

Spring 2021 Central Coast

AGRICULTURE

February 26, 2021

Eating vegetables is key to a healthier lifestyle Change your habits, change your life!

Why is wellness so difficult to achieve? If we could manage obesity, type 2 diabetes, lower our risks of heart disease, stroke, some types of cancer, macular degeneration, cataracts, cognitive decline and Alzheimer's by consuming more fresh fruits and vegetables – then why aren't we? Well, the fact is, change is hard!

Wellness is an interactive process of becoming aware of and practicing healthy choices to create a more successful and balanced lifestyle. Wellness is the framework that you can use to organize, understand, and balance your own growth and development. It is a continuum of self-care, giving yourself permission to get off track and get back on track, and remembering to celebrate your successes along the way.

D'Arrigo California has partnered with Stephanie Bouquet to share simple and holistic ways to find wellness and balance this new year. Bouquet is a registered

dietitian, certified specialist in sports dietetics, certified diabetes educator and certified wellness coach.

"We have been in the business of growing fresh fruits and vegetables under the Andy Boy label since 1923 and we want to highlight new approaches to inspire families to find balance that leads to a healthier lifestyle as we come out of a challenging 2020 year. To help us on this wellness journey, we reached out to Stephanie, C.E.O. of SB Nutrition, as a professional in this field her knowledge and experience make her the perfect partner," said Claudia Pizarro-Villalobos, D'Arrigo California, Marketing and Communications.

"As creatures of habit, we must jump in with both feet to start something new that will revolutionize our health outlook and results. It begins with simple daily practices, prepping meals ahead of time, and finding healthy recipes that inspire you in the

kitchen and help you attain your wellness goals," said Bouquet.

Here are some helpful tips to incorporate healthier foods into your diet:

- Make family cooking at home fun. Some say, "families that cook together, stay healthy together." Also, family cooking promotes fun family time.
- Encourage your kids to help plan the menu. Kids love to get involved in the kitchen (especially making a mess!) and when they are part of the prep and cooking process they are more willing to try new dishes.
- Purchase healthy snacks to promote smart "nibbling" choices. Stock up on plenty of fresh fruits, vegetables, and whole grains. Try to curb snacks that are high in fat, calories, and sugar.
- Get moving. Aim for at least 30 minutes of moderate physical activity every day.
- Find a workout partner. A partner will help keep you accountable and inspired to power through workouts.
- Stay hydrated. Drinking



Provided photo of Claudia Pizarro-Villalobos, D'Arrigo California, Marketing and Communications

water keeps you hydrated, feeling full, and helps to maximize physical performance while lubricating your joints, spinal cord, and tissues. Experts recommend eight 8-ounce glasses of water per day.

- Learn to slow down. It takes roughly twenty minutes for the brain and stomach to talk to each other to establish fullness. By slowing your rate of eating, you might find a smaller portion goes a lot farther toward satisfying your hunger.
- Get enough sleep. Shoot for 6-8 hours of

sleep nightly to help regulate appetite, fullness, and blood sugar levels. Try to go to sleep at the same time and avoid distractions (electronic devices, caffeine, and alcohol) close to bedtime.

A simple way to increase produce consumption starts with meal preparation and what you put on your plate. Bouquet said, "Some of my favorite Andy Boy veggies are broccoli rabe, fennel and sweet baby broccoli. If you need inspiration in the kitchen, check out the trendy and delicious recipes creat-

ed by influencers that your family and friends are sure to love." Lots of delicious recipes can be found on the Andy Boy website. Embracing change may not be easy but you can do it! It starts with creating a health and wellness plan that incorporates daily behaviors to help you feel refreshed, replenished, motivated and energetic.

Submitted content from D'Arrigo California. Visit andyboy.com to learn more and to access healthy recipes you can try at home.

Farm Bureau Helps Vaccinate 1300 Farmworkers

Partners with Dignity Health Dominican Hospital

Contributed by The Farm Bureau

Early in February, the first mass COVID-19 vaccination clinics were held for Santa Cruz County agricultural workers. The clinics were made possible through a partnership between Dignity Health Dominican Hospital and the Santa Cruz County Farm Bureau, with support from the California Strawberry Commission. Together, they succeeded in vaccinating more than 1,300 local agricultural workers and, importantly, helped to create 1,300 new ambassadors within the farm worker community who can speak to their colleagues about the benefits of the vaccine.

"Dominican Hospital is grateful for the quick

work of the Santa Cruz County Farm Bureau to build awareness among the agricultural worker community about this COVID-19 vaccination opportunity," said Dr. Nannette Mickiewicz, President and CEO Dominican Hospital. "Thanks to their targeted outreach and the group of hospital volunteers who generously gave of their time, a large portion of this vital and vulnerable population was successfully vaccinated against the coronavirus, which has been so devastating to their numbers."

Tom Am Rhein, Chair of the Farm Bureau COVID-19 Task Force said "When we reached out to farms, we had a huge response compared



to the number of vaccines available. Our Task Force made decisions on how to equitably distribute what we had. We focused on a broad cross section of workers who would then serve as 'ambassadors' to other ag workers who may have reluctance to get

vaccinated, especially as the spring harvest crews come into the area".

Am Rhein also said, "We must acknowledge the tremendous work of the Farm Bureau staff who worked constantly for several days and nights on short notice to create a clinic at the

Cassery Hall... certainly something that had never been done before!"

Thank you to the Community Foundation of Santa Cruz County for financially supporting Farm Bureau's effort to vaccinate 1300 farmworkers this month!



SANTA CRUZ COUNTY BANK

Like a greenhouse for business growth.

As a community bank, our objective is to help local businesses thrive, even as economic seasons change.

We're a community bank, staffed with local market experts and decision makers. So we can dig into your business and create a plan that works to your advantage. No waiting for approvals from "the folks at HQ."

If you'd like some fresh ideas on how to grow your business, call us or stop by. Our team is ready to serve you with resourceful, relationship-based expertise.

"We have relied on Santa Cruz County Bank for all our banking needs for over a decade. We're on a first-name basis with bankers who understand the seasonality of our business and the recent impacts of the pandemic. Dependability is everything, and our bank has come through for us every time."

