Making Long Term Decisions in the Face of Water Supply Uncertainty

By Scott Hamilton
President, Hamilton Resource Economics

“Water Supply Challenges and Solutions: 2022 Outlook”—such was the topic for a panel at the 2021 Almond Conference held in-person in Sacramento in early December. Water issues are on the minds of many—the session attracted a capacity crowd. The first two speakers, Dave Orth from New Current and Paul Gosselin, Deputy Director of the California Department of Water Resources (DWR), focused on the Sustainable Groundwater Management Act (SGMA). The need to achieve groundwater sustainability, and how the associated reduced in groundwater pumping will be implemented, is creating anxiety for many farmers. Mr. Orth provided much needed background on SGMA noting that an estimated 6.9 million acres in the San Joaquin Valley are critically overdrafted. Deputy Director Gosselin made several key points: reduction of groundwater use should be done strategically, the State supports accelerated groundwater recharge efforts, and coordinated management of surface and groundwater storage facilities can increase the volumes of groundwater storage. DWR is beginning the daunting process of reviewing groundwater sustainability plans (GSPs). Mr. Orth had noted that very few GSPs should expect an “A” grade and that many should expect something below a “passing” grade. To date, 50% of the plans reviewed have been found to be acceptable and 50% deficient, being sent back to the groundwater sustainability agencies (GSAs) to strengthen their plans. DWR is looking for evidence that the plans are real—that currently existing adverse impacts such as falling groundwater levels and land subsidence will indeed be corrected. The Department is not the bad guy. Deputy Director Gosselin is trying to work with the GSAs to develop strong plans. If plans are ultimately determined to be non-compliant, management of the groundwater is transferred from local control to the State Water Resources Control Board.

By Valley Ag Voice Staff

Morning Star Ministry Hosted Their 6th Annual Pheasant Hunt

It was a brisk and cool December morning when Morning Star Fresh Food Ministries hosted their Annual Pheasant Hunt. With 150 hunters participating and over six hundred rooster pheasants released, no one went home empty-handed.

Morning Star was the vision of local farmer Bret Sill who in 2013 desired to connect the city of Bakersfield with Fresh Food. He gathered local farmers, butchers, churches, non-profits, businesses, and volunteers to launch the program.

Morning Star Fresh Food Ministry’s mission “is to feed families through the love and hope found in Jesus by fighting hunger and feeding souls. Fresh food opens the doors to Christ and allows the Ministry to share the gospel.”

Will Taxes Change in 2022?

By Brown Armstrong CPAs

On November 3, 2021, House leaders released a revised reconciliation bill (H.R. 5376) for the Build Back Better Act, which includes several proposed tax changes. As of today, this law has not passed the Senate.

Some important items to watch as this legislation proceeds:

Expansion of the 3.8% Net Investment Income Tax
This is what we like to call a “stealth” tax. To see if it applies to you, check your 2020 tax returns for form 8960. Since 2013, the 3.8% tax has applied to interest, dividends, and capital gains, as well as profits from passive pass-through entities. H.R. 5376 extends the pass-through entity component to include any pass-through income that is not subject to self-employment tax. The inclusion would be only for taxpayers making more than $400,000 ($500,000 if married).

SALT Deduction Cap
Most California taxpayers are now familiar with the State and Local Tax (SALT) cap of $10,000 which took effect in 2018.

Several states, including California, have passed laws to work around the SALT cap. California’s version of this workaround is AB 150—the Pass-Through Entity Elective Tax. If you receive a share of income from a pass-through entity, it is possible that this workaround will benefit you. The election must be made by the pass-through entity (not the individuals), so work with your fellow partners, members, or S corporation shareholders, as well as your tax preparer to evaluate whether this option will work for you.

Just to make this interesting: there is a provision in California AB 150 that automatically repeals the workaround if the federal SALT cap is repealed at the federal level. So, where do we stand with SALT repeal at the federal level?

The stalled H.R. 5376 increases the cap to $80,000 but does not repeal it. Barring complete repeal, the California workaround will result in considerable tax savings for many taxpayers.

Estate Tax
The lifetime estate and gift tax exemption will increase to $12.06 million per individual which is up $360,000 from 2021.

An early version of the Build Back Better Act included an early rollback of the exemption (it is scheduled to be cut in half beginning in 2026). However, this cutback was dropped from the latest draft of the bill.

For the first time since 2018, the annual gift tax exclusion will increase from $15,000 to $16,000.

Keep in mind that direct payments of education and medical expenses are outside of the annual gift tax exclusion. California repealed its estate tax many years ago, but seventeen states have some form of estate or inheritance tax. In some of those states, the exemption is zero meaning the first dollar of an inheritance is taxed. Make sure to check before you move.

Mandatory CalSavers Employer Enrollment
While this is not technically a tax topic, the final phase of mandatory enrollment is open, and the enforcement of the law is underway. California has joined twelve other states with state-mandated retirement plans.

Employers with five or more employees are now required to register with CalSavers. The deadline for enrollment is June 30, 2022. Previous deadlines for employers with more than 50 employees have passed, so if you missed the deadline, enroll now to save the considerable penalties.

CalSavers requires all employers with five or more employees to withhold retirement plan contributions from their employees’ paychecks. An employer is exempt from this requirement if it contributes to a qualified retirement plan to which employees are already contributing. See WILL TAXES CHANGE IN 2022? on PAGE 3

By Valley Ag Voice Staff

Valley Ag Voice LLC
1412 17th Street, Suite 407
Bakersfield, CA 93301

PRRS-STD
U.S. Postage
PAID
Permit 88
Buena Park, CA

See WILL TAXES CHANGE IN 2022? on PAGE 3
**President’s Message**

By Patty Poire
President, Kern County Farm Bureau

Happy New Year! I hope that you and your family had a wonderful Christmas and brought the New Year in with a bang! Can’t believe that it is already 2022. I wish that I could say that 2022 is going to be a year where regulations and water and pesticide issues no longer exist, but it is not April Fools’ Day! Unfortunately, 2022 will continue to be like 2021 but maybe more difficult to maneuver through the regulations and pesticide issues, and as for water, the state has already stood its course of coming out already with zero allocations in the State Water Project. I do hope that the mid-term elections will have an impact or at least trigger elected officials’ hesitation to continue in their non-sense legislation. I can hope!

December brought a change of leadership in with Julie Henderson becoming the new director of the Department of Pesticide. Before the official announcement, she served as interim for a few months but now as the new director, he has the task of developing a statewide notification system for pesticide usage. Public workshops were held in early November to begin the process to develop a system that will provide real-time notification about pesticide applications occurring nearby. The system is anticipated to launch in 2023-2024. The Kern County Farm Bureau along with California Farm Bureau are engaged as this process moves forward. We will keep you informed via our e-blasts and at the monthly meetings. Your engagement is always welcomed.

Regulators will continue utilizing climate change to guide the direction. For example, Senate Bill 27 was chartered on September 23, 2021, requiring the Department of Natural Resources to establish and maintain a registry for the purpose of identifying and listing projects in the state that drive climate action on the state’s natural and working lands. It will be interesting to see how and what is developed from this type of legislation. Interesting time!

Water. Where do I begin? The State Water Board moved in an unprecedented decision to announce a 0% allocation for the State Water Project. I believe that Royce East, president of the Kern County Water Agency said it best: “A zero allocation is catastrophic and tragically inadequate for Kern County residents, farms and businesses, and it provides no hope for replenishment of groundwater banking reserves that have been tapped to provide agricultural and urban water during previous dry years.” Back on November 16, 1963, farmers had the foresight to execute contracts for the State Water Project for approximately one million acre-feet of water and have never missed a payment on those contracts even when there is a zero allocation. Last water year, the Kern basin paid $336 million dollars for the full operations and maintenance payment. I’m still waiting for those groups calling for the environmental justice nonsense to pay their fair share. Everyone seems to forget that the Kern farmers don’t get that water for free, never have!

Well, welcome the year of 2022! Hopefully, it will not end as it seems to be starting.
Will Taxes Change in 2022?

Continued from PAGE 1

The response of many employers has been to sponsor new retirement plans, and there are many options, including some low-cost local group plans. Joining a group of employers to share the costs of the plan is an excellent option in some cases.

Based on past experiences, some of our clients do not want to take on the burden of sponsoring a plan at all. If you are facing this decision, take some time to consider the advantages of CalSavers.

Here are three common situations which can lead to frustration with employer-sponsored plans. CalSavers is designed to shift responsibility to the employee and away from employers.

**Situation #1:** Employee turnover is high, and some employees have no permanent address. With an employer-based plan, the employer has the responsibility of keeping track of (current and former) employees’ addresses. When a former employee cannot be located, the employer must complete a series of complicated steps to track them down.

**Morning Star Ministry**

Continued from PAGE 1

their door. Love and hope are from their farming partners, but they also rely on funds to feed needy families fresh, healthy, nutritious food. “This is one of our annual fundraising events to raise money to help six hundred rooster fundraisers such as the pheasant hunt to be successful.

The Sill family continually put on a great event to support their ministry. The pheasant hunt is enjoyable for all ages, how to grow environmentally friendly and lead healthier lifestyles with fresh produce.

There are many ways you can support the incredible mission at Morning Star. They need local volunteers to pack the food boxes, and they need local businesses and individuals to sponsor the boxes. Most importantly, they need referrals from local non-profits and into the CalSavers’ system. 2. deducting the required percentage from each paycheck; and 3. sending the funds to CalSavers.

The CalSavers website (CalSavers.com) has complete information for employers and employees in ten languages.

CalSavers solution: Each employee’s account is held by CalSavers and maintained by the employer, not the employee. The burden of tracking former employees is shifted to CalSavers, and the employer has no responsibility once the employee has left.

**Situation #2:** Employees are motivated to leave their jobs for the sole purpose of receiving plan payouts. With an employer-based plan, employees generally can only receive payouts by leaving.

**CalSavers solution:** The availability of money from CalSavers is unaffected by employment. Money can be withdrawn at any time by any participant. Some of the withdrawals may be subject to tax and penalties.

**Situation #3:** Employees hesitate to sign necessary forms and have trouble understanding plan options. With an employer-based plan, documentation and communication responsibilities fall to the employer.

**CalSavers solution:** If the employee does nothing, the plan contributions kick in automatically. The only obligations for the employer are 1. uploading employee information into the CalSavers’ system; 2. deducting the required percentage from each paycheck; and 3. sending the funds to CalSavers.

The CalSavers website (CalSavers.com) has complete information for employers and employees in ten languages.

With 150 hunters participating and over six hundred rooster pheasants released, no one went home empty-handed.

Shoelaces mingle before the Morning Star Fresh Food Ministry 6th Annual Pheasant Hunt

The Edible Education Garden at Bakersfield College will grow it, cook it and love it.”

Dean of Instruction, Jessica Wojtyaska says this space is about learning as much as it is about providing students an equitable option to sustainably grown and nutritious food. She says, “The Bakersfield College Edible Garden illustrates our campus commitment to our core values of learning, sustainability, wellness, and community. Through BC’s Agriculture, Nutrition, and Culinary Arts Pathway, the Renegade Community will now have the opportunity to grow healthy food within a local garden, in a sustainable way, while learning the skills and values that will propel them into successful careers and promote food security.”

The garden is located in Renegade Park just off Mt. Vernon Avenue. Construction is underway with the first harvest anticipated for spring 2022. Greeting students and visitors as they enter the Edible Education Garden will be a landscaped wasterwise pollinator garden. A habitat of plants that feed the pollinating hummingbirds, bees and butterflies that are an integral part of the garden ecosystem.

