well as the submission of over 1,500 hand-drawn pictures of playground design ideas.

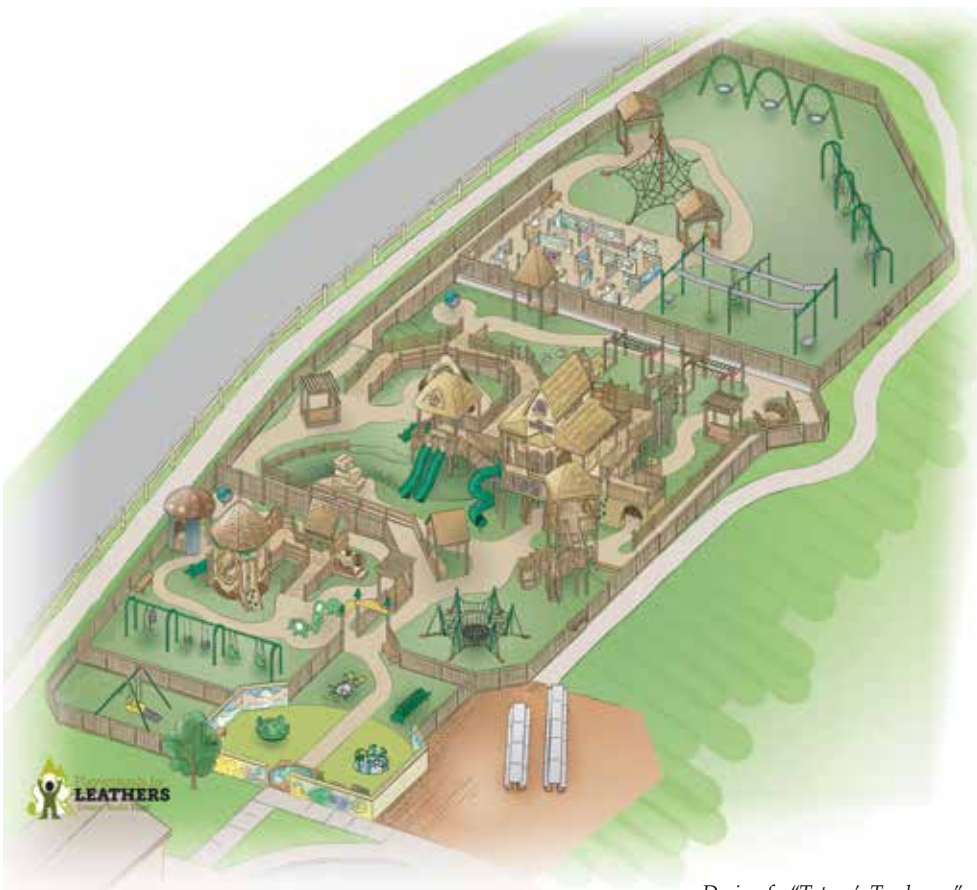
This phenomenal input led to the development of our community-driven design for "Tatum's Treehouse." This Preliminary Design follows a "woodland, nature-inspired" theme and color scheme throughout, and includes many unique playground components, such as a wheelchair accessible merry-go-round,

a parent-toddler companion swing, an accessible racing zip line, a wheelchair swing, and two "cozy cocoons" which provide a comforting sensory experience to children on the autism spectrum, among many others. It also includes many more custom-built components and numerous art features, such as the three featured treehouses, connected by a series of ramps, tunnels and bridges, and a large sensory maze, with plans to incorporate a nature-themed scavenger hunt. Along with building a beautiful, new inclusive playground, we also have a vision to make the entire Quail Meadows area usable and accessible for special needs families, including improving the existing barbecue and picnic areas with wheelchair access and specialized picnic tables, renovating restrooms, upgrading the parking lot and driveway, adjoining all use areas with accessible paths, and adding an accessible path around the playground perimeter.

Our Preliminary Design Concept has been submitted to the County, and we seek final approval from the Board of Supervisors this summer, which would allow us to launch our Community Outreach and Fundraising Campaigns. Following the same Community-funded model we did with Tatum's Garden, we will be seeking corporate and individual sponsors, holding community events, seeking grant opportunities, and also raising up the hundreds of volunteers needed to build the playground! Additionally, approval of our Preliminary Design would allow our Foundation to move forward with the necessary engineering, site planning, and design refinement needed to acquire building permits, with the goal of breaking ground on Tatum's Treehouse in the summer of 2018. It is an ambitious goal, but one we know we can meet with the support of our community.

The late Eunice Kennedy Shriver once said, "If you don't have an idea that materializes and changes a person's life, then what have you got?" She was the inspirational sister of President John F. Kennedy, motivated by love of their sister Rosemary, who had special needs. She worked tirelessly in her lifetime, as visionary and founder of the Special Olympics, to show the world that "welcome, acceptance, love...all of this is part of what built our country." She was a lifelong advocate of inclusion, showing the world that an idea can change our culture, and I'm deeply inspired by her example. So much so, that now, I look forward to the day where our whole family can enjoy a day in the outdoors together...picnicking, playing in treehouses, swinging under blue skies, listening to the wind through the oak trees or a turkey gobbling on a nearby hillside...sharing the day alongside people of all generations, all abilities, made possible by inspiring a community to value inclusion.

To make a donation, or learn how you can be involved in bringing Tatum's Treehouse to reality, please contact the Tatum's Garden Foundation via their website at www.tatumsgarden.org, or follow Tatum's Garden on Facebook. 



Design for "Tatum's Treehouse".



How AgTech Can Help Ease Labor Pains

BY BRIAN MILNE

If you've paid any attention to the news or attended an agriculture event in recent months, you've probably heard about the "labor pains" affecting our local growers.

A severe labor shortage in the agriculture industry has dominated the discussion at a number of AgTech conferences this year.

The message was clear, whether it was at the Forbes AgTech Summit in Salinas in late June, or Global AgInvesting AgTech Week that same week in Boston, multiple panel discussions centered on the struggles related to the ongoing farm labor crisis.

On June 28, growers, investors and technology providers discussed possible solutions to the labor shortage on an AgTech Week panel titled "How Can AgTech Tackle the Farm Labor Crisis?" ... But few of the solutions discussed have taken hold today, because many of the emerging technologies haven't been fully developed, field tested or adopted by large-scale farming practices that still depend heavily on skilled labor.

"We're in a labor crisis," opened moderator Jeffrey Steen, a third-generation Central Coast grower and partner for Kachina LLC & Eosa Properties. "Labor is already scarce, and it's only getting scarcer."

California agriculture is at a crossroads, facing higher costs and uncertainty about shortages of labor and groundwater resources.

Panelists Daniel Rothrock (Piepel Premium Fruit), Alan Boyce (Matterra Farming Company), and Jacob Carter (Tellus Partners LLC) echoed similar sentiments and agreed the labor shortage is the most pressing issue facing their farming operations today.

LABOR ISSUES HIT HOME IN SALINAS

One day later here in Salinas, CA, Taylor

Farms CEO Bruce Taylor stressed the labor issues are as critical as ever in California.

"It's not a shortage of labor ... It's no labor," Taylor said.

Growers on the Forbes AgTech panel "Help Wanted: How Labor is Shaping the Farm of Tomorrow," couldn't agree more, noting the labor problem can be eased with automation in certain areas such as planting and cutting, or during post-harvest activities.

But during that short window around harvest, when a heavy head of lettuce needs to be identified (based on look and feel of the leaves), cut and placed into a box, there's a "human touch" element that has yet to be replaced by a foolproof robot or automation.

That human touch is becoming harder to come by with Salinas' aging work force, combined with a more educated younger generation that has less desire to work in the fields.

"For the most part, the second generation folks here do not want these field jobs and the current labor force is aging," Taylor said. "So we have to create tools that lead to better jobs in our industry."

GROWERS STILL LOOKING FOR SOLUTIONS

Unfortunately, it looks as if today's labor shortage isn't going away anytime soon in California.

According to various opinions at the various conferences, and our own internal research at Hortau, labor issues will continue to mount due to an aging workforce as well as:

- Rising costs of minimum wage
- New overtime requirements
- Immigration reform
- Lack of affordable worker housing
- Other industries hiring away workers for increased wages

That lack of labor resources, along with dwindling land and water resources, has created a sharp jump in the number of startups and investments flooding the AgTech space – trying to ease the labor pain.

According to TechCrunch.com, agtech startups raised more than \$320 million from January-May 2017, a more than three-

fold increase over the same period the previous year.

Despite that investment, many startups have struggled to launch successfully, and adoption still isn't where many investors would like it to be. And with the fall harvest season upon us, a majority of harvesting in the Salinas area will still be accomplished by the hand and knife of field workers.

SOLUTIONS AVAILABLE TODAY

While we're still enduring growing pains across the industry, there are some proven technologies helping aid growers with today's labor issues.

Companies such as Hortau, for example, have been reducing labor costs with automation services (for irrigation management, for example) and remotely accessible real-time field sensor data for years.

Here's a look at some of the ways in-field smart stations and real-time data are helping growers combat local labor shortages today:

Automation: Smart stations in the field can turn pumps and engines on and off remotely via a mobile app, saving field workers from having to travel to each block and run irrigation sets manually. Using automation, growers can also run irrigation based on crop need and other field parameters such as soil tension readings, temperature and more.

Real-time alerts: Rather than have field workers on call or in the field at all hours during frost season, growers can set up real-time alerts and be notified by phone call or text message when frost is imminent. Better yet, automation can be leveraged to start irrigation equipment (wind machines, valves, engines) when temperatures dip to freezing.

Counter clockwise from top left: 1. Automation and sensor technology can help cut back labor costs of manually probing for soil moisture levels, checking flow meters and other field equipment that isn't traditionally connected to the cloud. 2. A majority of harvesting in the Salinas area is still accomplished by the hand and knife of field workers.



Irrigation and flow meter monitoring:

Flow meter monitoring is becoming another nuisance for labor-pained growers, particularly with the signing of Senate Bill (SB) 88, Sections 15-18, requiring many California growers to install monitoring systems and submit water-use reports. Using smart flow meter monitoring systems, growers are able to view usage data in real time remotely, using a mobile device or computer. Online data and reporting prevents staff from having to read meters manually and submit written reports covering all of their water sources.

Irrigation scheduling and grower

support staff: With skilled labor availability dwindling, companies like Hortau are helping bridge the gap between technology and irrigator by providing embedded grower support (an IT consultant, if you will, for training field staff and partnering with growers to better understand the crop stress management platform and harness adoption across operations). Providing a simple-to-follow irrigation scheduling, based on precision soil tension data, also takes some of

the burden off of the field staff, not to mention ranch managers and owners.

California agriculture is at a crossroads, facing higher costs and uncertainty about shortages of labor and groundwater resources.

And while there is no easy solution to the availability of those two critical inputs, automation and smart sensor technology are already helping optimize inputs and production throughout the various growth stages of a crop.

In the meantime, the AgTech industry needs to continue innovating and evolving other high-tech solutions to provide growers with the right answers to their still low-tech labor challenges in the field.

*Learn more about automation and the various real-time field sensors Hortau's service provides at hortau.com/automation. **ce***



Digital NEST

BY JACOB MARTINEZ

When we see farm workers picking berries or cutting lettuce from fields, most of us would never imagine the technology behind that moment of harvest. As in the rest of the world, technology is spreading like wildfire through the agriculture industry. From simple machines for tracking time sheets to more sophisticated technology like data-collecting drones that record a plant's health, technology and today's agriculture go hand in hand. While technology is definitely improving the way we grow and harvest our food, finding the workforce to fill agriculture's new and evolving tech jobs is an industry-wide challenge.

Farmers large and small are looking to technology to help them better operate their farms; to increase quality and yields; to track their produce to ensure its safety and integrity to consumers; to adjust to a future where water, labor, and land grow increasingly scarce. And unlike today's youth, neither the average farmer nor the workforce she or he employs grew up with digital technology at their fingertips. Language and economic

barriers can challenge field workers in becoming qualified for the new jobs in AgTech. The industry needs a workforce that grew up with technology, is not intimidated by it, and embraces its creative and problem-solving potential.

At the nonprofit Digital NEST (Nurturing Entrepreneurial Skills with Technology), we are developing the perfect candidates to fill these current and future jobs in Ag Tech. The Digital NEST opened the doors of its Watsonville, CA startup location in 2014, creating innovative career training center for the predominantly Latino, working class youth in the Pájaro Valley of California. With the opening of its second site in East Salinas in April of this year, the NEST now operates two thriving activity-rich workforce development centers with a combined member enrollment exceeding 1200 youth and young adults, ages high school through 24.

At Digital NEST, Central Coast youth—many who would otherwise lack access to high speed internet, computing power, and digital tools they need to succeed in school—

can focus on developing their tech and other workforce skills, to prepare themselves for higher education and career-track jobs.

The NEST provides all youth with free, equal access to the opportunities enjoyed by their peers in more prosperous communities. NEST members not only master the latest technologies, they develop the communication skills and self-confidence to leverage their technology abilities as workplace innovators and problem solvers. NEST youth are rooted in the belief that they are working to improve their families and their communities' quality of life. Through training and mentorship, Digital NEST youth are forging a prosperous future for themselves and their families.

That's why Digital NEST centers are housed in the nation's agricultural heartland. A large majority of our youth members have either worked in fields themselves or have parents and family members who do. Who better to fill these high tech agricultural jobs than the children of those whose labors have helped build our region into the agricultural powerhouse it is today?

The nature of agriculture is changing, and Digital NEST is a bridge between youth seeking good jobs in the 21st century economy, and the companies in need of a tech-savvy workforce to help them manage the challenges of change. With the help — and donations—of individual donors, local businesses, and partners in the agricultural industry, Digital NEST can create the workforce to move agriculture into the tech-empowered future. **CG**



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FSMA and the Produce Safety Rule

BY AMY WOLFE, MPPA, CFRE, PRESIDENT AND CEO, AGSAFE

Since 2007, following an e.coli breakout, produce growers have followed a strict self-governed food safety program. Now, with the implementation of the Food Safety Modernization Act – Produce Safety Rule (FSMA), what do growers really need to do? To better understand this essential question, it's first important to understand FSMA, its requirements, and how it relates to currently utilized food safety programs.

WHAT IS FSMA?

Food Safety Modernization Act (FSMA) is the first mandatory federal standard for the production of fruits and vegetables in the United States. President Obama signed it into law on January 4, 2011. Before 2011, growers, packers and the produce industry followed voluntary guidance such as the standards created by the California Leafy Green Marketing Agreement. FSMA is aimed at preventing, rather than reacting to, food safety issues and thus includes a myriad of strict requirements.

WHAT ARE THE TRAINING REQUIREMENTS UNDER FSMA?

Under FSMA, any person who comes in

contact with the produce must be educated in a variety of elements, including managers, farm workers, office staff, volunteers, interns, and even family members. Farm Labor Contractors (FLCs) and their crews are also included. At least one supervisor from the farm and the company responsible for the labor must complete food safety training at least equivalent to the standardized curriculum recognized by the FDA.

