



NEWSLETTER

President's Message

THE COURAGE TO REINVENT

It is true that we live in interesting times. Applying this adage to agriculture, "interesting" should be replaced with "revolutionary/evolutionary." Rapid change is the new normal for agriculture. Perhaps the four years of drought has heightened the general public's awareness of farming. Conversations about agriculture now include the far-reaching influence on the economy, the dramatic changes in operational practices and the explosive impact of technological advances.

According to a new study from the UC Davis Center for Watershed Sciences, California agriculture is estimated this year to use 2.5 million acre-feet less in water, to employ 18,600 fewer people, and to contribute \$2.7 billion less to the state's economy than it would in a normal water year. The job figure is for those directly employed in farming which does not include those employed in expanded sectors supporting agriculture. When the Ag economic multiplier ripples are calculated – each dollar earned in the agricultural sector stimulates additional activity in terms of further production, job creation, and value addition – the impact is far reaching.

On a global scale, California ranks as the world's eighth largest economy and the top U.S. food producer; it is an agricultural superpower. California has a striking amount of agricultural diversity producing roughly half of all the fruits, nuts, and vegetables consumed in the United States—and more than 90 percent of the almonds, tomatoes, strawberries, broccoli and other specialty crops (i.e. an expanding wine industry)—while exporting vast amounts of food commodities to overseas customers. According to the USDA, The top 5 Ag states by cash receipts are CA: 47 billion; IA:31 billion; Neb: 23 billion; MN: 22 billion; and TX: 21 billion.

The first American farmers used oxen and horses for power and crude wooden plows, all operated by hand. The years 1820-40 saw the rise of factory-made agriculture machinery initiating the birth of commercial farming. In the past 25 years the sky rocketing trajectory of technological development has revolutionized every business sector. California farmers have always been innovative and flexible. Today, growers, industry, universities and governmental agencies are all working to improve the business of farming by analyzing cultural practices, utilizing scientific research in the field and processing operations, and improving current and creating "new" machines to work in the fields, orchards and vineyards and food processing companies.

Farmers are adapting to a changing/revolutionary/evolutionary world, working to build healthier, stronger global producers and exporters of food and fiber. Farming's future depends on sound decisions made today and tomorrow. We strive to be ahead of the curve, while casting an eye forward to the next one.

Agriculture provides the basic essentials for living: the food we eat, the beverages we drink, the clothing we wear, and the materials for our homes. CWA strives to keep our member advocates informed about the cutting-edge changes in the world of agriculture. Thank you all for advocating for agriculture. - Sharron Zoller

Calendar

*State Wide Meeting and
BBQ with Country
Store and Commodity Showcase
September 12-13,
Fresno*

*State Wide Meeting:
November 14-15,
San Joaquin Valley*

Chapter Meetings:

*September 16,
Lake County Wine
Grape Commission Office,
Main Street, Kelseyville
10am*

*Leadership Series Webinar
Topic: Women Changing the Face
of Agriculture
11:30
Chapter meeting*

*October 13 11:30am
Umpqua Bank, Lakeport*

*November 17 11:30am
Umpqua Bank, Lakeport*

Fall Social TBA

***AgVenture class dates:
August 7, September 11,
October 16, November 13***

Harvest is upon us! Please show your support and appreciation for our pear, grape and walnut ranchers and workers as they go about their vital tasks.



SENDING LOTS OF SUNSHINE:

We regret the recent passing of several of our long-standing LCCWA members and/or ranchers, and send out deepest sympathies to their families:

Mary Renfro
 Jeanne Frances Caldwell
 Walt Lyon
 Betty and Eddie Sweeney

We also continue to send healing thoughts to Pamela Kirkpatrick, Chuck March, Annette Hopkins (July back surgery), Carol Conrad (heart issues), and Janice Stokes (heart surgery).

RECENT DONORS

We applaud our recent donors, whose generosity helps make our programs and projects possible:

ADOBE CREEK PACKING
 BECKSTOFFER VINEYARDS
 JUDY CORTESI
 SCULLY PACKING
 UMPQUA BANK
 BOB BARTLEY PUMP, INC.
 TIBOR AND PETRA MAJOR
 PEGGY CAMPBELL
 THE PEAR DOCTOR
 SUTTER LAKESIDE HOSPITAL

NORTHLAKE MEDICAL PHARMACY
 LIANNE CAMPODONICO
 QUACKENBUSH MT RESOURCE
 SAVINGS BANK OF MENDOCINO COUNTY
 LAKE COUNTY FARM BUREAU
 HARBIN HOT SPRINGS
 AMERICAN AgCREDIT
 MENDO LAKE CREDIT UNION
 CALPINE

WE NEED YOUR PHOTOS AND ARTICLES

LCCWA seeks photos and articles for our ongoing historical albums. If you have any photos or articles from the past five years especially, please bring them to Paula Bryant at Umpqua Bank (office upstairs). Please include dates, event titles, and names of participants written on the back where possible.