The half-acre garden will grow many common vegetables like, tomatoes, chili peppers and lettuce. It will also grow some not so common edibles, wasabi arugula and Carolina reapers. Fruit in many different forms will dot the garden, peaches, plums, grapes, blueberries and more.

Students will learn how to grow and care for the wide range of crops using a method of agriculture called biointensive permaculture, an environmentally friendly growing process that emphasizes soil ecology and fertility, plant health, composting and integrated pest management practices. It will also incorporate hydroponic systems to grow produce for the program year-round in greenhouses.

See EDIBLE EDUCATION GARDEN on PAGE 11

### RENEGADE ROUND-UP

**Grow It, Cook It, Love It!**

By Lindsay Ono
Associate Professor of Environmental Horticulture, BC

They say it takes a village to raise a child. An entire community of people who provide a place for the young to learn, experience and grow. At Bakersfield College, we believe that learning is more than what you can learn from a textbook. Experiential learning is an engaged learning process that improves students “learn by doing” and by reflecting on the experience. Students become engaged intellectually, creatively, emotionally, socially, or physically. A new community project will foster this diversity of learning, the Bakersfield College Edible Education Garden. The project broke ground on Friday, November 19, 2021.

The Agriculture, Nutrition and Culinary Arts Department at Bakersfield College and community leaders from the Grannum Family Education Foundation and Adventist Health are teaming together to teach future generations of Renegades, from preschool to college age, how to grow environmentally friendly and lead healthier lifestyles with fresh produce.

“If you give a person a vegetable, they eat for a day. If you teach them to grow it, they can eat for a lifetime.”—L. Ono

The Bakersfield College Edible Education Garden is sowing the seeds of knowledge about the joys of gardening, healthy foods, and good nutrition. “The Edible Education Garden is an exciting adventure into growing naturally, cooking the foods you harvest and improving our nutritional lifestyle,” said, Lindsay Ono, Professor of Ornamental Horticulture. “Students participating in this program will learn how to and care for the wide range of crops using a method of agriculture called biointensive permaculture, an environmentally friendly growing process that emphasizes soil ecology and fertility, plant health, composting and integrated pest management practices. It will also incorporate hydroponic systems to grow produce for the program year-round in greenhouses.

See EDIBLE EDUCATION GARDEN on PAGE 11

### DAILY AG NEWS

Rewind 98.1 FM is your source for Daily AG news!

From 4am-6am you can listen to daily Market report updates from our “Market Line” and the award-winning “Line on Agriculture report”. Rick Worthington can catch you up on daily Cattle and Dairy info with the “Farm & Ranch report”.

Join us Monday-Friday 4am-6am for the valley’s largest AG radio programs only on Rewind 98.1 FM
Rise in Cannabis Cultivation Taxes Prompting Industry Revolt Against Sacramento

By Geoffrey Taylor, MA
Hemp Contributor, Valley Ag Voice

As the cannabis industry across the state of California is left reeling from one of the most challenging years since legalization under Proposition 64 in 2016, with record low prices for cannabis flower and biomass and the shuttering of innumerable small, family-owned family statewide, the state of California is once again placing undue hardship on those in cannabis cultivation by increasing taxes on the farmers and producers who make up the backbone of this industry.

The rate of taxation prior to January 1, 2022, for one ounce of dry-weight flower was $9.65, while leaves and trim have been taxed at $2.87 per dry-weight ounce and fresh whole cannabis plant was taxed at $1.35 per dry-weight ounce. This translated to roughly $154.40 per pound of dry cannabis flower, $45.92 per pound of dry leaves and trim material and $21.60 per pound of fresh whole cannabis plant material.

Taxes have traditionally been due from cultivators before the specific material enters the marketplace, placing a huge tax burden on producers before their product is able to hit the market.

“The rate of taxation prior to January 1, 2022, for one ounce of dry-weight flower was $9.65, while leaves and trim have been taxed at $2.87 per dry-weight ounce and fresh whole cannabis plant was taxed at $1.35 per dry-weight ounce. This translated to roughly $154.40 per pound of dry cannabis flower, $45.92 per pound of dry leaves and trim material and $21.60 per pound of fresh whole cannabis plant material. Taxes have traditionally been due from cultivators before the specific material enters the marketplace, placing a huge tax burden on producers before their product is able to hit the market.”

“I don’t believe we’re going to be able to survive another year of over-taxation and a huge dip in market pricing,” said one Humboldt county cultivator who is joining with a group of farmers who are refusing to pay the state’s heavy tax burden in response to the tax increases.

“We have to stand up in Sacramento and demand change in the way this marketplace works because it allows large, well-financed operations to absorb the hit and pass it along to consumers while smaller legacy farmers are left financially crippled as a result of over-taxation and a huge dip in market pricing.”

Beginning on January 1, 2022, farmers will see an increase to $10.08 per dry-weight ounce of cannabis flower of roughly $161.28 per pound of dry-weight flower, $3.00 per dry-weight ounce of leaves and trim material or roughly $40 per dry-weight pound of leaves and trim, and $1.41 per ounce of fresh whole cannabis plant or roughly $22.56 per dry-weight pound of fresh whole plant. While these increases sound negligible to most, this translates to major tax increases for farmers who produce tons of flower and trim material and fresh frozen whole plant material for diverse needs in the marketplace.

One major industry operator, Flow Kana, based in Mendocino County, California is leading the movement against tax increases on small legacy farmers to protect the integrity of the industry and provide relief to struggling farmers from Calexico to Crescent City. CEO Michael Steinmetz wrote a compelling op-ed in the publication Medium in response to the state’s current massive tax surplus and how the increases in taxation on industry cultivators threaten to further destroy an industry that was built by these legacy farmers, particularly in the Emerald Triangle region of the state. Steinmetz and Flow Kana are leading the charge on threatening to withhold tax payments to the state until there is adequate relief to ensure struggling producers can survive the storm created by out-of-touch legislators and regulators and the impact of corporate cannabis on the industry.

The California Department of Tax and Fee Administration is responsible for determining the cannabis mark-up rate every six months beginning January 1, 2022.

### Cannabis Rates Effective January 1, 2022

<table>
<thead>
<tr>
<th>Cannabis Category</th>
<th>Current Rate Ending 12/31/2021</th>
<th>New Rate Effective 1/1/2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flower per dry-weight ounce</td>
<td>$9.65</td>
<td>$10.08</td>
</tr>
<tr>
<td>Leaves per dry-weight ounce</td>
<td>$2.87</td>
<td>$3.00</td>
</tr>
<tr>
<td>Fresh cannabis plant per ounce</td>
<td>$1.35</td>
<td>$1.41</td>
</tr>
</tbody>
</table>

The rate of taxation prior to January 1, 2022, for one ounce of dry-weight flower was $9.65, while leaves and trim have been taxed at $2.87 per dry-weight ounce and fresh whole cannabis plant was taxed at $1.35 per dry-weight ounce. This translated to roughly $154.40 per pound of dry cannabis flower, $45.92 per pound of dry leaves and trim material and $21.60 per pound of fresh whole cannabis plant material. Taxes have traditionally been due from cultivators before the specific material enters the marketplace, placing a huge tax burden on producers before their product is able to hit the market.

Beginning on January 1, 2022, farmers will see an increase to $10.08 per dry-weight ounce of cannabis flower of roughly $161.28 per pound of dry-weight flower, $3.00 per dry-weight ounce of leaves and trim material or roughly $40 per dry-weight pound of leaves and trim, and $1.41 per ounce of fresh whole cannabis plant or roughly $22.56 per dry-weight pound of fresh whole plant. While these increases sound negligible to most, this translates to major tax increases for farmers who produce tons of flower and trim material and fresh frozen whole plant material for diverse needs in the marketplace.

For cannabis farmers and producers in the Central Valley, where most municipalities offer relatively low municipal tax rates, this will still make a large impact on their bottom lines as taxes must be paid prior to product hitting the market. Large producers like 7Points Cannabis in Woodlake, Valley Pure in Woodlake, Farmersville, Lemoore, and Lindsay, and 420 Kingdom, located in Arvin, will experience the squeeze in their operating models as taxes make a larger impact on their bottom lines, impacting both operators and employees in our region.

As the industry responds in mass to this tax increase, it’s critical to keep the pressure on regulators and legislators in Sacramento and reform the cannabis industry to open more opportunities for larger producers, as well as small, legacy producers as the cannabis industry has created over 57,000 new jobs across California following legalization in 2016.

The van that goes the extra mile.

Mercedes-Benz of Bakersfield
Bakersfield Automall (661) 836-3737
Agriculturalists From Kern and Sonoma Counties Win Young Farmers & Ranchers Awards

Press Release Provided by California Farm Bureau Federation

A Kern County couple who has expanded their almond business to include direct-to-consumer sales and a Sonoma County organic dairy herd manager who prioritizes animal health have earned awards for achievement and excellence among young farmers and ranchers in California. The awards were announced today during the 103rd California Farm Bureau Annual Meeting.

Tim and Jenny Holtermann of Wasco received the Young Farmers & Ranchers Achievement Award, which recognizes accomplishments in production agriculture and leadership activity.

Jennifer Beretta of Santa Rosa received the Excellence in Agriculture Award, presented to young agricultural professionals who contribute through involvement in agriculture, leadership activities and Farm Bureau.

In discussing how she advocates for agriculture, she said, “My advocacy voice has changed and evolved as social media has. Social media and advocacy are part of my daily life.”

She serves as first vice president of the Kern County Farm Bureau board of directors and is active in local, state and national levels of Farm Bureau. She serves on committees of the Almond Board of California and is a member of California Women for Agriculture, among other boards and positions.

Beretta works as the herd manager for Beretta Family Organic Dairy, which has been organically certified since 2007. She focuses on responsibilities surrounding the health and well-being of the animals, such as feeding, milking, vaccinating and breeding. Other duties include conservation management, grant writing and public relations. After graduating from California State University, Chico with an animal science degree in 2010, she began working full time on the family dairy.

A dedicated advocate for agriculture, Beretta is a 4-H leader and serves on an advisory committee for the local community college and several state livestock

See AGRICULTURISTS WIN AWARDS on PAGE 8
Ranch-to-customer Market Boosts Hearst Ranch Beef

By Christine Souza, Assistant Editor, Ag Alert

Reprinted with Permission from California Farm Bureau Federation

Just off Highway 1, north of San Luis Obispo in San Simeon, is the hillside property that once served as a wilderness getaway for family and friends of newspaper tycoon William Randolph Hearst and features Hearst Castle. The ocean-view location includes Hearst Ranch, where cattle have grazed on thousands of acres of pristine hillside since 1865.

Specializing in grass-fed beef, Hearst Ranch cattle spend their entire lives on the company’s two ranches surrounding the castle and are raised entirely on grass to a finished weight of 1,200 pounds. Most of the cattle are finished within the late spring and summer months, and the grass-fed beef is sold to Whole Foods Market’s southern Pacific region.

Prior to the pandemic in early 2020, Hearst Ranch Corp. formed a partnership with Jensen and Grace Lorenzen, owners of The Larder Meat Co., offering Hearst Ranch beef direct to consumers through a meat subscription service.

“Over the years, people have grown more concerned and inquisitive about where their food comes from, how it’s handled and how it’s raised,” said Steve Hearst, great-grandson of William Randolph Hearst and Hearst Corp. vice president of Western Properties. “What we thought we would do was just open the door to our story.”

California Beef Council Executive Director Bill Dale said the trend of direct-to-consumer sales is beginning to grow.