In addition to specifying who needs training, there are requirements around how the training is conducted. The training must be appropriate for the job that the employee is doing and be given in such a way that training elements can be easily understood. Don't forget to document any and all training given to employees. Training is required when employees are hired and at least once annually thereafter.

Beyond training, FSMA includes elements focused on worker health and hygiene, water for production and postharvest, biological soil amendments, domesticated and wild animals, growing, harvesting, packing and holding activities, and equipment, tools, buildings and sanitation.

HEALTH AND HYGIENE

All personnel should be trained on the principles of hygiene and food safety and its importance. Workers have the potential to introduce and spread contamination to fresh produce by carrying infectious human pathogens including Shigella, Hepatitis A, Norovirus, and others. Something as simple as dirty hands or an uncovered sneeze has the potential to spread these pathogens during harvest or packing. This is why FSMA stresses that employees receive proper training pertaining to their personal hygiene.

AGRICULTURAL WATER

Agricultural water is an area covered extensively under FSMA. The rule addresses both water used during production and postharvest. There are three main points to consider for your production water – the water source and its quality, application method and application timing. One significant thing to ask yourself, "Does my irrigation water touch the harvestable portion of the produce?" If the answer is yes, the timing of the irrigation and the quality of the water become even more important factors. The only way to know the quality of your water is through testing. While the FSMA rule does require testing, the Food and Drug Administration (FDA) has recently extended the compliance dates for agricultural water requirements, with some minor exceptions.

In addition to irrigation water, FSMA addresses the water used during postharvest activities. In these postharvest areas it is important that you identify potential routes of contamination associated with harvesting, washing, packing, storage, and transportation activities and then implement sanitary practices that can assist in reducing the identified risks. Implementing a cleaning and sanitizing program that addresses these areas of concern is imperative.

BIOLOGICAL SOIL AMENDMENTS

Under FSMA you need to consider the risk of soil amendments, including both biological and synthetic amendments. Under this section you must explain practices for soil amendment handling and application that may help in reducing potential contamination risk. Again, record keeping and monitoring is required.

DOMESTICATED AND WILD ANIMALS

This element of FSMA requires growers to address contamination associated with wildlife, domestic animals and land use. This means monitoring for the potential introduction of hazards and as such appropriate questions to ask yourself are: Is there fecal material, signs of grazing? Is the field prone to flooding or runoff? In addition to the site in which you are growing, consider adjacent land use, is it being utilized for animal production? If so, what steps will you take to mitigate animal risk created by those properties? All of these elements require consideration under FSMA.

WHAT IS EXEMPT FROM FSMA?

There are a few important exemptions from FSMA, which include:

- Produce that is not a raw agricultural commodity (RAC). A RAC is any food consumed in its raw or natural state.
- Food grains, including barley, dent-or flint-corn, sorghum, oats, rye, wheat, amaranth, quinoa, buckwheat, and oilseeds (e.g. cotton seed, flax seed, rapeseed, soybean, and sunflower seed).
- Produce that is used for personal or on-farm consumption.
- Farms that have an average annual value of produce sold during the previous three-year period of \$25,000 or less.
- The FDA list of produce identified as rarely consumed raw. To view that list, visit <https://www.fda.gov/food/guidanceregulation/fsma/ucm334114.htm#exemptions>.

WHEN DOES FSMA TAKE EFFECT?

The regulation became effective 60 days after the publishing date of the final rule on January 26, 2016. The compliance timeline for growers and packers is driven by the size of their operation.

- Very small businesses, defined as greater than \$25,000 but less than \$250,000 in average annual produce sales over the previous three-year period, will need to comply with the regulation within four years (2020).
- Small businesses, defined as greater than \$250,000 but less than \$500,000 in average annual produce sales over the previous three-year period, will need to comply with the regulation within three years (2019).
- All other businesses, defined as greater than \$500,000 in average annual produce sales over the previous three-year period, will need to comply with the regulation within two years (2018).

The compliance dates for certain aspects of the agricultural water requirements allow an additional two years beyond each of these compliance dates. In addition, as previously noted, the FDA has announced that the water compliance dates will be extended and more information will be available once a Federal Register Notice is announced.

HOW DOES FSMA INTERACT WITH OTHER FOOD SAFETY PROGRAMS?

Growers will have to develop policies and procedures that focus on preventing food contamination on the farm. Although a written food safety plan is not required, writing and implementing a food safety plan will help keep food safety preventative measures like water quality monitoring programs organized and effective. Information, resources and guidance is widely available for growers who need help complying with the rule.

In addition, farms that are currently third-party audit certified may already have some of these programs in place and therefore complying with FSMA will be a bit easier. Growers should review their current programs and make adjustments to their existing programs to ensure compliance with the FSMA requirements.

*For more information about FSMA, or any worker safety, health, human resources, labor relations, or food safety issues, please visit www.agsafe.org, call us at (209) 526-4400 or via email at safeinfo@agsafe.org. AgSafe is a 501c3 nonprofit providing training, education, outreach and tools in the areas of safety, labor relations, food safety and human resources for the food and farming industries. **CG***

	What do your employees need?							
	1 Introductory to food safety	2 Worker health and hygiene	3 Soil amendments	4 Wild Life and domestic animals	5a Production water	5b Post harvest water quality	6 Post harvest handling and sanitation	7 How to develop a food safety plan
Who needs to know?								
IRRIGATORS	X	X	X	X	X		X	
HARVEST CREW	X	X		X			X	
SPRAYERS	X	X					X	
CONSULTANTS	X	X	X	X	X	X	X	X
HUMAN RESOURCES	X	X					X	
ADMINISTRATIVE PERSONNEL	X	X					X	
SUPERVISORS	X	X	X	X	X	X	X	
MANAGERS	X	X	X	X	X	X	X	X
OWNERS	X	X	X	X	X	X	X	X

New California Regulations For Employers Concerning the Use of Criminal History Information and Transgender Rights

BY ANA C. TOLEDO, NOLAND, HAMERLY, ETIENNE & HOSS



Once again, California employers must learn how to comply with new regulations. Effective July 1, 2017, expanded employment discrimination regulations came into effect pursuant to California's Fair Housing and Employment Act (FEHA). These new regulations relate to an employer's use of criminal history information in employment decisions and gender identity and gender discrimination in the workplace.

GENDER IDENTITY AND GENDER EXPRESSION

Employers are increasingly facing gender identity issues and situations in the workplace raising questions of best practices and compliance with anti-discrimination laws. The new FEHA regulations reiterate existing protections on the basis of gender identity, gender expression and transgender status,

but create new policy requirements for employers. Below is a summary of these changes.

Employers must now honor an employee's request to be identified by a preferred gender, name or pronoun, including gender neutral pronouns. Employers may not discriminate against an applicant for failure to designate male or female on an application form. Employers cannot impose a dress standard that is inconsistent with an employee's gender identity or expression in the absence of a business necessity.

"Transitioning" individuals and those perceived to be transitions are now explicitly protected from discrimination in employment. Transitioning is defined as "a process some transgender people go through to begin living as the gender with which they identify, rather than the sex assigned to them at birth." It may include

name changes and pronoun usage, facility usage or undergoing surgeries, hormone therapy or other medical procedures.

Employees also have the right to use the restroom or locker facility that corresponds to the employee's gender identity or expression. Employers cannot require employees to provide proof of any medical treatment procedure or demand any identity document to use facilities designated for use by a particular gender.

The new regulations also require employers with single occupancy facilities to use gender neutral signage such as "unisex" or "restroom". This conflicts with Cal-OSHA regulations requiring separate facilities for males and females for portable bathrooms in industries such as agriculture. In order to resolve this conflict, the Fair Employment and Housing Council has adopted an emergency rule, pending formal

Employers are increasingly facing gender identity issues and situations in the workplace raising questions of best practices and compliance with anti-discrimination laws.

revision of the regulations, clarifying that the neutral signage requirement does not apply to portable bathrooms in industries requiring male/female signage on portable bathrooms. However, employees may still use the facility corresponding to their chosen gender identity.

An employer is permitted to use an

employee's legal name as indicated in a government issued identification document only if it is necessary to meet a legally mandated obligation (e.g. federal tax reporting). Nevertheless, the employer must identify the employee in accordance with the employee's gender identity and preferred name.

Employers should review their policies and procedures to ensure compliance with these regulations.

CRIMINAL HISTORY

The FEHA regulations that went into effect in July 2017 expand protections for job applicants and employees by further constricting the types of criminal histories an employer can consider. This will require new notice provisions for job applicants and provide new ways for a job applicant or employee to argue that an employer's consideration of criminal history has a disparate impact on a protected class of individuals.

California law already limits employer use of criminal histories in employment decisions. For example, arrests or detentions that did not result in convictions, most juvenile arrest and conviction histories and convictions that have been dismissed, sealed or expunged. Existing law also provided limited exceptions to compliance, most notably where state or federal law prohibit individuals with certain criminal records from holding particular positions (e.g. peace officers, health facility staff, pharmacists).

The new regulation states: "Employers are prohibited under the Act [FEHA] from utilizing other forms of criminal history in employment decisions if doing so would have an adverse impact on individuals on a basis enumerated in the Act that the employer cannot prove is job-related and consistent with business necessity or if the employee or applicant has demonstrated a less discriminatory alternative means of achieving the specific business necessity as effectively." The regulations also provide complex guidance on how an employer establishes "job-related and consistent with

business necessity" and how employees or applicants may establish "adverse impact" on a basis protect by FEHA.

Employers using permissible criminal histories in employment decisions should first analyze whether it could demonstrate that its practice of using criminal history is both (1) job-related, and (2) consistent with business necessity. Under the new regulations, even if the employer can meet these two criteria, the applicant or employee may still prevail against the employer by demonstrating a less discriminatory policy or practice was available.

California law already limits employer use of criminal histories in employment decisions.

A non-felony conviction of marijuana possession that is more than two years old was added to the list of the types of criminal history that may not be considered by employers.

The new notice provisions also require an employer who learns of a conviction from a

source other than the applicant or employee to inform the applicant that its decision not to hire was based on a conviction. Prior to the new regulations employers were not required to disclose this reason.

After notifying the employee or applicant that a rejection was based on a criminal conviction, the employer must provide a reasonable opportunity for the individual to present evidence that the information relied upon is inaccurate. If the applicant or employee provides such evidence, the employer may not consider that information in the employment decision.

Employers utilizing criminal histories in employment decisions should consult with knowledgeable legal counsel as these new regulations created a complicated scheme for compliance.

*This article is intended to address topics of general interest and should not be construed as legal advice. **CG***





Compact Utility Tractor Troubleshooting Tips

BY JOE GONZALEZ, RDO EQUIPMENT CO.

It has happened to everyone at one time or another. You're ready to begin a day's work – but your compact utility tractor (CUT) has other ideas.

From starting trouble to engine issues, there is a host of problems one can face when operating a CUT on a daily basis. Some issues may require an elevated level of expertise and work, in which case a trusted, local dealership with certified service technicians is the best route to take. However, many tractor complications are fairly minor, and can be addressed by the operator.

Below are three of the most common CUT operating issues, along with possible causes and the corresponding troubleshooting tips.

Note: Always consult the operator's manual for troubleshooting help. Before proceeding with any troubleshooting, make sure the machine is on a flat, stable surface and the engine is turned off.

FROM THE START

If the engine is hard to start, won't start at all, or starts but stalls almost immediately after, there are several potential causes to investigate.

Many tractor complications are fairly minor, and can be addressed by the operator.

Possible Problem Area: Battery

Troubleshooting Tip: Ensure the battery is fully charged, and posts and terminals clean. If the problem persists, replace the battery.

Possible Problem Area: Electric Circuitry

Troubleshooting Tip: Check for a blown fuse and replace if needed, as specified in the operator's manual.

Possible Problem Area: Fuel System

Troubleshooting Tip: First, ensure the fuel shut-off valve is open/on and adjust if needed. Next, check to see if a dirty or clogged fuel injector or fuel filter is the problem. Clean or change if needed. If the problem persists, the fuel may be stale or contaminated. Drain the fuel and replace with a fresh fill. A final check should be made to the fuel lines to ensure there are no loose connections.

Possible Problem Area: Air Intake

Troubleshooting Tip: Clean the foam pre-cleaner with warm, soapy water. A paper air filter element should never be cleaned, as it can easily become damaged from wiping or blowing air. Instead, always replace a dirty filter.

THE HEAT IS ON

Excessive heat is one of the leading causes of engine failure. If the engine overheats and the tractor isn't being operated at overload, consider the following.

Possible Problem Area: Oil

Troubleshooting Tip: Check the engine oil level and fill to the proper amount if needed.

Possible Problem Area: Coolant

Troubleshooting Tip: Check the coolant level and add engine coolant if needed.

Possible Problem Area: Fan Belt

Troubleshooting Tip: First, adjust the fan belt to ensure it's to the specified tension. If upon examination, the fan belt appears damaged or broken, replace it.

Possible Problem Area: Air Flow

Troubleshooting Tip: Clean the foam pre-cleaner and/or replace the paper air filter element. As mentioned above, never attempt to clean a paper air filter. If the issue isn't the air filter, airflow may be restricted. Clean the area around the engine, ensuring there is no buildup of dirt or other debris.

STEERING IN THE RIGHT DIRECTION

If the tractor's steering seems off, there are a few possible culprits.

Possible Problem Area: Oil

Troubleshooting Tip: First, check to be sure the transmission/hydraulic oil is at the proper level, and fill if necessary. Then, allow the engine to run a bit to ensure the transmission/hydraulic oil isn't too cold.

Possible Problem Area: Filter

Troubleshooting Tip: Check the oil filter for dirt, clogging or damage, and replace if needed.

Possible Problem Area: Lack of Lubrication

Troubleshooting Tip: Lubricate the steering linkage.

Possible Problem Area: Bent Front Axle

Troubleshooting Tip: If the axle is bent, the tractor should be brought to an authorized service center to be fixed properly.

ENCOURAGING UPTIME

The best possible defense to tractor problems is first having a solid offense. Most common issues can be avoided altogether with proper preventative maintenance. Dedicating just a few minutes each day or even every week is the best way to avoid unplanned and costly downtime.

In the event an issue does arise, knowing what to look for and properly diagnosing the problem are important first steps in fixing the issue and getting the tractor back into the field. **ce**





Recall Insurance—The Plain Truth About It For Produce Companies

BY KENDRA CLARK, L+G, LLP

The practical reality for most growers and manufacturers, even those with the highest food safety standards, is that at some point they may have to manage a food safety event and ultimately issue a product recall. Therefore, many growers and produce manufacturers breathed a sigh of relief with the availability of recall insurance, with high hopes that this insurance product would be a mitigating factor when a food safety event arose.

Like many insurance products, recall insurance is not always what it seems. A careful read of policy terms when you are shopping and comparing products is critical along with an awareness of the requirements of a policy throughout any food safety event.

In the past, produce companies have only held Commercial General Liability (CGL) policies. CGL policies are typically designed to provide coverage for third-party claims for personal injury or property damage and, unless there is a specific endorsement for

extra coverage, provide little if any coverage for recall expenses. A consumer who gets ill as a result of eating contaminated product would seek coverage for damages under a company's CGL policy. Recall costs borne by the company itself, however, would typically not be covered and are generally excluded.