TIME FOR DONATIONS FOR FRESNO SWM AND COUNTRY STORE

We so appreciate our members who faithfully donate items for the September Fresno SWM and Country Store. We invite anyone who wishes to contribute this year to bring items to Scully Packing, Finley, by September 4.

Non-perishable items are needed, such as jams, jellies, salsas, dried pears, and cracked walnuts.

THANKS SO MUCH!

CALIFORNIA FOUNDATION FOR AGRICULTURE IN THE CLASSROOM

FYI for all teachers: You may want to access this link to get information on the CALIFORNIA FOUNDATION FOR AGRICULTURE IN THE CLASSROOM:
info@learnaboutag.org

STRAWBERRY TROUBLEMAKERS - AN AWARD-WINNING STUDENT ESSAY:

By Allyson Wei
7th Grade, San Gabriel
Christian School
Clarence Atwater, Teacher



My name is Harper and I live on a commercial strawberry farm in California with my dad and my little sister, Jillian. Commercial farms are plantations that grow crops mainly to sell. My family is not the only one that lives on the farm. We have many workers that help grow our crops. It's good for them because they get work and are paid for it. Also it's good for us because we get help picking and taking care of all our strawberries!

I have always loved strawberry-picking season. We harvest in the winter when the strawberries are lush and ripe. To pick strawberries, first, you choose a strawberry that has a juicy red color. Next, grab the stem just above the berry and pull. Then, place the strawberry carefully into a container until you can put them in a storage house. The temperature in our storage house is about 32°F to 35°F. After that we package them by pint or quart containers and cover them with a plastic film to protect the strawberries inside. Finally, we ship them off into the world. Our family loves to eat strawberries. Strawberries on

pancakes, strawberries in salad, and strawberries on dessert! Once I even asked Dad if I could get sick from eating so many strawberries. He just laughed and said, "Of course not! Strawberries have plenty of vitamin C; it boosts your fiber, and helps you fight problems such as cancer and arthritis!" One day, as Jillian and I were goofing around in the strawberry fields, Jillian shrieked. I quickly ran over to her, hoping that she wasn't hurt. But all I saw were a bunch of little brown bugs crawling all over the strawberries.

"What are those?" I cried out. "I don't know! We should tell Dad," Jillian replied. Then we sprinted home to inform our dad.

That day during lunch we talked about it.

"So you found a bug," Dad said as he plopped a strawberry into his mouth. "Did it hurt you?" "No," Jillian replied, "but it might have hurt the strawberries."

"Dad, do you think the strawberries are damaged?" I asked, worried about them. Dad used to be an exterminator, but when he found out we could buy this farm, his eyes lit up. Then he gathered all our life-savings and bought it. If our strawberries died, not only would we be wrecked, but also all our workers would be out of a job and would have to find work elsewhere.

"I don't know for sure, but we can check it out right now," Dad responded, standing up and putting on his coat.

Jillian and I followed him outside and took a look at a few strawberries. "Look at all these bugs!" Jillian cried out, pointing at multiple strawberry plants.

"Oh no," Dad muttered.

"What is it dad?" I asked, now extremely concerned. What if all our strawberries died? What would happen if we lost everything?

"Those are lygus bugs," Dad answered, hanging his head down and rubbing his forehead. "What do they do?" Jillian asked, with a fretful sound in her voice.

"Well, lygus bugs damage strawberries by poking into the seeds and sucking out all of its juice. The lygus bugs will make our strawberries irregularly shaped and unusable to sell."

"Unless we get rid of them!" I remarked trying to bring his spirits up.

"True, but it'll take a lot of patience and work..." Dad replied, starting to look more cheerful, "Would you be willing to help?"

"Sure!" Jillian and I said spontaneously. We would do anything for our dad and our farm.

Later that day, Dad, Jillian, the workers, and I sprayed Pyrethrum on the plants. Pyrethrum is an insecticide spray made from chrysanthemums. It's toxic for the insects, but not for us. We sprayed the strawberry plants every 2 to 3 days, making sure we killed all the lygus bugs. It was hard work because we needed to spray every plant possible, so no bug survived. In the end, all the lygus bugs were gone, and only a few strawberries were damaged. So our strawberry farm survived and everything went back to normal. But, if we hadn't been able to control the bugs, all our workers would be out of jobs and we would have to start all over. So I'm glad we stopped the insects before a strawberry catastrophe happened!

