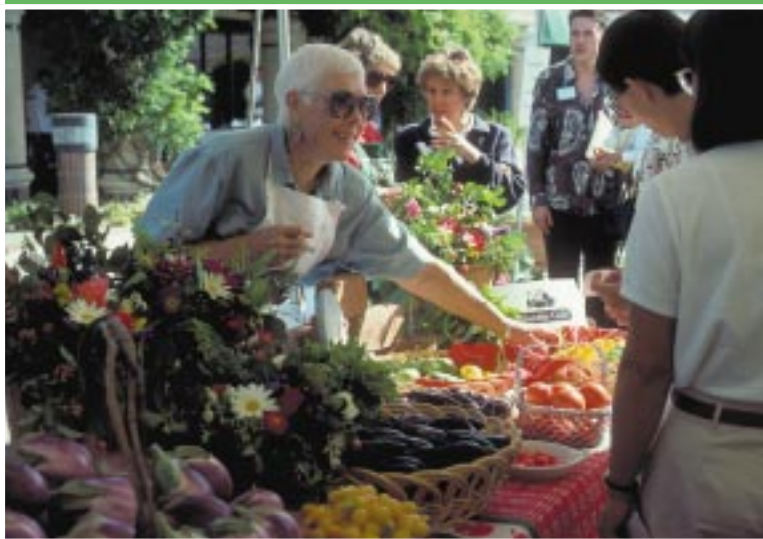




# Small Farm Program

# ANNUAL REPORT 2000-2001





# Small Farm Program



## TABLE OF CONTENTS

The Director’s Report ..... 1

SFP Philosophy ..... 2

The People Who Make Up the Small Farm Program

    SFP Advisory Committee ..... 3

    In Memory of Kathleen Barsotti ..... 3

    SFP Staff..... 4

    SFP Farm Advisors ..... 4

    The Small Farm Workgroup ..... 5

Farm Advisor Profile: Molinar & Yang ..... 5

Program Awards ..... 6

Farmer Profile: Kingsburg Farmer Mats Ando ..... 7

Major Programs ..... 8

Selected Programs & Activities ..... 20

Budget..... 25

Publications & New Online Resources ..... 26

Small Farm Workgroup ..... 28

Small Farm Contacts ..... back cover

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### ACRONYMS

This report relies on the following acronyms for the sake of brevity.

- SFC Small Farm Center
- SFP Small Farm Program
- SFW Small Farm Workgroup
- UCCE University of California Cooperative Extension



## DIRECTOR'S REPORT

The State of California can be justly proud of having established one of the first of still just a few dedicated small farm programs in the U.S. Born out of a recognized need to address perceived inadequacies in the attention paid to the research and information needs of the state's small farmers, the University of California's statewide Small Farm Program is also a recognition and affirmation of the role and contribution of the state's small farmers to our food supply, environmental management, and rural communities. It is not mere happenstance that the award-winning KVIE program *California Heartland* focused so consistently on small, family-scale farms—their innovative, interesting, and human interest narratives.

Organic agriculture, the most dynamic sector of American agriculture, was nourished and took early root here in California amongst the state's small family-scale farmers. And the diverse array of exotic specialty crops that provide the ingredients for what came to be called "California Cuisine" also flowed from these same farms. This sector of our agriculture has exploded over the past two decades and is now a large component of the industry, and, needless to say, our diets and nutrition levels are the better for it. Many more people are eating their vegetables because they look and taste better.

The UC Small Farm Program is pleased to have been a consistent contributor to both of these movements, as well as to the broader needs and contributions of the state's small farm sector. The Small

Farm Program continues to be a major sponsor of the California Small Farm Conference and of numerous regional and county-based workshops, field days, and farm tours. We continue to support as well as lead new trends, identify new opportunities for our clientele, and provide the applied research and outreach education to enable them to create viable opportunities.

Agritourism and nature tourism is one of our more recent statewide initiatives, facilitated by a USDA Fund for Rural America grant. The blueberry research of a number of our Small Farm Advisors is another example of our program identifying an opportunity and carrying out the necessary research to support adoption and commercialization. While our program's UC budget does not allow for

investment in research or new programs, through a diligent pursuit of extramural grants we have been able to launch new initiatives and develop and utilize new methods, including more effective use of electronic delivery systems for information for our clients—farmers, farm advisors, students, policymakers, and the media.

We hope readers find this summary of our year's operation and contributions to our state's agriculture and rural communities informative and useful.



—Desmond Jolly



Desmond Jolly, Director of UC's Small Farm Program

# THE UNIVERSITY OF CALIFORNIA SMALL FARM PROGRAM

## OUR MISSION

The UC Small Farm Program's mission is to foster a sustainable California agricultural system in which small- and medium-sized family farms remain dynamic, viable components of California's rural communities.



## VALUES

### ■ Safe and Healthy Food

Farm policy should encourage farming systems that produce safe, healthy, and diverse food.

### ■ Relationships between Farmers and Consumers

Farm and food policy should create greater opportunities to connect farmers with consumers directly to enable farmers to respond to changes in consumer demand and

stimulate increased interest in agriculture among consumers.

### ■ Community

Farm policy should support an agriculture that sustains and strengthens rural communities and celebrates cultural diversity and a traditional way of life.

### ■ Safe, Responsible Conditions for Farmers and their Workers

Farm policy should enable farmers and their workers to work in safe and responsible working environments.

### ■ Provide Opportunity for Many

U.S. agricultural policy should open opportunity for more American people to own and operate farms as a livelihood. It should enable people who want to farm to gain access to land and other productive assets, whether by lease or purchase. A person's options and abilities to participate in farm ownership or operation should not be compromised or abrogated on account of their ethnicity, gender, or other non-merit-related demographic characteristics.

Source: USDA National Commission on Small Farms, *A Time to Act*, Washington D.C., January 1998.



## SFP ADVISORY COMMITTEE

The SFP Advisory Committee includes representatives from small farm communities, farmers and representatives of farmers markets, sustainable agriculture groups, farm organizations, and other organizations that represent or serve small farmers.

### MEMBERS

Lynn Bagley – *Marin County Farmers' Market*

Casey Walsh Cady – *California Department of Food and Agriculture*

Vashek Cervinka – *California Department of Food and Agriculture (retired)*

Cynthia Cory – *California Farm Bureau*

Leonard Diggs – *The Farmery, Santa Rosa Junior College*

Marion Kalb – *Community Food Security*

Randii MacNear – *California Federation of Certified Farmers' Markets*



Jeff Main – *Good Humus Produce*

Richard Molinar – *SFP Farm Advisor*

Joe Santellano – *Sunnyside Packing Company*

Several members of the SFP Advisory Committee with staff and a guest. From left to right are Marion Kalb, a committee guest, staff member Linda Vieira, SFP Director Desmond Jolly, Leonard Diggs, Randii MacNear, and Cynthia Cory.

## KATHLEEN BARSOTTI

Our community mourns the passing of **Kathleen Barsotti**, 51, who died July 2, 2000, after a valiant nine-year battle with cancer. Barsotti was a member and strong supporter of SFP and was a member of the Advisory Committee. In 1999 she received the *SFP Pioneer Agriculturist Award* for her lifelong commitment to organic farming.

Kathleen received a master's degree in ecology in 1974 from UC Davis and started farming organically with four partners on a small plot in the Capay Valley. As proprietor of *Capay Valley Fruits and Vegetables*, Barsotti brought innovation to her seventy-acre organic farm. She was among the first small organic farmers to perceive the potential for specialty

crops marketed to chefs. She also developed a successful Community Supported Agriculture program, drawing subscriptions from consumers as far away as the Bay Area.

Barsotti was a founding member of the Davis Farmers Market 25 years ago. Her children grew up in the market, and she devoted many hours to its success. She is survived by her husband Terry Schroeder and sons Che, Noah, Thaddeus and Freeman.

SFP's Pioneer Agriculturist Award has been renamed *The Kathleen Barsotti Pioneer Agriculturist Award* to honor her inspiration, leadership, and commitment.



Kathleen Barsotti



From left to right are SFP staff members Birgit Hempel, Desmond Jolly, and Susan McCue.

## SFP STAFF

**Desmond Jolly**

DIRECTOR

Program director, USDA small farm contact.

**Birgit Hempel**

ADMINISTRATIVE ASSISTANT

Receptionist, *Small Farm News* subscriptions, information requests.

**Susan McCue**

PUBLICATIONS COORDINATOR

*Small Farm News* editor, publicity, special publications, other media productions.

**Solomon Teklu**

TECHNICAL ASSISTANT

Documentation and information systems.

**Linda Vieira**

ADMINISTRATIVE ASSISTANT

Fiscal management, human resources, office management.

**Chris Lewis**

POSTGRADUATE RESEARCHER

Farmers market project.

**Ramona McCord**

POSTGRADUATE RESEARCHER

Project assistant, ag tourism, documentation and information systems.

**Shantana George**

POSTGRADUATE RESEARCHER

Food safety project.

**Scott Whittington & Catherine Jhung**

STUDENT ASSISTANTS



The DANR Building on the UC Davis campus, home to the Small Farm Program.

## SFP FARM ADVISORS

UC SFP farm advisors serve small-scale farmers and ranchers with rich and diverse programs that address the needs of their counties' clientele. To meet those needs, small farm advisors:

- conduct research.
- author research publications.
- present educational outreach programs.
- provide on-farm consultations.
- collaborate with colleagues and clients.