All recall policies are different and will provide different levels of coverage, but traditionally coverage will extend to five basic categories: (1) Business interruption, (2) Lost profits, (3) Recall expenses, (4) Rehabilitation expense to rebuild the company brand's image, and a (5) Crisis fund to respond to adverse publicity. Within these categories there is typically broad coverage for items such as transportation and disposal of the products, additional personnel and overtime, cleaning equipment and extra sanitation expenses, lab analysis, brand rehabilitation costs, and consultant expenses, including crisis management professionals, scientists, public relations specialists and legal experts.

Since the coverage varies, a produce company will first need to consider the priorities for coverage in a food safety event. A company with a large brand presence will want to focus on brand rehabilitation coverage as opposed to a company that only provides product under private labels, who may be focused on availability of coverage for cost reimbursement to downstream parties that may be excluded absent a specific endorsement.

Shopping for insurance products starts with completing an application. Insurance companies assess risks based upon information included in the application. State law and express policy terms may allow an insurer to rescind coverage if there was an intentional or even a negligent misstatement of a material fact in the application. This is the case under California law where the presence of a false representation of a material fact in the application entitles the insurer to rescind the policy. Moreover, courts have traditionally held that the qualification of a misrepresentation as intentional or negligent does not affect the insurer's right to rescind the policy. Further, policies will also have specific language providing the insurer rights to void the policy in instances of any "false swearing" or "attempt to defraud," which may be broadly construed.

In light of these legal requirements it is important to consider the accuracy of the information in the context of the format of the question on the application. Many applications contain a check-the-box format for certain responses, however, the realities of business conduct is not so clear cut. For instance, a common question on recall insurance applications is whether or not a company receives indemnification from suppliers. Many businesses would tend to mark "yes" as it is the company's practice to get signed purchase orders in place that include an indemnity in favor of the purchaser, however, at times, spot purchases may occur and standard procedures are not followed. This could be a basis for denying coverage. Accordingly, where there is a check-the-box, produce com-

panies should not hesitate to add additional information to qualify the statement to match the realities of their business.

Produce companies also need to pay attention to the actual products, geographies and any entities a party intended to have covered by the policy. Typically underwriters will request detail regarding sales, geographies, product offerings and entities that a party intends to have covered by the policy. However, due to the realities of business operations all of these are subject to adjustment throughout the term of the policy. In this instance, you need to let your broker or underwriter know these facts because failure to do so could again result in a denial of coverage. Consider your policy as you expand your business into new geographies or work through a merger or corporate restructure. In order to maintain coverage there needs to be ongoing management of the policy as your business expands and changes.

Consultants are often relied upon as a valuable resource, and may be one of largest expenses in a recall event. Most policies cover the costs of engaging consultants during and after recall events, however, this may also apply to only those consultants that are pre-approved and included on the application or where a company notifies the underwriter of the use of a particular consultant within 48 hours of the consultant's engagement. This requirement includes consultants used post recall for brand rehabilitation and other covered purposes that you may not have previously worked with or previously considered, however, failure to follow the processes outlined in the policy and on the application may result in denial of consultant costs.

Another issue to consider is what triggers coverage under the policy. One would think it would be a company's issuance of a recall, but this may not always be the case. A company's mere issuance of a recall is not always all it takes to trigger coverage. Typically, the company also has to believe that there is a potential of bodily injury, disease or death. Although these criteria are in line with recall standards, a company may issue a recall for

other reasons. Many policies also allow for coverage when a party has reasonable cause to believe that the use or consumption of their products has led or would lead to serious bodily injury. Other policies require that consumption or use of the product either resulted, or may likely result, in bodily injury.

Under most policies it remains to be determined whether absent bodily injury or a reasonable realistic concern for bodily injury there would actually be coverage. Certain exclusions may apply specifically denying coverage in situations such as competitor recalls despite the competitor recall having an inevitable profound effect on your business and result in customers refusing your products. Additionally, consider situations such as

Recall policies can be an extremely useful tool in mitigating the costs and expenses of a recall and have the effect of allowing your company to move through a food safety event with the least amount of financial impact to stakeholders.

competitors issuing recalls for product grown in close proximity to yours, or where the FDA or another government agency determines that a recently expired product should be recalled, recent FDA actions such as FDA's broad based "do not consume" orders, recalls that have an effect on non-recalled product, and product withdrawals that do not raise to the level of a recall as no product has gone to market. In these situations, companies may believe their processes and shelf life support their belief that no consumer is subject to harm, however, the company may still issue a recall to comport with FDA or customer pressure or mandates. When reviewing your existing policy or selecting a policy, consider all of these nuances and fact patterns against

policy terms to determine actual coverage in light of the realities of your business during a food safety event.

Finally, once you do have a policy in place and are working through a food safety event, take special note of policy requirements. Some policies dictate the use of the underwriters' crisis management team, who you may not have met and who typically have little knowledge of the intricacies of your business. Most policies also have specific reporting and notice requirements. Failure to do so within any time limits dictated by a policy likely will result in a denial of coverage. Typically, reporting will be required immediately upon knowledge of an event (this may be knowledge of a specific person such as the CEO). The company will also be required to provide periodic updates during an event, and to provide an initial statement of loss within a certain timeframe after the first notice. Throughout a recall, most companies will be focused on protecting their customers, consumers and stakeholders, and may not be focused on securing policy rights. Recall preparedness must include an understanding of policy requirements and considering such requirements throughout the policy to maintain coverage.

In summary, recall policies can be an extremely useful tool in mitigating the costs and expenses of a recall and have the effect of allowing your company to move through a food safety event with the least amount of financial impact to stakeholders. However, given that recall policies are expensive and retention or deductibles are typically high, companies need to consider the value of the policies currently available against the realities of their produce business. In order to receive coverage, companies need to select the proper product, applications should be thoughtfully completed, and policy requirements should be strictly adhered to during and after a food safety event. **ce**

Retirement Plan Solutions: A Look at Multiple Employer Plans

HALEY HITCHMAN, AIF®, CPFA

It can be challenging today for businesses to administer a retirement plan for their employees. The liability alone is enough to deter employers from offering plans. They may also be costly, can be an administrative burden and it is complicated to understand the requirements set forth by the Department of Labor. It is particularly difficult for small businesses that may not have the resources to dedicate in order to comply with the many Department of Labor requirements. Compared to large companies, small business needs are often times very different and it can be an administrative burden to effectively manage a retirement plan. One solution available within the retirement plan market space that may be a viable option for both large and small businesses would be to join a Multiple Employer Plan (MEP).

WHAT IS A MEP?

A MEP is a type of defined contribution plan that can be maintained as a single plan in which two or more unrelated employers participate. It is commonly sponsored by a professional employer organization or professional association and managed by a board of at least two people associated with the plan. This is important to show oversight and monitoring of the plan providers and to meet at least annually to review the overall plan health, however it is recommended they meet on a quarterly basis.

Under a MEP scenario there is only one plan document, one 5500 is filed, one periodic IRS qualification filing and one annual independent audit, making it more cost efficient than a standalone retirement plan. Each individual employer may have their own provisions. For example, if Employer A would like to allow participants to take loans from their accounts, but Employer B does not, they



can structure the provisions specific to their company needs. Another common difference among companies is how much, if any amount, they would like to match employee contributions.

WHAT ARE SOME KEY BENEFITS?

By participating in a MEP, employers can effectively reduce the overall fiduciary risk exposure. This is because they are no longer considered the plan sponsor and they are transferring that role to the MEP's designees. Essentially, the fiduciary exposure that remains at the adopting employer level would be the decision to participate in the MEP, the submission of plan contributions, individual plan design provisions, and participant communication such as education and sending required notices.

A major benefit for large companies in a MEP is that they lose the burden of having to do the annual audit, which can be costly and time consuming. Individual plans with more

than a 120 eligible participants are required to have an annual audit for their retirement plan. The cost of an audit ranges widely and is based on the number of participants, the number of locations, and how the assets are held. Under a MEP the audit is not required at the individual level, but rather the MEP level and the costs associated with an audit are shared.

For small businesses, a MEP gives the opportunity to offer a retirement plan they might otherwise not have offered potentially at a lower cost which may help hire and retain effective and talented employees. The cost associated with the investments may be lower as well, because oftentimes they have access to institutional share classes for the investments in the plan which they may otherwise not have access to.

WHO ARE THE SERVICE PROVIDERS AND HOW DO THEY PROVIDE FIDUCIARY RELIEF?

As discussed, a MEP is typically established by an association and appoints a board for oversight and monitoring the service providers. The key service providers would be the recordkeeper, administrator and investment advisor. Because the board is

By participating in a MEP, employers can effectively reduce the overall fiduciary risk exposure.

acting as a fiduciary, they do carry liability and can be held personally liable for a breach of their responsibilities. To help mitigate risk to the association and the board, they may want to consider obtaining Fiduciary Liability Insurance.

The recordkeepers primary function is to serve as the vehicle that delivers the plan to the individuals. There are many providers in the market place that offer MEP solutions, but it is important to review the services, cost and

communication that recordkeepers offer.

The administrator on the plan provides the overall operation functions, such as providing the plan document and filing the Form 5500. To reduce liability even further a MEP can hire a 3(16) Plan Administrator. A 3(16) Administrator takes the liability from the plan sponsor for the administration of the plan and is typically a named fiduciary to the plan.

All retirement plans must select, monitor and replace plan investments. The investment advisor for a MEP provides this function at the overall plan level thereby relieving the individual plans obligation to do so. By utilizing a 3(38) Investment Manager, the liability for the selection, monitoring and replacement of the plan investments is relieved from the plan sponsor, or in this case the association and the board. They are a fiduciary and have discretion over the fund lineup. They have a defined process for monitoring and replacing investments for the MEP, which is outlined in the Investment Policy Statement.

Each individual employer of a MEP can also hire his or her own advisor to provide investment and enrollment education to plan participants. It does not have to be the same advisor for all employers within the MEP. The individual employer's advisor would act essentially in the same capacity as they would with a single employer plan, however he or she would not be a named fiduciary and would not have control over the investment lineup.

Multiple Employer Plans are playing a significant role within the retirement plan space and gaining popularity because of congressional support to simplify the rules and because there is bipartisan agreement to make it easier for employers to participate and adopt them. They can address the needs of businesses, by potentially reducing liability and being a cost effective way to impact the overall retirement outcome for individuals. **ce**

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You May Be Paying Too Much Sales and Use Tax

BY TYLER WILLIS

The California Taxpayer Transparency and Fairness Act of 2017 was signed into law by Governor Brown on June 27, 2017. The legislation established two new state departments that will assume the primary duties currently held by the State Board of Equalization (BOE). The California Department of Tax and Fee Administration (CDTFA), one of the newly established departments, will begin managing taxes associated with fee programs, tobacco taxes, sales taxes, and others starting July 1, 2017. The BOE retained their authority over alcohol excise taxes (as granted by the state constitution), which means wineries will find themselves working with both entities in the near future.

The good news: so far, not much has changed. Even the new CDTFA website currently redirects many requests to the preexisting BOE website.

The better news: there are still opportunities to reduce the amount you have

been paying in sales and use taxes.

The general rule is, sales or use tax should be collected once in the lifecycle of a product and the person paying the sales or use tax should be the end user of that product. This means that when something is purchased for resale, or a component of something that will be resold is purchased, sales and use tax is not typically paid.

Here are four categories of goods that are exempt from sales and use tax or are subject to a reduced rate.

WINEMAKING RAW MATERIALS AND INGREDIENTS

The BOE has published an extensive list of items defined as “raw materials and ingredients.” Because these items are considered to be part of a finished good, they are treated as “purchased for resale” and are not subject to sales tax when purchased by a winery that sells to the public.

The BOE makes an important distinction

between “ingredients” and “processing aids.” An item purchased primarily as an aid in the winemaking process is considered to be a “processing aid” and is subject to sales or use tax. Examples of “processing aids” include products to stabilize juice color before fermentation, chemicals that assist yeast during fermentation, and fining agents to clarify the wine. Classifying additives correctly is important to ensure that sales tax is only paid on items where it is required.

Common items that are not subject to sales and use tax are: Carbon Dioxide, nitrogen gas, malic acid, tannin, tartaric acid, and many more. The items are listed by the BOE in the Tax Guide for Winemakers and Distributors.

WINERY EQUIPMENT AND (SOME) SUPPLIES

Wineries qualify for a partial exemption of sales tax on the purchase or lease of winery equipment under the BOE’s Manufacturing Exemption. The current partial exemption allows for a reduction in state sales tax at the rate of 3.9375 percent. For the partial exemption to apply, the machinery or equipment must be used in manufacturing at least 50 percent of the time. Purchasers should provide sellers with a partial exemption certificate to obtain the reduced rate when purchasing or leasing equipment.

Common items that would be subject to a partial exemption include: crushers, de-stemmers, pressers, tanks, barrels, oak chips, and bottling equipment.

BOTTLING AND PACKAGING SUPPLIES

In general, packaging materials are not subject to sales and use tax as long as the person purchasing the items will resell the materials with their finished goods. The exception to this rule is for wine used in the tasting room when sales tax is not charged on the tasting fee. When a fee is not charged for tasting or, sales tax is not added to the tasting fee, the winery is considered to be the end consumer and now must pay use tax on

the items originally purchased for resale. To simplify compliance with this rule, tasting rooms can make the tasting fee inclusive of sales tax and post a sign notifying customers that sales tax is included in the fee charged.

Common items that are not subject to sales and use tax include: bottles, corks, labels, capsules, cartons, pallets, and even wrapping materials.

The general rule is, sales or use tax should be collected once in the lifecycle of a product and the person paying the sales or use tax should be the end user of that product.

VINEYARD EQUIPMENT AND SUPPLIES

California provides a partial sales tax exemption for agricultural equipment and machinery. The exemption is a 5 percent reduction to the sales tax rate that would normally apply based on the location of the purchase. For the exemption to apply, the item must be a tool, machine, equipment, etc., used at least 50 percent of the time in agricultural operations and sold to a "qualified person" (ranchers, farmers, and other growers).

Farm and garden supplies are typically subject to sales tax. There are some exceptions to this rule and series of examples can be found in the Tax Guide for the Agricultural Industry on the BOE website.

Common items that would be subject to a partial exemption include: irrigation equipment, crop-spraying equipment, trimming tools, rootstock, fertilizers, agricultural minerals, cover crops.

WHAT SHOULD YOU DO NOW?