“The next generation of beef producers are moving into the ranch-to-consumer market, making use of their social media skills to offer their family products to consumers that want that buying experience,” Dale said.

The Larder Meat Co.’s 10-pound, grass-fed mixed box features a selection of 6 pounds of Hearst Ranch Beef, such as flat iron or sirloin steaks, rib-eye or New York steaks, fajita meat and ground beef. The large, 15-pound box includes 10 pounds of the same cuts, but adds a roast. Also included are chicken, pork, spices, pasta or beans and a recipe card.

Prices vary depending on weight and duration of subscription, which can be a one-time purchase or monthly subscriptions.

The meat business was disrupted in 2020 after some of the nation’s packing plants closed or slowed operations after employees tested positive for COVID-19.

Ben Higgins, director of agricultural operations for Hearst Corp. in San Simeon, said consumer demand for beef shipped direct increased during the pandemic. With many people at home and restaurants closed in January 2021
Johansson Calls for Protecting Agriculture

By Kevin Hecteman, Assistant Editor, Ag Alert

Reprinted with Permission from California Farm Bureau Federation

At the top of Jamie Johansson's Christmas wish list is a functioning crystal ball.

Addressing an in-person Annual Meeting for the first time in two years, the California Farm Bureau president said that when people ask him what farmers and ranchers need, he says, "First and foremost, we need predictability." He said that is especially true in an age where, with everything else, predictability is in short supply.

"This past year has been anything but predictable—with pandemics, wildfires, trade disputes," Johansson said in his address at the 103rd Annual Meeting in Garden Grove.

A large part of that uncertainty has been wildfires, which in many cases have cost farmers and ranchers their insurance. At the beginning of the year, farm structures and equipment could not be insured under the California FAIR Plan, the state's insurer of last resort.

A bill changing this was signed into law in June; meanwhile, Farm Bureau and state Insurance Commissioner Ricardo Lara have been conducting a listening tour around the state, hearing directly from affected farmers. Lara attended the Annual Meeting to discuss the issue further.

While adding farms to the FAIR Plan is a help, Johansson noted that when California became the largest agricultural state in the union in 1949, the top farming county in the state and nation was Los Angeles County.

"It can change very fast if we don't protect it," Johansson said. "I'm proud to say, with your support as members, your county's support, we are protecting agriculture like never before. We have risen to the challenge."

Johansson emphasized the point with a favorite quote from the late Norman Borlaug, the Nobel Prize-winning agronomist who helped usher in the "Green Revolution" after World War II that led to massive increases in agricultural production.

"Don't tell me what I can't do," Johansson quoted Borlaug. "Tell me what needs to be done, and let me do it."

Johansson said California agriculture is built on the foundations of the generations that preceded today's farmers and ranchers, even if in many cases the present generation doesn't farm the same way or even grow the same crops.

"There's going to be change, but it has to be directed by the experts," Johansson said. "That is us, in agriculture. That's the voice of Farm Bureau, and American Farm Bureau. We need to direct our paths and stand up, because the whole country is taking notice now."

Johansson ticked off a list of 2021 achievements in that realm, two of which involved efforts to organize agricultural employees.

One was the U.S. Supreme Court's decision over the summer in Cedar Point v. Hassid, in which the court invalidated a longstanding state rule allowing union organizers access to farm property to recruit new union members. Johansson noted that Farm Bureau Senior Counsel Carl Borden wrote a friend-of-the-court brief in support of the plaintiffs, which one justice cited in his remarks on the case.

"If we need to be allowed to be efficient," Johansson said. "As we deal with climate change impacts and legislation coming down the pike, make no mistake. It is not a climate solution if you make farmers less efficient. It simply won't happen."

Key to this will be more water storage, he added. He urged California to protect reliable supplies for farming by building major water storage facilities overwhelmingly approved by California voters who passed the Proposition 1 ballot initiative in 2014.

"As we see perhaps changes happening with our snowpack and larger rain events, it's beyond time—after all these years of Prop. 1 being passed in 2014 by 68% of the people—that action be taken in building more storage," Johansson said. "It's time to take action, to look towards the future, just like the generations before us did."

Fresno County Farmer Debbie Jacobsen Honored for Distinguished Service

Press Release Provided by California Farm Bureau Federation

Debbie Jacobsen, a third-generation farmer who became the first-ever female president of the Fresno County Farm Bureau, is the recipient of the California Farm Bureau's Distinguished Service Award for her lifelong contributions to California agriculture.

Her award was announced December 6th, during the 103rd California Farm Bureau Annual Meet-
Rising Prices Drain Farmers’ Pocketbooks

By Kevin Hecteman, Assistant Editor, Ag Alert

Reprinted with Permission from California Farm Bureau Federation

The road to higher food prices begins at the diesel pump and winds through the auto-parts store, the fertilizer-supply company and even the hangar at the local airfield. By the time that road reaches the farm, California farmers and ranchers may have paid double—and then some—to grow and transport their crop.

“We’ve seen diesel prices more than double in the last six months,” said Don Cameron, a diversified grower in Helm, in Fresno County. “We’re coping with it, but that what means is, we’re going to have to get more for the profit we grow wherever possible. We’ve got to pass this on, whatever way we can, to the consumer.”

A year ago, a gallon of No. 2 diesel fuel averaged $3.25 in California, according to the U.S. Energy Information Administration. By April, the price had risen to $3.98; in October, the average had ballooned to $4.48. That adds up for farmers. And it’s having an impact on the food market.

Among the consequences for supermarket shoppers may be fewer options in the produce aisle.

“We have a couple of crops that we’re just not going to be growing, because the buyer doesn’t want to pay the price that we need,” Cameron said, preferring not to name the specific crops. “Because of increased fertilizer, increased labor and increased fuel prices, we’ve just decided to take a few crops out of our mix for 2022.”

Chris Torres, who grows rice and runs a trucking company in Colusa County, said he’s looking at higher bills for everything.

On the trucking side, “it’s making operational costs higher,” Torres said. “In the places where we can get a fuel surcharge, we’re putting one on, but some of the contracts, we can’t get that.”

As to the farm, Torres said he’s done for 2021 and has not yet begun to crunch the numbers for 2022—but the picture already looks ugly.

“I’ve heard rumbles of ammonia possibly doubling in price,” Torres said of the nitrogen fertilizer widely used in rice farming. “Fuel to run the tractors is obviously going to be half as much more, if not twice as much more. The chemicals and the operating costs and everything are going to go up.”

That tractor fuel is red-dye diesel, so named for the reddish tint denoting its tax-exempt status. “It’s exempt from the road taxes, but it’s not exempt from going up in price, and we still have to pay sales tax on it also,” Torres said. Dry fertilizers manufactured from petroleum products also are likely to see an increase, he noted.

Cameron said UN 32, a nitrogen fertilizer, has tripled in price “and could go higher in the spring” on account of high demand, and supply-chain issues are making it difficult to obtain herbicides.

So what will happen to the farmer’s bottom line? “That’s the $64,000 question that nobody really knows,” Torres said, adding that he’s unsure he’ll be able to recover his expenses when crops go to market.

“That’s all part of the gamble that we take in farming,” Torres said. “We could be putting the crop in, and the crop prices could drop. We’re hoping that we can get more for the crop. It looks like we could get more for last year’s crop, but the crop that we’re going to put in this coming year, we don’t really have any idea.”

Agricultural-aviation operators aren’t immune to soaring fuel prices. Rick Richter, who runs an aerial-application company in Maxwell, said aviation fuel was going for $2.60 per gallon last week, up from $1.50 to $2 per gallon in November 2020—and up from 80 to 85 cents per gallon in summer of 2020. That assumes he can even get the stuff in the first place.

“What I’m more concerned with is the availability,” Richter said. “That’s going to be a concern, I think, going forward. In the summertime, we have the fires; they take priority when it comes to ‘Jet A.’ We had to wait sometimes three weeks for a load this past summer when the fires were burning.”

Transporting the fuel to the airfield also is an issue, Richter noted.

“It’s hard to get trucks,” Richter said. “When you order a truckload, you have to wait. I was planning on putting in some extra storage this winter, just to take advantage of those times when we’re not busy and we see we can get a load of fuel.”

Long-term fuel contracts could be an option, but not every farmer takes advantage.

“We’ve never done it,” Cameron said. “We don’t have a lot of storage on the farm, especially when we’ve got a lot of equipment running. It’s pretty much hand-to-mouth. We try to stay ahead of it. At least we have had supply.”

On top of all this, Cameron said, are the drought—recent rains notwithstanding—and rising labor costs.

California’s minimum wage will go up Jan. 1, to $15 for employers of 26 or more people, and $14 for those employing 25 or fewer.

“It’s unfortunate because it’s going to lead to higher food prices in the next couple of years,” said Cameron, who also chairs the state Board of Food and Agriculture. “It’s not going to be a one-year problem; I think it’s going to be a multi-year problem. Unfortunately, it hurts the people that can’t afford it the most.”

Torres said there isn’t much choice but to keep on farming.

“You do what us farmers normally do,” Torres said. “We roll the dice and keep moving forward.”

Agriculturists Win Awards

Continued from PAGE 5

Agriculturists Win Awards

boards. Active in Farm Bureau and currently serving as the Sonoma County Farm Bureau board president, Beretta has been active in the Young Farmers & Ranchers program since age 18 and is past chair of the state YF&R committee.

Agriculturists Win Awards

Agriculturists Win Awards

Agriculturists Win Awards

As winners of their respective awards, the Holtermanns and Beretta each earned $4,000 cash prize. The Holtermanns also earned 250 hours’ use of a Kubota tractor, furnished by Kubota Tractor Corp.

The winners will represent California in national competitions next month during the American Farm Bureau Federation Annual Convention.

The California Farm Bureau works to protect family farms and ranches on behalf of nearly 31,000 members statewide and as part of a nationwide network of nearly 6 million Farm Bureau member families.

Agriculturists Win Awards

Agriculturists Win Awards

Agriculturists Win Awards

Agriculturists Win Awards

Agriculturists Win Awards

Agriculturists Win Awards

Agriculturists Win Awards

Agriculturists Win Awards

Agriculturists Win Awards

Agriculturists Win Awards

Agriculturists Win Awards

Agriculturists Win Awards

Agriculturists Win Awards

Agriculturists Win Awards

Agriculturists Win Awards

Agriculturists Win Awards
Johansson, Top Two Officers Are Re-Elected

By Christine Souza, Assistant Editor, Ag Alert

Reprinted with Permission from California Farm Bureau Federation

Butte County olive and citrus fruit grower Jamie Johansson has been re-elected to a third consecutive term as president of the California Farm Bureau.

The election took place at the organization’s 103rd Annual Meeting Dec. 4-6, in Garden Grove, a conference in which Johansson hailed the contributions of member farmers and ranchers as critical to the Farm Bureau's success.

Johansson, First Vice President Shannon Douglass and Second Vice President Shaun Crook each ran unopposed and were re-elected by acclamation by the House of Delegates. All three were first voted into their posts in 2017.

Johansson is a former chairman of the California Young Farmers & Ranchers State Committee, a former vice president of the Butte County Farm Bureau and a former Oroville City Council member and vice mayor. He was elected California Farm Bureau second vice president in 2009 and first vice president in 2015.

"It’s the highest honor to serve," Johansson told members of the Farm Bureau's House of Delegates following his election. He described the Farm Bureau as "stronger now than I’ve ever seen" and said members deserve "to celebrate this organization that you have created and the direction you are going."

In addressing Farm Bureau members during the meeting, Johansson emphasized the importance of engagement in the coming year on issues facing agriculture.

