



## Humboldt County Farm Bureau

Since 1913

707.443.4844

# College of the Redwoods Farm Enters Its Fifth Growing Season

***Students to hold a farmers' market on campus one day a week starting in late August.***

Agriculture students taking the agriculture enterprise project are busy planning for the 2006 growing season. This will be the fifth year for the student run (CSA) Community Supported Agriculture project. Students sell shares in their garden. In return shareholders get a box of produce once a week for the entire growing season, usually 20 weeks. These students will also hold a farmers market on campus one day a week starting in late August. All produce has been grown in Shively on the CR farm. This year there will also be some produce grown on the CR campus. A half-acre garden was certified as organic this past year. This will give students the opportunity to grow crops that are heat sensitive such as lettuce.

The CR farm has had some recent improvements that will help the students with their projects. First, an 8 by 10 walk in cooler was installed in the barn that allows students to be able to cool their produce prior to shipment. Second, two pieces of new equipment were purchased with Measure Q funds. A 3 row vegetable seeder and a mechanical transplanter. This equipment has helped in the planting of crops. The equipment has been a great help since all planting was done by hand prior to this. Other improvements include deer fencing, renovation of the field irrigation well and the construction of a vegetable washing station. Future plans include the construction of a donated 30 by 74 heated greenhouse and the construction of a student restroom facility.

Enrollment in the courses held on the farm are increasing. However, they are still far from filling up. One reason of course is transportation to the farm. The CR farm is located 45 minutes south of the main campus. The other reason is that our agriculture program at CR is small. Our hopes are that over the next several years that we can increase enrollment in both the farm and CR agriculture classes.



Recent farm improvements:

- 8 x 10 walk-in cooler
- 3 row vegetable seeder and a mechanical transplanter
- Deer fencing
- Field irrigation renovation
- Vegetable washing station

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## Inside:

- New Farm Bureau websites coming soon!
- Scholarships' deadlines April 1st!
- Fox Weather's new forecasting technology provide significant benefits to the agricultural industry.
- New opportunities for the Farm Team.
- College of the Redwoods enters its fifth growing season.

SPRING 2006  
Newsletter



## Message from Our President

First I'd like to welcome several board members, new this year, whose energies are already making a noticeable difference in our Farm Bureau. These include **John Vevoda** - membership chair and Land Use Committee, **Len Mayer** - marketing committee, **Cliff Clendenen** - website and land use committees, **Peter Kenyon** - marketing committee, **Gary Ryncarson** - forestry and land use committees and **Everett King** - website and marketing committees.

All our board members look forward to our most enjoyable fall task, presenting the Henry and Lynette Rousou scholarships at local high schools. This year, through the generous donation of a long time member, Farm Bureau will offer a scholarship program specifically for forestry students.

As seen from the new board members listed above there is a lot of enthusiasm and effort for our new marketing program chaired by first vice president **Jim Regli**. Some of the projects are outlined elsewhere in this newsletter. We look forward to cooperating with the Humboldt-Del Norte cattlemen's association and the North Coast Growers Association in the development of regional marketing.

Farm Bureau continues our effort to protect and conserve agricultural resource lands through consistent application of the County General Plan. We work to preserve the continued viability of our traditional ranching and dairy industries while encouraging new agricultural endeavors in the county.

Our marketing program, perhaps more than any other, as well as our continued resource conservation efforts underscores our Farm Bureau's commitment, that agriculture in Humboldt County is here to stay.

John LaBoyteaux  
*President*

## Farm Bureau Marketing Ideas for 2006

### *Board Approves Marketing Research*

The Humboldt County Farm Bureau Board of Directors has selected Marketing as their focus for the coming year. Jim Regli, dairyman from Ferndale and First Vice President of the Farm Bureau, is chairman of this committee. Jim is working to organize the various aspects of Humboldt county Agriculture and hopes to include as many commodities as possible. "We are a diverse group of farmers and if we work together, we can raise awareness of our local products and hopefully encourage the public to purchase or fresh, local food.