~ JJ Scurich, Creekside Farms

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Ocean Mist Farms’ Kevin Tottino receives award



Provided photo of Kevin Tottino

Ocean Mist Farms (OMF), the leading grower and marketer of fresh artichokes in the U.S., recently announced that Progressive Grocer’s

named Kevin Tottino, value-added manager at Ocean Mist Farms, a recipient of the third annual GenNext Award. This award recognizes

individuals under the age of 40 who have demonstrated a commitment to a career in either the grocery or CPG industries; innovation through the work they are doing; leadership, including the capacity to inspire and lead others, a commitment to learning from others; and a commitment to getting involved in the industry, helping through charities or in the community, and bringing the industry into the future. “We are very proud of the work Kevin has done here at Ocean Mist

Farms and congratulate him on this well-deserved award,” said Chris Drew, Chief Operations Officer of Ocean Mist Farms. “Kevin has an innate sense for product innovation for the products we grow and his passion to support the local community where he lives and works, along with many others from the organization, is a heartfelt responsibility.” For nearly 10 years, Tottino has built and managed the value-added operation of Ocean Mist Farms, the next-generation focus for

this nearly 100-year-old company, and shepherded the introduction of the first Ocean Mist Farms value-added item, Season & Steam Artichokes. His ingenuity with production, and his innate sense for product innovation and consumer demand, made him an ideal candidate for the GenNext Award. When he’s not at work, Tottino serves on the Annual Castroville Artichoke Festival Board of Directors and has been involved in this annual community outreach event since he was a

child. Tottino’s role as the 4th generation of a nearly 100-year-old family business allows for his forward-thinking perspective to have a unique forum. “I am honored to be recognized in this way and am humbled to be among the other nominees in this category,” said Tottino. “I will take this recognition as a sign that I’m right where I need to be. I look forward to many more years of serving my community and Ocean Mist Farms.”

Brighter Bites announces expansion to Salinas

Brighter Bites expects to impact approximately 1,200 families with support from local partners

Brighter Bites, a national nonprofit organization that delivers fresh fruits and vegetables directly into families’ hands, announces the launch of its seventh location in Salinas. The fertile fields of the Salinas Valley are home to numerous growers, and the headquarters of many Brighter Bites partners make it an ideal location for the expansion. Brighter Bites looks forward to seizing the opportunity to improve the health of students and families in the Salinas area by providing nutrition education and access to free, fresh produce. “We’re thrilled to expand our services to the ‘produce capital’ of our country,” said Rich Dachman, CEO of Brighter Bites. “Partnering with the Salinas com-

munity is such a natural fit for Brighter Bites and we’re honored to work with local growers, shippers, and organizations to continue the momentum of giving back to a community that has given us so much.” Brighter Bites’ launch in the region is made possible through the support of several key partners, including River Fresh Farms, who is providing logistical support, and critical funding partners like the Church Brothers, JV Smith Companies, Mission Produce, Taylor Farms, and the Walmart Foundation. Other donors, including those who are providing produce, include Braga Fresh, D’Arrigo California, Dole Food Company, Mann Packing Company, Muzzi Family Farms, and Nunes Com-

pany. Monterey County resident Alicia Blanco, Senior Program Manager for Brighter Bites, has identified three school districts that the organization will initially partner with based on current need and fit with the Brighter Bites’ mission. The schools partnering with Brighter Bites for the school year include the Gonzales Unified School District, Greenfield Union School District, and Monterey County Head Start. Brighter Bites will continue to grow the program in the Salinas region into the summer and fall. “We are so excited to be partnering with Brighter Bites to bring farm-fresh produce to our students and their families. This program will allow our students to learn the importance

of leading a healthy lifestyle while providing them with the resources to do so,” said Alvin Vitug, Director of Nutrition at La Gloria Elementary School in Gonzales, CA. Since launching in 2012, Brighter Bites has distributed more than 40 million pounds of produce and hundreds of thousands of nutrition education materials to over 500,000 individuals through schools, after-school programs, and summer camps in the cities in which it serves. Brighter Bites uses a simple formula for introducing healthy lifestyles to families: produce distribution, nutrition education, and a fun food experience that helps to demystify produce and show just how great it can taste. About Brighter Bites: Brighter Bites is a



brighterbites®

nonprofit that creates communities of health through fresh food with the goal of changing behavior among children and their families to prevent obesity and achieve long-term health. Brighter Bites is an evidence-based, multi-component elementary school, pre-schools, and summer camp program that utilizes reliable access to fruits and vegetables, nutrition education, and consistent exposure to recipes and messages that feature fresh food. Since 2012, Brighter Bites has provided more than 40 million pounds of produce and hundreds of thousands of nutrition education materials to more than 500,000 individuals (including teachers) in Houston, Dallas, Austin, New York City, the Washington, D.C. Metropolitan area, and Southwest Florida. To learn more about Brighter Bites visit www.brighterbites.org and follow them on social media @brighterbitessalinas.

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Central Coast
**Community
Energy**

CLEAN ENERGY. LOCAL CONTROL.

Central Coast Community Energy (3CE) is Committed to Supporting the Ag Community

Since launching
in 2018, 3CE has:

- Made \$560K in energy program funding available to Ag customers
- Delivered \$8M in cost savings to Ag customers
- Improved air quality for surrounding communities and farm workers by reducing local GHG emissions



3CE's AG Electrification Grant Program has been a monumental success!

In 2020, 3CE funded \$160,000 for eight electrification projects to support applicants in "fuel-switching" from their fossil fuel equipment to new electric equipment.



Wild Poppies Olive Oil in Aptos, CA

"Central Coast Community Energy's Ag electrification grant program means so much to us. It's already improved our energy and time efficiency. What a gift to run a quieter 2020 harvest with maintenance-free electric equipment. We have saved hours in maintenance while reducing our GHG emissions. The benefits of 3CE's Ag electrification program are priceless to small farmers!"