## THE ADVISORS

**Benny Fouche**

SAN JOAQUIN COUNTY

**Mark Gaskell**

SAN LUIS OBISPO / SANTA BARBARA COUNTIES

**Manuel Jimenez**

TULARE COUNTY

**Ramiro Lobo**

SAN DIEGO COUNTY

**Richard Molinar**

FRESNO COUNTY

**Laura Tourte**

SANTA CRUZ COUNTY

## THE SMALL FARM WORKGROUP

The UC Small Farm Workgroup facilitates communication among the sixty-six statewide advisors and specialists who work with small farm operations. Workgroup members identify emerging issues and opportunities related to small-scale farming and provide leadership and support for new SFP initiatives, such as the **Pesticide Safety Outreach Program**, the **Low Volume**

**Irrigation Project**, **food safety**, **ag tourism**, and **value-added enterprises**. In addition, members collaborate with other agencies in program delivery and outreach through collaborative efforts such as the Monterey-Salinas Joint Agency and Fresno Joint Agency Outreach Committees. (For a list of the workgroup's members, please see the end of this publication.)

## PEDRO ILIC AWARD WINNERS

### RICHARD MOLINAR & MICHAEL YANG

Fresno UCCE Small Farm Advisor Richard Molinar and his field assistant Michael Yang received SFP's 2000 Pedro Ilic Agriculture Award for outstanding educators.

They have worked side by side for five years serving Fresno County's small-scale family farms, focusing their research and education efforts on the needs of Southeast Asian, African American and Hispanic farmers, who make up nearly half the county's small-scale producers. Molinar speaks Spanish; Yang speaks Hmong and Lao.

Molinar and Yang have an active research program in collaboration with local growers and at the UC Kearney Agricultural Center. They are developing research-based data on specialty crop variety selection, cultural practices and harvest management. Crop studies include strawberries, medicinal herbs, blueberries, cherry tomatoes, edamame (vegetable soybeans), lemon grass and many others. Their accomplishments include:

- Collaboration with IPM plant pathologist Jim Stapleton to study and promote soil solarization as an environmentally safe and effective way to prepare soil for planting as a substitute for harsh chemicals like methyl bromide.
- An outreach effort that includes one-on-one consultations, field days, courses on numerous topics –

pest management, marketing, financing, etc. – and mass media communication.

- Thirty-minute bimonthly radio broadcasts on Hmong radio KBIF 900.
- A seven-week ag training school for Southeast Asian farmers.

The *Pedro Ilic Agriculture Award* is named for the Fresno County farm advisor whose untimely death in 1994 prompted the decision to annually honor those who carry out his legacy of personal commitment to small-scale family farming.

Yang developed a deep affection for Ilic when he served as his assistant from 1992 to 1994. "It is very exciting to receive this award," Yang said. "Pedro was dedicated to working with Hmong and Lao family farmers. I'm glad to have had the opportunity to learn from him." Molinar, formerly a farm advisor in Alameda County, succeeded Ilic in the Fresno County post. "I never tried to fill his shoes," Molinar said. "I'm just trying to carry on the programs he started. It's nice to win this award, but the real honor is the opportunity to help Fresno County family farmers."



Dr. Maria de la Fuente and Susan McCue at the Small Farm Workgroup Continuing Conference.



I'm happy this team won the award this year. They work well together and use a variety of educational methods and research to improve small-scale farming in Fresno County.

– Desmond Jolly  
SFP Director

## PROGRAM AWARDS

### 2000 SMALL FARM PROGRAM AWARDS

SFP Director Desmond Jolly presented several deserving recipients with SFP 2000 Awards during the Farm Conference 2000 banquet on November 18.

#### Pedro Ilic Award for Outstanding Farmer

The 2000 award was presented to Fresno County farmer Joe Santellano, who tests new varieties of vegetables every year on his ten-acre ranch and shares his research with other farmers. In addition, he manages a two-hundred-acre farm in his position as fieldman for Sunnyside Packing in Selma, California, where he organizes farmer workshops in cooperation with UCCE Fresno and Tulare.



Nita Gizdich at the podium with Desmond Jolly



Joe Santellano and Sibella Kraus



Richard Molinar, Joe Santellano, and Michael Yang

#### Kathleen Barsotti Pioneer Agriculturist Award

Sibella Kraus, an innovative Bay Area food marketing practitioner and educator, was the recipient of this award in 2000.

Kraus, who started the San Francisco Ferry Plaza Farmers Market in her role as director of the Center for Urban Education about Sustainable Agriculture, has made a major impact on the connection between family farmers and urban communities in the last twenty years.

#### Pedro Ilic Award for Outstanding Educators

This award was presented jointly in 2000 to Richard Molinar, farm advisor, UCCE Fresno, and his assistant, Michael Yang. Molinar and Yang work to serve Fresno County's small-scale farmers, half of whom are Southeast Asian, African-American, or Hispanic. For more information about Molinar and Yang, see their profile on page 5.

#### Pioneer Agriculturist Award

Santa Cruz County farmer Nita Gizdich received the award for her outstanding contributions to the ag tourism industry in California and for her considerable outreach efforts to fellow farmers and urban dwellers. Gizdich owns a fifty-acre family farm near Watsonville that includes a successful u-pick operation and a thriving gift shop.

### ROMINGER APPRECIATION

SFP sponsored a Richard Rominger Appreciation event at the Buehler Alumni Center at UC Davis on May 25. Rominger received tributes from U.S. Senators, the Governor, and a host of other organizations.



## MATS ANDO

### KINGSBURG FARMING LEGEND

Mats Ando is something of a legend in Kingsburg, a small Fresno County town known for its Swedish roots. He is a fixture at a small roadside stand where longtime customers stop to buy strawberries, boysenberries and other crops harvested on the family farm. “You won't find better berries anywhere,” Ando tells his visitors.

Born in California to Japanese immigrant parents, Ando bought his twenty-acre parcel on 10th Street when the Alien Land Law prohibited his noncitizen parents from doing so. The family acquired the farm where Ando still makes his home in 1938 for \$3,000. Just three years later, hostilities toward Japan sent Ando and his family to the Gila River Relocation Center in the Arizona desert. “A lot of Japanese sold their land before they went, some getting just 10 cents on the dollar,” Ando said. Instead, the Andos rented out their plot.

After two years in the camp, Ando joined the Army, winding up in Minnesota teaching American soldiers to speak Japanese. He says they were good students until Japan surrendered. When Ando returned to the family farm, he attended “Veteran’s Farm Classes,” an alternative to the GI Bill offered to farmers.

In the early 1960s, after his father’s death, Ando took over and began applying the scientific farming methods he learned in high school agriculture classes, the Veteran’s Farm Classes and SFP meetings. He has also strived to return organic matter to the farm’s sandy soil by turning weeds into the ground and using organic fertilizers. He cultivates his farming knowledge by attending SFP’s annual strawberry meetings and calling the office when he needs more information.

Ando expanded the family enterprise over the years, acquiring two forty-acre farms

near Selma and Lone Star and farming vacant land across the street in Fresno. He has grown a variety of crops – Thompson seedless grapes, currants, strawberries, boysenberries, watermelon, onions and others. He figures he could have made more money just growing the grapes, but, “It wouldn’t have been as interesting.”

Nevertheless, he says he could have done without his struggle with 30 acres of Zante currants, which he planted on Harmony rootstock. “I lost \$100,000 on that,” he said. “But you’re not a farmer if you can't take that. A farmer just wants to make a killing one year and go broke the next year. He enjoys that.”

Ando’s saving grace was

Thompson seedless grapes, which do well on the Selma and Lone Star properties. All the grapes are dried into raisins, except for what Ando makes into wine. “Dad made wine every year. Some of the time it was illegal. All the neighbors would come over and dip into it. They were scared to make it themselves, but they didn’t mind drinking Dad’s.”

Ando has passed daily responsibility for the operation to his children, particularly his son, who manages it. “I could still do it when I was 80,” he said. “But now, when I bend over to pull a weed, I can’t get up without leaning on a shovel.”

Despite encountering racism, spending two years in an internment camp, battling persistent nematodes, and enduring the daily hardships of farming for most of his 86 years, Ando speaks with no bitterness. “I’d do it all again, but I’d try to make a little more money,” he says with a smile.

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Talking about the daily hardships of his more than seven decades of farming, Mats says, “I’d do it all again, but I’d try to make a little more money!”

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### FARMER PROFILE



Mats Ando is a fixture at his small roadside stand, where longtime customers know him by name after years of stopping by for strawberries, boysenberries, and other family-grown crops.