"In agriculture there's going to be change, but it has to be directed by the experts and that is us in agriculture. That's the voice of Farm Bureau and American Farm Bureau. We need to direct our paths and stand up," Johansson said.

In referencing the conference theme, "Making it Possible," Johansson said the work of Farm Bureau is possible due to the grassroots efforts of the county and state Farm Bureaus and the American Farm Bureau Federation.

"It’s possible when Farm Bureau puts its weight behind it, but we need to hear from you. We need to hear, particularly in your area, what we can do," he said. "We are social organization. It’s time that California Farm Bureau put the boots back on the ground, in real time, walking the streets of Sacramento and in the hallways of Washington, D.C., and make a difference."

Johansson said, "The diversity of Farm Bureau is what makes us even better, because we are unified under one voice in doing what's best for agriculture."

Douglass and Crook were also elected to third consecutive terms. Douglass, of Orland, is an owner of Douglass Ranch, which raises beef cattle, sunflowers, pumpkins, corn and forage crops. She is also the founder of CalAg-Jobs, an online agricultural jobs site. She is a director of the Glenn County Farm Bureau and serves on the Glenn County Fair Board of Directors.

"I look forward to another term serving the members of California Farm Bureau," Douglass said. "While the challenges ahead are plenty, I know the work of Farm Bureau is critical to the future success of our farms, and I am proud to be part of that important work."

Crook is a vice president of a family timber business in Groveland and a real estate agent specializing in ranch, commercial and residential properties. He is a member of the Tuolumne County Alliance for Resources and Environment and a former president of the Tuolumne County Farm Bureau.

"It's been great to get to know the members of this organization over the past four years, traveling across the state as officers and dealing with the issues facing us as California agriculture," Crook said. "I look forward to working for all of you and thank you for taking time away from your operations to be here."

Delegates returned a dozen members to the California Farm Bureau board: Ronnie Leimgruber of Holtville represents Los Angeles and Orange counties; Brian Medeiros of Harvard represents Kern and Kings counties; Donny Rollin of Riverdale represents Fresno County; Jay Mahal of Madera represents Madera, Mariposa and Merced counties; Joe Martinez of Winters represents Allenwood, Contra Costa and Solano counties; Ron Peterson of Hilmar represents Stanislaus and Tuolumne counties; Joe Fischer of Auburn represents Placer, Sacramento, El Dorado and Amador counties; Clark Becker of Biggs represents Butte, Nevada and Yuba-Sutter counties; Johnnie White of Napa represents Marin, Napa and Sonoma counties; Taylor Hugata of Susanville represents Lassen, Modoc and Plumas-Sierra counties; and Ron Vevoda of Ferndale represents Del Norte and Humboldt counties.

Glenn County walnut farmer Jocelyn Anderson of Willows was selected to chair the Young Farmers & Ranchers Committee, succeeding State YF&R Committee Chair Lindsey Melane of Kern County. San Diego County farmer Al Stehly of Valley Center was appointed to chair the Farm Bureau's Rural Health Committee.

Delegates also elected Marin County rancher Martin Board of Tomales as an alternate delegate to the American Farm Bureau Federation Annual Convention next month in Atlanta. The Farm Bureau's three top leaders—Johansson, Douglass and Crook—will serve as delegates.

MAINTAINING SOIL CATION BALANCE

LIQUA-JIP® is a free form of liquid calcium, derived from calcium amino lignosonate and fixed with proprietary organic acids. The solubility of the calcium in LIQUA-JIP® is 100 times greater than other forms of gypsum.

- Improves soil structure and flocculation
- Helps water penetration
- Helps strengthen root systems
- Provides high concentrations of calcium (essential for adding solidity to nut crops)
- Helps displace sodium ions—aiding to leach away excess salts from roots
- Replaces dry gypsum applications, when applied through irrigation, reducing application costs
- No concerns of clogging filters, emitters or nozzles
- No settling of product, as LIQUA-JIP® stays in solution

We guarantee quality and the ability to ship the best products in their class at competitive prices world wide.

(661) 327-9604 (800) 542-6664 CA Only
WesternNutrientsCorp.com
Almond Conference Focuses on Growing Global Demand

By Ching Lee, Assistant Editor, Ag Alert

Reprinted with Permission from California Farm Bureau Federation

With water shortages, crippling port disruptions, soaring costs and price declines slashing profitability, almond growers face uphill battles that could test their viability in the coming year.

But they should not lose sight of their accomplishments, said Richard Waycott, president and CEO of the Almond Board of California, during the 2021 Almond Conference.

Arid what Waycott described as "the most tumultuous year in recent history, almond growers in 2020 managed to set new records for production and shipments. He said he remains optimistic for the future, emphasizing growing global demand for the nut.

But Waycott also acknowledged tough times ahead, "maybe tougher than ever," with implementation next year of the 2014 Sustainable Groundwater Management Act and pumping restrictions for growers.

Almonds now represent the state’s leading crop by acreage. Growers produced more than 3 billion pounds of the nut valued at more than $5.6 billion last year. The nut represents the state’s top agricultural export by value and remains the nation’s No. 1 specialty crop export.

“We should remind ourselves of what we’ve created,” Waycott said.

Waycott’s "state of the industry" address at the 49th Almond Conference in Sacramento last week, the program was delivered as a mock news broadcast. Waycott and board Chairman Brian Walfhrink played anchors, as board staff acted as "special correspondents" and gave reports from different locations via taped segments.

The reports provided an overview of where the industry stands and highlighted research, marketing and other efforts to further grow demand and keep almond farming viable.

Walfhrink, who farms in Stanislaus and Merced counties, said almond growers have recovered from price declines before.

“The success and viability of almonds haven’t changed, but the world has,” he said. “There are so many chips stacked against us right now, sometimes it’s hard to be positive. But you guys are resilient, and we will all get through it.”

Waycott said that 70% of California almonds destined for foreign markets, logistical bottlenecks and port delays continue to dominate discussion, as those problems threaten contracts overseas. The pandemic-induced surge in imports from China has led to "severe port congestion, empty container shortages, canceled bookings and sailings, excessive carrier fees and warehouses being pushed to their limits,” said Geoffroy Bogart, the almond board’s global technical and regulatory affairs specialist.

“Almond shippers have been stretched to their wit’s end, engaged in a constant game of logistical whack-a-mole as they faced daily cancellations or last-minute changes in shipping schedules,” he said.

Shipping rates have seen double- and triple-digit increases, Bogart noted. An almond board survey of handlers also revealed that consignments have sometimes endured delays of four to six weeks getting to overseas buyers.

Efforts are underway to try to address the issue, Bogart said. But with port delays expected to continue well into 2022, he added, handlers “must continue to seek creative solutions for shipping almonds.”

Despite shipping challenges, California almonds continue to make inroads into world markets, with export shipments to more than 100 countries last year.

Twenty years ago, almond exports to Western Europe made up 56% of total shipments, with the Asia-Pacific region taking 26%, noted Bryce Spycher, manager of marketing order services for the almond board. In more recent years, export destinations for the nut have become more evenly distributed around the world. Last year, 33% of the crop went to Western Europe, 39% to Asia-Pacific—now the largest export destination—while shipments to the Middle East grew from 9% to 17% in 2002.

India continues to dominate export shipments, buying 362 million pounds of almonds valued at $824 million in 2020. That’s up 42% compared to 2019.

To further grow this market, India consultant Sudarshan Mazumdar said the almond board’s marketing program there has been strategically reinforcing traditional morning consumption of the nut and as a snack.

The marketing campaign continues to emphasize health benefits of almonds, which the almond board said has proven successful in driving sales volume.

“Consumers are understanding that almonds are good for health and good for providing immunity,” Mazumdar said. “The market size of India is large, but the future is bright.”

To further expand global markets, the almond board has a new deal with Disney Studios to promote almonds along with the upcoming Marvel Cinematic superhero movie “Thor: Love and Thunder,” due out next summer.

Other marketing campaigns around the world also play up the health benefits of almonds. In the European Union and the United Kingdom, the nut is positioned as a natural energy booster. Campaigns in the United States—the top global destination for California almonds—Mexico and South America focus on the nutritional value of almonds.

In Asian markets such as China, South Korea and Japan, almonds are promoted as a “beauty food,” with emphasis on the nut’s effects on skin. There’s research to back up the marketing claims: A study the board funded in 2015 found postmenopausal women who supplemented with almonds showed an improvement in their wrinkles and skin tone.

The research results are being expressed in marketing campaigns targeted for each Asian market, with skin experts, celebrities and other influencers touting the health and beauty power of California almonds.

“Consumers are understanding that almonds are good for health and good for providing immunity,” Mazumdar said. “The market size of India is large, but the future is bright.”

To further grow this market, India consultant Sudarshan Mazumdar said the almond board’s marketing program there has been strategically reinforcing traditional morning consumption of the nut and as a snack.

The marketing campaign continues to emphasize health benefits of almonds, which the almond board said has proven successful in driving sales volume.

“Consumers are understanding that almonds are good for health and good for providing immunity,” Mazumdar said. “The market size of India is large, but the future is bright.”

To further expand global markets, the almond board has a new deal with Disney Studios to promote almonds along with the upcoming Marvel Cinematic superhero movie “Thor: Love and Thunder,” due out next summer.

Other marketing campaigns around the world also play up the health benefits of almonds. In the European Union and the United Kingdom, the nut is positioned as a natural energy booster. Campaigns in the United States—the top global destination for California almonds—Mexico and South America focus on the nutritional value of almonds.

In Asian markets such as China, South Korea and Japan, almonds are promoted as a “beauty food,” with emphasis on the nut’s effects on skin. There’s research to back up the marketing claims: A study the board funded in 2015 found postmenopausal women who supplemented with almonds showed an improvement in their wrinkles and skin tone.

The research results are being expressed in marketing campaigns targeted for each Asian market, with skin experts, celebrities and other influencers touting the health and beauty power of California almonds.

"In a country where women see being beautiful has a lot of privileges, almonds definitely bring some hope and new news,” said Connie Cheung, the almond board’s India consultant.

We proudly sell products from these brands and more!

We Fuel California
Family Owned & Locally Managed Since 1947
9521 Enos Lane Bakersfield, CA 93314
(661) 746-7737 | www.ValleyPacific.com
Citrus Growers Welcome Rain and Anticipated Cold Weather

Press Release Provided by California Citrus Mutual

As rain and expected cold weather sweep through the citrus belt of California, growers are looking forward to the positive effects that this weather is bringing. Water and the current drought top growers’ concerns and the needed rain will have positive effects on the water supply and improve fruit size and quality.

Following today’s rain, temperatures are expected to drop to freezing and below. As currently forecasted, the sub-freezing temperatures will be a benefit to the crop. The colder temperatures will help send trees into dormancy as well as helping to improve coloring and overall quality.

California Citrus Mutual employs weather stations up and down the citrus belt and provides citrus-specific forecasts to help members anticipate weather issues. Growers will be monitoring conditions closely over the weekend and will be prepared to run water or turn on wind machines to alleviate any negative effects of the lower temperature.

California Foundation for Agriculture in the Classroom Honors ‘Outstanding Educator’

Press Release Provided by California Farm Bureau Federation

A second-grade teacher in Tulare County has been honored with the “Outstanding Educator of the Year” award presented by the California Foundation for Agriculture in the Classroom.

Jami Beck received the award today in honor of her creation of an agricultural literacy project at Three Rivers Elementary School in rural Tulare County.

Beck combined a school produce garden with multicultural agricultural readings and “Try it Tuesday” classroom tastings of California farm products.

