



NEWSLETTER

President's Message

Thanks to strong leadership for the last several years, LCCWA has grown noticeably in both size and range of influence. By bringing together creative minds and a variety of talents and experience, we have developed new programs to promote agriculture and advocate for legislative support.

Our local CWA chapter has always sent representatives to the CWA Statewide Meetings and legislative visits in Sacramento. Now, however, we have developed a more direct way to advocate specifically for Lake County agriculture through our AgVenture program, which is starting its seventh year! We are amazed at the way it builds not only better understanding of farming but also *caring* about farmers and the future of farming. We have made friends and advocates of many state legislators and a wide range of Lake County community leaders.

It is the ability of CWA women to influence legislation and policies at all government levels that excites me most about the organization. We are a powerful force! And right now is a critical time to wield some influence. We are seeing polarized positions as to what cultural practices constitute sustainable farming. Complete ideologies are being developed from a blizzard of misinformation and assumptions with little or no scientific basis. Fear mongering as a marketing tool is rampant. The conversation about food—how it is grown, its distribution, its degree of healthfulness—is going to become more intense as climate change with its extreme weather events threatens our farmland while the human population continues to grow and require more food. And yet it is essential that we continue to provide a safe, domestic, dependable and affordable food supply.

I look forward to another fun and productive year with LCCWA and am honored to serve as President.

-Diane Henderson

Calendar

March 12-13 SWM at Harris Ranch

March 14; April 11; May 9: upcoming board meetings — 11:30 at Umpqua Bank

March 15 National Ag Day Proclamation from LC BOS

April 1 Scholarship Application Deadline

May 2,3 Legislative Visits and SWM in Sacramento

May/June Spring Social - TBD



SENDING SUNSHINE

We send sunshine to - and keep the following - in our hearts and minds:

Toni (Renfro) Brown, Chuck March, Pamela Kirkpatrick, Carol Conrad and Don Eutenier - who continue to brave health challenges

Sharron Zoller - In her words: "In the circle of life with nearly 100 years of separation, Sharron's father Milton died and his great-granddaughter Emelina was born."

LAKE COUNTY FARM BUREAU NEWS

The Lake County Farm Bureau hired a new project assistant in December! Sylvia Pascoe has been administering billing for the Irrigated Lands Program, and has been a great help in the office. Please feel free to come by the Farm Bureau office and meet her!

The Lake County Farm Bureau Education Corporation submitted its Reduced Monitoring Management Practices Alternative to the Central Valley Regional Water Quality Control Board at the end of January. If the proposal is accepted by the Regional Board, Lake County will be eligible for reduced surface water monitoring which will translate to reduced fees in the 2017 and 2018 monitoring years. The Lake County Farm Bureau is also hopeful that the precedent of being in a 'lower vulnerability' water quality monitoring category will affect future Regional Board regulations in Lake County. The Farm Bureau does not expect to receive feedback on its proposal for approximately six months.

The Lake County Farm Bureau will be hosting two spring training. Respirator Fit and Pesticide Safety Training will be on February 25th at the Lake County Farm Bureau office. Please contact the office to sign up. CPR/First Aid and AED training will be on March 17th. All classes will be held in English and Spanish.

-Brenna Sullivan

A HEARTY SHOUT OUT THIS MONTH TO:

- ❖ DIANE HENDERSON for taking the helm as our 2016 LCCWA President!
- ❖ MUFFY PANELLA, new co-vice president and JILL JENSEN, new Lakeport Area Rep!
- ❖ TONI SCULLY and SENATOR MIKE MCGUIRE, who worked so hard to get SB 702 passed on the Senate Floor!
- ❖ PAULA BRYANT and UMPQUA BANK for their yearly Christmas Wish Tree, and for continuing to provide us with meeting rooms and newsletter help!
- ❖ HANNAH SCULLY, granddaughter of Toni Scully, for her recent Lake County Outstanding Teen title!
- ❖ BLAIR BROOKES on her recent appointment to NAMA (Cal Poly's National Ag Marketing Association Team) - currently working on marketing "love, Avacado", a naturally sweetened avocado seed "functional" beverage (one that provides health benefits beyond basic nutrition)!
- ❖ MARGARET EUTENIER, who, after being "warmly welcomed by a well-oiled staff of accomplishing women", enjoyed the "humor and clarity, compliments and suggestions" of the January LCCWA board meeting, and encourages all members to attend whenever possible!
- ❖ All LAKE COUNTY WINE winners in this year's S.F. Chronicle's Wine Competition, including 25 Lake County wine labels from 17 wineries who brought home 91 medals!
- ❖ SCULLY PACKING for their continuing contributions to the Christmas Basket Project!
- ❖ MONICA ROSENTHAL on getting Congressman Mike Thompson's support for the BOS seat!
- ❖ KARAN MACKEY for providing the venue for our Fall Social and Installation of Officers!
- ❖ ALL who continue to participate in the farm- to -fork, farm- to -school and food pantry programs!
- ❖ All of our generous DONORS!
- ❖ ALL THOSE who helped those affected by the summer fires!
- ❖ ALL THOSE involved in our AgVenture program - BRAVO!