If you think that you paid too much sales or use tax in the last three years, you can request a refund from your retailer. You will need to supply them with your resale certificate and evidence that the original

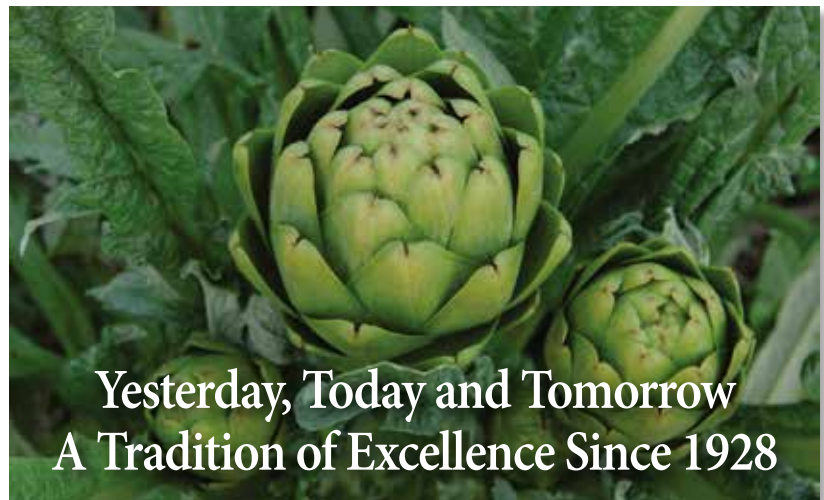


purchase should have qualified as a raw material incorporated into a finished product. If you paid use tax (typical when an out of state vendor is used) you can file your claim directly with the BOE by filing form BOE-101. You will need to include the same information described above for a

sales tax refund.

If you suspect that you may have overpaid in taxes, you can find help to evaluate the amount of potential refunds you can obtain and file for reimbursement.

Contact Hayashi Wayland, Paso Robles office at 805.226.4155. **ce**



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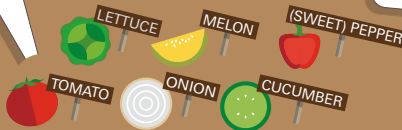
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Fabulous Beef ... Only a Click Away

CELESTE SETTRINI

As a cattle rancher I have always enjoyed promoting our livelihood and sharing the beef story with our consumers. Now it is easier than ever to communicate with the public about our product. The world today is in constant motion and our phones are never too far away. The California Beef Council has decided to join in on the trend and create an app that will help consumers become better acquainted with the meat they eat. Through a series of tabs on the new *BEEFabulous* app, you can meet a rancher, find recipes, learn popular beef cuts, create yummy dinners with great recipes and even assistance with handy grocery lists.

ABOUT THE CALIFORNIA BEEF COUNCIL

The California Beef Council (CBC) was established in 1954 to serve as the promotion, research and education arm of the California beef industry, and is mandated by

the California Food and Agricultural Code. The Council is comprised of 42 members and alternates, appointed by the California Secretary of Agriculture. The members set priorities for the CBC and represent all segments of beef production within California including range cattle, dairy cattle, feedlots, packers/processors and the general public.

CONSUMER APP BRINGS NEW LEVEL OF TECHNOLOGY TO BEEF PROMOTION

After months spent designing, developing and fine-tuning, the California Beef Council recently launched its much-anticipated consumer mobile app, *BEEFabulous*. The app is the first of its kind for the nation's beef industry, and provides all things related to beef in the palm of your hand.

Whether you're looking for recipes, need to put together a grocery list, or are interested in finding nearby deals or savings on beef items at a local market, this app is intended to not

only make shopping trips and meal planning simple, but also encourage consumers to include beef as a staple on the grocery list. And while *BEEFabulous* has no shortage of useful production-related information, including videos on cattle handling and ranch life, background on sustainability, and key facts about nutrition and protein benefits, the overall goal of the app is to serve as the consumers' one-stop-shop for their beef meal planning.

BEEFabulous also has a direct tie-in to the CBC's traditional retail promotions and campaigns. Anytime the CBC is partnering with retailers on a promotion that provides cost-saving incentives on beef products, app users will be able to find the nearest retailers in their areas where they can cash in on the savings – and thus, hopefully contribute to greater movement of beef during such promotions.

"Consumer research indicates that as many as 90 percent of consumers use their smartphones while they are grocery shopping, so we wanted to create something that links California's ranchers and beef industry with shoppers looking to create a great meal," said Annette Kassis, CBC Director of Consumer and Brand Marketing, and designer of the app. "What's more, *BEEFabulous* allows the user to make it their own, by creating their own grocery lists, developing lists of favorite recipes, and easily

The app is the first of its kind for the nation's beef industry, and provides all things related to beef in the palm of your hand.

sharing recipes and tips to their social media accounts."

While *BEEFabulous* was created by CBC staff, funding for development of the app was provided by the Federation of State Beef Councils, helping stretch California beef producers' dollars even further.

IMPRESSIVE RESULTS FOR HOLIDAY PROMOTION

In a recent article, the CBC shared some of its initial successes with Ibotta, which is one of the most frequently used smartphone apps for shopping that is making waves in the marketplace. As a quick refresher on how Ibotta works, the company partners with leading brands and retailers to offer rebates on groceries, electronics, clothing, gifts, home and office supplies, restaurant dining, and more. The consumer or user then unlocks the qualifying rebate on the app,



purchases the item at the store, and verifies the purchase for a rebate that comes in the form of cash or gift card from Ibotta.

The CBC was one of the first State Beef Councils in the country to partner with the company, in part because of the app's wide use and success, and the ability to tap into multiple retailers throughout the state. Ibotta has been downloaded over 18 million times, has paid out more than \$100 million in cash back to its users, and has experienced massive growth – in both size of the company and in numbers of partnering retailers – since its launch in 2012. In addition,



79 percent of app users are female, and 89 percent are under the age of 45, which speaks directly to our target market.

Over the 2016 holiday season, the CBC partnered with Ibotta on another promotion that provided consumers with enticing rebates on popular beef roasts, and racked up some impressive numbers:

- Over 1.6 million total impressions for beef through the Ibotta app and supplemental advertising
- A total of 14,261 holiday roast units sold in California
- 38,370 brand engagements, in which consumers answered a poll question about beef, and added beef to their shopping list through the app
- A 37.2 percent redemption rate of the rebate, which is significantly higher than most of the traditional coupon incentives offered through retail promotions

Through Ibotta, it is also possible to boil down other information that helps inform future campaigns or promotions. For example, we know for this particular campaign, the top five retailers where beef was purchased were Walmart, Stater Bros., WinCo Foods, Ralphs, and Safeway. As part of this campaign, in-store activities also took place, including placement of over 105,000 “holiday roast brochures” featuring popular beef

roast recipes in major retailers throughout California.

The roast rebate offered through Ibotta proved so successful, that the budget for rebates was exhausted in just 22 days. Intended to run from November 23 to December 31, the final rebates were scooped up by consumers December 14. While this is a sign of success, as it means more beef offers were redeemed more quickly than anticipated, it also helps inform expectations and timelines for future promotions.

CBC LAUNCHES NEW WEB SITE

If you haven't visited the California Beef Council's website lately (www.calbeef.org), you're in for a few surprises. The CBC launched its redesigned site in late 2016, offering a more visually appealing, mobile-optimized and user-friendly interface that provides information more in line with what consumers are looking for, such as nutrition information and the story of California's ranchers and beef producers. The new site also includes some great recipes compiled from the “Beef. It's What's for Dinner” website, as well as many other resources for producers and other stakeholders. The website is such a great place to visit to find out more about what we as ranchers do and how you as consumers can utilize our product. Take a peek!

Grab your smart phone, go to the app store, download *BEEFabulous* and start enjoying all the wonderful things Beef has to offer! And as always, if you have a question about Beef or how cattle are raised, always ask a rancher. They are happy to share their experiences with you and talk about what they do! **CG**



STEVE & CINDY HATTERSLEY

BY MELODY YOUNG | PHOTOGRAPHY BY PATRICK TREGENZA

Steve and Cindy Hattersley came to the Salinas Valley with their two small children, Colin and Jenna, in 1977. Steve's brother drew them from Indiana to the west coast with the promise of exciting projects and adventures. Steve immediately got to work building his brother's home in Chualar Canyon. Several years later, in 1989, the Hattersleys found themselves building their own home just down the road. The beautiful estate they have called home for 30 years is not easy to get to. However, the drive is a spectacular reminder of the beauty of this valley in which we call home.

The Monterey Colonial home sits on eighty acres and was designed by renowned architect John Matthams. John was also just starting his business venture. Cindy reminisces that John would bring his small children to the project to play with her children. To stay within



A bright sunny space

their budget, the couple built what they could and left the remainder for a future date. The original two-story home was 3000 square feet with three bedrooms. Several years later, the Hattersleys added the intended game room with the master suite above. This enlarged the home to a total of 4500 square feet.

When I say they built the home, I mean THEY built it. A home should be a reflection of the family that lives there. It should be a showcase of their talents and passions. This home surely is. The project was a labor of love for the whole family. Even the children were required to help. Colin teases his parents today about child labor laws. However, this is what happens when you have the vision and the talent. Colin was building fences by the time he was 10 years old. The fences, by the way, are still there. Standing on family tradition, the majority of the building, remodeling and cultivating of the home still rests solely on the family.

The interior of the Hattersley's home is all about organic texture and color. The rooms are filled with comfortable furnishings as well

as soothing colors and fabrics that are soft to the eye and the touch. These elements combine to draw the visitor in and ask you to put your feet up and stay awhile.

There are many features in the home that are original. The Mexican Saltillo tiles have stood the test of time and family life. The wrought iron work crafted by James O'Hare is timeless and enduring. Cindy remembers how fun it was to design and work with James. His craftsmanship work is evident in light fixtures, stair railings, fireplace screens and much more. The home is also filled with American antiques that have been collected over the years. This is a longtime passion of both Steve and Cindy, who would drive to the Midwest and fill their trailer with found treasures. Several rooms have the original color coated walls and details. It is evident that the Hattersley style has been and will always be timeless, but ever current.

The kitchen still boasts its colonial-style cabinetry, but received a facelift a few years ago. The countertops were updated and a new tile backsplash was installed. A hand-forged chandelier from Mexico



A place to snuggle by the fire

takes center stage over the island.

Updating the hardwood floors was a messy but necessary decision. They stripped and re-finished the honey colored oak floors to a warm burnished brown. Cindy has scattered natural fiber rugs throughout. The effect is warm and welcoming, but still able to handle the constant flow of family and pets.

Just recently the couple turned their game room into the comfortable family room that is evident today. Soft furnishings blend with natural window coverings to create a peaceful retreat for Steve and Cindy. Light floods the space and adds to the cheerful ambiance. Paintings by artist Pat Huber adorn the walls in this room, as in many of Cindy's spaces. Pat is a favorite. Sunflowers preening in an antique jug repeat the cheerful light.

The living room boasts one of O'Hare's unique fire screens. The hand hewn fireplace mantel, which was a beam from a barn in Alamo, displays vintage wooden decoys. This space, as well as the kitchen, looks out on the amazing view, the backyard entertaining area and the pool.



Showcasing custom iron work



Artistic details

Standing on family tradition, the majority of the building, remodeling and cultivating of the home still rests solely on the family.



Custom embroidered monograms



A masterful kitchen facelift



The master retreat



A peaceful guest suite

It is evident that the Hattersley style has been and will always be timeless, but ever current.

The grounds of the Hattersley estate have seen many important events over the years. They have hosted four weddings, as well as parties and festivities too numerous to mention. Now a visitor is more likely to find the family having a cozy dinner by the fireplace with Beau, the family Labrador swimming in the pool.

The Hattersley's lake house, Villa Cantina, was featured in our magazine in the Summer of 2011. It would be worth tracking down a copy. Both properties show the family's vision and creativity. They are indeed a unique and special family, and have always worked together to make their dreams a reality. One would surmise that Steve and Cindy might be slowing down sometime soon, but that isn't in the cards. From helping their son design and open a business, to remodeling and building multiple homes, to blogs and design businesses, I would say that they are on a roll. We can't wait to see what they are up to next. **ce**



A cozy outdoor dinner



The distant view

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Stop the Clock! Nutrition and Aging

BY STEPHANIE BOUQUET, MS, RD, CSSD, CDE, SB NUTRITION CONSULTING

We can't slow down time or the aging process, so the need for good nutrition is important with every ticking moment. Along with healthy lifestyle behaviors, like regular physical activity and adequate sleep, eating a wide variety of foods is the best defense against age-related disease development.

Keep these key nutrients in mind when making your food selections:

CARBOHYDRATES

Carbohydrates are the preferred source of fuel for the body's brain and muscles. Complex carbohydrates (foods such as fruits, vegetables and whole grains) give the body a steady flow of energy (calories) and provide needed vitamins, minerals and fiber. Foods that contain simple carbohydrates (like flavored coffee or other sugared beverages, candies, cookies, and

processed grains) are less filling, deficient in nutrients and can provide a surplus of unused calories. Energy needs decrease with age and this is primarily due to the body losing muscle mass (a more active body tissue) at approximately three to five percent per decade after the age of 40. If you find that you can't eat "like you did as a teenager", you are right!

PROTEIN AND VITAMIN B12

Protein is needed to maintain and repair muscle mass. The need for protein rich foods increase as we age because its digestion is impaired with the natural reduction in stomach acid production. To ensure adequate protein intake, it is advised to add a protein source to each daily feeding (meal or snack). Animal sources of protein are the best sources of vitamin B12, which is very instrumental in body nerve

conduction. With current recommendations to stream toward a more plant-based diet, this vitamin may need to be supplemented if intake of animal protein is limited.

CALCIUM AND VITAMIN D

Calcium is a mineral that keeps bones strong and helps regulate heart function. After about age 30, the bones start to thin naturally. Continuing to consume a calcium rich diet and performing weight-bearing exercises to maintain strong muscles helps slow the aging process. Vitamin D is a vitamin that is naturally present in very few foods, but it is known as the "sunshine vitamin" as it is synthesized within the body when ultraviolet rays from the sun strike human skin. Absorption of these two nutrients is improved when consumed together and dairy based foods best provide this nutrient combination.

IRON

Iron is a mineral that is necessary in the blood to transport oxygen to muscles. A poor blood concentration of iron can cause fatigue and inability to regulate body temperature. Heme iron, found in animal food sources, is the most absorbable form of iron. Plant (non heme) iron and fortified iron rich foods have increased absorption if paired with a food that is high in Vitamin C. For example, try sautéing spinach (non heme iron source) and red peppers (vitamin C source) together for a tasty dinner side dish. In addition, cooking foods in an iron skillet will leach additional iron into the diet. Caffeine interferes with iron absorption so plan to have your morning cup of coffee at least one hour before or after consuming an iron rich breakfast.

We may not be able to turn back the hands of time, but we can certainly fight its effects on the body bite by bite! **ce**

NUTRIENT	RECOMMENDED FOOD SOURCES
Carbohydrates	Complex Carbohydrates: Oatmeal, Quinoa, Sweet Potatoes, Corn Tortillas, Whole Fruit, Vegetables
Protein	Animal Sources: lean cuts of beef, chicken or turkey breast, egg whites Plant Sources: edamame (soybeans), dried beans, lentils, nuts, nut butters, seeds, tofu
Vitamin B12	Animal sources: lean cuts of meat, poultry and fish, dairy products Fortified foods: breakfast cereals, nut milks, Brewer's yeast
Calcium	Dairy sources: milk, yogurts, cheese Non-dairy sources: broccoli, kale, spinach, salmon, sardines, strawberries, dried beans Calcium Fortified Foods: breakfast cereals, labeled orange juices, soy or almond milks
Vitamin D	Salmon, swordfish liver oil and egg yolks
Iron	Animal sources: lean cuts of beef, chicken or turkey breast, egg whites Plant sources: green leafy vegetables (like spinach, kale), legumes and nuts, dried fruits (prunes, raisins) Fortified Breakfast Cereals: many hot and cold cereal varieties

Enjoy family.