Anatum Winery in Watsonville, CA

"Programs like the Central Coast Community Energy's Ag Electrification Grant are amazing opportunities for small businesses like ours to grow in line with our values."

3CE Continues to Support the Ag Community's Goals and Priorities

To learn more or apply for 3CE's
Ag Electrification Programs, visit
3Cenergy.org/ag-electrification

3CE invites you to apply for our 2021 Ag Electrification Grant Program

- Funding for 3CE's Ag E Grant Program totals **\$400K**
- Available to all 3CE customers in Monterey, San Benito, San Luis Obispo, Santa Barbara and Santa Cruz counties
- Recipients of the award will receive up to 80% of the total project cost (not to exceed \$20K) to assist with "fuel switching" of ag equipment
- Applications will be accepted through **March 26, 2021**



Ag History Project efforts amidst pandemic

The pandemic has been a challenge for the Agricultural History Project (AHP) causing the organization to think outside the box. School Field Trips had to be canceled as did their 2nd Saturday events and all other adult tours the past eleven months. The Annual Harvest Dinner was modified as a drive-thru event. On the bright side, they were able to do more restoration and maintenance of equipment because of the downtime. Their team of volunteers, four during the week and

nine on Tuesday mornings, have been doing projects that were only dreams prior to the pandemic. One project receiving attention is the restoration of an 1877 Wheel Scraper donated by Ken Locke-Paddon. After doing some research, they found that the scraper was invented by C.H. Smith in 1877 in Aurora, Illinois. He specialized in railroad grading. The first product he manufactured was a horse-drawn scraper on wheels. It was designed to haul one-half yard of material and was

used to carry and dump material for an embankment and the like. Other models of wheel scrapers followed which had increased capacity. The company became known as the Western Wheeled Scraper Company. The company continued until 1978 building construction equipment. The Austin – Western equipment was regarded as superior equipment and was used to build the Panama Canal. They finished restoring one scraper last month and it which is now on display in the Codiga Center and Museum. They are now restoring

an Allis Chalmers G High Crop Tractor, Studebaker Carriage, and a 1919 Fageol Tractor. Plans are being made to host private family tours starting in April following current COVID-19 guidelines. To arrange a tour please contact the AHP office at (831) 724-5898. Family tours will include educational exhibits and hands-on learning activities. AHP is working hard to follow their Mission to preserve the History of Agriculture on the Central Coast of California. Their library is being



Provided photo of wheeled scraper

used to do research on Agriculture, especially apples and they continue to work with youth in the community to help them learn and foster

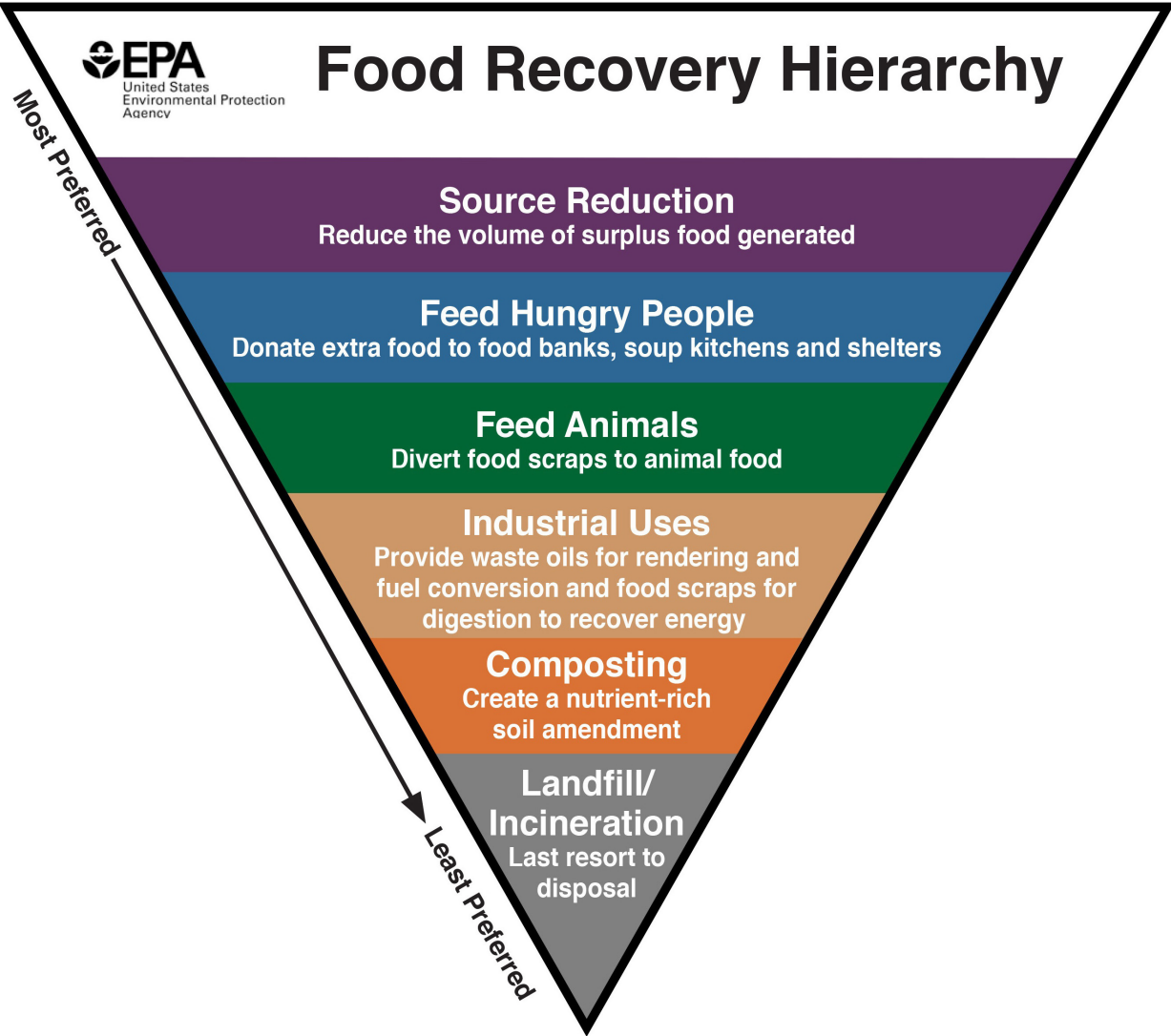
an appreciation for the history of agriculture on the Central Coast. Visit www.aghistoryproject.org for more information.