INCOMING AND OUTGOING PRESIDENTS' INTERVIEW PART I

In our November newsletter we featured Annette Hopkins, our dedicated and talented "But I'm not a farmer" LCCWA member. The following Q/A section features our incoming LCCWA President, Diane Henderson, and outgoing President, Sharron Zoller. Both gals have been in the farming business -quite successfully - for decades: Diane as owner/manager of a large pear operation, and Sharron (assisting husband Broc) in walnuts, pears and winegrapes.

Q: Diane, you have been a pear farmer for most of your adult life, and have witnessed the conversion from pears to other crops in Lake County during the past twenty years. Wine grapes, in particular, as well as walnuts and olives have changed the agricultural landscape. Can you tell us what the future holds for the pear industry in Lake County? And, what changes in pear farming practices and outcomes have you noted in your decades of farming?

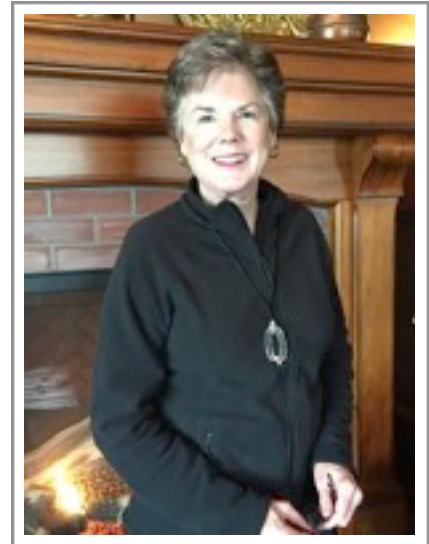
A: When I first returned to my roots in Lake County in 1982 and began my official farming career, there were 5,480 acres of pear orchards and seven packing sheds. Now we are down to about 2,000 acres and one packing company, Scully Packing. There were multiple reasons that farming pears became so tough and caused so many orchards to be removed, but most significant were the bankruptcies of first Cal-Can (California Cannery and Growers) and then Tri-Valley Growers, both co-op canneries and important markets for pears. The loss of the canneries caused a glut in the fresh market and dismally low prices. The profit margin became extremely narrow! Those pear growers who survived had to learn ways to increase production per acre and at the same time increase the average size of the pears while maintaining good fruit finish.

There has been a number of significant innovations in cultural practices over the past 25 years that have helped us to do this, the most significant of which is the use of pheromone confusion or mating disruption to control the destructive codling moth, which would otherwise create worms in the pears. With our IPM (Integrated Pest Management) programs, we have eliminated the use of broad spectrum pesticides and increased the use of biological controls and soft, target-specific chemicals. Unfortunately, our increasingly global economy is allowing the introduction of invasive species from other countries, especially Asia, and these new pests continually threaten our carefully developed programs. Farming these days is technologically challenging!

Water, of course, is a serious concern these days, but we are always working on ways to improve our irrigation methods to conserve water. Most of us use soil moisture sensors now to help us time our irrigations accurately.

The land that once produced only pears now also produces more premium wine grapes, high quality walnuts, and olives as well as vegetable crops. This diversity is good for a number of reasons, not the least of which is the lower water demand on our valley aquifers. As for the pears, we see supply and demand in balance once again and the markets have improved greatly.

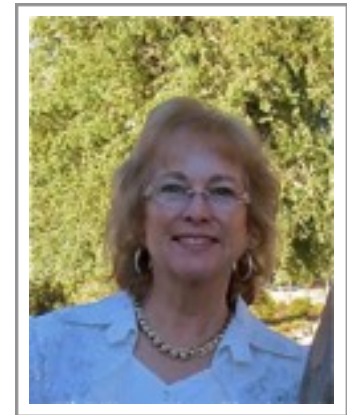
Thanks to the skillful packing and marketing ability of Scully Packing Company, Lake County pear growers have been enjoying good returns for the last few years. There are several good reasons to believe that pears will remain profitable in the foreseeable future, the most important of which is the fact that Lake County pears continue to be recognized as the best in the state.



INCOMING AND OUTGOING PRESIDENTS' INTERVIEW PART II

Q: Sharron, walnuts have lately become one of the "super foods" attributed to better health. What is your take on this phenomenon, and what is the status of their place in the world-wide market today?

A: "Heart-healthy California Walnuts." This is the tag line you are hearing on the radio and seeing on billboards, in many food/cooking magazines and in T.V. commercials. The marketing of California walnuts, the Super food, is funded through the California Walnut Board founded in 1948 from mandatory assessments. When we planted the walnuts around our house in 1981, we had no idea walnuts would turn out to have fabulous health benefits in weight management, heart disease, diabetes, cancer and aging cognition. We wanted to live in a walnut orchard and wanted our children to have something to do! It did turn out to be a family enterprise as the three children were growing up, which is now Broc's and my project! We do all the farming and harvesting, which depending on the water situation, can require daily attention from spring to harvest.



