



AgKnowledge 2019 Class XIII

TO: Interested Parties

The Grower-Shipper Association Foundation is currently accepting applications for Class XIII of AgKnowledge, an executive agricultural leadership program in Monterey County.

If you are interested in being part of Class XII, please complete the enclosed application and submit it by **Monday, January 28, 2019 to Lisa@GrowerShipperFoundation.org or online at <http://growershipperfoundation.org/index.php/agknowledge>**. Program participants will be notified in mid-February.

If you know someone who might benefit from participating in this program, please forward the application or have them contact me directly.

AgKnowledge Program materials enclosed:

- Mission and Goals
- Course Overview
- Application
- Class Schedule and Survey Commitment form
- Class Guidelines
- Photo Release form
- “Boots on the Ground Day” Form
- Social Media Policy

If you have any questions, please feel free to contact me directly at (831) 588-4505.

Thank you,

Lisa Dobbins
Executive Director
Grower-Shipper Association Foundation

*AgKnowledge is presented by Grower-Shipper Association Foundation, a 501C3 non-profit organization.
AgKnowledge is co-sponsored by the Monterey County Agricultural Commissioner's Office
and the Grower-Shipper Association.*

AgKnowledge Program 2019



The Mission of AgKnowledge is to educate and enlighten the Class Fellows about the heritage, diversity, stewardship, complexity and interdependencies of Monterey County Agriculture.

Goals

The purpose of AgKnowledge is to provide policy makers and community leaders the opportunity to see Monterey County through the eyes of those directly involved in the many facets of agriculture and to become more informed.

AgKnowledge graduates are encouraged to extend to others the knowledge and awareness gained through participation in the program. It is expected that Class Fellows will better understand those who work the land and/or otherwise contribute to the production and distribution of agricultural commodities.

The intent of the program is to provide you with a context for Monterey County Agriculture:

- Historical beginnings and current overview
- Geography and land stewardship
- Crops, technology and economics
- Generational families, cultural issues, workforce
- Complex Issues - providing different points of view
- Impact on the communities - developing common threads among each of the seminars

Emphasis on some of the following major crops of Monterey County:

- Row crops - vegetables
- Strawberries
- Wine Grapes
- Mushrooms
- Nursery (landscape, floral, plantlets)
- Cattle
- Cannabis

Topics

- History and Heritage
- Food Safety and Security
- Regulations affecting agriculture, including competing regulatory interests
- Water (supply, quality, regulations and politics; groundwater protection, salt water intrusion, overdraft)
- Immigration, labor issues, cultural influences of the workforce (past, present, projected)
- Pest prevention, detection, eradication, integrated pest management, pesticide use (synthetic, natural), conventional and organic farming methods
- Technology, research, opportunities
- Marketing (trends, value-added, industry consolidation, sustainability and public relations)

Topics (continued)

- Air Resource Regulations
- Health
- Urban/Ag Interfacing, Ag Buffers, Conservation Easements, Williamson Act
- Land use issues affecting agriculture
- Genetically Modified Organism (GMO) or Genetically Engineered Organism (GEO)
- Ag Tourism
- Education (certificates, degrees, extension, life-long learning)
- “Boots on the Ground Day”

AgKnowledge will assist policy-makers and community leaders in developing an informed appreciation of the broad spectrum of issues affecting agriculture. Class Fellows will better understand the people, families, history and interdependencies of the agricultural industry.

Class Fellows will be able to put a face to the agricultural family; they will see common values with their own families and understand the overall economic backbone - the *us* factor. All of Monterey County will enjoy a better quality of life with a healthy and sustainable agricultural industry.

The program will provide the Class Fellows with educational presentations, tours, hands-on experience and panel discussions with speakers from diverse backgrounds and with different views regarding the complex issues that affect and comprise the agriculture industry.

The long-term goal is that AgKnowledge will develop and sustain community understanding and support for growers, ranchers and all those involved in agriculture in Monterey County.