The Marketing Committee consists of board members from the Farm Bureau as well as community members who have expertise in this area. Various ideas which the committee has discussed include a mobile agriculture unit such as a trailer to be used as a "Country Store" and a permanent presence in the water front area of Eureka to promote local agriculture. The most promising idea being pursued by the Marketing Committee is a series of "Larger than Life" agriculture cut out people to be designed and installed along the freeways of Humboldt County to promote agricultural. These figures are similar to ones in the Monterey County area which were seen by our local delegates attending the state CFBF meeting in December of last year. These large art type figures will be portraying some type of local agriculture operations and will include our Web Site so individuals can log-on to learn more about our industry and where they can purchase local products. Look for these unique designs this summer along Highway 101 and along the road into Ferndale as well as Arcata.

The final project for the Marketing Committee is a series of newspaper articles featuring local farmers and the commodity they produce. These articles will provide a local face to the local food for a human interest story on agriculture. Included in the article will be the farmer's favorite recipe for preparing what they produce.

This program can be expanded beyond the newspaper to radio and other community newsletters. Look for this feature in the Eureka Reporter this summer.



Samples of the "Larger the Life" billboards planned for Humboldt County Agriculture Commodities.



Gene Senestraro (right), his wife Betty, and CFBF Past President, Bill Pauli

## Gene Senestraro Honored

At the annual meeting in November, the Humboldt County Farm Bureau honored Gene Senestraro who has been active on the Farm Bureau Board for more years than anyone can count. He has been active in the 4-H Program the FFA program; he is a former member of the Humboldt County Planning Commission and North Coast Regional Water Quality Control Board. Gene has been the President of the Humboldt County Farm Bureau and former Director to the California Farm Bureau. He is the Chairman of our Scholarship Committee and serves on the Land Use Committee as well as the Humboldt County Williamson Act Advisory Committee. Thank you so much Gene and Betty!

## College Scholarships Available

Applications for the Henri & Lanette Rousseau Memorial Scholarship are due April 1st, 2006. The scholarship program is for Humboldt County High School Graduates that major or minor in Agriculture, Science, Education or Vocational Education and attends an accredited Junior College, four year College or Vocational School. This Scholarship program is a partnership between the Humboldt Area Foundation and the Humboldt County Farm Bureau.

The Rousseau Memorial Scholarship is open to all students who graduate from a Humboldt County High School and meets the specific qualifications listed above. Last year in 2005, the overall award was \$56,800 going to 85 students who graduated from Humboldt County High Schools.

The scholarships are awarded for one year and students may reapply to receive additional funds for following years. The Farm Bureau would like to encourage students attending college or graduating from High School this year to apply for the scholarship. **Deadline for submitting application is April 1, 2006** and students may obtain applications from their High School Counselor, FFA Instructor or by contacting Katherine Ziemer at the Humboldt County Farm Bureau office 443-4844.



*Look here in our next issue of the newsletter for the web addresses of our 2 new websites.*

## Fox Weather, LLC Update

***New forecasting technology will allow more accurate advanced planning for weather-related events.***

New technology being developed by Oregon State University and California-based Fox Weather, LLC, will provide significant improvements in agricultural and disease-related weather forecasting.

The technology will be based on MtnRain™, a rain forecast and simulation model developed by Alan Fox, President of Fox Weather. Beginning later this year, through Oregon State University's Integrated Plant Protection Center (IPPC), the new system, called MtnRTemps, will include not only forecast and simulation of rainfall over hilly terrain, but also temperature, relative humidity, and leaf wetness. It will be applied to northern California, Oregon, and southern Washington. MtnRain™ is currently implemented for southern California, Napa, and Sonoma counties.

"The benefits to the agricultural industry are significant," Fox said. "Accurate risk forecasting and early warnings for crop diseases can benefit the industry by reducing the number of pesticide applications beyond the grower standard," he added.

"Weather forecast products made possible by the new technology will have a variety of applications, according to Fox, including evapotranspiration and early warning of various types of crop diseases such as powdery mildew, stem rust, botrytis, and other diseases that are related to temperature and leaf wetness, including Sudden Oak Death."

"What makes this a unique collaboration, Fox said, is that there aren't many operational forecasters who also do research and development. Oregon State's IPPC recognized the potential and has been working with Fox Weather since 2003."

For further information, contact Fox Weather, LLC, 726 13th St., Suite B, Fortuna, CA 95540, 707.725.8013, or visit their website at [www.foxweather.com](http://www.foxweather.com).

## TRUCK NEEDED

The College of the Redwoods Farm is in need of a farm truck. Students and the farm manager need a truck that is street legal that can be used to transport vegetables to market. If you or someone you know would be willing to donate a truck to the CR farm please contact Franz Rulofson, farm manager at 722-4640.