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Farmer of the Year Georgeann Eiskamp Celebrated at 100th Anniversary

BY JESS BROWN



Congratulations on winning the Santa Cruz County Farm Bureau Farmer of the Year award. How do you feel about that special honor?

I am humbled by this awarded distinction because those I follow have contributed far more to our community.

How many generations has your family been in the Pajaro Valley?

I am a 5th generation farmer in my family, going back to my great great grandfather James Cowles, who first came from Vermont to the San Juan Bautista area in 1856 for a short time, and then came to the Pajaro Valley and settled in the San Andreas area. My son John Ehler (JE Farms) and daughter Lisa are the 6th generation.

Did you enjoy growing up in a family that farmed?

Yes, I loved the outdoors, the summers playing in my grandfather's orchard irrigation ditches,

riding my grandfather's horses, and then learning how to drive a tractor.

When you were growing up did you help on the farm?

Yes, from hoeing weeds, picking berries, irrigating the strawberries from wooden troughs, and then disking between the blackberry rows.

Did you enjoy it or decide farming is not your thing?

Being a daughter, I was not encouraged to study agriculture and did not see it as a path for my future.

Where did you attend college?

I attended Hartnell College, one year at the University of Oregon, and then received my Bachelor of Science Degree from Purdue University.

What career did you pursue?

I received my degree in psychology with an emphasis on clinical psychology.

Why did you decide to come back to the Pajaro Valley?

In approximately 1975, I began a career in the field of commercial insurance underwriting. I was working for INA and then when it merged with CIGNA, I moved from Southern California to Sacramento, and then to Seattle, Washington. After three years away from my family and growing grandchildren, I decided to return to the Pajaro Valley.

Was it challenging for your dad to accept your help on the farm?

Yes. My father was of the older generation, who believed women pursued other careers,

and when I approached him to "take me into his farming enterprise", I found he had mixed emotions. I pursued, and two years later, at age 89, my father said yes.

What job did you first assume when you came back to the help your dad?

My father gave me three acres of newly planted olallies and said, "It is yours. No one will help. I also found that several of the growing blocks had clogged irrigation emitters. Thus, replacing clogged emitters became my daily job, along with irrigating, fertilizing, and weeding MY three acres of olallies. The third job I assumed was the daily bookkeeping chore of copying each pickers crate total from a log to his weekly time card. This chore took approximately two hours every night.

When did you know he realized you were able to take over the farming operation?

I am sure that came gradually. After 18 months, my three acres of olallies had beautiful fruit with high production. I was now helping irrigate, fertilize, and drive the tractor in the fields. Our truck driver headed home to Angel's Camp early on Saturday mornings, and I became the cooler truck driver on Saturdays and on the occasional Sundays when we picked. By this time I was also working with the pesticide applicator after receiving my PAC card.

Who has been the most influential person in your life?

My father because he was the example I realized I wanted to follow. George Cowles was dedicated to farming, dedicated to the land, and dedicated to his family. I learned the basics of farming from my father, but I also learned and was influenced equally by my son John Ehler

Eiskamp. John studied plant pathology and agronomy at Fresno State and had the scientific answers I was seeking to many new problems occurring in pest management and growing blackberries.

Let's talk about the current farming environment. How are you handling the issue of having adequate labor?

We are fortunate because we have many employees who return year after year, and they bring additional members from their area in Mexico. In fact, we have 25 workers from one area alone. We have a great crew boss and team of supervisors who create a congenial atmosphere for our workers. My daughter Lisa Eiskamp came to work with me two years ago, and she brings additional help in creating a friendly place to work.

How important is the preservation of farmland?

My father taught me the importance of preserving our land. His greatest joy was



when we purchased the ranch that his father originally owned and had to sell because of hard times.

Why is the Pajaro Valley a good place to farm?

The Pajaro Valley's climate is ideal for apples, vegetables, and berries because of the moderate changes in temperature. Coastal breeze maintains ideal weather for growing and harvesting strawberries almost year round. Our ideal picking season for blackberries is from May through October.

Do you see your children continuing your business?

My son John has his own business he started back in the mid 1980's. Although my daughter Lisa has been working with me for two years, we both see the difficulties coming over the next four years, which will become financially impossible to continue as we farm today because of the changes in overtime regulations.

You are quite active in the community. Why is that important to you?

I found that I needed a passion other than farming 24/7, and the needs in our community are great. A close friend invited me to Rotary of Watsonville, and that began my years of service.

What are you most proud of with your Rotary service?

When I served as president of the Watsonville Rotary, I was able to help coordinate a rotary event with Antsy McClain and Trailer Park Troubadours that raised several thousands of dollars to help in the effort to eradicate polio worldwide.

The Annual Down to Earth Women Luncheon has become one of the most successful events in the county. You were an original co-founder of this event, what do you contribute to its success?

As a farmer with ties to our grower list of vendors, I am able to connect more easily in finding our agriculture supporters. After 17 years in farming, others may think, "she knows what she is doing", but perhaps my greatest asset is making decisions and following through with the commitments needed to reach our goals. Also, over 50 percent of our support and attendees come from outside the agriculture industry. Many women support local farming. We can contribute some of the support from the very successful Focus Agriculture program run by the Agri-Culture educational organization.

What is something about Georgeann Eiskamp that most people don't know?



Clockwise from top left: 1. Georgeann. 2. (L-R) Caroline and John Eiskamp, Georgeann, Rae Boghossian. 3. Georgeann is founding co-chair of the successful Down to Earth Women Luncheon. (L-R) Neva Hansen, Georgeann, Cristina King



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Supervisor Lou Calcagno honored the Cowles Eiskamp Family in 2004. (L-R) John Eiskamp, Georgeann, Father George Cowles, Supervisor Lou Calcagno.

I am an introvert who is extremely uncomfortable speaking in crowds.

How do you balance your personal life while running a farm?

Not very well. I find it very hard to accept social invitations during the harvesting season because of my complete focus on the farm.

If you could have dinner with three people (alive or deceased), who would you invite?

Nita Gizdich, George W. Bush (I love his humor today), and my friend Antsy McClain (lead guy in the Antsy McClain and Trailer Park Troubadours). It would be a great evening.

Where do you see your farm in 20 years?

Unfortunately I am unsure about this question. Labor costs and added regulations will force tomorrow's farmers to adopt new technologies.

Where will we see Georgeann Eiskamp in five years?

*This is the difficult question. Will I change my farming techniques? My problem is I don't want to change. Did my ancestors say that when they were challenged with new technologies? I will take one year at a time. I do not see myself retiring anytime in the near future. Farming has become a way of life, and now I know why my father would not retire at the age of 97. **cg***

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## Talbott Vineyards

BY LAURIE DANIEL

**W**inemaker David Coventry is escorting a visitor through the barrels at Talbott Vineyards' River Road winery in the Santa Lucia Highlands. He stops periodically to draw a sample from one of the barrels from the 2016 vintage.

Coventry is excited about the differences he sees from different blocks and clones in Talbott's highly regarded 550-acre Sleepy Hollow Vineyard. This block will provide the frame of the 2016 Sleepy Hollow chardonnay; another adds aromatic complexity; a particular clone is lean and precise, with some salty minerality.

"I'm given an amazing blank slate to work with," he says. "You're really only limited by your imagination."

Talbott Vineyards, founded in 1982 by Robb Talbott, was acquired in 2015 by E&J Gallo. (Talbott retained his rocky Diamond T Vineyard in Carmel Valley, but the fruit is under contract to Gallo.) The purchase was

part of a broader trend of big wine companies buying small, prestigious ones. Another Gallo acquisition in 2015 was J, a boutique sparkling wine producer in the Russian River Valley.

When a big company like Gallo buys a smaller, family-owned winery like Talbott, the smaller winery's fans can be understandably worried about possible changes, like rapid expansion or diminished quality. That hasn't been the case at Talbott. Rather than bringing in a winemaker from another Gallo-owned winery when previous winemaker Dan Karlsen retired last year, the company hired Monterey County native Coventry, who has spent his whole career in the area. And Coventry says the only marching order he's received from the Gallo family was this one from Matt Gallo, vice president of coastal operations: "We expect great things out of you."

Perhaps the most important thing that Gallo brought to the project was resources.

Sleepy Hollow Vineyard was the main attraction for the Gallos when they bought Talbott. It's a large parcel that climbs up the lower slopes of the Santa Lucia Mountains, but part of it is badly in need of replanting. The southern section still has vines from the early 1970s, planted with the old "California sprawl" spacing and trellising. Some blocks were planted with old clones that weren't well-suited to the site.

Replanting had begun when Robb Talbott still owned the vineyard, and Coventry says there's a six-year plan to replant 360 additional acres. Pinot noir is being planted in blocks farther up the hill, and the diversity of clones is being expanded. Chardonnay, meanwhile, is being planted in some spots where pinot was torn out. The vineyard is about one-third pinot noir and two-thirds chardonnay, Coventry says, a proportion that won't change substantially. "The pinot may creep up a little bit," he adds. The vineyard is

farmed with sustainable practices, but it's not certified.

Coventry, who says he's "worked with just about every vineyard of note" in Monterey, is particularly excited about Sleepy Hollow's potential. After working at wineries such as Morgan and Puma Road, he has particularly strong experience with vineyards in the northern Santa Lucia Highlands, where Sleepy Hollow is situated. "This is a great Burgundian site," he says.

The Sleepy Hollow name once appeared on labels produced by other wineries, because Robb Talbott sold a lot of the grapes. That practice helped boost the reputation of the vineyard, but it stopped after Karlsen became winemaker. "I would jealously guard any grape that comes off this property," Coventry says. He adds that all the grapes are used in the Talbott wines, not diverted to any other Gallo brands.

As for the style of the wines, Coventry says he's not making any substantial changes. He and Karlsen had worked together in the late '90s at Chalone Vineyard, and he says they're mostly on the same page. "The amount of change I can bring to bear is in the subtleties," he says.

His discussions of winemaking philosophy are peppered with similes and analogies. For example, "I view wines like a teeter-totter," with the intensity of the fruit as the fulcrum. Or his view that applying winemaking tools is like using a slingshot: you pull it back and then decide when to let it go, based on where you want the wine to end up.

The current releases from Talbott, from the 2015 vintage, were largely made by Karlsen; Coventry shepherded them into the bottle. The vast majority of the 130,000-case annual production is a tier known as Kali Hart. "It's the hardest one to make," Coventry says. I found the 2015 Talbott Kali Hart Chardonnay (\$21) to be just a touch hot. But it has plenty of racy citrus, some toasty oak and good length. The 2015 Kali Hart Pinot Noir (\$21) is a great value. The wine is structured and juicy, with ripe raspberry, a

slight leafy note and a hint of sarsaparilla.

Both Kali Hart wines are blends of grapes from Sleepy Hollow and from Olson Vineyard, a Gallo-owned property at the warmer southern end of the Santa Lucia Highlands. "It's a nice way to hedge your bets," and maintain consistency, Coventry says. He adds that production of the Kali Hart wines is likely to grow some.

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**"I'm given an amazing blank slate to work with," he says. "You're really only limited by your imagination."**

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The Logan and Sleepy Hollow tiers are more expensive. The Sleepy Hollow wines, Coventry explains, are made from barrels that are richer and more opulent, and the wines see more new oak. "We call it our flagship bottling," he says. The Logan chardonnay and pinot noir are also made from Sleepy Hollow Vineyard grapes, but the wines have more purity of fruit and less new oak.

That philosophy is certainly evident in the 2015 bottlings. The 2015 Logan

Chardonnay (\$27) is creamy yet racy, with lemon and apple fruit and some toasty accents. The 2015 Logan Pinot Noir (\$27) is plump and structured, with raspberry and a hint of rhubarb. The 2015 Sleepy Hollow Chardonnay (\$42) is much more opulent, with some tropical notes, while the 2015 Sleepy Hollow Pinot Noir (\$42) is plump, ripe and structured yet supple.

There are also some very limited production wines such as the chardonnay and pinot from the Diamond T Vineyard and the Sarah Case cuvées from Sleepy Hollow.

Production won't increase for the estate wines. Rather, as replanting continues and the new vines start producing, Coventry is focused on increasing quality. "Smaller and smaller upticks in quality take exponentially more effort," he says. "We want to see this place reach really lofty levels."

He adds, "For as great as the wines have been, the best ones haven't been made yet."

For more information about Talbott Vineyards, go to [www.talbottvineyards.com](http://www.talbottvineyards.com). If you are interested in tasting the wines, visit the tasting room in Carmel Valley at 25 Pilot Road; (831) 659-3500. There are no visitor facilities at the River Road winery. **CG**







## Tips to Keep Your Pets Safe

BY DR. KATJA HERRMANN

Fall is a great time to get outdoors with your pets. Even with crispness in the air, the weather is still warm enough to get out and enjoy the last weeks of fall, as the days get shorter and the nights a little colder.

For dogs, there's nothing like romping in the fall leaves and not getting overheated by the beating sun of summer. Even cats enjoy the cooler fall weather and the warmth of the noon sun on their favorite perch.

It's also a great time to make sure your pet is healthy and ready to enjoy the fall weather. Here are some tips to keep in mind to maintain a healthy pet.

Toxic things to keep a wary eye on include poisonous mushrooms, antifreeze, rat poison and, believe it or not, chocolate and hearty foods.

With the wet spring comes tons of fungus. That not only means mushrooms out in forests and parks, but in our own backyards. There are a small percentage of mushrooms that are highly toxic to our four-legged friends. The ASPCA has a handy guide to toxic varieties at [www.aspcapro.org](http://www.aspcapro.org).

If you're changing fluids in your vehicle at home to prepare for the winter, make sure

you clean up any spills, especially antifreeze, and keep pets away when you are working in the garage or driveway. Antifreeze contains ethylene glycol, which has a sweet smell that attracts pets to lap it up. Just two teaspoons of this toxic stuff can kill a 10-pound dog. Even less can kill a cat.

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**There are a small percentage of mushrooms that are highly toxic to our four-legged friends.**

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Mousetraps and rodenticides, like rat and mouse poison, can do severe damage to your dog or cat. Fall is the time when rodents seek out your home, garage or storage space for warmth. Make sure you are using pest control methods that are safe for your pets. Your vet or pet shop can give you great advice on this.

Even if you aren't using rodenticides like rat and mouse poison, your neighbors might be. Carcasses of mice and rats can also be deadly to your pets if ingested. If you think your pet

has ingested a dead rodent, call your veterinarian right away.