“I feel it is important for students to understand agriculture because they need to know where their food comes from,” Beck said. “They need to know that all kinds of people are involved in agriculture. They need to know about the different jobs that are available in agriculture. Most importantly, they need to know that we have to keep growing food. California is extremely important because we grow food to feed the world!” Prior to earning the honor, Beck received a 2021 Literacy for Life Grant from the California Foundation for Agriculture in the Classroom.

“We are excited to recognize Jami for her many years of dedication to include agriculture in her classroom,” said Judy Calbertson, the foundation’s executive director.

“Her excitement about agriculture is contagious and her passion is inspiring. Jami is a great advocate for our programs, and we are thrilled to support her in her agricultural literacy efforts.”

The CFAITC funding helped pay for Beck’s classroom materials, including agriculture-themed books for schoolchildren. Students also learned about agricultural science and how to write about food coming from the farm.

“We want students to be contributing members of society, and what better way is there than helping through agriculture?” Beck said.

The Outstanding Educator of the Year award was presented in Orange County at the 103rd Annual Meeting of the California Farm Bureau.

Edible Education Garden

Continued from PAGE 3

To promote healthy diets and lifestyles, nutrition and culinary arts instructors will teach students about food nutrition, food safety, teach culinary skills and how to prepare vegetables and fruits for healthy and tasteful meals. Any excessive produce harvested will be given to the Renegade Pantry, a student assistance program to support students in need.

As the campus continues to expand and transform with new buildings and gardens, including a future Agriculture building, we welcome the new Bakersfield College Edible Education Garden to usher in a new time of growth and learning. Soon, the community will benefit from the harvest.
Holloway Congratulates President Vard Terry for 50 Years of Service

Part of three generations of Holloway employees, Terry celebrates 50 years of service, starting with the company back on December 18, 1971.

Press Release Provided by The Holloway Group

Holloway President Vard Terry will be celebrating his 50th anniversary with the company this week. Terry, who started at Holloway on December 18, 1971, has been with the Central California-based company for 50 years this coming weekend.

Over that time, he’s seen truckloads of changes in the agriculture, mining, environmental and logistics industries Holloway services.

Terry has seen the Central Valley, for example, grow into one of the world’s most productive agricultural regions – producing more than 40% of the nation’s fruit, nuts and other table foods, according to U.S. Geological Services.

“The practices have changed a little bit over the years, in the way we’re planting, or growing vines and trees, but the basics are still there,” Terry said. “Holloway, being in business for 50 years, we’ve seen a lot of technical changes in agriculture. But the mainstay in most farmer’s budgets has been soil amendments. Take care of the soil first, and the plant will follow.”

Terry has also witnessed Holloway’s Lost Hills Mine evolve from the area’s top producing gypsum mine into a full-circle waste management facility. To go with its award-winning soil amendments, Holloway has grown to offer a full line of agronomy, orchard removal and redevelopment services, and was recently named Inc. Magazine’s fastest growing ag and natural resources company of 2021.

“I’ve not only worked as an employee for Holloway, I grew up in the Holloway business,” Terry said. “My dad was mining superintendent for 50+ years, so as a kid growing up I spent many Saturdays and Sundays at the mine with my dad, horsing around and loving the desert out there. I loved watching the heavy equipment run. I wasn’t one for the dust, but that was all part of it. As I got a little older, I got a motorcycle, and I rode that all over out there.”

Holloway, which has been providing Central Coast and Valley growers with gypsum and other soil amendments since 1932, will be celebrating its 90th anniversary in 2022.

President since 2012, Terry is part of three generations of Terrys who have worked with Holloway – including his father, Vard Sr., brother, Allen, and now his son, Daniel, who is Vice President of Sales for the company.

And while Holloway continues to grow, Vard Terry has helped ensure the company remains true to its roots and values. The Terrys keep the Holloway family tradition alive with BBQs and other outings with the teams, and Vard and his wife Carol have been active in the community for decades and are passionate about giving back.

“Growing up, I felt like it was always a family here,” Terry said. “Not only was I a little young runt kid, but I was part of the Holloway family. I think that’s one of the things, when we look at the Holloway employee base, that’s a big difference. People are made to feel like family here.”

Since 1932, Holloway has been providing Central Coast and Valley growers with gypsum and other soil amendments. Today, Holloway is a multi-unit group of privately held, affiliated companies in the agricultural, environmental, mining, and logistics industries.

Headquartered in Bakersfield, Calif., Holloway Agriculture is a full-service, one-stop shop operation, working with growers from planning stages through materials delivery and application, while also assisting with waste collection and other elements of farm management.

Ultimately, Holloway’s goal is to provide its customers with the greatest return on every dollar invested in their soils.

Learn more at HMHolloway.com.
National MCOOL Coalition

Hundreds of Cross-Sectional Domestic Interests Call for MCOOL

Press Release Provided by R-CALF USA

“Securing Enactment of the American Beef Labeling Act of 2021”

On December 9th, over 400 cross-sectional U.S.-based trade organizations, both food and non-food small businesses, and individuals, from all across the United States, have joined a letter now being distributed to every U.S. Senator urging them to quickly endorse and enact the American Beef Labeling Act of 2021 (S.2716). The act is best known as the mandatory country of origin labeling (MCOOL) bill for beef and requires beef sold at retail grocery stores to bear a conspicuous label informing consumers as to where the animal from which the beef was derived was born, raised, and harvested.

Introduced in the U.S. Senate in September, the bipartisan MCOOL bill is sponsored by Senators John Thune (R-S.Dak.), Jon Tester (D-Mont.), Mike Rounds (R-S.Dak.), and Ben Ray Luján (D-N.Mex.). Sources say more cosponsors will soon be added.

Like the cross-sectional interests of the hundreds of signatories on the letter, the letter itself was written by national representatives from many segments of the United States economy, including consumers, workers, manufacturers, and farmers and ranchers.

“Federal policymakers have allowed an unaccountable, unelected international tribunal to veto labeling requirements supported by the vast majority of Americans,” said Thomas Gremillion, Director of Food Policy at Consumer Federation of America. “This bill stands up for the consumers’ right to know, and in a way that honors U.S. trade obligations.”

“American consumers want to know where their food comes from, and Farmers Union members want to tell them,” said Rob Larew, President of National Farmers Union. “We thank the sponsors of this bill for taking an important step towards more openness in the beef market because it will help provide fairness for farmers and ranchers. We urge Congress to swiftly pass the American Beef Labeling Act of 2021.”

“We appreciate the leadership of Senator Tester here in Montana – and all other bill cosponsors across the nation – for creating legislation that restores honesty and safety to the U.S. food system,” said Jeanie Alderson, a Birney, Montana rancher and board member of Northern Plains Resource Council. “The American Beef Labeling Act will correct our fraudulent labeling rules, help address the monopoly corruption in our cattle markets, and create trust and safety for American families who deserve to know where their food comes from.”

“For too long, the federal government has allowed foreign raised meat repackaged in the United States by multinational corporations to be labeled Product of the USA,” Mitch Jones, Managing Director of Advocacy Programs and Policy at Food & Water Watch said. “The American Beef Labeling Act rights these wrongs and provides consumers the transparency they want and deserve. The bill would also work against the ever-worsening corporate consolidation of the meat industry that is harming Americans’ health and their wallets.”

“Bureaucrats at the World Trade Organization, at the request of Canada and Mexico, told American consumers in 2014 that it was against their rules for retail beef to be labeled as to country of origin,” said Michael Stumo, CEO of the Coalition for a Prosperous America. “Astonishingly, our government meekly complied. It is long past time to fix this problem so families can know where their beef was raised and processed. The bipartisan American Beef Labeling Act of 2021 needs to pass.”

“We applaud the sponsors and cosponsors of this important legislation,” said R-CALF USA CEO Bill Bullard. “U.S. cattle producers strive to produce the best beef in the world for American consumers. This legislation will enable America’s consumers to choose their beef!”

In urging U.S. senators to cosponsor and quickly enact MCOOL, the letter explains, “This legislation would promote a safe and affordable supply of wholesome beef for America’s consumers; a fairer, more competitive market for America’s cattle farmers and ranchers; and quality family-sustaining jobs for meat processing workers.”

NGFA, NAMA Announce Food Safety Initiative with Railinc

Press Release Provided by National Grain and Feed Association

The National Grain and Feed Association and the North American Millers’ Association announced the availability of a new resource that gives shippers greater visibility into the recent commodities carried by covered hopper cars.

NGFA and NAMA, along with a coalition including the National Oilseed Producers Association, Pet Food Institute, and American Bakers Association, earlier this year announced a partnership with the Association of American Railroads (AAR) and Railinc with the goal of providing shippers with essential information to maintain the highest food safety standards and help prevent potential cross-contact with food allergens.

“Thanks to funding and leadership provided by AAR and Railinc, agricultural shippers will have access to a reliable resource to obtain information on the last three loads hauled in railcars, which is crucial to food safety and regulatory compliance,” said NGFA President and CEO Mike Seyfert. “NGFA also is grateful to the operational and technical experts representing industry users on a joint working group that was engaged at the outset in designing this new resource to ensure it has the functionality companies need.”

“NAMA appreciated the opportunity to collaborate on this important initiative with AAR, Railinc, and our supply chain partners. This tool will provide the milling industry greater transparency and quicker access to essential information that will help NAMA members maintain a high level of food safety, a top priority for our industry,” said NAMA Vice President, Government and Technical Affairs Dale Noller.

The new online resource, the Last Three Loaded Standard Transportation Commodity Code (STCC), will allow agricultural shippers to better identify the last contents hauled in a particular rail car to continue to ensure the highest food safety standards are met and to comply with the U.S. Food and Drug Administration’s food sanitary transportation rules under the Food Safety Modernization Act (FSMA). The secure, searchable user interface developed by Railinc relies on the company’s unique industry knowledge and management of critical industry systems that track nearly all the equipment in the North American rail fleet and the commodities transported.

This partnership between AAR, Railinc and the working group demonstrates the shared commitment by shippers, loaders, and carriers to strengthening the safety, reliability and efficiency of the U.S food supply.

The onboarding application and Last Three Loaded STCC user guide are available on Railinc’s website.

Western Growers Celebrates U.S. House of Representatives Passage of the Ocean Shipping Reform Act of 2021

Press Release Provided by Western Growers

The U.S. House of Representatives passed H.R. 4996, the Ocean Shipping Reform Act of 2021 on December 8 with an impressive 364-60 vote, making clear its support for U.S. farm exporters that are reliant on maritime shipping transport.

OSRA aims to crack down on unreasonable practices by container shipping lines, bolster U.S. enforcement against competitive carrier practices, and improve transparency for exporters.

Western Growers President and CEO Dave Puglia issued the following statement:

“Western Growers is very pleased to see the House overwhelmingly pass H.R. 4996, which will help ensure fairer shipping practices and standards for our agricultural exports. The ongoing supply chain and marine port challenges are restricting our farmers’ ability to reach overseas opportunities. The Ocean Shipping Reform Act of 2021 provides much-needed improvements to the maritime shipping environment, which has increasingly become too unpredictable and costly for our exporters to remain competitive.

I thank Reps. Garamendi and Johnson for their bipartisan leadership on this issue. We look forward to similar swift action from the Senate, and we will continue to engage federal and state officials on additional relief measures to help alleviate this supply chain mess.”

Among other provisions, OSRA will:

• Ensure that carriers (e.g., container shipping lines) may not unreasonably decline to export cargo if it can be loaded safely, can arrive timely to be loaded, and is destined to a location to which the carrier is already scheduled.

• Require carriers to provide notice of cargo availability, container return locations, and adequate notice of dates when the export container must arrive at the terminal.