From the Farm straight to the Food Bank

Fighting Hunger & Climate Change

The phrase “food insecurity” has been widely used since the onset of the pandemic and sweeping loss of employment and school food programs, but the reality is much more serious than the word “insecurity” implies. Today, at least one in four people throughout the Salinas Valley are experiencing real hunger and malnutrition. The chronic uncertainty of how to feed one’s self and family creates immeasurable anxiety and stress. Parents desperate to feed their children often sacrifice their own nutrition. The pain from hunger impacts sleep, ability to focus, learn and work effectively. Meanwhile, shocking amounts of waste from edible food has been littering our landfills; according to the USDA, up to 40% of food produced in the nation is wasted. Considered “non-commercially viable,” food that may not meet certain standards in size or appearance for the grocery store has been headed for the trash, and once in

the landfill, decomposing organic matter produces methane, a powerful greenhouse gas contributing to climate change. California lawmakers passed SB 1383, the Short Lived Climate Pollutants law aims to reduce the amount of organic material landfilled by 75% (measured against levels recorded in 2014) by the year 2025. While the life-threatening and economic impacts of climate change are increasingly evident in extreme weather patterns that we experience here on the Central Coast, a crucial and more immediately felt feature of SB 1383 is the recovery and diversion of edible food. SB 1383 applies mandatory compliance and reporting requirements to motivate the food generators and suppliers to find a home for their products. Programs and technology are emerging to help match suppliers to distributors (typically food banks), and in the Salinas Valley, a program facilitated



through Salinas Valley Recycles is helping local farms, packagers and food retailers get edible food to the Monterey County Food Bank. Since the pandemic, food banks are more challenged than ever to keep stock and meet the

demand for food. Farms and food packers are important suppliers to ensure edible food makes it to those who need it. With funding from the Department of Resource, Recycling, and Recovery (CalRecycle) Organics Grant Program, Salinas

Valley Recycles has provided two refrigerated trucks to rescue viable food and deliver it to the Monterey County Food Bank. They also provide free consulting services to help local businesses meet and report the requirements

for compliance through the law. If your business needs help to meet the requirements of SB 1383, or to connect your resources to those in need, contact Salinas Valley Recycles at (831) 775-3000.



Provided Photo of the newest wrapped truck, which picks up edible food rescued/recovered from local businesses, and delivers it to the Food Bank. This program will have long-reaching effects to help mitigate hunger and climate change in the Salinas Valley.

NOW HOSTING PRIVATE FAMILY TOURS

Tours by appointment only

**CALL TO BOOK YOUR
TOUR TODAY!**

**Friday & Saturdays
starting April 2021**

- **Drive a Tractor**
- **Codiga Center & Museum**
- **Hands on Learning Activities**
- **Gift Shop**

**All current COVID-19
guidelines followed**



www.aghistoryproject.org

(831) 724-5898

2601 East Lake Ave

Watsonville, CA 95076



Chuck Allen

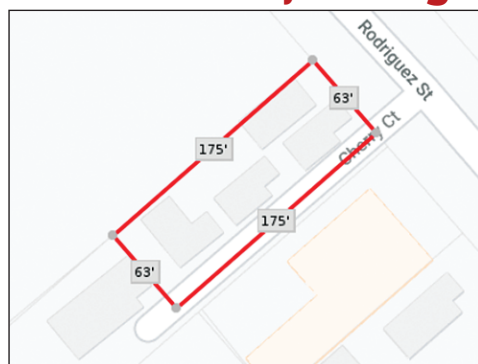
(831) 818-1069

42 Brennan St., Watsonville CA

chuckallenpginc@gmail.com

DRE# 00357826

Watsonville, Rodriguez Street Property



This site is an excellent "mixed use" commercial, and multi-residential property with great potential.

Former auto repair site with two separate residences
Downtown parking district
11,000 +/- SF lot
Multi-residential units, up to four stories high, can be built here.

PRICE: \$900,000.00

Catering and Deli Business For Sale



Monterey Bay Catering

Santa Cruz County's longest tenured caterer (38 years)

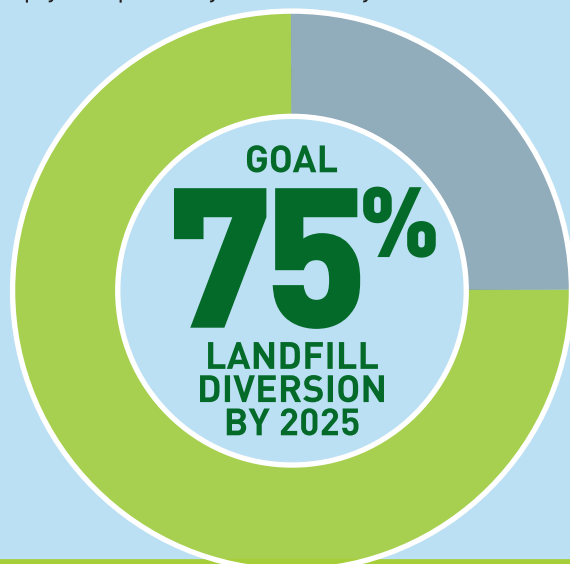
- Business name, Kitchen Equipment, Client List and Appliances.
- Strong daily deli sales (breakfast & lunch)
- Outside seating.
- Catering service vehicles
- Banquet tables, chairs, glasses, dishware, flatware, and more
- Owner will train and consult

In addition to catering and the deli, MBC has a strong Pajaro Valley corporate and not for-profit business meal preparation and service.

PRICE: \$200,000.00

Free Services to Help Ag Businesses Comply with Recycling Laws

Recycling laws and changing rules can make it challenging to integrate compliant practices while keeping up with your normal business priorities. Don't despair, we are here to make it easy for you to comply and possibly save money!