AgKnowledge 2019 Class XIII Application



Deadline: January 28, 2019

Answer all questions	Class Schedule and Survey Commitment
Provide two references	Photographic Release
Sign your application	Social Media Policy
Review and sign:	Boots on the Ground Day Commitment
Applicant Statement of Commitment	Hartnell Van Release
Employer Statement of Commitment	

Name _____

Home Address _____

City _____ State _____ Zip _____

Work Address _____

City _____ State _____ Zip _____

Employer (if applicable) _____

Position _____

Work Phone _____ Cell Phone _____

E-mail address _____

Payment of \$1,750 is due prior to the first session.

My preferred mailing address is Home Work

Please send program invoice to Home Work

Program invoice will be sent to the work address unless otherwise indicated.

Please answer the following questions completely. *You may attach a résumé or additional materials to supplement your application; however, each of these questions must be answered.*

- 1) Describe your current employment and/or civic responsibilities including professional, community activities in which you have participated within the past three years, including any offices or other leadership positions held.

2) In your opinion, what is the **major issue** affecting agriculture in California **AND** what are the **two major issues** affecting Monterey County Agriculture?

3) How will AgKnowledge benefit you in your profession and community involvement? In consideration of your career and/or civic involvement, what contribution do you bring to AgKnowledge Class XIII?

4) Recognizing that this is an exclusive opportunity, how do you envision that you might be able to apply and/or extend to others the knowledge you gain through participation in the AgKnowledge program?

5) **References:** Please list two people who may be contacted to provide information about your qualifications as an AgKnowledge participant.

Please include: full name, title, address, phone number, and email address

Reference #1

Name _____

Title _____

Address _____

Phone Number _____

Email Address _____

Relationship to applicant: (e.g. co-worker, supervisor, etc.) _____

Reference #2

Name _____

Title _____

Address _____

Phone Number _____

Email Address _____

Relationship to applicant: (e.g. co-worker, supervisor, etc.) _____

6) How did you learn about the program?

7) Do you know anyone who has graduated from AgKnowledge? If yes, who?

8) Please indicate any dietary restrictions.



Applicant's Statement of Commitment

I understand that, if accepted, I am committing to attend all nine day-long sessions and the tenth Boots on the Ground Day. The Tuition for AgKnowledge 2019 is \$1,750, payable to the Grower-Shipper Association Foundation prior to the first session.

I also understand that, if accepted, I will be expected to complete each session's evaluation survey in a timely manner.

Prior to acceptance, you will be interviewed (by phone or in person) by the Executive Director.

Upon acceptance, you will receive **final** confirmation by phone, email and/or mail as well as any additional program materials.

Signature _____

Date _____

Deadline: Submit ALL paperwork by January 28, 2019

Contact Information

Lisa Dobbins, Executive Director
Grower-Shipper Association Foundation
512 Pajaro Street
Salinas, CA 93902
Phone: 831.588.4505
email: Lisa@GrowerShipperFoundation.org



Employer's Statement of Commitment

I understand and acknowledge that _____ has applied to the 2019 AgKnowledge program.

If accepted into the program, he/she can attend each monthly session over the nine-month period in addition to the Boots on the Ground Day without hindrance.

Furthermore, when attending each session and the Boots on the Ground Day, he/she will not be expected to conduct regular business activities.

AGREED:

Signature _____ Date _____

Print Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Contact Number _____

E-mail address _____



Class Schedule (each session is on a Friday)

Some sessions start as early as 7:00 a.m. Punctuality is crucial to each session. Attendance for the full day is essential.

Date	Topic*
March 22	Opening Day - Ag Overview
April 26	Heritage
May 17	Agricultural Workforce
June 28	North County
July 26	Water
August 23	Food Safety, Pesticides & Plant Protection
September 27	Science and Technology
October 25	South County
November 15	Graduation and Closing Reception

“Boots on the Ground Day” is pre-planned between you, another Class member and your assigned ag industry representative.

*Subject to speaker scheduling.

Survey Commitment

The evaluation survey for each session is a very important tool for the AgKnowledge Committee and the Grower-Shipper Association Foundation Board of Directors and is used to help shape future sessions. It is required that you complete each survey within 48 work day hours of the session. The surveys are confidential and anonymous.

Please sign and date below your commitment to attend all sessions, completion of all session surveys and the “Boots on the Ground Day.”

Signature _____

Date _____



Class Guidelines

Attendance

Out of respect to all involved in the AgKnowledge program, it is important that you arrive in a timely manner to all sessions. Attendance to all sessions is important as is communication with the Executive Director.