• Require carriers to provide the exporter with specific information to justify any imposed demurrage-detention charges, provide a reasonable dispute resolution process, and certify compliance with existing federal regulation.

• Prohibit retaliation by carriers against shippers that file complaints with the Federal Maritime Commission.

Foreign markets are critical to our members, especially those that produce tree nuts and citrus. Earlier this year, Western Growers supported an industry letter that urged the U.S. Department of Transportation to consider its existing powers and determine how it can assist with the transportation needs of U.S. ag exporters in overcoming the current challenges in shipping goods and products.

Since the fall of 2020, U.S. agricultural exporters have faced extreme challenges getting their products onto ships and out to foreign buyers, including record-breaking congestion and delays at ports, shipping lines’ persistent failure to provide accurate notice of arrival/departure and cargo loading times, excessive financial penalties and other fees, and skyrocketing freight rate costs.

Unfortunately, this situation remains fluid with no clear end in sight; based on current projections, we may not see a return to normal until mid-2022, all but guaranteeing tough months ahead for those commodities whose peak shipping seasons fall between September and March.”
**State Water Contractors Respond to Initial Allocation of State Water Project Supplies**

*Press Release Provided by State Water Contractors*

The California Department of Water Resources (DWR) announced December 1st, that the initial allocation for public water agencies is zero percent of contracted water supplies from the State Water Project (SWP) in 2022. This includes zero water allocation for many communities throughout California and the businesses and farms that rely on SWP water to support their industries. The decision reflects California’s severe drought conditions and the State’s objectives to prioritize deliveries for human health and safety needs and for the environment.

"Today’s allocation shouldn’t come as a surprise to anyone. The impact of extended drought and climate change limit opportunities for the delivery of SWP water to support the millions of Californians who rely on it. The State has made clear that the severity of the drought and prioritization of water supplies for the environment have reduced California’s ability to provide water for municipal and industrial uses that fuel our economy and provide good paying jobs throughout the state," said Jennifer Pierre, General Manager of the State Water Contractors. “Despite a water allocation of zero percent, our public water agencies and the families, farms and businesses they serve will continue to fund 100 percent of the operation and maintenance costs of the SWP – California’s most important infrastructure that provides an irreplaceable volume of water we will need to adapt to the ever-increasing impacts of drought and climate change. Drought doesn’t come in cycles anymore; it is simply our new normal. Adapting to that new normal will require us to continue investing in the SWP, develop local water supplies and make conservation a way of life. It also compels us to re-examine how we prioritize our state’s limited water supplies to their highest and best use for the people of California.”

**Senator Grove Co-Sponsors Proposal to Increase CAL FIRE’s Staffing to Prepare for the Wildfire Season**

*Press Release Provided by Senator Shannon Grove*

Senator Shannon Grove (R-Bakersfield) is co-sponsoring a bipartisan budget proposal with Senator Mike McGuire (D-Healdsburg) to increase the State Water Project’s initial allocation for December 1 will focus on the health and safety needs for 2022 of the 29 water agencies that contract to receive SWP supplies. DWR has advised these water agencies to expect an initial allocation that prioritizes health and safety water needs and that the SWP will not be planning water deliveries through its typical allocation process until the state has a clearer picture of the hydrologic and reservoir conditions going into the spring.

DWR is focused on prioritizing water supply in four categories: water for health and safety needs and Delta salinity control; water for endangered species; water to reserve in storage; and water for additional supply allocations if the hydrology allows.

"Despite a wet start to the water year, conditions have dried out since that first storm and we are still planning for a below-average water year. That means we need to prepare now for a dry winter and severe drought conditions to continue through 2022," said DWR Director Karla Nemeth. "We will be working with our federal partners and SWP contractors to take a conservative planning approach to balance limited water supplies with the needs of residents, businesses, and the environment.”

In addition to limiting the initial allocation to health and safety needs, DWR is making plans to adjust SWP operations this winter and spring. DWR is capturing and storing water when possible in Lake Oroville and south of the Delta in San Luis Reservoir to increase available supplies for 2022 and will continue to do so throughout the winter. Health and safety demands for the Bay Area and Central and Southern California will be met with water available from the Delta as well as water stored in San Luis Reservoir. Water in Lake Oroville will be reserved to maintain Delta water quality, protect endangered species, and meet senior water right needs. Beyond minimal exports to meet South Bay health and safety needs, water stored in Lake Oroville will be used for south of Delta deliveries only if hydrology conditions improve. DWR plans to conserve as much storage as possible in Oroville in anticipation of a third dry year, and potentially a dry 2023.

Also, today, DWR along with the U.S. Bureau of Reclamation, submitted a new Temporary Urgency Change Petition (TUCP) to the State Water Resources Control Board. If approved, the petition would allow for the State Water Project and the Central Valley Project to operate under modifications to the water quality and water right permit requirements in the Delta from February through April 2022, should conditions warrant. These modifications may be needed to conserve water in Lake Oroville to ensure minimum health and safety water supplies are available later in the year if dry conditions persist. If significant precipitation materializes in the next few months, standards may be met through natural means and modifications to SWP and CVP operations may not be necessary.

DWR is also delaying the removal of the Emergency Drought Salinity Barrier in the Delta. The rock barrier across West False River was scheduled to be removed by November 30, however drought conditions have persisted and leaving the barrier in place will enable a more efficient drought response in spring 2022 if needed. DWR plans to create a notch in the barrier in January 2022 to allow for fish passage and boat traffic until April 2022.

“It is going to take a multi-pronged approach to successfully respond to these unprecedented drought conditions,” said Nemeth.

Each year, DWR provides the initial State Water Project allocation by December 1 based on available water storage and projected water supply demands. Allocations are updated monthly as snowpack and runoff information is assessed, with a final allocation typically determined in May or June.

The lowest initial allocations were 5 percent in 2010 and 2014. Last year, the initial SWP allocation was 10 percent, however due to increasing dry conditions, the final allocation was lowered to 3 percent.

**DWR Announces Initial State Water Project Allocation, Additional Actions to Prepare for Third Dry Year**

*Press Release Provided by California Department of Water Resources*

On December 1st, the Department of Water Resources (DWR) announced its initial State Water Project (SWP) allocation for 2022 along with several steps to manage the state’s water supply in anticipation of a third dry year with reservoirs at or near historic lows.

Given the unprecedented drought conditions, the SWP’s initial allocation for December 1 will focus on the health and safety needs for 2022 of the 29 water agencies that contract to receive SWP supplies. DWR has advised these water agencies to expect an initial allocation that prioritizes health and safety water needs and that the SWP will not be planning water deliveries through its typical allocation process until the state has a clearer picture of the hydrologic and reservoir conditions going into the spring.

DWR is focused on prioritizing water supply in four categories: water for health and safety needs and Delta salinity control; water for endangered species; water to reserve in storage; and water for additional supply allocations if the hydrology allows.

"Despite a wet start to the water year, conditions have dried out since that first storm and we are still planning for a below-average water year. That means we need to prepare now for a dry winter and severe drought conditions to continue through 2022," said DWR Director Karla Nemeth. "We will be working with our federal partners and SWP contractors to take a conservative planning approach to balance limited water supplies with the needs of residents, businesses, and the environment.”

In addition to limiting the initial allocation to health and safety needs, DWR is making plans to adjust SWP operations this winter and spring. DWR is capturing and storing water when possible in Lake Oroville and south of the Delta in San Luis Reservoir to increase available supplies for 2022 and will continue to do so throughout the winter. Health and safety demands for the Bay Area and Central and Southern California will be met with water available from the Delta as well as water stored in San Luis Reservoir. Water in Lake Oroville will be reserved to maintain Delta water quality, protect endangered species, and meet senior water right needs. Beyond minimal exports to meet South Bay health and safety needs, water stored in Lake Oroville will be used for south of Delta deliveries only if hydrology conditions improve. DWR plans to conserve as much storage as possible in Oroville in anticipation of a third dry year, and potentially a dry 2023.

Also, today, DWR along with the U.S. Bureau of Reclamation, submitted a new Temporary Urgency Change Petition (TUCP) to the State Water Resources Control Board. If approved, the petition would allow for the State Water Project and the Central Valley Project to operate under modifications to the water quality and water right permit requirements in the Delta from February through April 2022, should conditions warrant. These modifications may be needed to conserve water in Lake Oroville to ensure minimum health and safety water supplies are available later in the year if dry conditions persist. If significant precipitation materializes in the next few months, standards may be met through natural means and modifications to SWP and CVP operations may not be necessary.

DWR is also delaying the removal of the Emergency Drought Salinity Barrier in the Delta. The rock barrier across West False River was scheduled to be removed by November 30, however drought conditions have persisted and leaving the barrier in place will enable a more efficient drought response in spring 2022 if needed. DWR plans to create a notch in the barrier in January 2022 to allow for fish passage and boat traffic until April 2022.

“It is going to take a multi-pronged approach to successfully respond to these unprecedented drought conditions,” said Nemeth.

Each year, DWR provides the initial State Water Project allocation by December 1 based on available water storage and projected water supply demands. Allocations are updated monthly as snowpack and runoff information is assessed, with a final allocation typically determined in May or June.

The lowest initial allocations were 5 percent in 2010 and 2014. Last year, the initial SWP allocation was 10 percent, however due to increasing dry conditions, the final allocation was lowered to 3 percent.

**Senator Grove Co-Sponsors Proposal to Increase CAL FIRE’s Staffing to Prepare for the Wildfire Season**

California Department of Forestry and Fire Protection’s (CAL FIRE) staff in order to meet the national standard of three firefighters per engine.

Over the last few years, wildfires have devastated and ravaged many communities across California. Due to major staff shortages, firefighters are working long overtime hours for multiple weeks at a time, without a single day off in between shifts. California’s worsening fire conditions are requiring more resources and staff to ensure we keep our communities and first responders safe.

“This proposal will be a critical down payment in supporting our firefighters who meet the increasing demands that wildfires have on our state,” said Senator Grove. “Our firefighters continue to battle wildfires of historic proportions and work tirelessly to protect our communities.”

California’s wildfire season is starting earlier and ending later each year. The length of the fire season has increased substantially, requiring firefighters to work extremely long stretches at a time. California wildfires are burning in historical proportions and affecting not only rural areas but urban cities as well. Therefore, we must take proactive measures in order to protect our communities.
Amanda Griffin Appointed as USHBC and NABC’s First-Ever Vice President of Engagement & Education

Press Release Provided by U.S. Highbush Blueberry Council

The U.S. Highbush Blueberry Council (USHBC) and North American Blueberry Council (NABC) have appointed Amanda Griffin, a longtime nonprofit education, events, and program management executive, as vice president of engagement and education. In this newly created role, Griffin will define, lead, and execute day-to-day industry engagement, education, and event activities to build awareness and participation for the two councils.

Griffin’s responsibilities will include serving as a liaison to blueberry growers; advancing member engagement; launching a blueberry industry leadership program; identifying opportunities to partner with trade organizations, universities, and government agencies; and leading USHBC and NABC events programming.

“I’ve had the privilege of knowing and interacting with Amanda for over a dozen years and have been impressed with her diverse skills in professional learning and events, as well as member engagement,” said Kasey Cronquist, president of the USHBC and NABC. “Bringing her onboard with USHBC and NABC will allow us to amplify our education efforts and increase and personalize our connection to all blueberry industry stakeholders.”

Griffin was previously the vice president of education and program management for United Fresh Produce Association where she led the programs and events staff, developed programming for produce industry professionals, directed its conferences and oversaw member education opportunities. She also served as director of meetings and member programs for United Fresh for four years, managed curriculum and logistics for the U.S. Chamber of Commerce, and was a meeting associate for the American Institute for Conservation of Historic and Artistic Works.