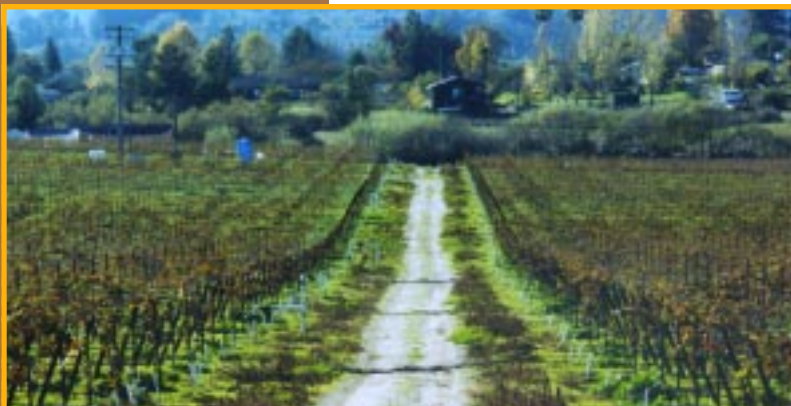


# SFP Program Areas

## PROGRAM AND POLICY DEVELOPMENT

**D**esmond Jolly, the Small Farm Center's director and an agricultural economist in the UC Davis Department of Agricultural and Resource Economics, continued his involvement in development and implementation of USDA policies pertinent to the food and agricultural system.

- **NAREE** – Jolly serves on the **USDA National Research, Extension, Education and Economics (NAREE) Advisory Board** and on its **Executive Committee**. He also serves NAREE on its Adequacy and Relevancy of Funding subcommittee, the Ad Hoc Small Farms Committee, and the Ad Hoc Subcommittee on Biotechnology Research and Education. The NAREE Ad Hoc Small Farms Committee's recommendations are published in the report *Research and Recommendations for Small Farms*, which is available from the NAREE website at [www.reeusda.gov/ree/advisory/](http://www.reeusda.gov/ree/advisory/).
- NAREE's Ad Hoc Subcommittee on Biotechnology Research and Education submitted its recommendations, which were adopted by the full board, to former USDA Secretary Dan Glickman in *Principles and Guidelines for USDA Research and Education in Biotechnology*. The NAREE board is now focusing on research, education, and extension, particularly regarding the 2002 Farm Bill.
- **National Commission on Small Farms** – As vice chair of the National Commission on Small Farms, Jolly was instrumental in the development of recommendations that are summarized in *A Time to Act*, the report submitted by the National Commission on Small Farms to former USDA Secretary Dan Glickman and published by USDA. Copies of the report are available from SFC.



### Additional SFP Activities

SEE PAGE 20

- grand opening of small farm resource and training center
- management and accounting workshop
- research on successful small farm production and management systems, needs assessments, project design, and evaluation

## POLICY GOALS FOR OUR NATION'S SMALL FARMS

As a group, U.S. small farms produced a large share of specific commodities, including 62 percent of the value of production for hay, 54 percent for tobacco, 49 percent for soybeans, 47 percent for wheat, 47 percent for corn, and 40 percent for beef. At the other extreme, small farms accounted for only 26 percent of hogs and 11 percent of vegetable, fruit, and nursery products.

We emphasize public policies that recognize the value of small farms and actively encourage their growth and continuation. These policies are essential to the realization of this vision; so, too, are policies that recognize and reward the contributions of farmworkers and their families. Toward this end, the Commission has articulated goals and made specific recommendations to guide the decision-making of the Secretary of Agriculture, the Executive Branch, and Congress into the next century.

The National Commission on Small Farms outlined eight policy goals for a national strategy for small farms.

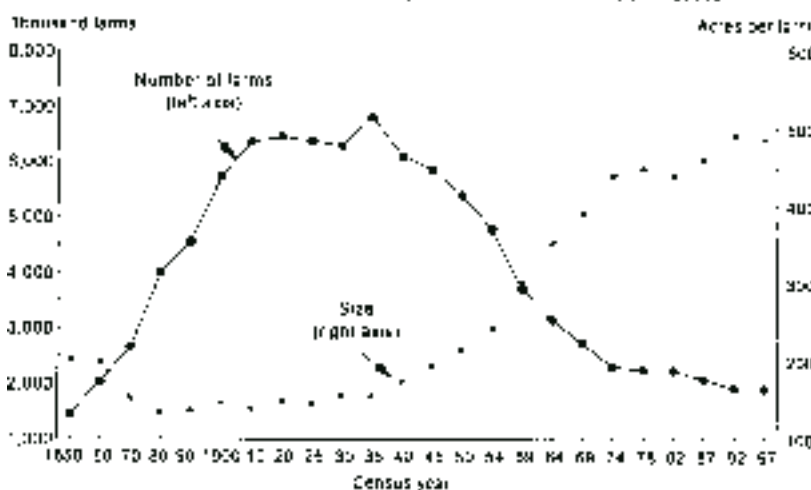
- Recognize the importance and cultivate the strengths of small farms.
- Create a framework of support and responsibility for small farms.
- Promote, develop, and enforce fair, competitive, and open markets for small farms.
- Conduct appropriate outreach through partnerships to serve small farm and ranch operators.
- Establish future generations of farmers.
- Emphasize sustainable agriculture as a profitable, ecological, and socially sound strategy for small farms.
- Dedicate budget resources to strengthen the competitive position of small farms in American agriculture.
- Provide just and humane working conditions for all people engaged in production agriculture.

Source: *A Time to Act*, National Commission on Small Farms, 1998.



Number of farms and acres per farm, 1850-1997

The number of farms has decreased since 1925, while the size of farms they increased



Source: Trends in Farm Size: Contributions of Small Farms



# SFP Program Areas

## SPECIALTY AND MINOR CROPS

**A** strong element in the set of core competencies of the Small Farm Program lies in the area of Specialty and Minor Crops applied research and outreach education. This was one of the first major subject areas of the Small Farm Program and continues to constitute the core of the work of our Small Farm Advisors.



Riverside County radish farmer at his packing facility.

Small Farm Program Farm Advisors have made several path-breaking developments in applied research leading to the adoption and commercialization of a number of specialty and minor crops. For example, the work of Mark Gaskell has enabled many small farmers to adopt bushberries as a highly profitable crop. Mark's work focused on changing and bending the production cycles of the plant to take advantage of market windows affording better prices for blueberries and other bushberries. A current multi-county project involves applied research on the adoption and performance of a number of blueberry cultivars in a variety of agro-climatic areas of California ranging from the North Coast to San Diego County. Already, growers

have adopted and planted several hundred acres in the Central Valley and along the Central Coastal area. So far, a good market prevails for fresh pack. It remains to be developed a reliable secondary market for processing. Other crops being researched are edamames, papayas, guavas, and tomatillos.

Farm advisors involved in speciality and minor crops include Mark Gaskell – San Luis Obispo / Santa Barbara, Richard Molinar – Fresno, Manuel Jimenez – Tulare, Ramiro Lobo – San Diego, and Paul Vossen – Sonoma.





## SPECIALTY AND MINOR CROPS

### CONFERENCE

#### California Fresh Blueberry Market Windows

05.16.01 ■ PARLIER

#### Sponsor

SFP farm advisor Manuel Jimenez – UCCE Tulare.

#### Program

Presentations at the UC Kearney Agricultural Center brought together growers, researchers, and nurserymen for a field tour and a review of the blueberry market, blueberry variety trials in California, maintaining blueberry production through sound cultural practices, and blueberry varieties. A field tour and tasting / evaluation rounded out the activities.

The program reviewed the research and experience of SFP farm advisors Manuel Jimenez – UCCE Tulare – and Mark Gaskell – UCCE San Luis Obispo / Santa Barbara. Mild California production areas allow growers to extend the blueberry harvest season early and late, and this season extension is a critical focus of SFP blueberry research.



#### Additional SFP Activities

SEE PAGE 23

- research updates on lychees, longans, citrus, ant & nitrogen management, avocado cultural practices, & oyster mushrooms
- education & outreach on olive oils, cole crops, apples, corn, & specialty vegetables
- information on disease & pest management, nitrogen, groundwater, & regulations



Photo: ARS/USDA

# SFP Program Areas

## ORGANIC PRODUCTION & MARKETING

The Small Farm Program has a long history of efforts in organic production. The Small Farm Center, along with the Committee for Sustainable Agriculture, organized Organic 1992, the first scientific conference on organic agriculture held in California. Small Farm Advisors have since continued to conduct applied research and outreach related to organic production, post-harvest management, and marketing of organically produced crops – including analysis of the performance of organic inputs and treatments such as pest control materials and soil amendments.



Ken Kimes and Sandra Ward built the greenhouse for their business, *New Natives*, an organic minigreen growing venture on California's central coast.  
Photo: Sandra Ward





## Small Farm Program

### ORGANIC PRODUCTION & MARKETING

#### CONFERENCE

Second Annual San Joaquin Valley Organic Farming Conference

06.01.01 ■ REEDLEY

##### Sponsors

■ SFC ■ Farm Advisor Richard Molinar ■ Reedley Junior College.

##### Participants

Farmers, educators, agency professionals, the media, and consumers.

##### Program

Topics covered in this second annual all-day conference included ■ organic production ■ the regulatory framework for organic operations ■ insect management using biological and cultural methods ■ selling products on the internet and making a web page ■ certifying and registering an organic operation ■ effective marketing ■ the benefits of compost, cover crops and organic matter ■ issues involved in transitioning to organic production from a farmer's experience ■ organic versus conventional production and the economic realities ■ an internet virtual tour of organic farming practices ■ information on organic cotton production in the San Joaquin valley.

Tours of organic farms, insectaries, and composting operations and a trade show were provided.