With fall comes the holidays and with the holidays come a lot of rich, heavy and sweet foods. Just because these foods are safe for us to eat, doesn't mean they're not toxic to dogs and cats. For dogs, that means don't let them eat chocolate, grapes and raisins. Rich, high-fat foods can cause stomach and intestinal problems such as diarrhea, gastroenteritis and even pancreatitis, a very serious condition. Small finger foods can cause choking, while chicken and turkey bones are obvious causes of choking or worse. Your vet will know what's good for your pet and what is off-limits.

Just because the weather is colder doesn't mean you have to stop worrying about ticks, which we typically associate with the warmer months. According to one study, many species of ticks can be active in winter and even survive the first frost.

Eliminate ticks' environments, such as leaf and garden litter. Check your pet for ticks frequently. Use tick control and tick repellent products, especially if you and your pet spend a lot of time outdoors. Check with your vet for regular screenings for infections caused by ticks.

The holidays also mean holiday decorations, from Halloween through Christmas and New Year's. Pets might be tempted to eat or chew on some of these decorations, especially decorative gourds and pumpkins or play with bright, shiny decorations that could cause an injury. Be careful of where you put your decorations and how your pets react to them.

If you have any questions or concerns about your pet, call on your veterinarian, who can best answer your questions and allay your concerns. You can also contact the Monterey Peninsula Veterinary Emergency & Specialty Center if you have any questions you need answered. **CG**

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# A.P. Giannini, Banking Innovator

BY BURTON ANDERSON

**A**madeo Peter Giannini was born May 6, 1870 in the Swiss Hotel in San Jose, CA, to Luigi and Virginia Giannini, immigrants from Italy. They arrived in New York by ship, and rode the recently completed Central Pacific Railroad to California in 1869. Luigi leased the Swiss Hotel upon arrival in San Jose. After two years, he saved enough money to buy 40 acres in Alviso, where he grew fruits and vegetables for the San Francisco Produce Market.

Luigi was involved in an argument over wages with a farm worker, was shot and died instantly. His son, Amadeo, age six, witnessed the tragic murder. Virginia couldn't manage the farm by herself and soon remarried. Her husband delivered produce to L. Scatena & Company and recommended L. Scatena hire A.P. He dropped out of school at age 18 and went to work full time for L. Scatena & Company.

Giannini was an innovative, energetic, employee. Within two years, he was made one-third partner in the business. He visited farmers in outlying growing districts, soliciting for new business. He was so successful, that at age 21 he became a one-half partner in L. Scatena & Company. His efforts enabled L. Scatena & Company to become the largest Produce Commission House at the San Francisco Produce Market.

Amadeo married Clorinda Cuneo in 1892 and they had six children, four boys and two girls. Clorinda was the daughter of a wealthy real estate owner. Her father, Joseph Cuneo, died in 1892 and A.P. took over the real estate business to help Cuneo's widow with her 11 children. In 1901, A.P. suddenly sold his shares in L. Scatena & Company and began buying San Francisco real estate, beginning

his second career. Joseph Cuneo had been a director of a small North Beach bank and A.P. took his place after Cuneo's death. A.P. soon got into a dispute at a board meeting over the bank's lack of friendly relations with the public, and walked out. He immediately

walked down the street to a stock broker friend and asked what was needed to open his own bank. The result was A.P. opening the Bank of Italy on October 15, 1904, in a converted saloon on the waterfront in North Beach.



*Courtesy of the A.P. Giannini Foundation of Agricultural Economics at U.C. Berkeley*

The Bank of Italy was opened to serve the common, poor Italian man. A.P. placed his desk in the lobby where he could greet customers, rather than the usual contact with bankers behind cages. This personal contact set a trend by competing banks that lasted until WWII. At this time A.P. did not accept a salary. He wanted his earnings to go back into growing his bank.

When the 1906 earthquake struck, A.P. was able to load his cash, books, and bank assets into the back of a produce wagon. He hid the contents under crates of oranges and took off at top speed for his home in San Mateo. He rushed back as soon as possible and did banking from the back of his wagon. He paid concerned depositor's demands, simply by a handshake. He loaned money to ship captains to sail to the North West and load lumber to rebuild San Francisco.

After a long fight with State Legislators, A.P. won approval in 1909 to open statewide branches. The Bank of Italy established banks throughout California, especially in poor working class districts and agricultural areas. In the 1920's the Bank of Italy was the first statewide bank. With the earthquake rebuilding underway, and Giannini's reputation, he was able to expand by buying smaller banks in the Bay Area and in agricultural areas. By the mid 20's, Bank of Italy branches were all over California.

Salinas was a farming town with many immigrant families that needed a bank. The families welcomed a bank with Giannini's reputation of having a friendly business philosophy. In 1926, the Bank of Italy bought one time Mayor, Dan Medeira's one story building on the Southwest corner of Main and Gabilan Streets. It was built after the 1906 earthquake of reinforced concrete, capable of resisting future earthquakes. The Bank of Italy remodeled the building and added a second story after the purchase. The new bank opened in Salinas on January 22, 1927. The Bank of Italy merged with the Bank of America on November 3, 1930. The name change was the only difference as the new bank remained at the same location.

The Bank of Italy made Giannini a wealthy man. He gave the University of California, Berkeley \$1.5 million to fund the Giannini Foundation of Agricultural Economics. The UC Regents accepted the gift on February 14, 1928, which included the construction of Giannini Hall on the Berkeley campus.

In 1928 Giannini founded the Transamerica Corporation in San Francisco as a holding company for his various business interests. Giannini's dream was to expand Transamerica into a nationwide bank. The US Congress became alarmed by the concept of nationwide banks being involved in non-banking activities. It passed the Bank Holding Company Act of 1956. Before the Act was passed, Bank of America was the majority stockholder in Transamerica Corporation. After the Act was passed, Transamerica became an insurance,

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### **The Bank of Italy established banks throughout California, especially in poor working class districts and agricultural areas.**

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investment, and health care company. In 1972 the Transamerica Pyramid was built at Giannini Plaza in San Francisco and instantly became a city landmark.

A.P. approached Orra E. Monnette in 1930, owner of a small Los Angeles Bank, named Bank of America. They agreed to merge, keeping the Bank of America name for the new bank. The bank headquarters was moved to San Francisco and A.P. became Chairman of Bank of America until his retirement in 1949. When the 1929 Depression hit, Giannini combined his personal fortune with the Bank of Italy assets, increasing the bank's ability to extend more loans to the public, including bonds.

In the depth of the Depression, an engineer by the name of Joseph Strauss called on A.P. to secure a bond to build the Golden

Gate Bridge. Strauss had traveled the world trying to secure financing for the project. He was unsuccessful. A.P. bought the bond and the next year, construction began on the bridge. In addition to the Golden Gate Bridge, he financed Hollywood producers including Walt Disney. At the time, Disney was broke and unable to acquire a loan. Disney was then able to produce "Snow White and the Seven Dwarfs." A.P. also loaned money to Hollywood actors who formed United Artists. The Bank of Italy also helped start the wine industry and was the first bank to help cattlemen. He loaned money to Henry Kaiser during WWII that financed his ship building expertise in manufacturing Liberty Ships in record time.

A.P. Giannini passed away in 1949, and his son Mario became Chairman of the Bank of America until his death in 1982. Claire Giannini Hoffman, A.P.'s daughter, was named to the Bank of America's Board in 1949 to the seat vacated by her father. She was appointed honorary director in 1975.

She became increasingly upset by the bank's corporate direction of putting money before people in violation of her father's principles of a family bank. She angrily resigned from the Board in 1985 and passed away in 1997. She was the last family member involved in Bank of America management. Eventually Bank of America headquarters left his beloved San Francisco for Charlotte, North Carolina. **ce**



## Jose Calderon A Story of Perseverance

BY MATT PRIDEY

Each fall, top players from the PGA Tour Champions join together with juniors from The First Tee and amateurs across the country to walk the sacred grounds of Pebble Beach and compete in the PURE Insurance Championship. The event, formerly known as the Nature Valley First Tee Open, now has a new title sponsor in PURE Insurance. Participants teed it up September 22 with the final round being played at Pebble Beach Golf Links on September 24. The championship benefits The First Tee program and takes the opportunity to honor 81 juniors within the program that are selected by a national panel of judges. The judges select participants according to performance both in competition and in their representation of the Nine Core Values that the program seeks to engrain into the lives of the children it influences.

The First Tee of Monterey County resides at Twin Creeks Golf Course in Salinas, CA and serves as the hub for the surrounding

area. The mission of the program is to develop youth through golf programs centered on building character through Nine Core Values™: honesty, integrity, sportsmanship, respect, confidence,

**The support system he has found through his family at home and at the First Tee of Monterey County through coaches and staff have undoubtedly been a catalyst in reaching this milestone.**

responsibility, perseverance, courtesy and judgment. With the newly developed Taylor Farms Learning Center, the facility truly has the tools to impact youth in the area as they seek to develop both golfers and young men and women who characterize the values The First Tee is all about.

The event is the pinnacle of years of hard work for many of the juniors that are fortunate enough to be selected. Salinas' very own Jose Calderon was chosen to participate in the PURE Insurance Championship this year! Jose was

**It is clear that this young man displays the character that The First Tee engrains into its students.**

encouraged by his parents to take up the game beginning at the age of eight. Through the unwavering commitment of his mother getting him to and from the course after long days working in the fields and the help of an instructor at the First Tee program in Salinas, Jose saw his game transform into something worth noticing. Albeit you can't disregard the dedication from Jose himself as he practices six days a week, following his summertime job working in the fields. Jose first connected with The First Tee via a third grade trip with his school. It was that trip that began an unanticipated journey that through hard work, perseverance, and commitment to the values instilled in him by The First Tee, would lead him to a selection into the PURE Insurance Championship. When asked how he responded when he found out about his selection, Jose said, "I was in the middle of work when I received a message from one of my old friends congratulating me on getting accepted...I was so excited and shocked because he had found out before me and also how lucky I was to be chosen." It is clear that this young man displays the character that the First



Tee engrains into its students. The support system he has found through his family at home and at the First Tee of Monterey County through coaches and staff have undoubtedly been a catalyst in reaching this milestone.

The impact of the program reaches far. "Without the First Tee I would not be playing golf...I would not be where I am now if I had not gone there," expresses Jose. Currently a Junior at Palma High School, Jose has aspirations of playing golf for the University of Oregon while studying physical therapy. It is encouraging to see the type of kids that the First Tee of Monterey County is grooming.

Jose admits that without the impact of The First Tee it's difficult to say that golf would be nothing short of an afterthought. "I was already starting to lose interest in school and

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**"Without The First Tee I would not be playing golf...I would not be where I am now if I had not gone there."**

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the sport I wanted to do was boxing before golf, but now golf is my favorite sport." It goes without saying that with the right support system in place, the ability to be successful eventually depends solely on the individual's desire to stay the course. When asked what Jose looks forward to most about playing in the event, he says, "I want to be able to meet as many people as I can and represent my chapter well." There is no doubt that Jose has embraced the system and taken it upon himself to make the most of the opportunity he has been given.

A chance to walk inside the ropes with the likes of golfing legends such as Bernard Langer and Tom Watson is the kind of experience many of us could only dream of. This September, that dream became a reality for Jose Calderon, as his hard work came to fruition in this year's PURE Insurance Championship. Best of luck. **CG**

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# Going From Keeping Up with the Joneses to Keeping Up with Home Improvement Television

## What Every Homeowner and Seller Needs to Know

BY AMBER RUSSELL, BROKER/OWNER OF OVER THE MOON REALTY, INC.

Home improvement television, including Home and Garden Television (HGTV), Do It Yourself (DIY), The Learning Channel (TLC) and several other networks have emerged since the late 90's to affect how we view others and our own homes. In fact, in 2016, HGTV was the fifth highest ranked cable television network during a time when many cable networks were on the decline.

Before I entered the business of real estate, I could not get enough of two home improvement shows. *Trading Spaces*, which aired from 2000 – 2008 on TLC, featured two sets of neighbors challenged with redecorating one room in each home over three days with a \$2,000 budget and the services of a designer. *Trading Spaces* is one of the shows credited for launching nationwide interest in home improvement television. A little known fact is that Ty Pennington, who later hosted *Extreme Makeover Home Edition*, got his start as a carpenter on *Trading Spaces*. What captivated me about this show was the debate about how to best spend the \$2,000 budget and how often the neighbors doing the redecorating focused on their own tastes, which ultimately ended poorly. Last month, TLC announced that a revived show would be produced for the 2017-18 season.

My other favorite show, *Designed to Sell* which aired from 2004 – 2011, featured a designer and contractor given a \$2,000 budget and charged to help homeowners fix up a home that is about to go on the market or that has been on the market but has not attracted buyers. Of course the \$2,000 does not take into account the sweat equity required by the homeowners. I was truly amazed at how much

changing just a few things can alter the first impression a home makes. The show really engrained in me the importance of appealing to the largest number of potential buyers and not giving in to the temptation to decorate to my taste. I also learned the importance of staging, which the host often likened to trying on an outfit for an important event - you wouldn't walk into a store and buy an outfit without trying it on and seeing how it looks all together, right? Once the makeovers were complete, the host would hold an open house and interview buyers as they walked through. Of course the refreshed homes sold quickly and for more money than the homeowners had hoped. I'm not sure if that was true 100 percent of the time, but it was fun to watch regardless.

Now that I own my own real estate brokerage, I cannot help but think of those home improvement shows, plus the slew of new ones breaking records such as *Fixer Upper*, *House Hunters*, and *Property Brothers*. The challenge for Realtors and especially for contractors is that the rest of the world thinks you can buy a home for \$100,000 and completely remodel it for another \$80,000, since that's what they see on television. Don't want to get off on the wrong foot with a designer or contractor? Avoid mentioning *Fixer Upper* or HGTV in general. Several contractors have told me they now have to be the bad guys and explain to homeowners that things in California, especially on the Central Coast, cost more than in Texas. Homes here are worth (on average) 8-12 times more than homes in Texas.

So how has home improvement television shaped how I help clients and even how I approach design in my own home? I start by accepting the fact that most people are watch-



Before

ing these shows, browsing on Pinterest and stalking Zillow.com. Then, I use what I've learned to help my clients prepare their homes to make the best first impression. You do not have to spend a fortune to make a dramatic difference. Remember, most home buyers head out to look at open houses or search online right after they have just watched their favorite home improvement shows. What does this mean? They have expectations, and they have access to far more information than you think they do about your home, down to what you paid for it and when.

So, why not exceed their expectations?

Whether you are getting ready to sell your home or just want to refresh one or more of its dated features, I challenge you to see what a little creativity can do. In my experience, there is one common but dated feature of homes built or remodeled in the 1970's and 80's that buyers unequivocally do not want to see: recessed fluorescent light tubes covered with opaque plastic panels and framed with oak-stained wood trim. Even though you may have grown up with either of these styles in your kitchen, buyers today probably do not share your affinity and will deduct from their mental budget as they are walking through your home.