“I feel very fortunate to be joining such a wonderful team and am excited to continue building our industry relationships to better serve the blueberry sector,” said Griffin. “I’m looking forward to creating programs and engagement opportunities helping to grow talent within the industry and showcasing the value of blueberries to the world at large.”

Julie Henderson to Lead Department of Pesticide Regulation, Ushering in New Era for Safer, More Sustainable Pest Management

Press Release by California Department of Pesticide Regulation

Governor Gavin Newsom announced the appointment of Julie Henderson as director of California’s Department of Pesticide Regulation (DPR) on Dec. 2. Henderson has been serving as DPR’s acting director since July 2021.

“My vision for my role at DPR is to accelerate the transition to safer, more sustainable pest management,” said Henderson. “While DPR’s work has long been focused on fostering reduced-risk pest management, accelerating the adoption of safer, more sustainable tools and practices across agricultural and urban settings is vital to advancing our mission to protect human health and the environment. I look forward to continuing to work alongside the dedicated team at DPR to advance this vision, build upon the foundation of our robust regulatory structure and rigorous evaluation of pesticide products, and support the state’s leadership in safe, sustainable pest management.”

Henderson served as the California Environmental Protection Agency’s Deputy Secretary for Public Policy since November 2017. During her time at CalEPA, she worked closely with DPR on priority initiatives including ending the use of the harmful pesticide chlorpyrifos in California, convening a cross-sector workgroup to advance more sustainable pest management and initiating the development of a statewide pesticide notification system to provide equitable and transparent access to information to protect our most vulnerable communities. Previously, Henderson was a Senior Advisor to Governor Brown and Special Assistant Attorney General at the Office of the Attorney General.

“My priorities over the next year include expanding DPR’s engagement with communities, the development of the statewide notification system, improving language access, enhancing our partnership with County Agricultural Commissioners to prioritize enforcement efforts and continuing to work with growers, the California Department of Food and Agriculture, the broader agricultural sector, university researchers and other partners including UC Cooperative Extension and CSU Agricultural Research Institute to speed the transition to safer, more sustainable pest management,” said Henderson.

“Julie’s vision of collaboration, equity and sustainability will move this department forward as we work together to support a thriving agricultural sector while elevating public health and the environment,” said CalEPA Secretary Jared Blumenfeld.

DPR registers all pesticides sold or used in California, conducting scientific evaluation of pesticide products to assess and mitigate potential harm to human health or the environment, monitoring for pesticides in the air, water, and soil, and enforcing pesticide regulations in coordination with 55 County Agriculture Commissioners and their 400 field inspectors. DPR also conducts outreach to ensure pesticide workers, farmworkers and local communities have access to safety information, and invests in innovative research to encourage the development and adoption of integrated pest management tools and practices.

Providing Relief for Kern County’s Agricultural Exporters while Holding the Biden Administration Accountable

By Congressman Kevin McCarthy, House Republican Leader and Representative for California’s 23rd Congressional District

For months, there has been a crisis at our ports, adversely affecting agricultural producers in Kern County, perpetuated by the Biden administration’s failed policies. Because California is the 5th largest agricultural producer in the world, with Kern County serving as the second top agricultural producing county in the Golden State, ensuring a functioning supply chain is critical to supporting our state’s agricultural exports, which are worth more than $21 billion.

Unfortunately, President Biden promised Americans relief, but his promises have fallen short. His policies, which have incentivized Americans not to work, have led to the largest worker shortage in history. And just last month, 22 percent of jobs went unfilled. This is alarming, particularly given there are not enough workers to unload the cargo that arrives at our ports.

One negative ramification of these failed policies is that we are seeing cargo containers leave the Ports of Los Angeles and Long Beach empty instead of carrying Central Valley-grown produce and agricultural products to foreign markets. When cargo sits on vessel-operating common carriers (i.e. cargo ships) or at our ports for too long, Kern County and Central Valley exporters are being charged detention or demurrage fees, sometimes despite backlogs being nonexistent.

One positive ramification of these failed policies is that we are seeing cargo containers leave the Ports of Los Angeles and Long Beach empty instead of carrying Central Valley-grown produce and agricultural products to foreign markets. When cargo sits on vessel-operating common carriers (i.e. cargo ships) or at our ports for too long, Kern County and Central Valley exporters are being charged detention or demurrage fees, sometimes despite backlogs being nonexistent.

For this reason, I voted for H.R. 4996 when it passed the House on December 8th by a vote of 364 to 60. H.R. 4996 does not address the underlying issues of the supply chain crisis – our worker shortage – nor does it repeal the Biden administration’s policies that are causing or exacerbating this crisis, but it is a bipartisan start to providing some relief to Kern County and Central Valley exporters. I will continue to hold the Biden administration accountable for the mess it created in the first place, and work to advance common sense solutions to get the West Coast exports system and supply chains functioning efficiently again.

THE GOVERNMENT AFFAIRS EXPERTS.

We specialize in helping our clients cut through the red tape of government!

Land Use Consulting
Government Relations & Public Affairs

We will help you with all of your Government Affairs needs. From violation notices to advocating on issues that impact your business.

The Government Affairs Experts
Full Harvest Secures $23 Million Series B to Reduce On-Farm Food Waste by Digitizing the Produce Supply Chain

Leading Produce Business Marketplace Surpasses 50 Million Pounds of Sustainable Produce Sold and Prep to Scale Company

Press Release Provided by Full Harvest

Full Harvest, the produce business-to-business marketplace specializing in surplus and imperfect produce, today announced the close of a $23 million Series B round of growth financing led by agtech investor TELUS Ventures, the strategic investment arm of TELUS corporation. New investors Redhak Impact, Citi Impact, Door Capital, Scardino Equity and Portfolio Food & AgTech Fund as well as existing investors Spark Capital, Cultivian Sandbox, Astia Fund, Radicle Growth and others also joined the round. Helping solve the $2.6T global food waste problem (the leading contributor to climate change), Full Harvest plans to use the funding to further build out its online marketplace, advance its data and market insights offerings, and triple its technology and product team in 2022.

Working with some of the largest food and beverage companies (Danone North America, Health-Ade, processors (SVZ) and growers (Taninuma & Antle, Church Brothers, Deardoff Farms), Full Harvest reduces produce sourcing headaches and food waste by moving the produce supply chain online – allowing buyers to purchase more sustainable produce, lowering food production costs, and creating an additional revenue stream for farmers. Tripling revenue during the first year of the pandemic due to the industry’s desperate need for more flexible, transparent supply chain solutions, Full Harvest recently hit a sales milestone of more than 50 million pounds of surplus and imperfect produce sold – saving over 1B gallons of water from being wasted and over 6M kg of CO2 emissions from being created.

“The importance of building more sustainable businesses has never been more evident, especially for those in the food and beverage space. By sourcing produce online through Full Harvest and selecting fruit for our products that would otherwise have gone to waste, we are answering the growing consumer demand for more sustainable food options,” noted Surbhi Martin, Vice President Greek Yogurt and Functional Nutrition, Danone North America.

Although we currently grow enough food to feed 9-10 billion people, more than 40 percent of it goes to waste globally each year. As more than half of global food waste happens before it even leaves the farm, Full Harvest aims to help solve the farm distribution problem. Full Harvest offers an easy, online option for produce buyers and sellers to quickly close deals on surplus and imperfect produce in just a few clicks - getting more produce options to buyers faster, helping farms sell more of their crop and reducing waste.

“We are committed to leveraging the power of technology to build a safer, more efficient, and sustainable food chain; and our investment in Full Harvest aligns with that mission,” said Mario Mele, vice president Corporate Strategy, TELUS Ventures. “With its strong leadership and mission-driven approach, combined with its growing expertise in the AgTech space, Full Harvest is well positioned to solve the produce market and drastically reduce food waste by leveraging data and technology to digitize what is still a very analog market. We look forward to helping the team scale the company and transform the industry to the benefit of farmers, buyers, and the environment.”

Full Harvest will use the investment to accelerate its push to deliver the advanced technology solutions the produce industry needs by expanding its online marketplace, further improving the user experience for both produce sellers and buyers, and substantially growing its network of national buyers and sellers. Full Harvest will also focus on expanding its industry-leading data analytics offering to answer the growing demand for insights on produce availability, pricing, specifications, sustainable offerings, quality, forecasting support, etc.

Building on its success with Danone and its Two Good ‘Good Save’ yogurt, Full Harvest will also use the funding to scale out the global use of its Verified Rescued Produce™, setting the highest standard for on-farm food waste reduction verification. Through the industry’s only third-party audit and verification process for rescued produce, Full Harvest provides CPG companies the expertise, network and technology needed to create new products and ensure a scalable, sustainable produce supply chain with integrity.

“Dedicated to empowering ‘full harvests’ with zero food waste to support a more sustainable ag ecosystem, we are transforming a fragmented and opaque offline produce supply chain into a flexible, transparent, reliable solution by directly connecting growers with processors and food and beverage brands online,” said Christine Moesley, founder and CEO of Full Harvest. “With the influx of capital, we plan to build on our incredible customer successes and expand into new markets to make the global produce supply chain more efficient and sustainable.”

Jay Crone, investment director at TELUS, joined the Board and will work closely with the Full Harvest executive team to expand and optimize its marketplace and network. Full Harvest will tap TELUS Agriculture’s deep understanding of the ag industry and comprehensive network of produce farms, CPG companies and strategic agtech partners to help speed its expansion.

About Full Harvest

Full Harvest is solving the $2.6 trillion food waste problem through technology and innovation. The company runs the only business-to-business online marketplace connecting farmers with commercial produce buyers where they can purchase imperfect and surplus produce. This mission helps reduce climate change by lowering CO2 emissions and water use and delivers incremental revenue to farmers. Additionally, the company partners with brands on their efforts to create new sustainable CPG products and supply chains to meet consumer demand for sustainable products. A win-win-win for farmers, food companies, and the planet. Full Harvest is recognized as a World Economic Forum Tech Pioneer, the top 2020 Fast Company World Changing Idea, and Forbes Most Innovative AgTech Startup. Learn more at FullHarvest.com.

About TELUS Ventures

As the strategic investment arm of TELUS Corporation (TSX: T, NYSE: TU), TELUS Ventures is one of Canada’s most active corporate venture capital funds. TELUS Ventures invests globally in companies from Seed to Pre-IPO with a focus on innovative technologies such as AgTech, HealthTech, Connected Consumer, IoT, AI, and Security to actively drive new solutions across the TELUS ecosystem. Led by a team of experienced operators, investors and executives, the Ventures team is passionate about creating positive social impact through financial tools and has invested in more than 90 companies since inception. For more information please visit Ventures.TELUS.com.
The Wonderful Company Announces Winners of $1 Million Wonderful Innovation Challenge

Press Release Provided by The Wonderful Company

The Wonderful Company (TWC), a global company dedicated to harvesting health and happiness around the world through its iconic consumer brands, today announced the winners of its inaugural Wonderful Innovation Challenge, a platform designed to spur innovation across TWC and scale its sustainability efforts.

Through the Challenge, innovators were offered up to $1 million in funding and development resources for their economic and environmentally friendly pilot-ready solutions to transform the 50,000 tons of nutrient-dense pomegranate husks generated each year by juicing POM Wonderful pomegranates into a value-added resource that will have a positive impact on the planet. To engage the greatest number of innovator applicants and ensure the winning innovations found the highest and best use for the husks, TWC partnered with ReFED, the national nonprofit working to end food loss and waste across the food system, as the Strategic Advisor and Managing Partner for the challenge.