SB 1383

Short-Lived Climate Pollutants Law -

Requires all businesses to recover edible food waste and divert organic materials from the landfill.



AB 341

Mandatory Commercial Recycling Law -

Requires all businesses generating 4-cubic yards of trash per week to establish recycling programs.



AB 1826

Mandatory Commercial Organics Recycling Law -

Requires all businesses generating 2 cubic yards of solid waste per week to establish recycling and organics waste diversion programs.



AB 827

Commercial Organics and Recycling Bins Law -

Requires that businesses provide bins for collecting organics and recycling alongside trash.

More Diversion = Less Cost

Let us help you divert waste from the landfill for potential savings in your waste services, while meeting the stricter state requirements for organics and recycling diversion.



ORGANICS



RECYCLING



GARBAGE



HAZARDOUS WASTE (Universal Waste)



Universal Waste items like motor oil, filters, paint, pesticides, batteries, and electronics are neither trash nor recyclable, and must be properly disposed.

Free Services Offered by Salinas Valley Recycles

- Waste Assessment
- Recommendations & Cost Analysis
- Help Maximize Your Recycling/Composting Program
- Bilingual Staff Training
- Documentation and Reporting Support
- De-packaging Service for Food Waste (reduced fees for service apply)



(831) 775-3000
info@salinasvalleyrecycles.org



What Goes Where
WhatGoesWhere.info



Electrifying the Agricultural Sector

By Leslie Madarang of Central Coast Community Energy

Agriculture is a key economic industry along the Central Coast

The agricultural sector accounts for nearly 8% of California’s total GHG emissions. Here on the Central Coast, the Ag community sprawls across much of 3CE’s service area, playing a pivotal role in regional economics as well as our region’s commitment to sustainability.

Partners in Mitigating Climate Change

Many of 3CE’s Ag customers have already taken steps to reduce the environmental impact of their operations. As a local partner in reducing GHG emissions, 3CE has identified the electrification of the Ag sector as a key opportunity and initiative for future Energy Programs.

Fuel Switching

Electrification, often referred to as “fuel switching,” has a

variety of benefits for ag businesses, the surrounding communities as well as the people who work in the fields every day. Some benefits include; cleaner air for the region, more efficient technology, regional GHG reduction, and cost savings. *Electrifying the Local Ag Industry*

Place AG Electrification Image in this section

3CE is providing incentives to the Ag sector for the purpose of fuel switching heavy-duty equipment and farm tools from fossil fuels to cleaner all-electric alternatives. The program will be implemented via a competitive grant process. Recipients of the award will receive up to 80% of the total project cost, not to exceed \$20,000. The total available fund-



Provided photo

ing for 3CE’s Ag energy program is \$400,000.

Why do this?

The agricultural sector accounts for 8% of total

GHG emissions in the State of California. The 3CE service territory has a large Ag sector presence and a significant

percentage of our GHG emissions are from Ag sector activities such as:

- Diesel-powered irrigation pumps.
 - Tractors and forklifts
 - Light/heavy-duty vehicles
 - Coolers/Boilers
 - and more
- Ag electrification benefits include; cleaner air for farm workers and for our Central Coast through local GHG reduction, more efficient technology requiring less maintenance, and possible cost savings.

Program Walk-through

To qualify, an ag customer must be an enrolled 3CE customer within our current service area. Funding will be distributed via a competitive grant process. Interested customers may apply for specific projects and will be eligible for up to 80% of the total project cost, not to exceed \$20,000, to support electrification/fuel switching costs. Funding to

be provided at 3CE’s discretion. Grant funds will be made available through a competitive grant process, which will include analyzing GHG reductions and total project costs for each application. Other considerations will be made as well including the benefit to people working in proximity to the equipment.


Applications will be accepted through Friday, March 26, 2021, at 11:59 pm. Visit <https://3cenergy.org/ag-electrification/> or email programs@3Ce.org today!

3CE recently welcomed 11 communities and nearly 100,000 customers within San Luis Obispo and Santa Barbara Counties, as well as the City of Del Rey Oaks.

Customers will have a first-ever choice for an electricity provider and the opportunity to turn electricity needs into economic and environmental benefits for your home, business, and community. 3CE service began in January 2021.



Provided photo



Central Coast
Community
Energy

AG ELECTRIFICATION
GRANT PROGRAM

400k

Funding for 3CE’s Ag Electrification Grant Program totals \$400k and available to all 3CE customers in the Tri-County, SLO and Santa Barbara.

20k


Recipients of the award will receive up to 80% of the total project cost (not to exceed \$20k) to assist with “fuel-switching” of agricultural equipment.

8%

The Ag Industry makes up 8% of CA’s GHG emissions. Due to this impact, 3CE’s agricultural partners have communicated an interest to invest in cleaner technology

Improving air quality for surrounding communities and farm workers by reducing local GHG emissions

For more information about Ag Electrification Programs, visit 3cenergy.org/ag-electrification





SUPPORT WHEN YOU NEED IT

During these challenging times, we remain your steadfast partner — offering services, resources and expertise to keep your business running while lessening your risks. Your partner through what ifs and what's next.



AMERICAN AGCREDIT

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A part of the Farm Credit System. Equal Opportunity Lender.



Provided photos of Rick Russo and Jennifer Wagner Sanchez

Church Brothers Farms names Jennifer Wagner Sanchez as director of marketing

In January, Church Brothers Farms announced they have hired Jennifer Wagner Sanchez as their director of marketing. Sanchez was previously director of retail sales for Driscoll's berry growers. She spent more

than 7 years with Green Giant Fresh/Growers Express prior to that, where she rose to vice president of marketing and category management. At Church Brothers, Sanchez's duties include directing brand management, communica-

tions and messaging, new product launches, and design and development of collateral for retail and foodservice business, according to a news release. "As we continue to grow into retail, we are charging her with

generating marketing plans that will create success for our customers and align with our overall sales objectives," Rick Russo, senior vice president of sales and marketing, said in the release.