Changing a dated feature may seem like an expensive task suited only for professionals. With the exception of the electrical work, I will go out on a limb and say a novice DIY'er could tackle this project in a weekend with a little help. First, go online and search "kitchen ceilings" or "recessed fluorescent light makeover ideas" to see what you can find and then recreate it within your budget. I always start with Houzz.com and Pinterest, which I'll admit, can be a little overwhelming. If you have a white kitchen, try adding "white" to your search terms. If you are going for an old world style, try adding "old world." While browsing, decide if you want to install two or three pendant lights, one chandelier, or a number of recessed lights for your light source. Keep in mind that the biggest reason for the popularity of fluorescent light fixtures is because of the amount of light they provide. To complete your project, follow the next steps:

1. Grab your cell phone and take a few "before" photos. You'll love looking at these when all is said and done!
2. Be sure the electrical breaker that is supplying electricity to the kitchen is off and add drop cloths to the floor and over any appliances.
3. Remove the plastic panels, the wood trim, the fluorescent light tubes and fixtures.
4. Add or have your electrician add the junctions for your new light fixtures.
5. Use butcher paper to create a template to trace where your light fixtures will be located and predrill your new holes into

the paneling piece. You can install one board if it's easier for you to handle that way. I selected a 4' x 8' wood-grain panel prefinished to look like the flooring. Each panel costs only \$19.98 at Home Depot. You can always select a gray/driftwood finish, go with the classic white bead board, or even venture out for a stone or brick hardboard! The standard size for most recessed ceilings is 6' x 8' so you will likely need two panels. (I used the extra panel piece as the backing for the new basket shelves I installed after removing the good old trash compactor.)

6. Spackle and sand any holes and be sure the surface you're affixing the paneling piece to is smooth.
7. Dry fit your panels to be sure you have correctly cut holes for your light fixture(s). I chose a 'Fixer Upper meets Pottery Barn-style' chandelier that includes seven vintage light bulbs that I found on Costco.com. Because the kitchen has an island in the center, a chandelier works well and helps fill the visual space. And because the chandelier is not quite enough light to replace an entire ceiling of fluorescent light bulbs, I also added four recessed lights along the perimeter of the kitchen.
8. Affix your panels with both a liquid adhesive and nails to be sure they attach securely.

9. Install your light fixture(s).
10. Prime and paint trim. Add an outside cornering molding trim around the edges to hide any irregularities to create a finished look. Touch up trim with paint if needed.
11. Grab your cell phone for "after" photos to send to family and friends, bragging about your new DIY'er status!

Total cost for supplies including all light fixtures was \$360.00.

Want to take it a step further without completely gutting and remodeling your kitchen? Consider painting your cabinetry (Kelly Moore China White is my favorite for cabinets), adding new hardware, or adding new appliances. White appliances feel light and bright and stand out from the common stainless steel. Unless you have a paint sprayer and professional experience, painting cabinets should probably be hired out.

If you do not consider yourself handy or you prefer to supervise, research a good handyman or contractor to help you. When I need a recommendation I can trust, I always start with the NextDoor app, which allows me to ask people in my own neighborhood for their recommendations. It's much more personal than Yelp and seems to have an added degree of pressure to be open and honest. After all, these are your neighbors that you see every day!

Happy home improving! **CG**



*After*



# Exercise and the Importance of Being Healthy, Not Skinny

BY HEATHER SOMMERS, CYCLEBAR CARMEL RANCHO

There's a myth in our culture that being skinny means you are healthy. And if you are skinny, that means you don't have to exercise or eat right.

The truth is that, while generally speaking, overweight people are less healthy, it doesn't mean that being skinny equates to good health. Not all thin people are healthy. Not all healthy people are thin.

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## Not all thin people are healthy. Not all healthy people are thin.

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All people, whether overweight or skinny, size 10 to size zero, need regular exercise, need to eat and drink right, and need to stay away from unhealthy habits such as smoking and drug use.

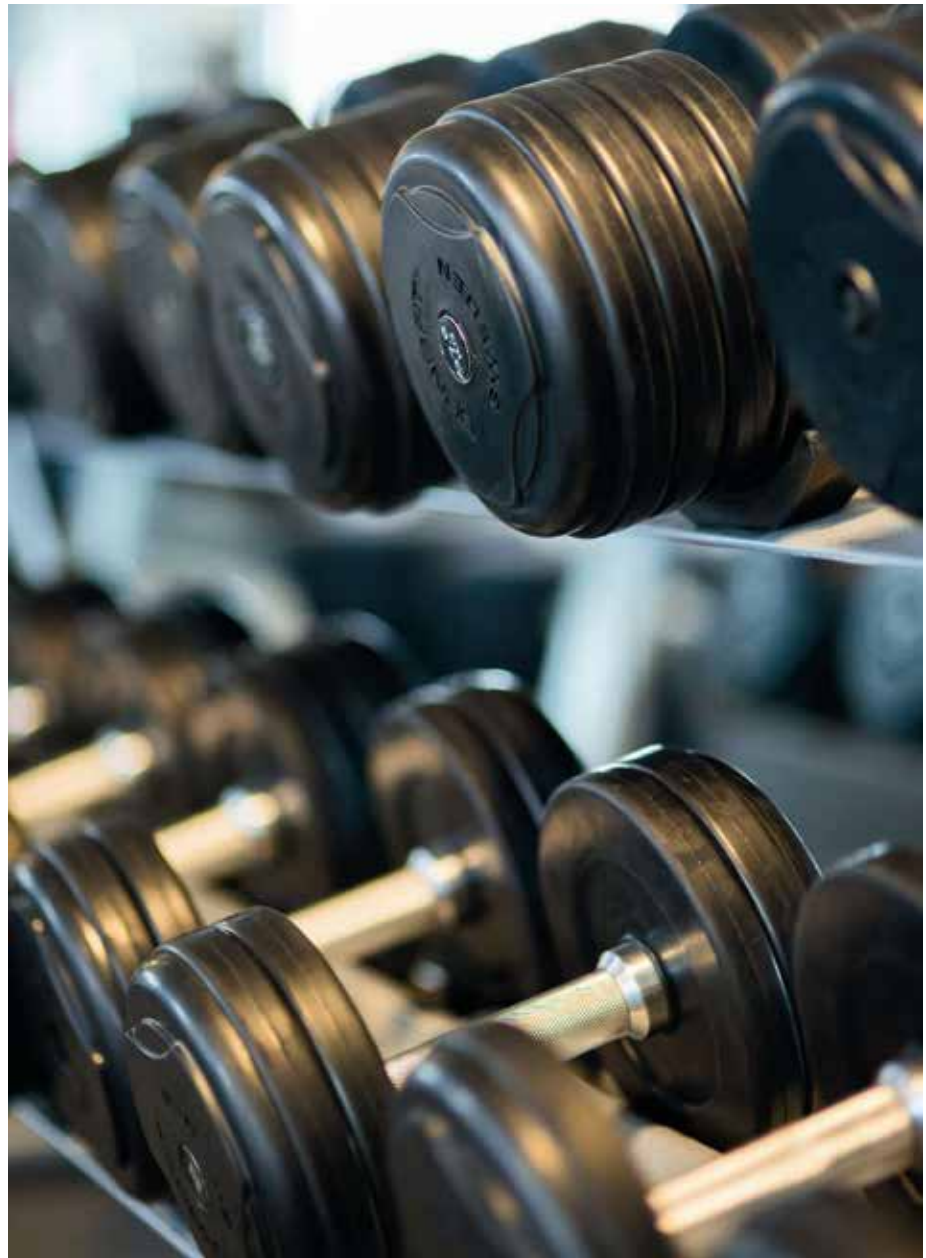
Time.com recently reported from a genetic analysis of 75,000 people, that skinny or lean people with a genetic variant were more likely at risk for developing Type 2 diabetes and heart disease, despite their lower body fat.

People store their fat differently and where they store their fat is based on gender and is also largely genetic. Research has shown that there is a genetic variant that can cause some people's bodies to be unable to store fat underneath the skin, which means it is deposited elsewhere, which disrupts the body's normal functions. In fact, people who are lean may lack visible body fat because it is actually stored deeper inside the body, around organs and in muscles. These lean people who have this genetic variant, the study reported, consistently showed higher blood cholesterol levels and had trouble processing insulin, which is an

early indicator of diabetes.

Exercise scientist Steven Blair goes even further. He has conducted research that shows that skinny people who are not physically fit and who don't live a healthy lifestyle

have very high mortality rates. Conversely, those who are overweight, but fit in comparison, have a much better survival rate. Blair even says that if you have to choose, you would be better off gaining weight and stay-



ing fit than dropping many pounds and not exercising.

Timothy Olds, a professor of health sciences at the University of South Australia, agrees, saying that evidence is mounting that your level of fitness is more important than what you weigh when it comes to your health.

So how do you get fit and stay fit? It's common knowledge that you should exercise at least three times a week. And that doesn't mean you have to join a gym and work out for two hours with heavy weights. It also means going for a walk, taking the stairs instead of an elevator, or going on a hike in a park.

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### **Evidence is mounting that your level of fitness is more important than what you weigh when it comes to your health.**

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Also, eat healthier with more fresh fruits and vegetables, whole grains, cut back on sugar, butter, fatty and fried foods and salt. You don't have to ditch your entire eating plan or go all-vegan, but small incremental changes in your diet will have a huge positive effect on your health.

And don't forget to "exercise" your mind by reading, meditating, finding a quiet spot to clear your mind, getting adequate sleep, watching less TV and other ways to "unplug" from the hectic pace of modern life.

Here are some of the benefits from a focus on a healthy lifestyle by getting strong, not skinny, according to forever fit.tv:

#### **1. MUSCLE DEFINITION**

While I don't want to place too much emphasis on the physical appearance as to why you should focus on getting strong not skinny, having muscle definition is extremely gratifying. Defined muscles really tone your body and are a great representation of how physically fit you are.

#### **2. IMPROVE BONE DENSITY**

Building strength can improve bone density which helps ward off the debilitating disease

of osteoporosis. If you spend your time trying to lose weight to become skinny, you are at risk of losing crucial bone density, which is not a good thing.

#### **3. INCREASED ENERGY**

Getting strong requires you to eat a balanced nutritious diet and together they can actually boost your energy. In comparison, dieting and counting calories will sap your energy rather quickly. You will probably also experience a shift in your mood too, and not in a positive way.

#### **4. FEEL EMPOWERED**

The feeling of empowerment is a big reason why we are seeing the 'strong is the new skinny' trend flourish. There is no doubt, getting stronger while seeing improvements in your fitness helps boost your confidence and make you feel like you can conquer anything you put your mind to. This has a carryover effect and translates to other aspects of your life such as your relationships and career.

#### **5. BURN MORE CALORIES**

Creating an exercise regimen which focuses on building muscles rather than burning fat will actually mean you burn more calories. By doing this you will have the ability to lose more body fat and get leaner in a much shorter time frame than if you deprive your body of good food as you diet. Not only that, you will look toned and you will find you can eat more without worrying about gaining weight.

The bottom line is, focus on getting stronger and healthier, not skinnier. You will gain strength, have more energy and confidence and generally feel happier, from the inside out. Take responsibility for living a healthier lifestyle for yourself and your loved ones.

*If you would like to see how CycleBar Carmel Rancho could be a part of your healthy lifestyle, please visit [carmelrancho.cyclebar.com](http://carmelrancho.cyclebar.com). **ce***

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The poster features a background of a golf course with trees and a sunset. In the center is a colorful logo for 'The Tatum's Garden Foundation' showing a child on a wheelchair and another child playing. At the bottom right is a graphic of a golf club head with a jack-o'-lantern wearing a witch's hat.



## Paving Without the Pavement

BY STEVE MCSHANE

If there is one thing I hear on a regular basis as a professional landscaper, it's a request for "drought tolerant, attractive, easy to care for." That's where modern hardscaping comes in. For those of us living along California's Central Coast, we know how valuable hardscaping is water-wise. In this short piece, I'm pleased to introduce paving alternatives.

My focus here is on a new landscape product called pathway stabilizer. The product comes in liquid form and is applied to soils and crushed rock to form a hard surface. These stabilizers are liquid polymer agents that "bind" various medium together to form a hard surface. Best of all, the product can be used with almost all decorative soils, fine crushed rock and even sand. Once set, the surface is harder than asphalt, is not impacted by rain, can support vehicle traffic and is dust free. Did I mention the benefit of weed control?

Pathway stabilizer is easy to handle. In most cases, folks purchase it in five-gallon tubs. One gallon of product will treat 15 square-feet. I recommend that folks use it with soil or crushed rock that is no larger than 3/8 inch in size. There is a commercial grade formula for surfaces that will require heavy traffic.

Installation is possible one of two ways. In most cases, homeowners simply dilute it with water and spray it onto compacted soil or rock. For bigger jobs that are subject to heavier traffic, I recommend that the product be rototilled into the surface being treated before compaction. Either way, pathway stabilizer is environmentally friendly, does not damage equipment and is easy to handle. Unused product can be stored for future use.

I know of jobs that were treated with pathway stabilizer five or more years ago and have required little or no maintenance. From

time to time something may puncture or crack the treated surface. When that occurs, a simple patch made up of the native material is all that is needed. Over time, a surface is simply refreshed by treating more material right over the top of the previously treated surface.

If it sounds like I'm excited about this new landscaping technology, I am. This new product presents an inexpensive way to pave pathways and even driveways. There are a number of different products out there. One of my favorites is Technisoil, however, it's up to you and your landscape provider to make the right decision.

*Steve McShane is Owner and General Manager of McShane's Nursery & Landscape Supply in Salinas. He can be reached at [steve@mcshanesnursery.com](mailto:steve@mcshanesnursery.com). **CG***



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# Seared Diver Scallops with Sweet Pea Broth, Roasted Heirloom Carrots & Mint

COURTESY OF ROSS KILKENNY, EXECUTIVE SOUS CHEF, TUSCA RESTAURANT

PHOTO COURTESY OF RICHARD GREEN PHOTOGRAPHY

## FOR THE PEA BROTH

¼ cup English peas  
 1 shallot- minced  
 1 tbl olive oil  
 1 cup vegetable broth  
 1 tbl lemon juice  
 Salt to taste  
 2 tbl chopped mint

Sweat shallot with oil and salt until soft. Add vegetable broth and bring to simmer. Add peas, cook for one minute and puree in blender until smooth. Add lemon juice and mint, check seasoning. Serve or chill immediately.

## FOR THE CARROTS

6 each multi-colored baby carrot  
 1 tbl olive oil  
 1 pinch ground cinnamon  
 1 pinch ground clove  
 ½ tsp salt

Wash carrots, coat with oil, salt and spices. Roast at 400 for 10-15 minutes or until soft.

## FOR THE SCALLOPS

5 each U-10 Diver scallops  
 - Abductor muscle removed  
 2 tbl olive oil  
 1 tbl butter  
 Salt and pepper

Using thick bottom sauté pan, add oil and heat until light smoke. Season scallops and add to pan. Brown one side, about 2 minutes on medium high heat. Add butter and brown for one more minute. Turn heat off and flip scallops. Cook another minute and remove.