#### Additional SFP Activities

SEE PAGE 21

- organic soil management field day
- organic farming in the san joaquin valley
- research: full benefits of cover crops and compost





## SFP Program Areas



### AG AND NATURE TOURISM

The Ag and Nature Tourism Program, begun in 1998 and financed by a Fund for Rural America grant, continued to evolve and develop this year. The SFP project sponsored ag tourism regional and county steering committees on the Central Coast and in San Diego. The DANR Ag and Nature Tourism Workgroup was also a product of this effort. It brought together DANR professionals and industry stakeholders to facilitate communication, professional development, applied research, and outreach. In this regard, a number of activities have been carried out and products developed, including:

- Short course for outreach education and professional development at the 2000 California Small Farm Conference at Santa Rosa Junior College on November 21, 2000.
- Development of a web page for ag and nature tourism on the Small Farm Center's website.
- Extensive canvassing in California to identify, locate, and catalogue existing ag and nature tourism operations.
- Development of a database of California ag and nature tourism operations searchable by region, county, and type of operation or product / amenities offered. This is the first and only statewide database of this kind in the nation and one of the few worldwide.
- Publication of an ag tourism manual, *A Primer on Agritourism and Nature Tourism Startups and Management*.





## AG AND NATURE TOURISM

### CONFERENCE

Healthy Farms – Healthy Communities:  
Ingredients for Success  
16th Annual California Farm Conference 2000  
11.17.00 ■ SANTA ROSA

#### Program

Approximately 500 people attended the conference, which provided information through workshops, short courses, and tours. SFC and the Agritourism Workgroup presented a short course, *Agritourism and Other Successful On-farm Strategies*, for which there were fifty participants.

Agricultural and Nature Tourism:  
Challenges and Opportunities for Yolo County  
WOODLAND CHAMBER OF COMMERCE QUARTERLY GENERAL MEMBERSHIP  
LUNCHEON  
07.21.00 ■ WOODLAND

Agriculture and Resource Economics consumer specialist  
Desmond Jolly, UC SFC director, UC Davis gave this presenta-  
tion.

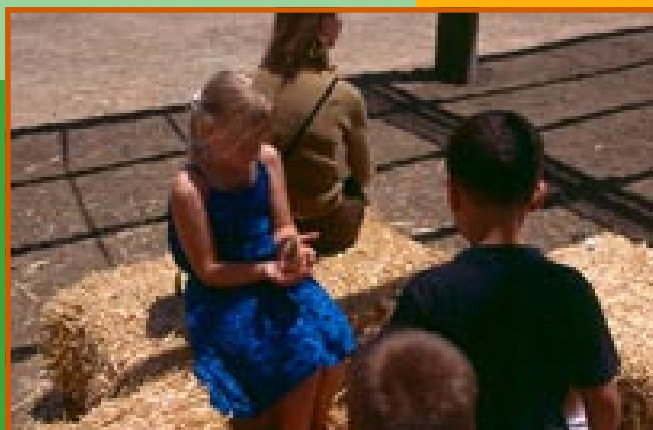


Participants in the agritourism short course at California Farm Conference 2000.

#### Additional SFP Activities

SEE PAGE 20

- heartland conference & country fair
- eco & nature tourism workgroup continuing conference
- small farm conference short course
- research: adding value to agriculture & education outreach on agriculture & rural tourism



# SFP Program Areas

## CONFERENCE

Markets, Tools, and Opportunities for Limited Resource Farmers: An Agricultural Marketing Outreach Conference

10.31.00 ■ MODESTO

### Sponsors

■ SFP ■ USDA ■ Cal Poly San Luis Obispo ■ Modesto Junior College.

### Activities

The goal of this comprehensive conference was to help farmers expand their marketing resources and tools and become more profitable. The more than 100 participants learned to use market information to determine current conditions and price trends and to explore alternative crops and livestock and marketing options in order to compete in niche markets. In addition, the program explained the process and benefits of serving on agricultural boards and committees, a conduit for sharing information with other farmers in the area. Tours of the Modesto Ag Center and locally owned specialty farms rounded out the event.

### Additional SFP Activities

SEE PAGE 22

- gus schumacher san francisco chefs farm tour
- curriculum for farmers market manager professional development

## MARKETING

Marketing is one aspect of farm performance that is highlighted by farmers as of particular concern and interest. Hence, SFP continues to innovate new approaches to farm and ranch marketing that focus on direct marketing by farms and ranches, as well as marketing through intermediaries. Numerous workshops and conferences, including Farm Conference 2000, focused on this aspect of farm management.



### From A Time to Act:

- As farmers focused on producing undifferentiated raw commodities, food system profit and opportunities shifted to the companies that process, package, and market food. Consequently, from 1910 to 1990, the share of the agricultural economy received by farmers dropped from 21 percent to 5 percent.
- In 1978, there were 2.3 million farms in the U.S. Today, there are 2.0 million.
- In 1980, four firms controlled 36 percent of the beef slaughter. Today, four firms control 80 percent of that slaughter.
- In 1980, the farmer received 37 cents of every consumer dollar spent on food. Today, the farmer receives 23 cents of that same consumer dollar.



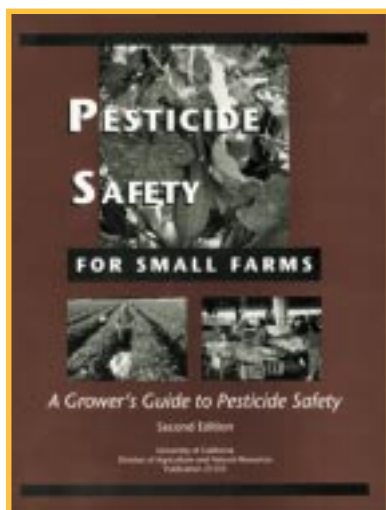
## PESTICIDE SAFETY

The Small Farm Center continued its project in pesticide safety in 2000-2001. Farmers and farm workers employ hazardous materials that pose a risk to them and to other people, pets, and the environment. It is important that farmers and those who work on farms receive information that helps them understand the risks of acute and chronic outcomes that can develop from use or abuse of hazardous chemical

substances that help farmers control pests and diseases in plants and animals. Such risks are particularly significant for people with limited cultural, linguistic, or literacy skills because they have a difficult time understanding the information available about pesticides, including labels. Activities associated with the Pesticide Safety Program are focused on disseminating education and information on the safe use, storage, and disposal of pesticides.

SFC associates who have participated in the Pesticide Safety Program are Richard Molinar – Fresno County farm advisor; Benny (Calvin)

Fouche – San Joaquin County farm advisor; Ramiro Lobo – San Diego County farm advisor; Michael Yang – Fresno / Central Valley area program assistant; and Manuel Jimenez, Tulare County farm advisor.



## RESEARCH / OUTREACH

Best Management Practices  
for Pesticide Use  
ITEH – \$11,837

Principal Investigator

■ Desmond Jolly, SFP.

Focus

■ Promote adoption of best management practices in pesticide safety among limited English speaking and cultural minority farmers.

Outcomes

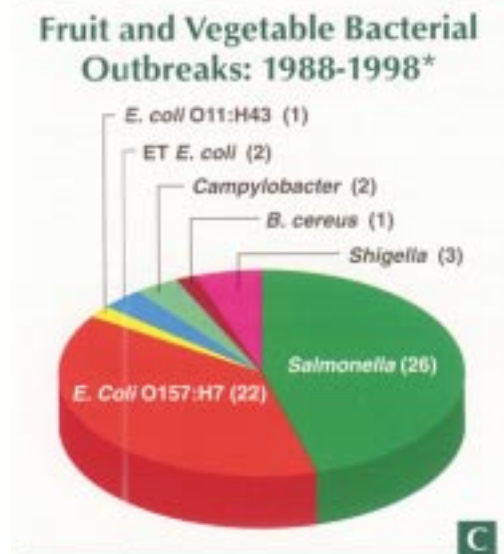
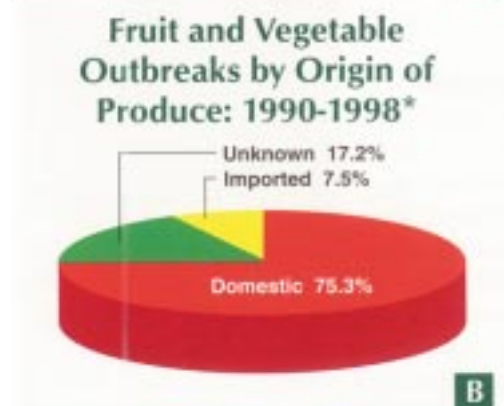
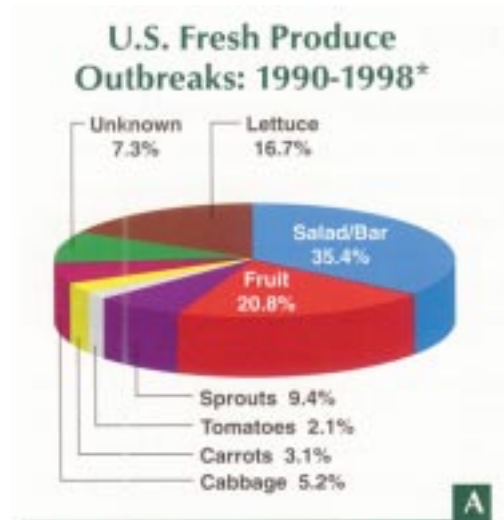
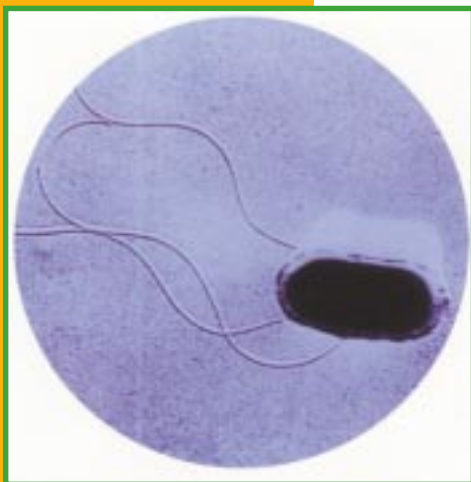
■ Collaborated in development of Spanish-language CD that was distributed to Spanish-language radio stations in sixty cities throughout the country ■ completed a Lao-language version of the *Pesticide Safety for Small Farms* video ■ published pesticide safety guidelines in SFC's *Small Farm News* ■ currently developing a Spanish-language version of the print version of *Pesticide Safety for Small Farms* ■ currently developing several outreach programs aimed at limited English speaking and cultural minority farmers.