Church Brothers makes a splash with new products

Church Brothers Farms recently launched three-minute microwavable Ready Sides – adding to its existing line of retail fresh-cut vegetables. This is the company's first retail value-added product bearing the Church Brothers Farms brand.

Each unique side includes a seasoned butter puck with 8 ounces of fresh vegetables, all 90 calories or less per serving. Church Brothers Farms Ready Sides™ launched with four flavors: Caramelized Onion and Bacon,

Homestyle Buttery Garlic, Savory Italian Herb and Mediterranean Lemon Thyme. Microwaved directly in the bowl without the need to remove packaging prior, Ready Sides have the added convenience of zero mess and prep.

"Ready Sides is a perfect way to bring healthy and convenient food to the table," said Rick Russo, senior vice president of sales and marketing. "With consumers doing more cooking in the home, we wanted to create a product to satisfy the changing demands and

needs of the shopper."

The launch of Ready Sides is part of the company's strategic plan to create innovative products that provide shoppers with convenience, health and value.

"With Ready Sides, our goal was to help consumers get healthy, great-tasting food on the table, quickly and easily," Russo said.

Ready Sides are available in stores now and contain 2.5 servings per bowl, with a 16-day shelf-life. Visit churchbrothers.com to find out more about the company and its products.



Certified Farmers' Markets and New Regulatory Changes

Contributed by
The Farm Bureau

Established in 1977 Certified Farmers' Markets offer flexible marketing alternatives that help small farmers market their products without added expenses of commercial preparation. Commodities offered for sale are exempt from minimum size, labeling, standard pack, and container requirements. Consumers also benefit by access to quality California-grown produce at reasonable prices.

The Certified Farmers' Market Advisory Committee, which

includes market managers as voting members, provides advice to the California Secretary of Agriculture. The Advisory Committee promotes Certified Farmers' Market demand and consumption while ensuring honest and fair marketing. The Advisory Committee may make recommendations on administrative policy and procedures, administrative civil penalties, program enforcement fees, and the annual program budget.

Certified Farmers' Markets are governed by the California Food and Agricultural Code, Section 4700 and the California Code of Regulations, Section 1392. Enforcement is conducted by the California De-

partment of Food and Agriculture (CDFA) and the County Agricultural Commissioner. Certified Farmers' Markets and participating growers are approved by the County Agricultural Commissioner.

On January 1, 2021 new regulations became effective. The regulatory changes include increased penalties for violations issued including suspension from the program for certified producers and certified markets. CDFA has developed a Regulation Change Synopsis Effective January 1, 2021 that can be found at: https://www.cdfa.ca.gov/is/i_&_c/pdfs/New_Regulation_FAQs_Effective_1-1-2021.pdf

There are approxi-

mately 2700 certified producers and 750 Certified Farmers' Markets in California with 60% of the markets in operation year-round. In Santa Cruz County there are eight (8) Certified Farmers' Markets and approximately eighty-five (85) Certified Producers.

A wide selection of agricultural commodities including fresh fruits, nuts, vegetables, herbs, mushrooms, dairy, shell eggs, honey, pollen, unprocessed bees wax, propolis, royal jelly, flowers, grains, nursery stock, raw sheared wool, livestock meats, poultry meats, rabbit meats and fish (including fish and shellfish that are produced under controlled



conditions in waters located in California) may be found within a certified farmers' market.

Markets may also permit nonagricultural vending activities ancillary but contiguous to the certified farmers' market. Arts, crafts, bakery, candies, soaps, balms, perfumes, cosmetics, pottery,

clothing, fabrics, pastas, compost, fertilizers, candles, ceramics, and foraged foods may be found in the designated nonagricultural area.

To locate a certified farmers' market or to access information about the Certified Farmers' Market Program, please visit: https://www.cdfa.ca.gov/is/i_&_c/cfm.html

Creamy Roasted Cauliflower Cream Soup

This recipe comes from Edible Paradise, the Monterey Bay Certified Farmers Market newsletter and was submitted by Chef Andrew Cohen. Chef Cohen says, Although the title says “creamy”, there are really only a few ounces of cream for flavor and a little texture. The liquid is mostly stock, and the real creaminess comes from the vegetables themselves, especially the roasted leek.

INGREDIENTS:

1 head cauliflower, trimmed and cut into 1 inch florets
2 medium leeks trimmed, white and palest green part only
4 cloves garlic, unpeeled

4 cups vegetable stock (use water in lieu of stock if need be), or as needed

METHOD:

Heat the oven to 425°F.

Bring a pot of water large enough to easily hold the cauliflower to a boil and salt it well.

Split the leeks and wash well and dry. Cut into 1 inch lengths. Lay an 18-inch piece of parchment or foil on a baking sheet and lightly oil it. Place the leek pieces onto the middle of one half of the parchment, fitting them into a single layer. Drizzle or spritz with a little more oil, then season with salt and pepper. Fold the parchment over and crimp the edges starting at one corner next to the fold, tightly sealing the packet all the way around. Shake the packet to flatten out the contents. Place in the middle of the hot oven and cook for 20 minutes. This should be sufficient to cook the leeks until they are entirely tender, but open the packet carefully to check so you can re-seal it for further cooking if need be. Cook until completely tender.

Once the leeks are cooking, put the garlic cloves into the oven on a small pan and roast until tender — there should be a paste inside their jackets. This should take about 10-15 minutes.

When the leeks and garlic are in the oven, put the cauliflower into the boiling water and cook for 5 minutes, or just until florets lose their raw edge and are a little tender. Drain, and

1/2 cup heavy whipping cream or crème fraîche
Salt and white pepper to taste
1/2 teaspoon fresh thyme, minced
Grapeseed, or other neutral flavored oil, as needed
Frizzled leeks for garnish (see recipe), optional

place in a bowl. Lightly oil the cauliflower and toss to coat. Place on a sheet pan and spread into a single layer with some space between the pieces. Season with salt and pepper and roast 10-15 minutes, just long enough to give some color and roasted flavor to the florets.

Gently heat the stock on the stove top.

