



**California Farm Bureau  
Federation, and  
Fresno, Kern, Kings, Merced,  
San Joaquin, Stanislaus and Tulare  
County Farm Bureaus**



## **News Release**

**Contact:** Ryan Jacobsen,  
Fresno County Farm Bureau, (559) 696-0932  
(559) 237-0263  
Ryan Bertao,  
Kings County Farm Bureau, (559) 584-3557  
**For Immediate Release**  
Jan. 24, 2007

### **Farm Bureau donates to freeze relief telethon**

The state's largest farm organization came to the aid of farm and packing house employees and rural communities hard hit by the recent freeze through a donation to "Orange Aid: Valley Freeze Relief Telethon" on Jan. 23.

A pledge for \$10,000 was presented during the KSEE-TV 24 telethon by Fresno County Farm Bureau President Russel Efird, Kings County Farm Bureau First Vice President Tim Larson and Tulare County Farm Bureau President Keith Watkins. The donations came from Fresno, Kern, Kings, Merced, San Joaquin, Stanislaus and Tulare County Farm Bureaus, with matching funds from the California Farm Bureau Federation. The actual funds go to the Salvation Army, which will distribute the donations to individuals and communities in need.

The telethon, which raised an estimated \$300,000 during the two-hour event, was sponsored by NBC-affiliate KSEE 24 News in conjunction with the Salvation Army, Community Food Bank, KMJ Radio, Super-Q, *The Visalia Times-Delta* and *El Sol*, *Tulare Advance Register*, *Hanford Sentinel* and KTIP Radio. The telethon was broadcasted from 8 to 10 p.m. with donations of food and money accepted all day at various locations throughout the San Joaquin Valley. The Salvation Army managed the financial donations and the Community Food Bank handled food donations.

*(more)*

“When one or two segments of our diversified food and fiber industry get hurt, the whole Valley hurts. Even with some of our own farmer-members adversely affected by the freezing temperatures, as the state’s largest farm organization we believe we must do our part to help those families involved in agriculture and our rural communities during this critical time,” said Fresno County Farm Bureau President Efird.

Although crop and economic losses are still being tabulated, an estimated loss of \$800 million in citrus crops alone has been reported. Specialty Southeast Asian vegetable crops, sugar beets and alfalfa seed also have been adversely affected by the consecutive days of sub-freezing temperatures in the Valley. Statewide losses also are being reported in winter and spring vegetables, avocados, strawberries, artichokes, flowers and horticulture crops. The counties of Fresno, Kern, Kings, Imperial, Madera, Merced, Monterey, Riverside, San Bernardino, San Diego, San Luis Obispo, Santa Barbara, Santa Clara, Stanislaus, Tulare, Ventura and Yuba were declared by Gov. Arnold Schwarzenegger last week to be in a state of emergency due to severe freezing conditions. Efforts are underway on several levels to provide assistance to the hardest hit agricultural areas.

California Farm Bureau Federation is the state's largest farm organization. With affiliated Farm Bureaus in each county of the state, the organization works to protect families involved in food and fiber production on behalf of nearly 92,000 members.

*-end-*