# SFP Program Areas

## FOOD SAFETY

At every level of the food chain, food safety has emerged as a major focus of concern. Because a large number of illnesses and deaths have been attributed to harmful microbes in food, public agencies such as the Food and Drug Administration, the Center for Disease Control, and the U.S. Department of Agriculture have joined in a concerted, coordinated effort to reduce food safety risks in food production, marketing, and consumption practices.

The Small Farm Center, as one of the first grantees under USDA's new Food Safety Program, has established an educational outreach project related to food safety, concentrating on extension education to small-scale food producers and marketers. In this effort, the Center works with collaborators from other departments of UC Davis: Dr. Trevor Suslow, Mann Labs and Vegetable Crops, and Dr. Linda Harris, Department of Food Technology.



\*Source: CDC foodborne outbreak surveillance system.





Food Safety logo created by Jennifer Loiber Infante of Cornell University's Media and Technology Services.

### Additional SFP Activities

SEE PAGE 22

- food safety workshop for small farmers
- microbial food safety of fresh produce
- why there is more food-borne illness / what growers, packers & processors can do to ensure safe produce

## FOOD SAFETY

### RESEARCH AND OUTREACH

#### Food Safety Education Project

USDA / CREES – \$181,291

Principal Investigator

■ Desmond Jolly, SFP ■ Trevor Suslow – UCCE Specialist / Vegetable Crops, UC Davis.

Collaborators

■ Linda Harris – Food Science and Technology, UC Davis ■ Marita Cantwell – Vegetable Crops, UC Davis.

Focus

■ Develop educational materials appropriate for small scale growers to facilitate transfer of knowledge and adoption of best practices to minimize food safety hazards from microbial and chemical contamination ■ conduct research to assess knowledge, awareness, and practices of growers ■ extend knowledge of food safety risks and best practices through workshops, electronic information, newsletters, and fact sheets.

Accomplishments

■ Suslow developed a comprehensive CD on food safety in farming and post-harvest systems and has presented food safety workshops at several farm conferences and regional meetings, including Farm Conference 2000. ■ SFC developed ten fact sheets focusing on best practices in production and post-harvest activities for food safety. ■ SFC added a food safety section to its website. ■ Several issues of Small Farm News have featured articles on food safety. ■ Project team members have created greater food safety awareness among small scale growers.

## PROGRAM AND POLICY DEVELOPMENT

### SELECTED PROGRAMS & ACTIVITIES

During the past year, the Small Farm Center has created or developed conferences, programs and projects designed to provide small-scale family farmers with current research and information on topics ranging from production to marketing. Following are highlights of Small Farm Center projects and collaborations undertaken or completed in 2000.



Yolanda Vidato, master gardener; Ka Neng Vang, farmer; and Ken Grimes, USDA Natural Resources Conservation Service soil conservationist, were among those who attended the *Small Farm Resource and Training Center Opening* festivities.

### CONFERENCES & MEETINGS

#### Small Farm Resource and Training Center Grand Opening

04.20.01 ■ FRESNO

U.S. Representative Cal Dooley was the keynote speaker at ceremonies for the grand opening of the Small Farm Resource and Training Center, a twenty-acre farm and classroom facility developed to create new opportunities in agriculture for Hispanic, Southeast Asian, African-American and other ethnic families.

The training center is the only farm incubator in the San Joaquin Valley. It is situated on prime farmland at the southeast edge of Fresno, an area that is facing urban development. The land is rented in small plots to eligible farmers-in-training who are to grow crops with intensive field guidance. Classroom training, covering such topics as financing, crop selection, soil fertility, pest management, irrigation and marketing, are available to anyone interested in learning more about farming. The new training center results from efforts by the Small Farm Resource Network, a group of public and private agencies that provide assistance to small-scale growers in the Central San Joaquin Valley. SFP Advisor Richard Molinar played a key role in development of the project. Representative Dooley's office provided support that got the project off the ground.



U.S. Representative  
Cal Dooley

#### Small Farm Management and Accounting Workshop

03.05.01 ■ SAN LUIS OBISPO

SFP farm advisors Mark Gaskell and Laura Tourte from UCCE San Luis Obispo / Santa Barbara and Santa Cruz presented on topics such as small farm accounting and bookkeeping and fresh fruit and vegetable marketing during this half day event.

#### Injury Perception vs. Reality: What's Working – What's Not

11.07.00 ■ WESTERN REGIONAL CONFERENCE FOR AGRICULTURAL HEALTH AND SAFETY – SACRAMENTO

Desmond Jolly, SFC director and an agriculture and resource economics consumer specialist, participated in this panel discussion.

## RESEARCH

### Characterizing Production and Management Systems of More Successful U.S. Small Farms

USDA / ERS – \$15,000

Principal Investigator

■ Desmond Jolly, SFP.

Focus

■ Conduct research to identify key factors that correlate with varied outcomes for small farm long-term success.

Findings

■ This research is an effort to correlate socioeconomic, demographic, production, and farm management related variables with various levels of "success" of small farm operations.

### Western Regional Workshop on Needs Assessment, Project Design, and Evaluation

USDA / CSREES – \$10,000

Principal Investigator

■ Desmond Jolly, SFP.

Focus

■ Assess the need for and feasibility of a collaborative research and extension outreach effort in the U.S. western region.

Findings

■ Obtained contacts and designed and conducted a mail survey, tabulated results, and prepared and submitted a report to USDA ■ reported on SFC research and outreach related to its Pesticide Safety Project.

## AG AND NATURE TOURISM

### CONFERENCES & MEETINGS

#### Heartland Conference and Country Fair

06.30.01 ■ TURLOCK

Sponsors

■ SFP ■ Ecological Farming Association in Watsonville.

Activities

SFC exhibited information about the center and offered useful pamphlets and handouts for the public. This two-day conference included workshops, demonstrations, and exhibits for all ages. Participants had an opportunity to visit Double T Acres Ranch and Museum in Stevinson, California.

## Eco-tourism and Agritourism Workgroup Continuing Conference

04.26.01 ■ WESTERBEKE RANCH IN SONOMA COUNTY

### Organizer

Desmond Jolly – Chair, Ag and Eco Tourism Workgroup

### Program

SFC staff played a key role in organizing this event in conjunction with the Workgroup Planning Committee. The workgroup developed committees for research, education, and professional development and identified a number of collaborative research and education projects.

## Short Course at Small Farm Conference

11.17.00 ■ SANTA ROSA

The Short Course on Ag and Nature Tourism covered the basics of starting and managing an ag or eco tourism operation. Presenters included Desmond Jolly – SFP Director, Ellen Rilla – UCCE Marin, Holly George – UCCE Plumas-Sierra, and Nita Gizdich, a Santa Cruz County ag tourism farmer and rancher.

## RESEARCH

### Adding Value to Agriculture: A Collaborative Approach Based on Agricultural Tourism

USDA / FUND FOR RURAL AMERICA – \$200,000

### Principal Investigator

■ Desmond Jolly, SFP.

### Focus

■ Develop infrastructure to support agritourism development on a regional and statewide basis ■ conduct applied research relevant to the demand for and supply of agritourism and eco-tourism products ■ conduct an outreach education program to enhance the knowledge and competence of educators and practitioners.

### Findings

■ Supported the statewide Agritourism and Eco-tourism Workgroup to enhance applied research and outreach ■ developed a web site that includes management information, links to other resources, and a database of agritourism and eco-tourism sites and events ■ developed 12 fact sheets on operational issues involved in managing ag and eco tourism operations ■ cosponsored / participated in workshops and professional development efforts ■ supported regional infrastructure efforts in San Diego, the Central Coast, and the Central Valley.

## Education Outreach on Agriculture and Rural Tourism

UC DANR NORTH COAST & MOUNTAIN  
REGION – \$11,877

### Principal Investigator

■ Desmond Jolly, SFP.

### Collaborators

■ Ellen Rilla – UCCE Marin ■ Holly George – UCCE Plumas-Sierra.

### Focus

■ Organize and deliver short courses targeting practitioners ■ complete slide presentations and a train-the-trainer handbook ■ new manual in production.