Pour broth in bottom of bowl, place carrots on bottom followed by scallops on top, garnish with fresh peas and mint. **ce**

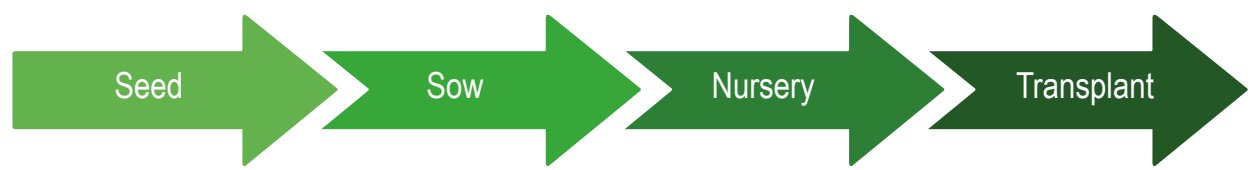


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# Mann Packing Annual Company BBQ

**M**ann Packing, an industry-leading provider of fresh vegetables, recently held its Annual Company BBQ. At the event, the winners of its Employee Longevity award were recognized. The award honors employees who have worked for 20 years and beyond at the company. This year, 109 people were recognized for working at the company for at least 20 years, and three people, who have been with Mann for 40 or more.

The company is a great place to work, to grow, and to be a part of something special. This annual event makes engagement, alignment and recognition central to the employee experience and this year, company executives spoke about the alignment between the values of the company and the values of the employee. Advancing a favorable employee experience has always been important to Mann. The company recognizes the positive business impact of its employees, and was delighted to recognize its long-tenured staff.



1. Mann's Chairman and CEO, Lorri Koster, along with Snap Mann, recognize Mann's employees during the Annual Award BBQ.
2. Employee group photo.
3. Longtime Mann's employee, Maria Santoya, receives her Passion award from company executives.
4. Manuel Arias-Parada is awarded for 40 years of employment!
5. Employees enjoying lunch.



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## AIM for the Cures Gala

The 4th Annual *AIM for the Cures* Gala was a huge success thanks to the support of AIM for Mental Health's generous donors, vendors and volunteers. The Pebble Beach Company Concours d'Elegance donated the elegantly decorated venue. Guests enjoyed Ketel One vodka martinis, and a winetasting with Scheid, Heller, Carmel Road, Chalone, Scratch, Smith Family, and Grgich. Pebble Beach world-class chefs, Rod Uncangco and Anastasia Simpson, prepared the gourmet dinner, paired with premium wines donated by Grgich Hills Estate & Trinchero Family Estates.

A brilliant performance by the North Monterey County High School Condor Marching Band with over 90 musicians and 14 color guards inaugurated the evening. AIM for Mental Health's own Scientific Advisory Board member, Dr. Stephen Hinshaw, (Berkeley and UCSF), shared parts of his powerful new memoir, "Another Kind of Madness". An unbelievable live auction followed with items such as six nights in Monte Carlo selling for \$32,000, and a 300 year old willow table worth \$24,000 donated by Kurtz Culinary. The evening finale, Darrell Hammond, best known as the longest-tenured cast member on Saturday Night Live, shared his harrowing account of childhood abuse and his continued struggles with mental health.

The Gala raised over \$400,000 for youth mental health research and awareness. AIM's mission is to build a movement devoted to the mental health of children, teens, and young adults by funding research to find better treatments and cures, raising awareness, and improving access to effective treatments.

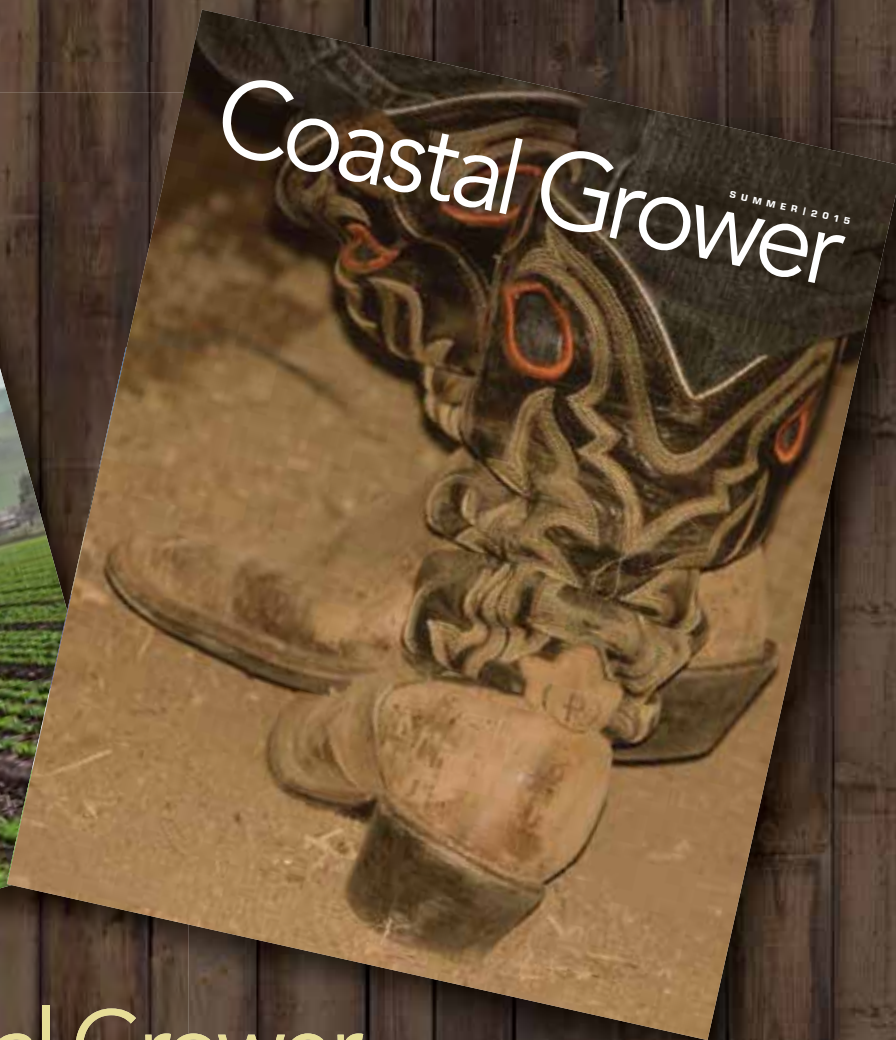
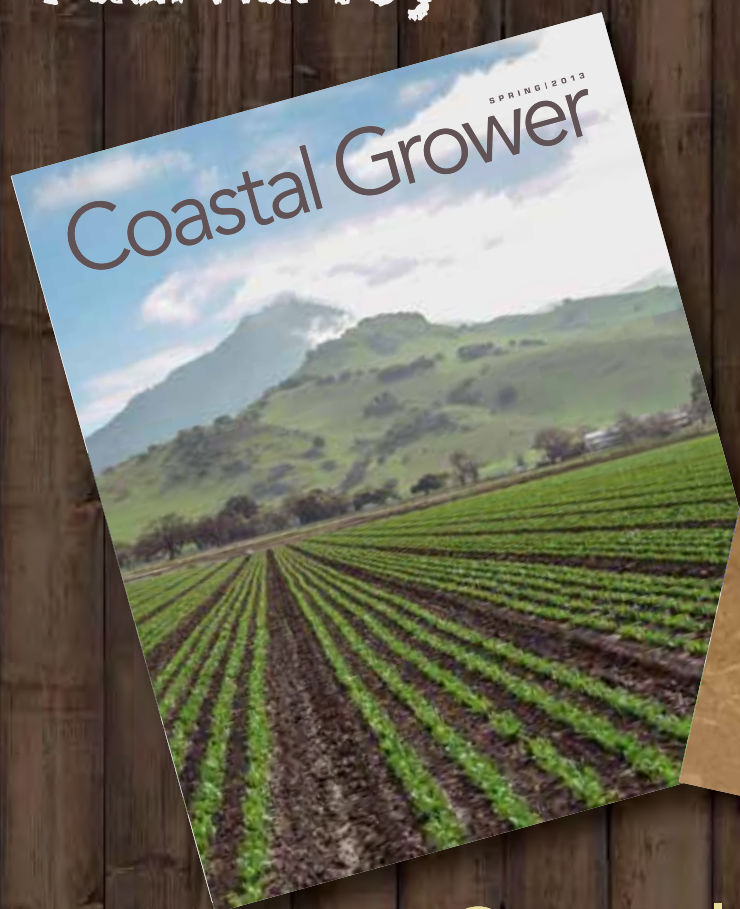
Please join AIM at its 4th Annual *AIM for Awareness Walk & Rally* on October 22 at Lovers Point Park in Pacific Grove. Visit [AIMforMentalHealth.org](http://AIMforMentalHealth.org).



1. Gourmet dinner by Pebble Beach Company chefs Rod Uncangco and Anastasia Simpson.
2. Premier tent - donated by Pebble Beach Concours d'Elegance.
3. Cocktail reception with Ketel One martinis flowing through ice luges.
4. North Monterey County High School Condor Marching Band.

“And on the 8th day,  
God looked down on his  
planned paradise and said,  
‘I need a caretaker.’  
So, God made a farmer.”

-Paul Harvey



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# 2017 Salinas Valley Food and Wine Festival

## WINEMAKER DINNER

The Winemaker Dinner for the 2017 Salinas Valley Food and Wine Festival was a sold out sensation for local epicureans. The event took place at the Steinbeck House and featured five courses paired exquisitely with the wines of local winemaker Jeff Blair. His 2015 reserve pinot noir paired with a custom cut rib eye steak prepared by Chef Augie Rodriquez was to die for. This is the third time the Food and Wine Festival worked with the Valley Guild and Steinbeck House for their winemaker dinner under the leadership of Nancy Montana.

## KICK OFF EVENT

The Salinas Valley Food & Wine Festival held its 2017 Kick Off Event Friday, August 11th at CSUMB @ Salinas City Center. Approximately 200 attendees enjoyed craft beer from 14 local home brewers, tastings from three local wineries, food, and entertainment. Three brewers took home prizes from the home brew competition that included a hand crafted wooden tap handle by Kustom Wine Barrels and gift certificates from Bottoms Up Homebrew Supply located in Seaside, Ca. The winning "brew masters" were Greg Garrett with Crying Cat Brewing (Best of Show), Mike Deckleman with Prunetuckey Ale Works (Runner Up), and Chris Stark with Hanyak Brewing (People's Choice), All proceeds from the event are benefiting local charities.

## FOOD AND WINE FESTIVAL

The 2017 Food and Wine Festival was held August 12th in downtown Salinas. The streets came alive with over 10,000 people, 29 wineries, 16 breweries, entertainment and more. The event was free to the public, however those wishing to partake in wine, beer, and food tastings could purchase tickets, which sold out at 1,000 tickets. Grand Tasting tickets gave attendees access to a Grand Tasting Lounge hosted within CSUMB @ City Center with additional food samples and reserve wine and beer.

1. Guests excited for the Winemaker Dinner outside of the Steinbeck House.
2. Guests enjoying their meal at the Winemaker Dinner.
3. Kickoff Party Home Brew Competition (L to R) Co-Chair Matt Collins, Mike Deckleman of Prunetuckey Ale Works (runner up), Chris Stark of Hanyak Brewing (people's choice), Greg Garrett of Crying Cat Brewing (best in show) and Co-Chair Jacob Abramson.
4. (L to R) Jim Thomas, Krista Bauer, Ryan Miller, Alison Coderniz, Jenna Abramson at the Kickoff Party.
5. Jenna and Jacob Abramson enjoying the beautiful weather at the Salinas Valley Food and Wine Festival.
6. Streets overflowing with fun for the Salinas Valley Food and Wine Festival! (Courtesy of Mavelle Media for Salinas City Center)



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# 23rd Annual American Cancer Society Celebration of Life Fashion Show

It was an afternoon of fashion, glamour and most importantly inspiration and celebration at the 23rd annual American Cancer Society Celebration of Life Fashion Show. The theme was 'When You Wish Upon A Star' and included a silent auction and luncheon that raised \$136,000. More than 450 people attended the event held on April 28th at the Monterey Hyatt Regency.

All of the models who participated in this fundraiser are cancer survivors who inspired the audience with their courage, determination and grace. They all modeled clothing from area boutiques. Several Salinas firefighters participated by selling raffle tickets prior to the fashion show and raised more than \$5,000!

The guest speaker was former KSBW and KION anchorwoman and Carmel resident Marilyn Getas-Byrne. Getas-Byrne, who was accompanied by her husband and two children, shared her story of survival and emotional journey. There were tears and laughter as Getas-Byrne showed photos of her and her family while undergoing cancer treatments.

"It was an honor to be the keynote speaker for this year's fashion show," says Marilyn Getas-Byrne. "I was diagnosed with breast cancer in 2010 and am now a 'Hero of Hope' for the American Cancer Society, class of 2017! It's a long, hard journey to battle this disease, so to be in the presence of so many other survivors or 'THRIVORS' is an absolute privilege."

This year, Salinas residents Sam and Shirley Lavorato were honored for their long standing and unwavering support of the American Cancer Society. The Crystal of Hope Award was presented to Ed and Rosa Boutonnet for all their efforts and contributions to the American Cancer Society.

Funds raised from the American Cancer Society's Celebration of Life Fashion Shows are used to fund cancer research, advocacy and patient services. To date, the gala event has raised more than one million dollars for the American Cancer Society. Next year's gala will be held on March 14th, 2018.



1. (L to R) Chris Knapp, Shane Vander Veen, Neil Crews, Frankie Rodriguez.
2. (L to R) Shirley Lavorato, Karen Fano, Linda Micheletti, Mary Lou Emmert and Mary Alice Victorino.
3. Nikki Caprara, Pam Kirkpatrick, Carrie McCoun.
4. Tracy Ranno and Sue Storm.
5. Sam and Shirley Lavorato.
6. Nancy Valdez, Dena Sala Jenkins and Anita Dunsay.



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Since your roster age in baseball is not your actual age, but how old you are on August 1st, that date officially marks the start of a new travel ball season and our official 12 and under team play! Suffice to say, the boys hit the ball, the ground, the bats....running!

These teammates are really starting to get in their groove and work together. If you make it to the championship in most travel ball tournaments you play four, seven inning games (given no tie-breakers). That's 28 innings of pitching. Our philosophy is always to protect our players arms so it's a pleasure to watch this team, stocked full of pitchers, be able to work together, rotate positions and get the job done!

Best of luck to these boys as they progress through the Fall Season!



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WITH A POWERFUL COMBINATION of good faith, collaboration and trust, a group of Salinas Valley growers, shippers and landowners joined together to reach a historic agreement on April 3, 2017. Together they met with the State Water Resources Control Board and the Central Coast Regional Water Quality Control Board on a temporary and long term solution related to nitrogen accumulation in the groundwater of the Salinas Valley Basin.

Known as the *Salinas Basin Agricultural Stewardship Group, LLC*, this group with the assistance of Jeff Gilles and his law firm, L+G LLP Attorneys at Law, designed an agreement to temporarily end frivolous litigation and create a private/public partnership that can achieve short and long term solutions to nitrogen accumulation.

This is just one example that shows how L+G is leading the way in helping its agricultural clients avoid burdensome and costly litigation to reach equitable solutions.

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