



Fresno County Farm Bureau

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Renaming of Fresno State's College of Ag Sciences and Technology is official

California State University, Fresno's agricultural college has a new name. On Thursday, the University officially renamed the agricultural school as the "Jordan College of Agricultural Sciences and Technology."

A naming ceremony took place at the Ag Science building. Participating in the ceremony was University President Dr. John Welty; Dean Dr. Charles Boyer; Ag One Foundation President Cristel Tufenkjian; faculty member Dr. Andrew Larson, student and Jordan Scholarship recipient Jaime Flores; and donor Dee Jordan.

The California State University Board of Trustees approved the name change. Last month, the university announced a gift from the Jordan Family of more than \$29-million by Dee Jordan on behalf of her late husband Hanabul "Bud" Jordan and his late brother, Lowell Jordan. The gift is the largest single cash gift in the history of Fresno State or the California State University system. This prompted Fresno State President John Welty to petition CSU trustees to name the college in honor of the Jordans. The gift will be used to fund new facilities for the College and research opportunities.

During Thursday's event, a new logo bearing the Jordan College of Agricultural Sciences and Technology name was revealed. The Jordan family is from the East Bay, where Bud owned and operated FL Construction, a general contracting business headquartered in Hayward. Lowell lived on the family Four Bar J ranch in Dublin, tending to a small herd of highlander cattle.

Heat stress prevention seminar set for May 22 in Fresno; June 29 in Five Points

State Compensation Insurance Fund will be hosting free heat illness prevention seminars for employers and supervisors on next Friday, May 22 in Fresno and on Monday, June 29 in Five Points.

The May 22 session will be held from 9 to 11 a.m. at the State Fund Fresno Regional Office, 10 River Park Plaza East, in Fresno. A Spanish language session will be held that same day from 1:30 to 3:30 p.m. at the same location.

On June 29, both English and Spanish sessions will be held beginning at 9 a.m. at the U.C. West Side Research and Extension Center, 17353 W. Oakland Ave. near Five Points. To register for the seminars, visit on-line at: www.scif.com and go to "seminars."

Cal/OSHA will be out in-force this spring/summer checking for compliance with the heat illness prevention regulations. Employers and their supervisors must be diligent in staying in compliance with the regulations. For detailed information about the regulations, visit Fresno County Farm Bureau's Web site at www.fcfb.org, or call the office at (559) 237-0263.

Supervisors take no action on proposed Williamson Act revision

On Tuesday, the Fresno County Board of Supervisors voted to take no action at this time on the proposal to increase the Williamson Act minimum parcel size for non-prime parcels in Fresno County.

This item was considered by the Board last November and was continued to allow for the compilation of additional tax assessment data. County staff proposed to increase the minimum parcel size for non-prime parcels to 320 acres on the west side and 160 acres on the east side while initiating non-renewals of all contracted parcels that do not meet the minimum contract parcel size.

For additional information or details, contact FCFB at (559) 237-0263 or info@fcfb.org.

Sacramento Update

By Teresa Plascencia

FCFB Governmental Affairs Coordinator

Sacramento legislators have been working at a rapid pace to move legislation through the process before the June 5 deadline.

Animal Care: Poultry

On April 29, the Assembly Agriculture Committee unanimously passed AB 1437 (Jared Huffman, D-San Rafael), which would prohibit the selling of eggs that are not in compliance with the California animal care standards (Prop 2). It also was heard in the Assembly Appropriations Committee this week, and now will move to the Assembly floor. Since Prop 2 only applied to in-state producers, this bill seeks to level the playing field so that in-state producers are not disadvantaged. In addition, the bill makes it a misdemeanor to violate this prohibition, punishable by a fine of up to \$1,000, up to 180 days in a county jail or both.