The "new" health benefits has had an impact on the demand, increased production/planting, and a rise in the price. What has been so interesting about these changes in the walnut industry has been creating a world-wide market. China, the EU, Turkey and India, Japan and Spain have become growing markets for California walnuts. They particularly like the high quality of the California in-shell nuts. Since we planted our orchard the production has increased 2.5 times to keep pace with the demand. We sell our Hartley walnuts to a company whose customer base is in China. The price has also increased, until this year when the Chinese economy has taken a downward turn. The success of the walnut farmers in Lake County is influenced by the worldwide market and economy. We still enjoy living in the orchard we planted.

- Lori McGuire

THANK YOU TO OUR DONORS

- | | | |
|--------------------|----------------------------------|----------------------------------|
| Jim Jonas | Janice Stokes | Shirley Campbell |
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| Lianne Campodonico | Dr. Brian Grey | Beckstoffer Vineyards-Red Hills |
| Margaret Eutenier | Janis Eckert | Wilda Shock |
| Janet King | | |

SCHOLARSHIP COMMITTEE

Lake County CWA will once again offer scholarships to graduating high school seniors and college or vocational students (regardless of gender) whose educational emphasis is related to agriculture and who will be attending a two or four year program as a full-time student. The deadline to receive applications is April 1, 2016, at which time the committee will review applications and select recipients.

AGVENTURE 2015 REUNION

On November 5 we held our first ever AgVenture Reunion at Chacewater Winery & Olive Mill in Kelseyville. Lianne Campodonico, a 2013 AgVenture graduate and LCCWA member, coordinated the successful event.

Speakers and graduates from our six AgVenture classes were invited to attend the evening get together for an opportunity to reconnect and network. A group of about fifty people enjoyed Chacewater wine and hors d'oeuvres prepared by Michelle Borghesani of Kelseyville High School's food program.

Terry Dereniuk, past AgVenture Program Coordinator and 2010 graduate and current LCCWA member and Executive Director of the Lake County Winery Association, gave an update of the Valley Fire's impact on Lake County wine production.



Thanks especially to Chacewater for making their barrel room available for our festive party and to all AgVenture sponsors for their support of the program.

- Annette Hopkins

DECEMBER SOCIAL AND INSTALLATION OF 2016 OFFICERS

Our Fall Social and Installation of Officers was held, once again, at the beautiful Lakeport English Inn, owned and operated by LCCWA member Karan Mackey. She and her sisters were gracious in allowing us to "invade their space" during this busy time of year!

A grand potluck with Lake County wines, enhanced by gorgeous holiday decor, was enjoyed by a packed house who witnessed the installation of 2016 officers by founding President Marilyn Holdenried. Outgoing president Sharron Zoller hosted the event, which was chaired again by Kelseyville representative Karen Hook.

Officers for 2016 are: President — Diane Henderson; Vice-President — Muffy Panella; Second Vice President — Toni Scully; Treasurer — Paula Bryant; Co-Recording Secretaries — Susie Kauffman and Lori McGuire; and Corresponding Secretary — Cheri Cunningham. Area Representatives are Karen Hook, Kelseyville; Jill Jensen, Lakeport; Colleen Rentsch, Upper Lake; and Karen Jones, South County. Other positions are Newsletter Co-Editors Lori McGuire and Rachel White; Farm Bureau Liaison Brenna Sullivan; AgVenture Contact Rebecca Southwick; Scholarship Chair Sausha Racine; and Publicity Chair Rebecca Southwick.

Marilyn Holdenried was presented with an album of photos from the LCCWA Founders Luncheon and 40th year celebration held at her ranch in June, and Sharron led the fun ticket raffle event. She recognized all members for their outstanding contributions and support of Lake County agriculture.

Special thanks to all who helped make this event a resounding success!

- Lori McGuire

DECEMBER SOCIAL AND INSTALLATION OF 2016 OFFICERS





Lake County Chapter CWA Membership Application/Renewal

Name: _____

Mailing Address: _____

Email Address: _____

Primary Phone: _____ Circle one: (home) (cell) (work)

Secondary Phone: _____ Circle one: (home) (cell) (work)

Employer/Occupation: _____

Areas of Interest:

- | | |
|---|---|
| <input type="checkbox"/> Scholarship | <input type="checkbox"/> Pear Festival Fundraiser |
| <input type="checkbox"/> Public Relations/Publicity | <input type="checkbox"/> Chapter Leadership |
| <input type="checkbox"/> Special Events | <input type="checkbox"/> Mini-Grant Program |

Type of Membership: New Member Renewing Member

CWA Membership \$30 (website renewal is \$32.00)

<http://www.lakecountycwa.org/>

American Agri-Women \$30 (optional additional membership fee)

<http://www.americanagriwomen.org/>

Additional Chapter Donation \$ _____ AgVenture Scholarship Greatest Need

TOTAL Enclosed \$ _____ Payable to: Lake County CWA
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