### Findings

■ Developed a set of 12 “How To” fact sheets regarding various aspects of agricultural and rural tourism business.

## ORGANIC PRODUCTION & MARKETING

## CONFERENCES & MEETINGS

### Organic Soil Management Field Day

09.07.00 ■ NOJOQUI FARM IN BUELLTON

Leading the activities was SFP farm advisor Mark Gaskell, UCCE San Luis Obispo / Santa Barbara. Participants reviewed ongoing trials with green manure and organic soil amendments in organic production systems.

### Organic Farming in the San Joaquin Valley

06.29.01 ■ SHERMAN THOMAS FARMS IN MADERA

SFP farm advisor Richard Molinar – UCCE Fresno – presented at and helped organize the conference. Topics included how to become an organic operation, where and how to market, vermiculture, organic food quality, and export potential.

## RESEARCH

### Full Benefits of Cover Crops, Compost Seen in Long Term

04.18.01 ■ SANTA MARIA

### Principal Investigator

Mark Gaskell, SFP.

### Focus

Under the supervision of SFP farm advisor Mark Gaskell – UCCE San Luis Obispo / Santa Barbara, University of California has conducted five years of trials on the use of

## SELECTED PROGRAMS & ACTIVITIES



## SELECTED PROGRAMS & ACTIVITIES

various combinations of organic fertilizers in growing bell peppers in the Santa Maria area.

### Findings

This long-term study of cover crops, compost and other organic soil amendments underscores the conclusion that full benefits, both in improving soil quality and in building up nutrients, come only when a long-term program is followed. Future trials are planned for broccoli and other cool-weather crops.

## MARKETING

### CONFERENCES & MEETINGS

#### Gus Schumacher Leads San Francisco Chefs on Farm Tour in Fresno

06.25.01 ■ FRESNO

SFP Farm Advisor Richard Molinar – UCCE Fresno hosted Former Under Secretary August Schumacher, USDA Farm Agricultural Services.

A group of San Francisco chefs participated in the event. When the tour bus left the Small Farm Resource and Training Center in

Fresno, the group included Mr. Schumacher, SFC staff, and reporters from the San Francisco Chronicle, Sunset Magazine, Fresno-area KMJ Radio, the Fresno Bee, and Channel 21 News. Even newspapers such as the Boston Globe covered the event.

Schumacher's mission is to bring together small farmers and chefs from leading area restaurants. He recently launched the New American

Farmer Initiative, a group that coordinates exchanges between small farmers and chefs nationwide. The tour included an extensive display of South East Asian specialty produce at the Small Farm Training Center on North Avenue, a luncheon at the Center of Traditional Hmong Food, and a tour of several South East Asian Farms where the crops were grown.

### NEW FARMERS MARKET CURRICULUM

#### Professional Development Curriculum for Farmers Market Management

PHASE II USDA / AMS – \$25,000

Principal investigator

- Desmond Jolly, SFP.

### Focus

- Develop a curriculum based on modules for education of market management
- develop an instructor's manual for implementing a training program
- identify and develop presentation materials for delivery and implementation of curriculum
- develop templates of instructional forms for use by market management.

### Accomplishments

- Two volumes have been drafted – *Starting a Farmers Market* and *Issues in Farmers Market Management* – and are being edited for publication
- a third volume – *Growing your Market* – is in development.

## FOOD SAFETY

### CONFERENCES & MEETINGS

#### Food Safety Workshop for Small Farmers

02.27.01 & 03.06.01 ■ WATSONVILLE

### Sponsors

SFW members Trevor Suslow and Marita Cantwell, UCCE Specialists with UCD's Dept. of Vegetable Crops.

### Program

The workshop highlighted a new informational CD containing an on-farm food safety audit, resource lists, regulatory information, and waste management information. The workshops were provided in English with simultaneous Spanish translation by Trevor and in Spanish only by Marita.

#### Microbial Food Safety of Fresh Produce

02.07.01 ■ SAN LUIS OBISPO

### Sponsors

- San Luis Obispo County's Farm Bureau, Agricultural Commissioner and Environmental Health Department.

### Program

SFW member Trevor Suslow – UC Davis Vegetable Crop Specialist addressed production and processing techniques and the question, "What can growers, processors, and packers do to ensure fresh produce is microbial safe?" He also demonstrated new UC software for conducting farm safety self-audits.





## Why There is More Food-borne Illness / What Growers, Packers and Processors Can Do to Ensure Safe Produce

04.10.01 ■ GUADALUPE

### Sponsors

UCCE and the Grower-Shipper Vegetable Association of Santa Barbara / San Luis Obispo.

### Program

SFW member Trevor Suslow – UC Davis Vegetable Crop Specialist – presented a session on *What the Grower Needs to Know about Produce Safety*.

## SPECIALTY & MINOR CROPS

### RESEARCH UPDATES

#### Research and Development Leading to Establishment of Commercial Lychee and Longan Production in California

11.18.00 ■ FULLERTON

### Sponsors

■ SFP farm advisor Mark Gaskell – UCCE San Luis Obispo / Santa Barbara ■ Perry Coles, California Tropical Fruit Company in Vista.

### Program

This event was the annual meeting of California Rare Fruit Growers organization. Mark Gaskell presented an update on lychee and longan research.

#### Citrus Research Program Update

05.02.01 ■ INDIO

### Facilitators

■ Resource Conservation District ■ Coachella Valley Water District.

### Program

SFW member Peggy Mauk, subtropical horticulture advisor – UCCE Riverside, presented her research program update on pests at this Coachella Valley farmers meeting.

#### Ant and Nitrogen Management

05.24.01 ■ CROW'S LANDING

SFP farm advisor Benny Fouche – UCCE San Joaquin – gave an update on current ant management strategies, including the Red Imported Fire Ant, at a Biologically Integrated Orchard Systems field day. Farmers who participated in this meeting discussed cover crops and nitrogen budgeting as well. Host farmer Frank Durao further described

the various techniques he uses to manage his almond orchard.

#### Avocado Cultural Practices in New Zealand

11.15.00 ■ VENTURA

### Sponsor

Community Alliance with Family Farmers.

### Program

SFW member Ben Faber, farm advisor – UCCE Ventura, discussed the sabbatical research he conducted on avocados in New Zealand. Along with other scientists, working chiefly in kiwis, Ben was given a free hand in designing his avocado research projects. He researched various topics, including planting techniques, bloom sprays, root rot and elicitors, mulches, and water use on different sides of a hill.

#### Growing Oyster Mushrooms

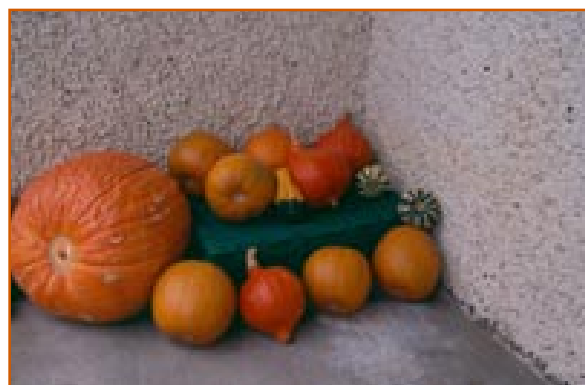
12.05.00 ■ SANTA CLARA

### Sponsors

■ Bay Area Research and Extension Center ■ UCCE Santa Clara.

### Program

SFW member Maria de la Fuente, county director / farm advisor – UCCE Santa Clara, presented on this topic at the Oyster Mushroom Field Day. She also led the oyster mushroom trail walk-along during this half-day workshop.



## SELECTED PROGRAMS & ACTIVITIES

### EDUCATION & OUTREACH

#### Spanish Language Conference

12.12.00 ■ BAKERSFIELD

To reach Spanish speaking farmers, UCCE farm advisors Richard Molinar and Manuel Jimenez joined Joe Santellano of Sunnyside Packing and Jose Quezada from USDA NRCS to cover a wide range of subjects such as weed control, vegetable diseases, marketing, and insect control. Molinar and Jimenez hope to form a working group of Spanish-speaking farmers.

#### Sensory Evaluation of Olive Oil: New Oils for 2001

04.27.01 ■ UC DAVIS

SFW member Paul Vossen, farm advisor – UCCE Sonoma, made several presentations during this two-day conference held on the UC Davis campus. Presentation topics

## SELECTED PROGRAMS & ACTIVITIES

included identifying defects in olive oil, effects of olive variety and maturity on oil flavor, tests of sensory abilities, and classic styles of olive oil from Europe and California.

### Vegetable Crop Commodity Series: Cole Crops

01.16.01 ■ SALINAS

SFP farm advisor Richard Smith – UCCE San Benito, Monterey, and Santa Cruz – presented this workshop. While most topics at this meeting centered around insect management in conventional and organic cole crops, other topics such as fertility management were also discussed.

### Apple Institute

02.16.01 ■ WATSONVILLE

#### Sponsor and Presenters

- Organizer: SFW member and farm advisor William Coates – UCCE San Benito.
- Presenters: SFP farm advisors Richard Smith – UCCE San Benito, Monterey, and Santa Cruz, and Laura Tourte – UCCE Santa Cruz.

#### Program

Smith presented on topics that included insect pest management in the new millennium. Tourte presented on the economics and profitability of growing apples.