When the leeks are done, put them in jar of a blender. Squeeze the garlic out of the peels into the blender. Add the cauliflower and then add just enough stock to come halfway up the vegetable. (Depending on the size of your blender, you may need to do this in two batches. Trying to add too much to the blender may result in a lumpy puree and also may cause hot soup to spray out of the blender!) The blender should have at least 2-3 inches of head-space to allow for expansion.

Starting on low, purée the ingredients. Add more stock to get things going, then add enough to get it to a thick soup consistency, remembering you will be adding 1/2 cup of cream. Puree all the vegetables until smooth, then season with salt and pepper and the thyme. Add the cream to the soup and puree 30 seconds to mix it into the soup, adding stock if needed to reach the desired texture.

Return the soup to a pot and heat to warm it through. Serve hot, garnished with the frizzled leeks.

YIELD: 4-6 servings

Salinas City Elementary School District, Raley’s, and Comcast team up

Partnership will provide equitable solutions to bring free reliable internet to qualifying SCESD families

Salinas City Elementary School District (SCESD), Raley’s and Comcast announced a new innovative way to provide Salinas City families with more reliable connectivity to the internet without the use of hot spots. This new initiative, called SCESDConnect, with the generous donation by Raley’s, allows SCESD to provide Comcast’s Internet Essentials program to qualifying low-income families with internet access, provided they live in a Comcast service area. Over the coming weeks, SCESD will provide families with more information including eligibility requirements and instructions about how to sign up for the program.

“Addressing the Digital Divide requires shared leadership of both private and public sectors at the federal, state, and local levels. The persistent

lack of connectivity is an infrastructure inequity—and we urge the federal communications commission to expand E-Rate and our state legislature to address the broadband inequities for all,” said SCESD Superintendent Dr. Rebeca Andrade. “At SCESD we are appreciative that, through this grant from our local partners at Raley’s, we do not have to wait for the necessary shared leadership, but rather serve as an example of what is possible. This grant will allow us to transfer 3,000 families from the current internet insecure system they have into an infrastructure that can sustain connectivity for the continued Distance Learning needs of their children from the safety of their home. This is the culmination of many conversations with our local elected officials,

non-profit organizations addressing the digital divide, and the support of the California department of education individuals.”

“We would love to thank Raley’s for their wonderful donation,” said SCESD Board President Francisco Javier Estrada. “This will go a long way with helping our families and virtual learning situation, which has been a real task for all involved, most especially, our children. This opportunity is inspiring and highly motivational for our SCESD community. We will make sure our families benefit, to the fullest, from this donation.”

“The City of Salinas is incredibly grateful for the generosity of Raley’s with their donation of \$30,000 to SCESD,” said City of Salinas Mayor Kimbley Craig. “The ‘digital divide’ is a very real

problem in our community, and this grant helps close that gap. It’s important to bring equity to all areas of Salinas.”

“We’ve all been working under difficult circumstances and have demonstrated incredible determination and grit. Our youth have done the same,” said Raley’s CEO Keith Knopf. “We are proud to support Salinas City Elementary School District with funding to strengthen their ability to support hundreds of families.”

Salinas City Elementary School District began Distance Learning on March 16, 2020, and has worked tremendously hard to provide and connect our students and families with chrome books, hot spots, and iPad devices. As well as, finding innovative and reliable ways to provide the support our families need.

According to the Monterey County Office of Education (MCOE), last March, it was determined that 8,500 students in Monterey County didn’t have a device at home and 11,000 didn’t have access to the internet. After intense efforts by our districts and County office to close that gap, that number has drastically decreased, but more is still needed to close the divide.

Since 2011, more than 8 million low-income Americans have been connected to the internet at home through Comcast’s Internet Essentials program, 90 percent of whom were not connected to the internet at home until they signed up through Internet Essentials. This includes more than one million residents across California, which is the number one state, in terms of, overall participation in

the program.

Internet Essentials has an integrated, wrap-around design that addresses each of the three major barriers to broadband adoption that research has identified. These include a lack of digital literacy skills, lack of awareness of the relevance of the internet to everyday life needs, and fear of the internet; the lack of a computer; and cost of internet service. The program is structured as a partnership between Comcast and tens of thousands of school districts, libraries, elected officials, and non-profit community partners. For more information, or to apply for the program in seven different languages, please visit www.internetessentials.com or call 1 (855) 846-8376. Spanish-only speakers can also call 1 (855) 765-6995.

Hartnell Agriculture Students Share Their Pride

Five recent graduates and one current student from Career Technical Education (CTE) programs in agriculture and automotive technology at Hartnell College offered a powerful endorsement of their Hartnell education during a recent panel discussion.

The group came together via Zoom with Clint Cowden, Hartnell’s dean of CTE and workforce programs, to share their college and career experiences, including internships and leadership development. A video of the discussion was shared Feb. 24 and 26 with hundreds of Monterey County students and educators attending an online Career Expo as part of a nationwide Career & Technical Education Month.

“Hartnell is building a reputation, and we’re part of that,” said Miguel Gomez, a Hartnell graduate in agricultural production who is now pursuing his bachelor’s degree in agricultural plant and social sciences at Cal State Monterey Bay and working full-time for Taylor Farms.

“We’re helping, because we have the work ethic, the passion and we’re just hungry to learn.”

Fellow CSUMB student Moises Gomez, also working full-time

for Taylor Farms, stressed a point that was echoed by several of the panelists – that Hartnell instructors and staff are dedicated to helping current and former students as they reach for their career goals.

“You meet everyone in your class; you make great friends, colleagues; and you establish relationships with your instructors and your counselors,” Moises Gomez said. “I mean, there are counselors that I still reach out to when I have a question. Any application that comes my way, I feel more comfortable going to them, and the same thing with staff or previous instructors.”

“You can go up to them and ask them, whether it’s a personal question, whether it’s regarding what you should do next. So I really like that one-on-one environment that Hartnell had to offer.”

2020 graduate Angelita Cisneros-Aguilar, now studying crop science and horticulture at Chico State University, said she had opportunities for scholarships, work experience and attending industry events during her years at Hartnell.