Workers' Comp

SB 677 (Senator Leland Yee, D-San Mateo), which addresses Workers' Compensation insurance coverage exclusions for small family-owned farmers immediate family members, was heard in the Senate Labor and Industrial Relations Committee on April 29. The farming operation seeking this exemption would be required to register with the Director of Industrial Relations and meet certain conditions, such as the qualifying criteria for farms not earning more than \$10,000 a year. Several small farmers from Fresno County participated in the hearing, testifying in favor of SB 677. FCFB also submitted a letter to each of the Committee members in support of Yee's legislation and continues to send support letters. The bill is expected to be heard in the Senate Appropriations Committee on May 18.

Downtown Farmers' Market is open for business

On Wednesday, Fresno County Economic Opportunities Commission, the Downtown Association of Fresno, the City of Fresno and Fresno Metro Ministry launched the Market on the Mall, a two-day-a week certified farmers' market on the Fulton Mall.

Participating in the opening ceremonies were EOC's Executive Director Roger Palomino, Fresno Mayor Ashley Swearingin, Fresno City Councilmember Cynthia Sterling, and Downtown Association of Fresno's Jan Minami. The Market on the Mall will offer a variety of locally produced foods including ethnic and specialty vegetables, herbs, and fruits sold by minority and immigrant growers new to farmers markets as well as by experienced vendors, and is made possible by a grant to EOC from the USDA's Agriculture Marketing Service. Market on the Mall will run from 10 a.m. to 2 p.m. every Wednesday and Friday through the fall.

Fresno County Fruit Trail gets underway

Signs of fresh strawberries, cherries and early peaches and nectarines proclaim the arrival of the Fresno County Fresh Fruit Trail, which will have its official opening next Wednesday, May 20 at 10 a.m. at Simonian Farms, Clovis and Jensen avenues, Fresno.

The award-winning Fresno County Fruit Trail, now in its sixth year, runs from May through September and features a drive through rural areas (following the Blossom Trail route) with stops along the way to purchase local produce direct from the farm. The Fresh Fruit Trail is a cooperative public--private partnership encompassing eight cities and over 50 member stops, including the County of Fresno and the cities and chambers of commerce of Clovis, Fowler, Fresno, Kingsburg, Orange Cove, Reedley, Sanger and Selma.

Fresno County Fruit Trail maps are available on the web at www.gofruittrail.com, and at visitor centers throughout eastern Fresno County. Trail travelers can also request maps by calling (559) 262-4271. For more information, contact the Fresno County Fruit Trail at (888) 549-4900.

Be diligent in protecting farm property and livestock

FCFB reminds farmers and livestock producers to be cautious of any unknown individual contacting or showing up at their farm/ranch for a tour. It is also an important reminder to have all entrances to a farm or ranch posted with "No Trespassing" notices – as well as no less than three signs per a mile. If you see suspicious activity, please contact law enforcement and the Fresno County Farm Bureau. Please remind all farm/ranch personal to be cognizant of people that don't belong on your property, and if possible, remember to get a license plate number. FCFB has metal "No Trespassing" signs available for sale at \$8 each. For details or to order some signs, call (559) 237-0263.

Former CFBF director named as USDA Agricultural Marketing Service administrator

Rayne Pegg (nee Thompson) has been appointed the administrator of the USDA's Agricultural Marketing Service (AMS).

No stranger to California agriculture, Pegg previously served as the director of agricultural chemicals, international trade and horticulture crops for the CA Farm Bureau Federation, and most recently was the CA Department of Food and Agriculture's deputy secretary of legislation and policy. Pegg is the highest-ranking Californian in the new administration's USDA.

As AMS administrator, Pegg will oversee promotion and marketing order programs for various crops, such as fruits and vegetables, dairy and egg industries and cotton, working to help ensure a productive and competitive global and domestic marketplace for U.S. agricultural products. The agency also administers the federal organic agriculture program and country of origin labeling.

At CDFA, Pegg was the principal advisor to both Secretary Kawamura and the governor's cabinet on legislative and policy issues involving agriculture.