 WE GIVE A HEARTY SHOUT OUT TO THE FOLLOWING:

- Our 2015 SCHOLARSHIP WINNERS!
- All of our AWARD WINNING VINEYARDS AND WINES which continue to put Lake County on the map!
- Founding LCCWA President MARILYN HOLDENRIED and husband MYRON for offering their ranch for our Founders' Luncheon. Thanks to their kids and grandkids for their help, too!
- BRENNAN SULLIVAN, our new LC Farm Bureau Executive Director! Welcome!
- KAREN HOOK once again (with help from husband JERRY) for the wonderful Umpqua Bank LCCWA display!
- Our LOCAL FARMERS MARKETS which offer such nutritious and delicious produce! Special thanks to those who contribute to the senior discounts program and local food banks! National Farmers Markets Week- the first week in August- includes certified farmers markets at Steele Wines (Tues and Sat mornings) on Thomas Drive, and Highland's Park in Clearlake (Friday evenings).
- RACHEL WHITE on the completion of her nursing training, licensing and degree! (She is now working on her Masters!) All this, and still finds time to co-edit our newsletter!
- ALL THOSE working on viable, equitable solutions to our farming drought issues!
- Our recent DONORS!
- NCO for their grant to help grow Market Match, which helps feed local families! Potter Valley farmer BEN WOLFF has been a primary fundraiser and contributor! And also to NCO for helping to keep kids and adults fed during the summer months, (in conjunction with The Way to Wellville Challenge)!
- ALL THOSE who worked so hard to make our Spring Social at Ely Stage Stop in June a success! Special thanks to SUZANNE SCHOLZ who helped us with the venue!

 LCCWA MEMBERS MEET WITH SENATOR MCGUIRE


LCCWA members met with Senator Mike McGuire at the Wine-Grape Commission Office in Kelseyville for a personal one- day AgVenture Overview and discussion of Ag issues in Lake County.

***Pictured in photo from left to right:
Rebecca Southwick, Shirley Campbell,
Diane Henderson, Sharron
Zoller, Senator McGuire, Paula Bryant,
Toni Scully and Debra Sommerfield.***

Support your local "Farmacy" by shopping at our wonderful farmers markets!

CELEBRATING OUR FOUNDERS

Forty years ago some seventy women from farms and ranches across Lake County gathered at the Happy Valley Restaurant in north Lakeport to flesh out an agenda that decidedly meant business!

Eight of the original founders of the Lake County Chapter of California Women for Agriculture met recently at the bucolic ranch of Founding President Marilyn Holdenried, joined by twenty-five current members of the organization who wished to honor them with a luncheon. Special guest Joan Webster, Northern District Representative, was also in attendance. Amid tears and laughter memories were shared and challenges and victories recalled.

In addition to MARILYN HOLDENRIED--CAROLYN HENDERSON ROHNER, TONI SCULLY, CAROL CONRAD, SARA DORN, ROSALIE SISEVICH, JOANNE RUDDOCK and LAURA HODGKINSON, who held various offices and positions over the years, recounted that, under the founders' leadership, they felt empowered to do what their farming husbands did not have the time nor the inclination to do--organize, lobby, educate, picket, train, enlighten, network, serve, co-ordinate, offer scholarships, and socialize, among other pursuits.

Their legacy ripples across Lake County and beyond--in fact all the way to Washington D.C.--the causes they championed still alive and gaining strength. Such legislation as Toni Scully helped push through to allow Lake County youth to work long hours at local pear sheds stands firm today!

Here are a few memories from three of our Founders:

Marilyn Holdenried: "The organization of California Women for Agriculture gave me a wonderful learning and growing experience. Locally, I was able to enrich my friendships with farm women around our own county. Because I was also privileged to be involved in the statewide organization, I was able to make friends all over the state. Farming has always had its challenges and joys. It was nice to know that we, in Lake County, had friends in other counties who shared our values and concerns. I think we all had a sense of pride that we were making a difference for our farming communities."