### Delta Region Corn Meeting

03.06.01 ■ COURTLAND

SFW member Kent Brittan, farm advisor – UCCE Yolo, moderated this meeting which included various topics centered around pest management. Other presenters included SFW members and farm advisors Mick Canevari – UCCE San Joaquin – and Janet Caprile – UCCE Contra Costa.

### Specialty Vegetable Crop Workshop

06.19.01 ■ FRESNO

#### Co-sponsors

- UCCE ■ SFP ■ Hmong American Community.

#### Program

SFP farm advisor Richard Molinar – UCCE Fresno – facilitated this workshop. The major topics presented were gopher and squirrel control, pesticide safety, and pest identification.

### Small Farm Workshop

03.01.01 ■ WATSONVILLE

#### Presenters

- SFP Farm Advisors / UCCE Specialists Mark Gaskell – San Luis Obispo / Santa Barbara ■ Laura Tourte – Santa Cruz ■ Richard Molinar – Fresno, Manuel Jimenez – Tulare, and Richard Smith – San Benito, Monterey, and Santa Cruz.

#### Program

This half-day workshop was co-coordinated by Laura Tourte and concentrated on topics such as specialty crop production, new crop development, and economic essentials.



Photo: ARS/USDA

### Growing and Marketing Gourmet Olive Oil

03.13.01 ■ SAN LUIS OBISPO

#### Presenters

- SFP farm advisor Mark Gaskell – UCCE San Luis Obispo / Santa Barbara ■ SFW member Paul Vossen – UCCE Sonoma ■ SFW member Karen Klonsky – UCCE Specialist, Agriculture and Resource Economics, UC Davis.

#### Program

Topics presented at this meeting included management costs for olive oil production, environmental factors in the central coast region, traditional systems versus new systems for mechanical harvesting, and olive orchard cultural practices.

### New Insects and Diseases in Vegetable Production

02.07.01 ■ INDIO

#### Co-sponsors

- UCCE ■ Resource Conservation District ■ Coachella Valley Water District.

#### Program

SFW member and farm advisor Jose Aguiar – UCCE Indio – presented information on new insects and pests on vegetables in the Coachella Valley at this Coachella Valley farmers meeting.

### Nitrogen, Groundwater, and New Regulations

04.18.01 ■ VENTURA

SFW member Ben Faber, farm advisor – UCCE Ventura, presented at this Environmental Quality Incentives Program symposium where more than fifty farmers were in attendance. This informational meeting reviewed nitrates, new regulations, and groundwater protection.

## 2000-2001 SMALL FARM PROGRAM BUDGET



### INCOME

State General Funds	\$121,066
Federal General Smith Lever	59,844
Federal Part-Time Farmers	24,526
Carryover of Funds / 2001 Adjustment	\$ 80,161
<b>Total Income</b>	<b>\$285,597</b>

### EXPENSES

Director's Stipend	\$ 4,000
Staff Salaries	82,800
General Assistance and Benefits	61,522
Operating Expenses	59,203
Equipment	9,548
Travel	13,372
Carryover of funds to FY 2001-2002	55,152
<b>Total Expenses</b>	<b>\$285,597</b>

### CONTINUING MULTI-YEAR EXTRAMURAL CONTRACTS AND GRANTS\*

Principal Investigator	Award Period	Project	Amount
Desmond Jolly	1998-2002	USDA / Fund for Rural America (Agritourism)	\$200,000
Desmond Jolly	1999-2002	USDA / CSREES Food Safety Project	181,291
Desmond Jolly	1997-2000	USDA / DQU: A Model for CA Tribal Development	66,000
Desmond Jolly	1998-2000	USDA / AMS Farmers Market Management project	50,000
Desmond Jolly	2000-2002	USDA / AMS Farmers Market Management Phase II	25,000
Desmond Jolly	1997-2000	USDA / CSREES Evaluation Survey	26,795
Desmond Jolly	1999-2001	USDA / ERS Successful Small Farm Correlates	15,000
Desmond Jolly	2000-2001	NCMR: Education Outreach -Ag & Rural Tourism	11,877
Desmond Jolly	2000-2001	Ag Health and Safety (Pesticide Safety)	11,797
Desmond Jolly	2000-2001	USDA Risk Management	10,300
Desmond Jolly	2000-2002	USDA Western Regional Workshops	10,000
		<b>Total Multi-Year Funds</b>	<b>\$608,060</b>

\*These figures do not reflect the amounts of each grant available during this report period. The dollar amounts reflect the original total for these multi-year grants.

## SFP PUBLICATIONS

## OTHER SFP PUBLICATIONS

## 1997–98

- *Specialty and Minor Crops* second edition
- Spanish language video
- Audiotapes in Hmong and English
- *Production Practices and Sample Costs* Publications

## 1998–99

- *A Time to Act*
- *Pesticide Safety for Small Farms* second edition (English version)
- Hmong radio program – Michael Yang
- Spanish radio programs – Manual Jimenez

## 1999–00

- Lao language video and audiotape
- Spanish language CDs, with PSAS using *Pesticide Safety for Small Farms* distributed to sixty cities across U.S.



SFC continues to receive an average of 100 requests per month – questions about ag tourism, olive oil production, herbs, specialty crops, and small farm financing top the list. The SFC website has drawn worldwide interest and generated requests for information from locations as diverse as India, Greece, Spain, Brazil, Hungary, France, Tanzania, Israel, and China.

**Small Farm News**

Published several times each year, SFC's newsletter contains theme-oriented issue content on topics such as the organic industry and agri-tourism. Subscriptions to this free publication currently exceed 4,000 and increase each year. *Small Farm News* includes reports on research projects, conferences and workshops, as well as updates on research and extension projects, commentaries, and profiles on SFP staff and small farmers and ranchers. The newsletter is also available at the website, [www.sfc.ucdavis.edu/news/news.html](http://www.sfc.ucdavis.edu/news/news.html), or by contacting the SFC office.

**Pesticide Safety**

## MEDIA EDUCATION PRODUCTS

*Pesticide Safety for Small Farmers* in several languages on video and audio tapes.

**Spanish language CD on Pesticide Safety**

## Sponsors

- SFC ■ UC Spanish Broadcast and Media Services.

## Content

SFC collaborated with Myriam Grajales-Hall of the UC Spanish Broadcast and Media Services to develop a Spanish-language CD on pesticide safety that was distributed to Spanish-language radio stations in 60 cities throughout the country.

The CD contains information drawn from SFC's *Pesticide Safety for Small Farms* video, which was produced in collaboration with UC's IPM Program and is now available from the ANR catalog in Spanish, Hmong, and Lao in addition to English.

**Fact Sheets - Best Practices for Growers in Food Safety**

In development.

**Food Safety Coordination 2001 CD**

A food safety resource for small growers and extension agents authored by Trevor Suslow. It includes a food safety audit; product flow-charts for various commodities; Powerpoint presentations on food safety, water sanitation and hygiene; how-to fact sheets on topics such as water chlorination, hand washing, and water samples; and a resource directory, pictures,

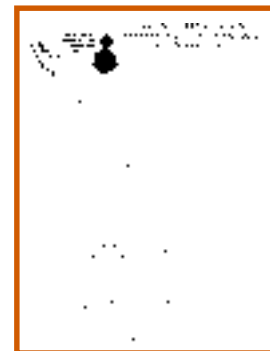
and links to additional food safety information.

**Organic Production and Marketing Publications 7247 – 7254**

## AVAILABLE ONLINE AT

[WWW.SFC.UCDAVIS.EDU/RESEARCH/ORGANIC.HTML](http://WWW.SFC.UCDAVIS.EDU/RESEARCH/ORGANIC.HTML)

- *Organic Certification, Farm Production Planning, and Marketing* – 7247
- *Soil Management and Soil Quality for Organic Crops* – 7248
- *Soil Fertility Management for Organic Crops* – 7249
- *Weed Management for Organic Crops* – 7250
- *Insect Pest Management for Organic Crops* – 7251
- *Plant Disease Management for Organic Crops* – 7252
- *Post-harvest Handling of Organic Crops* – Pub 7254





## NEW ONLINE RESOURCES

### The SFC Website

[WWW.SFC.UCDAVIS.EDU](http://WWW.SFC.UCDAVIS.EDU)

The SFC website provides access to small farm research, with links to the SFC online expert database, research library and agri-tourism database as well as past and current issues of *Small Farm News*. Small Farm Center website enhancements include a section featuring individual web pages for each of the Small Farm Program advisors. These web pages detail farm advisor research and outreach educational programs and include links to publications and other resources for small scale farmers. Farm advisor web pages can be found at [www.sfc.ucdavis.edu/research/famap2.html](http://www.sfc.ucdavis.edu/research/famap2.html).

New Small Farm Program research publications have been added to the Small Farm Center website, including five new peer-reviewed organic publications at [www.sfc.ucdavis.edu/research/organic.html](http://www.sfc.ucdavis.edu/research/organic.html).

### Ag / Eco Tourism Fact Sheets

[WWW.SFC.UCDAVIS.EDU/AGRI-TOURISM/FACTSHEETS.HTML](http://WWW.SFC.UCDAVIS.EDU/AGRI-TOURISM/FACTSHEETS.HTML)

These fourteen new fact sheets offer helpful step-by-step information to farmers and ranchers interested in establishing ag tourism operations on their farms and ranches.