Cell Phones

Turn off/silence your cell phones and do not text during the sessions. Cell phone use is limited to scheduled breaks listed on the agenda.

Photo/Video Policy

While we encourage you to be able to share your experience in Class XIII and have photos to post on social media, we request that you only use a camera when the speaker allows. You will be advised when you can take photos for personal use. **Video is NOT allowed at any time during the program.**

Social Media

Class Fellows and speakers speak freely during the sessions. For that reason, you are requested **not to post** comments and photos on social media without express permission.

Program Surveys

Each session survey is a very important tool for the AgKnowledge Committee and the Grower-Shipper Association Foundation Board of Directors. We require that you complete the surveys at the end of each session or within 48 hours. The surveys are confidential and anonymous.

I have read and understand the guidelines and agree to adhere to them as a member of Class XIII. I further understand that my attendance to all sessions is essential.

Signature _____

Date _____



Permission to Use Photograph – Photo Release

Subject: 2019 AgKnowledge™ Class XIII Fellow/Program Speaker

Location: Monterey County, multiple locations over nine months

I grant to Grower-Shipper Association Foundation, its representatives and employees the right to take photographs of me and my property in connection with the above-identified subject. I authorize Grower-Shipper Association Foundation, its assigns and transferees to copyright, use and publish the same in print and/or electronically.

I agree that Grower-Shipper Association Foundation may use such photographs of me with or without my name and for any lawful purpose, including, for example, such purposes as publicity, illustration, advertising, brochures, reports and Web content.

I have read and understand the above:

Signature _____

Printed name _____

Organization Name (if applicable) _____

Address _____

Date _____ Email _____

I am a (mark one below):

Fellow-Student

Speaker

Guest

Board Member

Committee Member

Staff

Other _____



Social Media Policy Agreement

I understand and acknowledge that the goal of the AgKnowledge Program is to have community leaders acquire knowledge about a broad spectrum of agriculture in Monterey County and the interdependence in their daily lives.

Because the program is set in a “common learning” environment, fellows and speakers have interaction and speak freely asking questions and sharing information in a “safe place” for learning.

For this reason, we ask that the AgKnowledge Fellows not post comments made by other fellows and speakers on social media platforms.

We encourage you to “friend” or follow @AgKnowledge on Twitter, Instagram and Facebook and “repost” or “like” what is posted on those sites. Please text or email photos to Lisa Dobbins as she will coordinate the posting of photos taken throughout the program. We encourage you to do so.

Signature _____

Date _____

Printed name _____



Boots on the Ground 1/2 Day

This portion of the program offers a unique opportunity to “walk in the shoes of a farmer” and gain an understanding of what it takes to grow, harvest and ship fresh produce to the consumer. It is also a chance for farmers to share what drives them to work the rich soil of the Salinas Valley, thus providing a vital (and tasty) service not only to our community but to others across the country and the world.

Growers, shippers and ranchers are constantly making decisions based on the changing needs of the consumer and concurrently being conscious of the environmental needs of the land they use, all the while maintaining high standards of health and safety, both to their employees and to the consumer. This is a unique opportunity to see the side of agriculture that few people experience! Would you like the chance to walk a field or help fix a fence? What about witnessing a water quality project in full swing or the movement of fresh product to the cooler?

It is the goal of AgKnowledge to expose participants to the many different aspects of Monterey County agriculture, and there is no better way to carry out this opportunity of a lifetime than spending half a day with a farmer to really get your “Boots on the Ground.”

You will be assigned your host. Your **half day** is then planned between you, one other Class member and a grower, shipper or rancher. This is one-on-one time so expect to spend some time in a vehicle and doing some walking. Make sure you bring questions, a note pad and a camera to make a record of this awesome learning experience.

By signing below, you agree to provide a report with the day’s highlights to the Grower-Shipper Association Foundation within 30 days of your “Boots on the Ground Day.”

Signature _____

Date _____

*AgKnowledge is presented by Grower-Shipper Association Foundation, a 501C3 non-profit organization.
AgKnowledge is co-sponsored by the Monterey County Agricultural Commissioner's Office
and the Grower-Shipper Association.*