Joanne Ruddock: "During my tenure as chapter president we were able to quietly get the Lake Co. Board of Supervisors to pass a "Right to Farm" ordinance. The Board was Ag friendly and people had not yet begun to complain about the dust, noise, and odors of farming. The gals from the Chico Chapter got on the same plane with me to go to the State Board meeting. They had just come from the Butte Co. Board of Supes and were relieved to report they had just passed a Right to Farm ordinance. They had had some problems. I was able to get a copy of their ordinance and I don't recall making many changes before we took it to our Supes. This showed in real estate property descriptions until a recent update; I believe the ordinance is still in place but not printed on deeds. Along the line we all met some remarkable people: Harry Kublo of the Nisel Farm League and Sister Thomas Moore Bartels of Silver Lake College."

Sara Dorn: "I so fondly remember driving around with Francis Seely, Laura Hodgkinson, and many others on our way to just about every elementary school in the county to give our "pear ladies" message through felt boards and slide projectors. The kids learned something more about pears and walnuts and had their minds opened up to how important farmers are when it comes to eating and clothing themselves. These women were, and are, good, good human beings!"



l. to r. Back row: Toni Scully, Laura Hodgkinson, Susie Kauffman, Joann Ruddock, Margaret Eutenier, Diane Henderson, Sara Dorn. Middle Row: Lori McGuire, Karen Hook, Monica Rosenthal, Blair Brookes, Jeannette Bartley, Carol Conrad, Sharron Zoller, and Bonnie Sears. Front row (seated): Carolyn Henderson Rohner, Marilyn Holdenried, and Rosalie Sisevich.

WE SALUTE THESE STRONG WOMEN
(AND THOSE MEMBERS WHO HAVE GONE
ON BEFORE) FOR THEIR HARD WORK IN
PROMOTING AND ADVOCATING FOR
AGRICULTURE!

LAKE COUNTY FARM BUREAU NEWS

The Lake County Farm Bureau held its Love of the Land Dinner on July 16 at the Cole Creek Equestrian Center. The event combined the LCFB's fundraising efforts with its 92nd annual membership meeting. It also provided the opportunity to introduce our new Executive Director, Brenna Sullivan, to the membership. Brenna grew up in Kelseyville and graduated from Kelseyville High School in 2005. In 2010 she graduated from the University of California at Santa Cruz with a BS in Earth Sciences. For the past eight years she has worked for the state park system in Santa Cruz in diverse capacities: EMT, lifeguard, supervisor and trainer of rescue personnel, public educator regarding park wildlife and habitats, and event organizer. Besides being well grounded in multiple sciences, Brenna has some impressive athletic accomplishments as an equestrian, hiker, surfer and triathlete who has bicycled all over the world. She will be a strong leader for our farming community.

The annual meeting was supported by the Lake County Winery Association, which provided wine for the social hour. The Kelseyville FFA provided a delicious barbecue dinner. During the meeting the four LCFB scholarship award recipients were introduced, and the evening concluded with the fourth annual dessert auction and raffle to benefit the scholarship fund. This successful event would not have been possible without the generous support from local businesses and the farming community.

The Irrigated Lands Regulatory Program's farm evaluations were due June 22, 2015. There are still a number of farms and ranches in Lake County with missing or outdated information in our system. We encourage those members to submit their 2014-2015 Irrigated Lands Watershed Membership packet to the Lake County Farm Bureau so we can update your information. The forms are available for download at our website: www.lakecofb.com or can be picked up at the office.

LCFB will be hosting farm tours at the Lake County Fair once again, and there will be a Farm Bureau booth on site with a wide range of information. Please be sure to stop by when you are touring the fair!

-Diane Henderson



AGVENTURE 2015

AgVenture 2015 launches its sixth year on August 7. AgVenture class members come from a variety of backgrounds ranging from small business to government to the not-for-profit industry.

The program covers Lake County's principal crops in four sessions, including pears, winegrapes, walnuts, and olives. Class members immerse themselves in local agriculture over a four-month period and become advocates for one of Lake County's largest economic sectors.

Session 1 offers class members the opportunity to tour Henderson Orchards and Scully Packing Company. Session 2 includes a vineyard tour and a presentation at Beckstoffer Vineyards with lunch at Lajor Estate Winery and wine tasting at Gregory Graham Winery. The class visits Suchan Farm & Nursery during Session 3 and tours through Chacewater Winery and Olive Mill during Session 4 which focuses on olive production. Session 4 ends with a farm worker perspective panel discussion. All four sessions also include classroom presentations by knowledgeable speakers on an array of agricultural topics.

AgVenture Steering Committee members include Annette Hopkins, Toni Scully, Diane Henderson, Terry Dereniuk, Sharron Zoller, Debra Sommerfield, Paula Bryant, and Rebecca Southwick.

-Rebecca Southwick

*Special Gratitude to our Firefighters and community workers
who keep us and our ranches as safe as possible!*

2015 PEAR FESTIVAL

The 2015 Kelseyville Pear Festival will be held Saturday, September 26.