### Ag Tourism Database

[WWW.CALAGTOUR.ORG](http://WWW.CALAGTOUR.ORG)

The Small Farm Center has created an online Agritourism Database that links farmers and ranchers who operate ag or eco tourism operations with consumers who seek rural tourism experiences.

### SFC's Food Safety Web Page

[WWW.SFC.UCDAVIS.EDU/DOCS/FOODSAFETY.HTML](http://WWW.SFC.UCDAVIS.EDU/DOCS/FOODSAFETY.HTML)

This food safety education section offers eight new fact sheets covering the theme "Food Safety Begins on the Farm." Additional food safety fact sheets are planned for fall 2001.

### Organic Production & Marketing Publications Online

[WWW.SFC.UCDAVIS.EDU/RESEARCH/ORGANIC.HTML](http://WWW.SFC.UCDAVIS.EDU/RESEARCH/ORGANIC.HTML)

The University of California *Organic Vegetable Production in California* Series (Publications 7247 – 7254) is available free as downloadable PDF files at SFC's website.



### Documentation and Information System Database

[WWW.SFC.UCDAVIS.EDU/NEWS/NEWS.HTML](http://WWW.SFC.UCDAVIS.EDU/NEWS/NEWS.HTML)

Up to date topical subject matter on the SFC's website from the numerous publications the Center receives. The database will capture relevant information from those publications and make that information accessible to small farmers and extension educators. SFC anticipates launching the site in Winter, 2001.

## SFP'S INTERNET DEVELOPMENT

1996–97

- [www.sfc.ucdavis.edu](http://www.sfc.ucdavis.edu) launched

1997–98

- Small Farm Workgroup List Serve launched

1998–99

- Specialty and Minor Crops Handbook database
- *Small Farm News* newsletter online
- Agritourism section created
- Online expert and agricultural statistics links
- Peer-reviewed web site publication system
- Agritourism list serve launched

1999–00

- Organic agriculture
- Pest Control for Specialty Crops

2000-01

- Farm Advisor sites
- [Calagtour.org](http://Calagtour.org) launched
- Nine new ag tourism fact sheets
- Small Farm Workgroup Core Advisors list serve

## THE DANR SMALL FARM WORKGROUP

Jose Aguiar  
UCCE INDIO

Miguel Altieri  
UC BERKELEY INERT BIOLOGY

Aziz Baameur  
UCCE SANTA CLARA

Francine Bradley  
UC DAVIS AVIAN SCIENCE

Gloria Brown  
UCCE SAN MATEO / SAN FRANCISCO

Michael Cahn  
UCCE MONTEREY

Mick Canevari  
UCCE SAN JOAQUIN

Marita Cantwell  
UC DAVIS VEGETABLE CROPS

Janet Caprile  
UCCE CONTRA COSTA

David Chaney  
UC SAREP

Lawrence Clement  
UCCE SOLANO

Fred Conte  
UC DAVIS ANIMAL SCIENCE

Roberta Cook  
AG ECON EXTENSION

Maria de la Fuente  
UCCE SANTA CLARA

Rachel Elkins  
UCCE LAKE

Clyde Elmore  
UC DAVIS BOTANY

Ralph Ernst  
UC DAVIS AVIAN SCIENCES

Richard Evans  
UC DAVIS ENVIRONMENTAL HORTICULTURE

Ben Faber  
UCCE VENTURA

Benny Fouche  
UCCE SAN JOAQUIN

Isao Fujimoto  
UC DAVIS HUMAN & COMMUNITY DEVELOPMENT

Mark Gaskell  
UCCE SAN LUIS OBISPO / SANTA BARBARA

Deborah Giraud  
UCCE HUMBOLDT

Refugio Gonzalez  
UCCE IMPERIAL

John Harper  
UCCE MENDOCINO

Gary Hickman  
UCCE MARIPOSA

Chuck Ingels  
UCCE SACRAMENTO

Roger Ingram  
UCCE PLACER / NEVADA

Louise Jackson  
UC DAVIS VEGETABLE CROPS

Manuel Jimenez  
UCCE TULARE

Pat Johns  
UCCE SAN BENITO

Gary Johnston  
UCCE SAN JOAQUIN

Desmond Jolly  
UC SMALL FARM CENTER

Ann King  
UCCE SAN MATEO

Karen Klonsky  
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Don Lancaster  
UCCE MODOC

Jim Leap  
UC SANTA CRUZ CENTER FOR AGROECOLOGY

Bill Liebhardt  
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Ramiro Lobo  
UCCE SAN DIEGO

Daniel Marcum  
UCCE SHASTA / LASSEN

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Peggy Mauk  
UCCE RIVERSIDE

Keith Mayberry  
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Susan McCue  
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UC RIVERSIDE BOTANY & PLANT SCIENCE

Gene Miyao  
UCCE YOLO

Richard Molinar  
UCCE FRESNO

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Ellie Rilla  
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Richard Smith  
UCCE MONTEREY

Trevor Suslow  
UC DAVIS MANN LABS

Eta Takele  
UCCE RIVERSIDE

Steve Temple  
UC DAVIS AGRONOMY & RANGE

James Thompson  
UC DAVIS BIO & AG ENGINEERING

Laura Tourte  
UCCE SANTA CRUZ

Mark van Horn  
UC DAVIS STUDENT FARM / POMOLOGY

Ron Vargas  
UCCE MADERA

Linda Vieira  
UC SMALL FARM CENTER

Ron Voss  
UC DAVIS VEGETABLE CROPS

Paul Vossen  
UCCE SONOMA

Jeannette Warnert  
UC EXTERNAL RELATIONS, FRESNO

Jennifer Weber  
UC DAVIS IPM EDUCATION & PUBLICATIONS

Becky Westerdahl  
UC DAVIS NEMATOLOGY

## SMALL FARM CONTACTS

Each California county has a UCCE farm advisor or advisors designated as small farm contacts. Farm advisors extend useful technical and economic research-based information to producers in their counties. They also provide leadership on local subjects and expertise to help evaluate clientele problems. Major issues they consider are improving production practices, resource management, pest management, food safety, worker safety, postharvest handling, alternative crops, enterprise and market analysis, and public agricultural education. Following is a list of UCCE county farm advisors.



### ALAMEDA COUNTY

Lucrecia Farfan-Ramirez

### AMADOR COUNTY

Donna Hirschfelt

### BUTTE COUNTY

Bill Olson

### CALAVERAS COUNTY

Ken Churches

### COLUSA COUNTY

Mike Murray, County Director

### CONTRA COSTA COUNTY

Janet Caprile

### EL DORADO COUNTY

Bill Frost

### FRESNO COUNTY

Richard Molinar

### GLENN COUNTY

Bill Krueger

### HUMBOLDT COUNTY

Deborah Giraud

### IMPERIAL COUNTY

Refugio Gonzalez

### INYO-MONO COUNTY

Rick Delmas

### KERN COUNTY

Darlene Liesch

### KINGS COUNTY

Bruce Roberts and Bob Beede

### LAKE COUNTY

Rachel Elkins

### LASSEN COUNTY

David Lile

### LOS ANGELES COUNTY

Rachel Mabie

### MADERA COUNTY

Ron Vargas

### MARIN COUNTY

Ellen Rilla

### MARIPOSA COUNTY

Gary Hickman

### MENDOCINO COUNTY

John Harper

### MERCED COUNTY

Maxwell Norton

### MODOC COUNTY

Don Lancaster

### MONTEREY COUNTY

Sonya Varea-Hammond  
David Delgado

### NAPA COUNTY

Dean Donaldson

### ORANGE COUNTY

John Kabashima

### PASO ROBLES

Michael Smith

### PLACER-NEVADA COUNTIES

Roger Ingram

### PLUMAS-SIERRA COUNTY

Holly George

### RIVERSIDE COUNTY

Abdelaziz Baameur  
Jose Aguiar

### AREA FARM ADVISOR –

### SOUTHERN REGION

Etaferahu (Eta) Takele

### SACRAMENTO COUNTY

Chuck Ingels

### SAN BENITO COUNTY

Pat Johns

### SAN BERNARDINO COUNTY

Nyles Peterson

### SAN DIEGO COUNTY

Ramiro Lobo

### SAN JOAQUIN COUNTY

Benny Fouche

### SAN MATEO / SAN FRANCISCO COUNTIES

Ann King and  
Katherine Jones

### SANTA BARBARA COUNTY

Mark Gaskell

### SANTA CLARA COUNTY

Maria de la Fuente and  
Nancy Garrison

### SANTA CRUZ COUNTY

Laura Tourte

### SHASTA / TRINITY COUNTIES

Larry Forero

### SISKIYOU COUNTY

Steve Orloff

### SOLANO COUNTY

Lawrence Clement and  
Mario Moratorio

### SONOMA COUNTY

Paul Vossen

### STANISLAUS COUNTY

Jesus Valencia

### SUTTER / YUBA COUNTY

Michael Cahn

### TEHAMA COUNTY

Richard Buchner

### TULARE COUNTY

Manuel Jimenez

### TUOLUMNE COUNTY

Franz Rulofson

### VENTURA COUNTY

Ben Faber

### YOLO COUNTY

Gene Miyao and  
Mario Moratorio



Photo: ARS/USDA



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