



AgKnowledge 2017 Class XI

TO: Interested Parties

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

If you are interested in being part of Class XI, please complete the enclosed application and submit it by **Friday, February 3, 2017 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
- Guidelines
- Photo Release form
- "Boots on the Ground Day" Form

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

Thank you,

A handwritten signature in blue ink that reads "Lisa Dobbins".

Lisa Dobbins
AgKnowledge Program Coordinator

*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 2017

Mission and Goals



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

Program Goals

The purpose of AgKnowledge is to provide policy makers and community leaders the opportunity to “walk in the shoes of a farmer,” to see Monterey County through the eyes of those directly involved in the many facets of agriculture, to be a more informed consumer and voter, and to encourage AgKnowledge graduates to extend to others the knowledge and awareness they have gained through participation in the program. It is the hope and expectation that the Class Fellows will better understand the heart of those who work the land and/or otherwise contribute to the production and distribution of agricultural commodities.

Over the next nine months, your seminars and your “Boots on the Ground Day” will take you throughout the diverse geography of Monterey County with farm and agribusiness tours, as well as provide “hands-on” experience covering topics such as diversity of crops commodities, field and food safety, marketing, technology, politics, regulations, labor, immigration, cultural diversity, labor and a history of the industry and some of the families that make up Monterey County Agriculture.

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

Program materials provided:

- Annual Crop Report
- Marketing materials provided by companies, resource and regulatory agencies
- Materials from each seminar, maps, speaker biographies
- AgKnowledge evaluation survey for each session

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

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

Program Topics

- 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 in the marketplace
 - Value-added
 - Industry consolidation
 - Sustainability
 - Public Relations: Consumer attitudes, Health and nutrition programs
- Air Resource Regulations
- 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”

The **goal of AgKnowledge** is to 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.

AgKnowledge will bring to Class Fellows 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 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 2017 Class XI Application



Deadline: February 3, 2017

Before submitting this application to Lisa Dobbins at Grower-Shipper Association Foundation, did you...

- | | |
|--|---|
| <input type="checkbox"/> Answer all the questions | <input type="checkbox"/> Review and sign the Class Schedule and Survey Commitment |
| <input type="checkbox"/> Provide two references | <input type="checkbox"/> Review and sign the Good Ag Practices form |
| <input type="checkbox"/> Submit letter of reference | <input type="checkbox"/> Complete and sign the Photograph Release form |
| <input type="checkbox"/> Employer's letter of support | <input type="checkbox"/> Review and sign the Boots on the Ground Day form |
| <input type="checkbox"/> Review and sign the Statement of Commitment | <input type="checkbox"/> Sign your application |

Name _____

Mailing Address _____

City _____ State _____ Zip _____

Employer (if applicable) _____

Position _____

Work Phone _____ Cell Phone _____

E-mail address _____

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.

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- 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 XI?

AgKnowledge 2017 Class XI Application

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) Letter of reference that includes why you should be accepted into the AgKnowledge program.

7) Letter of support from employer for you to attend all nine sessions plus the “Boots on the Ground Day.” Please include with application.

Statement of Commitment by Applicant



I understand that, if accepted, I am committing to attend all nine day-long seminars and the tenth Boots on the Ground Day. The Tuition for AgKnowledge 2017 is \$1,200, payable prior to the first seminar.

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

Upon acceptance to AgKnowledge Class XI, you will receive the **final** confirmation of program dates and materials for your commitment to participating in this Class.

Signature _____ Date _____

Deadline: Submit all paperwork by February 3, 2017

Contact Information

Lisa Dobbins, AgKnowledge Program Coordinator
Grower-Shipper Association Foundation
512 Pajaro Street / P. O. Box 828
Salinas, CA 93902
Phone: 831.588.4505
Email: Lisa@GrowerShipperFoundation.org



Class Schedule (each session is on a Friday)

March 24	Opening Day
April 21	Heritage and Health
May 19	Water
June 30	Science and Technology
July 21	Agricultural Workforce
August 18	Food Safety and Security
September 15	South County
October 27	North County
November 17	Graduation and Closing Reception

“Boots on the Ground Day” is pre-planned between you, a grower, shipper or rancher.