LCCWA will once again have the opportunity to sell our famous pear pies and turnovers. Volunteers are needed on Friday, September 25th to help bake. We will be at the Kelseyville Presbyterian Church Kitchen (5340 3rd St), starting at 7:30 a.m. and hopefully finishing by 4 p.m. Tasks include pear peeling, topping making, cleaning, box folding, baking and - most important of all - catching up with old friends while making new ones! This will once again be the major fund raiser for our scholarship program. We hope you can spend a few hours with us. It is great fun! We will also need a few more volunteers on Saturday to staff the sales booth.



Available shifts are from 8am-10am; 10am-noon; noon to 2pm; and 2pm - 4pm. Please contact Susie at kauffman1122@att.net if you can volunteer for either of these days. THANKS SO MUCH!

- Susie Kauffman

2015 LCCWA SCHOLARSHIP WINNERS

LINDEE JONES and JENNIFER KEITHLY, both past CWA scholarship recipients, were each awarded a \$1,000 scholarship for the coming school year.

LINDEE attends California State University at Chico where she is pursuing a career as a Pest Control Advisor. She has interned with Lake County Farm

Bureau and a local agribusiness company. JENNIFER is enrolled at the UC Davis Veterinary School of Medicine and will graduate in 2017. Her focus is on livestock medicine. She was recently appointed head student surgery technician, supervising 13 student employees.

BLAIR BROOKES, KENZI WATTENBURGER, and ALEX

NIELSON were each awarded a \$750 scholarship. BLAIR, a 2014 Kelseyville High School graduate, and former Lake County Farm Bureau intern, completed her first year at Cal Poly San Luis Obispo. She is also a past LCCWA scholarship recipient.

Blair is pursuing an undergraduate degree in agribusiness, then plans to attend law school with a focus on Agriculture Policy.

KENZI is a student at California State University at Chico, pursuing a Bachelor's Degree in Animal Science. She works 20 hours a week at a veterinary clinic in Chico and plans to enroll in UC Davis Veterinary School of Medicine.

ALEX is enrolled at Mendocino College and is pursuing a degree in Agribusiness. He plans to own his own farm and is involved in several community programs in addition to working full-time for a small farm in Ukiah. After graduating, he plans to transfer to California State College at Chico.

Sausha Racine, LCCWA Scholarship Chair, states "Every year our scholarship applicant pool keeps getting bigger and bigger. It's getting more difficult to choose from so many qualified candidates. We're pleased to see that our local youth are invested in carrying on our community's tradition of agriculture."

- Rebecca Southwick

TEACHER MINI-GRANTS

Please encourage Lake County teachers to apply for the LCCWA Mini-Grants. Applications can be found on our website: www.lakecountycwa.org, or at the Lake County Office of Education.



AGRICULTURAL EDUCATION TEACHER MINI GRANT APPLICATION

PROGRAM SPONSORED BY:
**LAKE COUNTY CALIFORNIA WOMEN
FOR AGRICULTURE (LCCWA)**

PROGRAM GOAL: PROVIDE *K-8* STUDENTS AGRICULTURAL
EDUCATION THROUGH SUPPORTING SCHOOL CURRICULUM/PROJECTS.

APPLICATION DEADLINE: SEPTEMBER 15, 2015

SCHOOL NAME _____

SCHOOL ADDRESS _____

PROJECT NAME _____

SCHOOL YEAR TERM: _____

TEACHER/CONTACT:
NAME _____

MAILING ADDRESS _____

PHONE _____ CELL _____

EMAIL _____

WEBSITE _____

EDUCATIONAL GOALS/ITEMS TO BE PURCHASED/DURATION OF PROJECT
(PLEASE PROVIDE A BRIEF EXPLANATION; FEEL FREE TO INCLUDE ATTACHMENTS IF YOU HAVE THEM)

TOTAL COST OF PROJECT _____

HOW DO YOU PLAN TO FUND THE REMAINDER OF THE PROJECT? _____

PROVIDING THE LCCWA WITH A SHORT SUMMATIVE REPORT OF THE
PROJECT IS REQUIRED FOR CONSIDERATION FOR FUTURE FUNDING.

RETURN APPLICATIONS TO: LCCWA, P.O. Box 279, FINLEY, CA 95354

APPLICATION DUE: SEPTEMBER 15, 2015
WWW.LAKECOUNTYCWA.ORG

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Lake County Chapter, CWA

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Visit our website: www.lakecountycwa.org



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