“You know it goes a long way when you have those things in your resume,” she said.

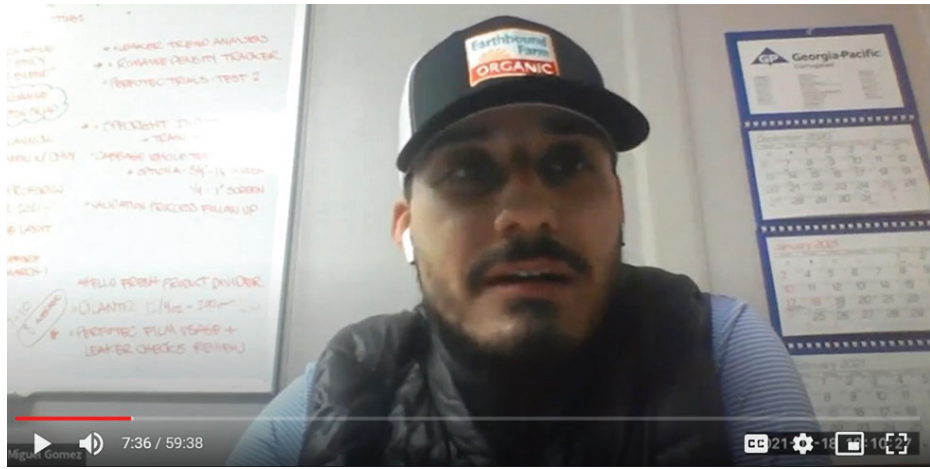
Automotive graduate Jeremy Arcega shared how instructor Pete Escoto helped him get started on a career path that began at MY Chevrolet in Salinas and has now taken him to work for Pape Material Handling in Yuma, Ariz.

“I’m the youngest technician on my fleet at 23 years old,” Arcega said. “Everyone around me is 40, 40 and up, and I always look back, thinking that before Hartnell, I didn’t know anything. I didn’t know what a wrench was, I didn’t know what a ratchet was. I didn’t even know how to take off a tire.”

“And if it wasn’t for Hartnell I wouldn’t be where I am now. And let alone me being out here in Yuma, outside of California for the first time. That’s such a big opportunity for my family.”

As dean, Cowden expressed his appreciation and admiration for the student panelists.

“We appreciate you guys and we are so humbled by your success,” he said. “Your professors, the people that know you the best obviously care tremendously about you, and I thank you so much.”



Provided photo of Hartnell graduate Miguel Lopez



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SV Ag Tech Summit to span the hemisphere

The Eighth Annual Salinas Valley Ag Tech Summit on March 18-19 recognizes the increasingly international scope of the produce industry, with a number of presenters from Latin America and a diversity of experience and expertise from California.

Because this year's summit will be presented in a virtual format via Zoom, attendees can also participate from anywhere in the world – with no charge for registration. Anyone interested can sign up to attend by visiting the webpage hartnellfoundation.org/2021-salinas-valley-ag-tech-summit/.

The lineup of speakers and panelists reflects

fresh produce's increasing complexity as competitors work to harness emerging technology and emerging markets, while ensuring that their managers and workers are ready to meet those opportunities.

A full-day program on March 19 will open with morning sessions that feature AgTech players and industry leaders presenting on key issues, including workforce challenges and the critical role of education. Afternoon sessions will spotlight "AgTech, the View From Mexico and the Americas," as well as presentations from tech providers and growers. Portions of the program will be available in Span-

ish and English.

Among international presenters are Tomás Peña, co-founder of S4, one of Argentina's earliest AgTech start-ups and a leading driver of the AgTech ecosystem across Latin America; agricultural economist Elisa Blanco, offering a global perspective on water as co-founder of the Center for Water Law and Management in Chile; and Jairo Trad, a software developer, data scientist and entrepreneur with business in six Latin American countries and the United States.

The day's first panel will be a wide-ranging discussion featuring Leon Brish, co-founder and CEO of FarmDog;

Mariana Valdez, soil science manager for Ag-Wise Enterprises Inc.; and Sebastien Boyer, co-founder and CEO of FarmWise, which made Time magazine's Best Inventions of 2020 list for its autonomous weeder.

The second panel, focused on Education and Ag Technology, will include Dr. Peter Livingston, head of the BioResource & Agricultural Engineering Department at Cal Poly San Luis Obispo, and Chris Kitts, director of the Robotic Systems Laboratory and associate dean of research and faculty development for the School of Engineering at Santa Clara University. The moderator will be Clint Cowden, Hartnell's dean of Career Technical Education and Workforce Development.

An afternoon Keynote Fireside Chat on "The Importance of Education for Tomorrow's Workforce" will include a Central Coast panel made up of Tom Nunes a fourth-generation farmer and president of the Nunes Company, a premier grower-shipper with production in California, Arizona and



Web photo 2019 - Ag Tech Summit

Nevada; John D'Arri-go, president, CEO and chairman of D'Arri-go Bros.; and Miles Reiter, CEO and chairman of Driscoll's. The moderator will be Brie Reiter Smith, director of Driscoll's quality systems design, supply chain.

Preceding the full-day program of speakers and panels on March 19, a President's Reception will kick off the summit on the evening of March 18. Dr. Raúl Rodríguez, interim superintendent/president of Hartnell College in Salinas, will give welcoming remarks. The college is co-presenting the summit with Western Growers. The

reception will also feature a 5:30 p.m. Fireside Chat with Karen Ross, secretary of the California Department of Food and Agriculture, moderated by Dennis Donohue, director of the Western Growers for Innovation and Technology.

Visit the event webpage at hartnellfoundation.org/2021-salinas-valley-ag-tech-summit/ to learn more about this year's summit, including sponsorship and virtual exhibitor opportunities. For further information, contact Clint Cowden at (831) 755-6702 and ccowden@hartnell.edu.



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A close-up photograph of a hand holding several ripe strawberries. The strawberries are red with green leaves and small green stems. The background is a soft, out-of-focus green, suggesting a field or garden. The overall tone is fresh and natural.

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