## Farm Bureau Websites

*Website subcommittee working on 2 websites.*

The website subcommittee is working on developing an internet presence for the Humboldt Farm Bureau. With input from the Humboldt Farm Bureau Directors, the subcommittee has identified the need for an administrative website and a promotional website.

The administrative website will provide information and service to current Farm Bureau members and be an information source for the public about the Humboldt Farm Bureau programs. This website will be another way to make our case for the importance of supporting agriculture and agriculture related activities in Humboldt County. The website will help attract new members and provide the contact scholarship and other programs.



The promotional website will extend the market and promote Humboldt County agricultural products. Participants may choose to have a page on the promotional site or use a page to connect Internet visitors to their website. The subcommittee has suggested to the Directors that the promotional website provide service to both Humboldt Farm Bureau members and non-member under different pricing arrangements.

There is plenty of work left to do to set up the two websites preparing the design and content. The subcommittee and the Humboldt Farm Bureau Directors welcome input of ideas and suggestions.

We hope to have the websites live by the next newsletter so we can announce the addresses for you to see how the Internet can help both you and the Farm Bureau run more efficiently.

## New Scholarship in Forest Management

The Humboldt County Farm Bureau proudly announces a new college scholarship program for students pursuing a career in Forest Management or a Natural Resource field that provides support to the timber production industry. **The application period is now open, and the deadline for applications is April 1, 2006.**

To qualify, students must graduate from a high school in Humboldt, Del Norte, Mendocino, Trinity, Lake, or Napa counties. They must attend College of the Redwoods, Humboldt State University, UC Berkeley, Cal Poly at San Luis Obispo, or other college offering forestry classes as approved by the Scholarship Committee. Application forms and information are available from high school counselors, or applicants may **contact Katherine Ziemer at the Farm Bureau office, 443-4844.** When completed, the applications should be mailed to the Humboldt County Farm Bureau at 5601 South Broadway, Eureka, CA 95503.

The Forest Management scholarship is made possible by a gift to the Farm Bureau. Interest earned by the donation will be used to fund the scholarship program, so the fund should grow and the number of scholarships increases each year. For 2006, the first year of this brand new program, scholarship of \$500 will be awarded.





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# New Opportunities for the Farm Team

***By becoming a member of the Farm Team, you have the opportunity to influence elections.***

Joining the Farm Team in 2006 will bring an opportunity for Farm Bureau members to get involved in protecting the farming way of life. The opportunity for California agriculture to influence the outcome of elections has never been better and the risk of doing nothing will certainly have lasting consequences.

Take for instance the 2005 Special Election. In March, the Sonoma County Farm Bureau was faced with a tough fight in defeating Measure M, an initiative to ban biotechnology. However, county leaders were able to reach their grassroots membership to mobilize a group of hard-working, dedicated members to defeat the measure in the heart of the anti-biotech movement.

By becoming a member of the Farm Team, you too have the opportunity to influence elections. Your county may not have a competitive race in the 2006 election cycle, however a day may come where your county is surprised – just as Sonoma was.

Help to ensure the infrastructure is in place to deal with special interest groups that have vowed to challenge our farming practices, increase regulation and taxes, and threaten our water and property rights.

Some of the most pressing issues of 2006 are expected to range from US Senate consideration of ESA modernization and immigration reform, to a rumored state infrastructure bond, the potential of additional fees to close state budget gaps and a growing concern about the weakening of private property rights through misuse of eminent domain.

Farm Bureau members must remain informed and engaged on these policy issues that impact our farming businesses as well as who's running for office to represent us at various levels of government.

Make sure your voice is heard. Join the Farm Team today by visiting [cfbf.com](http://cfbf.com) and clicking on the Farm Team icon. By becoming a Farm Team member you can prevent yet additional costly regulation and higher taxes, or even better – elect public leaders that will repeal costly and burdensome regulations.

The Farm Team, will continue to watch and defend the policy objectives that influence your farming and ranching operations as outlined in the Plan to Protect Family Farms:

- Assuring consumer confidence in food safety
- Promoting environmental benefits
- Improving the business climate
- Enhancing market opportunities
- Protecting the availability of production practices
- Improving public infrastructure
- Protecting the workforce
- Reducing urban sprawl
- Improving government accountability
- Enhancing rural communities

**Take part in the  
future of agriculture.**

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