At CFBF, Pegg worked on such issues as export market opportunities, phytosanitary barriers and the Leafy Green Product Handler Marketing Agreement, an industry-backed food safety initiative.

Jack Woolf to receive honorary award from Fresno State

John L. "Jack" Woolf, a long-time diversified farmer and agribusinessman in the Huron area, will receive an honorary Doctor of Humane Letters at the California State University, Fresno's 2009 Commencement on May 23.

Woolf has played a major role in the development of farming on the west side of Fresno County, first helping Russell Giffen start and build one of the region's major farming operations, and establishing his own farming operation in the Huron area. Woolf Enterprises is a diversified farming business that produces tomatoes, garlic, cotton, wheat, alfalfa, wine grapes, almonds and pistachios. The company has diversified into tomato, almond and cotton processing, irrigation equipment and a nursery.

Woolf has served on the boards of the Westlands Water District, Santa Clara University, the Fresno Historical Society and the California Tomato Growers Association, which he served as president. Woolf has been honored by Fresno State's Ag One Foundation as the 2006 Community Salute honoree, and an endowment in his name provides scholarships to students working with water technology and agricultural business.

May 29 is deadline for EQIP funds for organic producers

The USDA this week announced the allocation of \$50 million in funds to be set aside for a new organic initiative through the USDA's Environmental Quality Incentives Program (EQIP). The application period begins immediately and the deadline for producers to apply is May 29.

USDA has more than \$50 million in funds for current organic producers and those transitioning to organics to implement conservation practices and conservation planning under the program. Core conservation practices include: conservation crop rotation; cover cropping; nutrient management; pest management; prescribed grazing; and forage harvest management. Organic and transitioning farmers also may still apply to EQIP for other conservation practices that are not part of the organic initiative. More information is available at www.nrcs.usda.gov/programs/eqip/.

Water-Wise Plant Exchange Set for May 16; May is Water Awareness Month

Looking for the best plants for a Fresno-friendly garden will be easy at the Water-Wise Plant Exchange to be held this Saturday, May 16 at California State University, Fresno Horticulture Greenhouses, 3150 E. Barstow Ave., east of Chestnut Ave.

Gardeners are encouraged to bring their water-wise plants to the exchange from 8 a.m. to noon. Cuttings, bulbs and seeds will be available, as well as a limited supply of free, water-wise potted plants. Other

drought-tolerant plants can be purchased from Fresno State students. Master Gardeners, and others with expertise in native and water-wise plants, will be on hand to offer advice for nurturing yards and gardens that can thrive with a minimal amount of water.

With May as Water Awareness Month, the Water-Wise Plant Exchange underscores the need to conserve this precious natural resource. The exchange is sponsored by the City of Fresno Water Conservation Program; Central Valley Water Awareness Committee; California State University, Fresno Horticulture Unit; Fresno County Women's Chamber of Commerce; U.C. Cooperative Extension, Master Gardener Program; California Native Plant Association; Clovis Botanical Gardens; Tree Fresno; Water-wise Landscape Design and International Center for Water Technology at Fresno State.

For a list of water-wise plants, gardening tips and water conservation tips, visit www.fresnowater.org or request a free brochure by calling the City of Fresno Water Conservation Program at (559) 621-5480.

Something to think about...

- Your dollars will do better is accomplished by some sense.
- The best preparation for tomorrow is the proper use of today.
- There's a big difference between good, sound reasons, and reasons that sound good.
- And, no matter what happens, there is always someone who knew it would!

Source: The Furrow Magazine

This Week's Calendar

May 11 FCFB FAACT Class on trade

May 13 Chamber Governmental Affairs Committee meeting; EOC Farmers Market Grand Opening

May 15 Ag Night at the Grizzlies—Come visit FCFB's booth!

Next Week's Calendar

May 20 Fresno County Fruit Trail kick-off, 10 a.m., Simonian Farms

May 21 CMAC Board of Directors, 3:30 p.m., Fresno Dickey Park

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