“As America’s largest farmer of tree crops and the nation’s second-biggest produce company, we recognize that sustainability is crucial for the well-being of our planet as well as our products,” said Steve Swartz, Managing Partner for the challenge.

“TWC is a great example of a business that understands the positive social, economic, and environmental potential of converting what others might simply consider manufacturing byproducts or food waste into other value-added products,” said Alexandra Couri, vice president of capital, innovation and engagement at ReFED. “By partnering on this Challenge with them, we were so excited to see the breakthrough, creative food waste solutions that came from the winners and all applicants. This Challenge underscores our collective commitment to growth that’s responsible to people and the planet.”

To date, The Wonderful Company has invested more than $1 billion in environmental sustainability and fighting climate change, including a $750 million pledge from co-owners Stewart and Lynda Resnick to Caltech in support of the school’s environmental sustainability research. For more information about the Wonderful Innovation Challenge and 2021 winners, please visit WonderfulInnovation.com.

About The Wonderful Company

The Wonderful Company is a privately held global company dedicated to harvesting health and happiness around the world. Its iconic brands include FIJI Water, POM Wonderful®, Wonderful® Pistachios, Wonderful® Halos®, Wonderful® Seedless Lemons, Teleflora®, JUSTIN® Wines, JNSQ™ Wines, and Landmark® Wines.

The Wonderful Company’s connection to consumers has health at its heart and giving back in its DNA. To learn more about The Wonderful Company, its products, and its core values, visit Wonderful.com, or follow us on Facebook, Twitter, and Instagram. To view the current Corporate Social Responsibility report, visit Wonderful.com/CSR.

About ReFED

ReFED is a national nonprofit working to end food loss and waste across the food system by advancing data-driven solutions to the problem. ReFED leverages data and insights to highlight supply chain inefficiencies and economic opportunities, mobilizes and connects people to take targeted action; and catalyzes capital to spur innovation and scale high-impact initiatives. ReFED’s goal is a sustainable, resilient, and inclusive food system that optimizes environmental resources, minimizes climate impacts, and makes the best use of the food we grow. For more information, visit ReFED.com.
on-farm, will any of the quantity recharged be credited to the farm groundwater account? Can a farmer buy additional water and recharge it using surplus capacity in district facilities and get a groundwater credit? If a farmer owns land in two neighboring districts can the pumping allocation be transferred from one district to the other? Does the district plan to acquire more water? Are surface supplies at risk, for example due to climate change or water rights challenges? Is there a plan for the district or GSA to buy land and take out production that would then increase groundwater allocations for the remaining water users?

With these questions answered it should be possible to develop a water budget and develop a strategy based on that budget. For example, suppose that over the next 20 years a farmer anticipates having only half the water, in total, needed to fully plant a block of land, with plenty of groundwater available early, and very limited supplies by year 20. If the district allows credits to be carried forward, the farmer might decide to plant only half of the available land, say to almonds, carrying groundwater credits from years 1-10 to make up for projected deficits in years 11-20. The other half of the land might be dry-farmed or converted to recharge ponds for use in wet years that might also provide hunting or habitat benefits. If water supplies prove to be better than expected, the option still exists to plant more land later.

There are no easy, quick, or cheap solutions to solving the water shortages in the San Joaquin Valley, currently estimated to be around 3-million-acre feet. The low hanging fruit has already been picked. As districts needing more water struggle to build more facilities and capture or buy more water, water costs are likely to increase—creating challenging times for the long-term investor.
JANUARY 2021

Impact of the Personhood of Christ

By Joshua Stevens
Faith Contributor, Valley Ag Voice

Why does it matter that Jesus was the God-man? Would belief in a Christ who was fully God but not fully man or vice versa still be enough for salvation? Doesn’t Paul write in Romans 10:9, “because, if you confess with your mouth that Jesus is Lord and believe in your heart that God raised him from the dead, you will be saved?” (Crossway Bibles, 2001)? Certainly, he makes no assertion that one needs to believe in a coeternal homousios Jesus to be saved, does he? Does belief in a Christ who was created or who only appeared to have come in the flesh still guarantee salvation? These questions have been debated and discussed for nearly 2,000 years and will continue to be the subject of contention for many more to come. Regardless of future contention, however, the fact remains that one answer is true. So, at the very least, we should strive towards that common truth which binds all humanity together.

First, we should establish why it matters what version of Jesus we believe in. Certainly, most Christians would affirm some basics of Christ such as virgin birth, perfect life, and sacrifice on the cross as well as His deity. But beyond that, what did the apostles have to say of those who mistook the personhood of Christ? In 2 Corinthians 11:3–4 Paul writes, “But I am afraid that as the serpent deceived Eve by his cunning, your thoughts will be led astray from a sincere and pure devotion to Christ. For if someone comes and proclaims another Jesus than the one we proclaimed, or if you receive a different spirit from the one you received, or if you accept a different gospel from the one you accepted, you put up with it readily enough” (Crossway Bibles, 2001).

If a correct belief in Christ is needed for us to be saved, what should we believe? The Bible makes it clear: Christ is fully man. In Hebrews 2:17 we read, “Therefore he had to be made like his brothers in every respect, so that he might become a merciful and faithful high priest in the service of God, to make propitiation for the sins of the people” (Crossway Bibles, 2001). Christ was pierced by a spear in John 19:34 and later would show his scars to Thomas in John 20:29. Scripture goes to great lengths to show Christ’s humanity and not that He came to masquerade as a man but was truly a man. He experienced all of the hardships from the basic necessities of hunger and thirst to the existential dread of impending death and losing a friend. In the same breath, Scripture proclaims Jesus’ divinity. Jesus claimed to be God by saying in John 8:58, “... Truly, truly, I say to you, before Abraham was, I Am” (Crossway Bibles, 2001). To an untrained eye this may seem silly, but to claim to be the “I Am” is to claim to divinity, referencing to Moses and the burning bush in Exodus 3. Jesus continues in John 10:30: “I and the Father are One” (Crossway Bibles, 2001). To this audacious statement, the crowd responded with anger and began to pick up stones (John 10:23). “It is not for a good work that we are going to stone you but for blasphemy, because you, being a man, make yourself God” (Crossway Bibles, 2001).

Furthermore, we see in the book of Colossians 1:16 Paul writes, “For by him all things were created, in heaven and on earth, visible and invisible, whether thrones or dominions or rulers or authorities—all things were created through him and for him. And he is before all things, and in him all things hold together” (Crossway Bibles, 2001). Paul not only established Christ as the creator in this section but also makes a claim the Christ is eternal. For if Christ were a created being, then how could all things be created by Him? Certainly, it would not be possible.

Thus, we find that scripture teaches that Christ is indeed the God-man. Fully man and fully God, the coeternal creator worthy of all praise forever and ever. But we are still left with one question: why does it matter?

There are many reasons why Christ needed to be fully man — from being an example for us to being the mediator. But most of all, if Christ were not fully man He could not have died for our sins, or as Wayne Grudem puts it, “Jesus had to become a man, not an angel, because God was concerned with saving men, not with saving angels. But to do this he ‘had to’ be made like us in every way, so that he might become ‘the propitiation’ for us, the sacrifice that is an acceptable substitute for us.” (Grudem, 1994)

Likewise, the reasons for which we should and must recognize the full deity of Christ are many, but again, most of all it is, “Not only because it is clearly taught in Scripture, but also because (1) only someone who is infinite God could bear the full penalty for all the sins of all those who would believe in him — any finite creature would have been incapable of bearing that penalty; (2) salvation is from the Lord... no human being, no creature, could ever save man — only God himself could...” (Grudem, 1994)

So why does it matter that Jesus was the God-man? Any other belief is not only untrue, it changes the core of the gospel and puts us at odds with the message of grace that is perfectly preserved and passed down from Christ through the careful hands of the church elders to us today. It perverts what makes Christianity different from other beliefs we could never do anything to earn our salvation. But out of our Lord's great love and compassion for us, He acted to see we may be resurrected in eternity with Him. This is the reason to defend the true nature of our Savior.

References

Remembering a Dust Bowl Darling: Mary “Jane” Dutton Maxwell

By Andrea Campagnoni Wright
Valley Ag Voice

In fond memory of Mary “Jane” Dutton Maxwell (Katrina Nelson)

Jane, the youngest of nine children, was born June 30, 1930, in a farming community in Crescent, Oklahoma. Parents Agnes and Stephen Dutton raised the family on the cotton farm.

Growing up on a small farm, there was always food from the garden alongside the farmhouse. They raised pigs and beef, milked cows, and collected eggs from the chickens. Jane grew up a country girl and she learned about life and its cycles by working the seasons. The seeds were planted, and the family relied on faith to see the crops grow.

In the 1930s, the Dust Bowl destroyed the land for the farmers in the southern Great Plains. The drought-stricken farmland simply could no longer grow crops. The over-ploughed topsoil in conjunction with the intense heat waves led to a completely unfavorable environment for farming. These massive dust storms with winds blowing day and night ended any hope of farming. The once green grasslands of wheat and cotton now resembled a desert. This, along with already experiencing economic problems, led many farmers now use proper soil and agricultural land management practices. Farmers, with the aid of federal government programs, now use covered crops, crop rotation,beneficial insects, and soil microbes. The federal programs supported the American farmer and increased prosperity and a better life for the farmers and ranchers.

Jane Dutton was married to William (Bill) Maxwell for 68 years. They were strong Christians and they lived by faith. Bill, was also part of the Dust Bowl migration, growing up in Arvin, California. During their retirement years, Jane and Bill traveled throughout the United States and physically constructed Southern Baptist churches through the Southern Baptist Mission Board. They also traveled to Russia and Mexico to construct and repair churches. They lived a Christian life and followed the Bible’s read map right into heaven. Jesus states in Matthew 16:18: “And I tell you, you are Peter, and on this rock I will build my church, and the gates of hell shall not prevail against it (English Standard Version Bible, 2001, Matthew 16:18).”

Jane’s faith, family, and farming were just a way of life. Jane and Bill passed along their life lessons and their values were ingrained for the next generation. Jane and Bill had five children, who all married. With this big family, Jane and Bill were blessed with 14 grandchildren, 16 great-grandchildren, and 3 great-great-grandchildren.

In Matthew 5:3-10, Jesus taught: “Blessed are the poor in spirit, for theirs is the kingdom of heaven. Blessed are the meek, for they will inherit the earth. Blessed are those who hunger and thirst for righteousness, for they will be filled. Blessed are the merciful, for they will be shown mercy. Blessed are the pure in heart, for they will see God. Blessed are the peacemakers, for they will be called sons of God. Blessed are those who are persecuted because of righteousness, for theirs is the kingdom of heaven” (English Standard Version Bible, 2001, Matthew 5:3-10).

Bill passed away on November 23, 2017, and Jane on November 2, 2021.

Family Information provided by daughter, Katrina Nelson.

References
"I didn’t have to bring my lender up to speed on the nuances of my farm—we got straight to work finding the right solution for my business."

KELLI EVANS
Almond Farmer | Live Oak, CA
Farm Credit West Customer

We make it easy for farmers, ranchers and agribusiness to work with us, because supporting local agriculture is our DNA. Farm Credit West is part of the 104 year-old Farm Credit system—the largest provider of credit to American agriculture. Our legacy is rooted in our exclusive focus on agriculture, so you won’t spin your wheels explaining industry dynamics like crop cycles, alternating year yields or market forces. After all, we’ve been doing it for more than a century.