Survey Commitment

As part of the program review, the evaluation survey for each session 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 in a timely matter. The surveys are confidential and anonymous. We require these to be filled out at the end of each class or within 48 hours with an email confirmation sent to Lisa@GrowerShipperFoundation.org.

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

Upon acceptance to AgKnowledge Class XI, you will receive the final confirmation of program dates and materials for your commitment to participating in this Class.

Signature _____

Date _____

AgKnowledge 2017 Class XI Guidelines



Good Agricultural Practices (GAP)

The products we are dealing with are food items, which will eventually become part of the human body. Thousands of people depend on our integrity and honesty in producing a product in a sanitary manner.

“Food Safety is Everyone’s Responsibility”

All those touring the fields/facilities will follow the Safety guidelines listed below:

1. Hairnets and beard-nets (where applicable) are to be worn by all persons. This is for food safety as well as for your safety. Ag Companies will provide these items.
2. All persons touring the field, to reduce the potential for slip and falls, wear flat-soled, closed toed shoes.
3. Guests must remove all insecure objects, which may be a hazard to the product. This includes, but is not limited to, jewelry, bracelets, watches, rings, necklaces, and exposed body piercings and any item on top pockets of clothing.
4. No food, beverages, candy, tobacco, gum, cough drops, or glass containers are allowed in the production area (this also includes cameras). (The Ag Company representative will inform you if and when and where on the tour cameras and photography are allowed.)
5. Anyone with cuts on their hands must wear gloves at all times while in crop production and produce handling areas.
6. No spitting in crop areas is permitted.
7. All personal belongings (purse, jackets, etc.) are to be stored in designated areas only when touring crop production and produce handling facilities.
8. No shorts or skirts are to be worn on the tour. All tour guests are required to wear slacks (**long pants**). Please avoid wearing loose clothing when touring crop production and produce handling facilities.
9. If you have an illness or contagious disease, which may be a source of contamination to the product, you will not be allowed on the tour of crop growing or produce handling areas.
10. No product, packaging material, etc. is to be touched unless permission has been granted by Tour Lead. If product is to be touched, clean, sanitized gloves must be worn.
11. When sanitary units are used, hands must be thoroughly washed with water and soap. Hands should then be dried with the disposable paper towels that are provided. Towels should be deposited in the designated garbage containers.
12. Do not sit inside the production field, on the edge of a crop row, or on packaging material or food containers.
13. No one is allowed to consume the raw crop while in the crop growing and/or in the produce handling areas.
14. You will be touring working growing and produce handling areas; please remain alert to forklift activity and other working equipment. Safety is everyone’s responsibility.

Photo/Video Policy

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

Attendance

Out of respect to all involved in the AgKnowledge program, it is important that you arrive in a timely manner to all sessions. We understand that there are challenges in your schedule that can come up but attendance to all sessions is important. If there is a challenge, please contact

Cell Phones

Please turn off/silence your cell phones and please do not text during the sessions. As a part of the program, we would request that you limit your phone use to the scheduled breaks listed on the agenda.

Program Surveys

As a part of review of this program, the evaluation survey for each session 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 feedback by the class regarding the.

The undersigned applicant has read and understands the guidelines and agrees to adhere to them as a member of Class XI.

Signature _____

Date _____

Permission to Use Photograph – Photo Release



Subject: 2017 AgKnowledge™ Class XI 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 _____

Mark one choice below:

- | | | | | | |
|--------------------|---------|-------|-----------------|---------------------|-------|
| Fellow/
Student | Speaker | Guest | Board
Member | Committee
Member | Staff |
|--------------------|---------|-------|-----------------|---------------------|-------|

Other _____

AgKnowledge 2017 Class XI Boots on the Ground 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 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 a half a day with a farmer to really get your “Boots on the Ground.”

Your half day is pre-planned between you, a grower, shipper or rancher. This 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.

I will provide a report with the highlights of the day to Grower-Shipper Association Foundation within 30 days after my “Boots on the Ground Day.”

Signature _____

Date _____

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