



AgKnowledge 2015 Class IX

December 22, 2014

FROM:

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TO: Interested Parties

RE: AgKnowledge Class IX

We are currently accepting applications for Class IX of AgKnowledge an executive agricultural leadership program if you feel that you could benefit from this program please complete the enclosed application and submit it by **February 9, 2015**. If you know someone who might benefit from participating in this program, please forward the application or have them contact us directly.

Materials:

Class IX Information

2015 Program Mission & Overview

Please review, complete, sign, and return by February 9, 2015

Application, Calendar Schedule, Day on the Farm Information, Personal Reference
Letter of Support from Employer to attend all seminars if applicable.

If you have any questions, please feel free to contact me directly.

Thank you,

Darlene Din

AGKNOWLEDGE 2015

Presented by Grower-Shipper Association Foundation, a 501 c.3 non-profit organization

Mission Statement: To promote and educate about the economic, health, social and cultural benefits of agriculture to the community and society as a whole.

*AgKnowledge is co-sponsored by;
Grower-Shipper Association and Monterey County Ag Commissioner's Office*



AgKnowledge 2015, Class IX

Presented by
Grower-Shipper Association Foundation

CLASS IX Application

Name _____
Home Address _____
City _____ State _____ Zip _____

Mailing address (if different from above)

City _____ State _____ Zip _____

Employer (if applicable) _____
Position _____
Work Phone _____ Cell Phone _____
E-mail address: _____

Number of years in Monterey County _____

Years in your Career _____

Years involved in Community Service _____

Please answer the following questions completely. *You may attach a resume 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 are **two major issues** affecting agriculture in California **AND** what are the **two major issues** affecting Monterey County Agriculture in the Central Coast Region?

3) How do you feel AgKnowledge will help you in your profession & community involvement and what is the most interesting session listed to you in the program?

4) References: **Please provide a letter of reference (the letter should include information regarding why you should be accepted into the AgKnowledge program)** and 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**

A. _____

B. _____

5.) Letter of support from employer including support to attend all seminars **(if applicable)**.

I understand that, if accepted, *I am committing to attending all nine day-long seminars and the Day with a Farmer. The Tuition for AgKnowledge Class IX 2015 is \$1150.00*, payable prior to the first seminar.

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

Signature: _____ Date _____

Deadline: Please review, complete, sign, and return by February 9, 2015

2015 Application

2015 Calendar Schedule

2015 Day on the Farm Information

2015 Written Personal Reference

2015 Letter of Support from Employer to attend all seminars if applicable.

Contact Darlene Din, Program Consultant, Grower-Shipper Association Foundation,
512 Pajaro Street, P.O. Box 828, Salinas, Ca 93902 (831) 682-0734 darlenedin@earthlink.net

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AgKnowledge Class IX 2015

Thursday March 26, 2015 Alumni/New Class Reception 5:00- 7:00pm

Friday March 27, 2015 Opening Day

Friday April 10, 2015 Heritage & Health

Friday May 8, 2015 Science and Technology

Friday June 12, 2015 Water

Friday July 10, 2015 Agricultural Workforce

Friday August 14, 2015 Food Safety and Security

Friday September 11, 2015 North County

Friday October 9, 2015 South County

Friday Nov 13, 2015 Graduation and Closing Reception

Day with a Farmer is pre-planned between you, a grower, shipper or rancher.

*Please sign and date below your commitment to attend the sessions and the "Day with a Farmer" **Upon acceptance** to AgKnowledge Class VIII, you will receive the **final** confirmation of program dates and materials for your commitment to participating in this Class.*

Name _____ Date _____

Employer (if applicable)

_____ Date _____

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Program Overview- AgKnowledge 2015

Class IX Agriculture: Sustainability/Viability

March: *Introduction to Monterey Agriculture*

We welcome the class with a snapshot of California and Monterey agriculture's current issues.

April: *Who Are We? Heritage & Health*

We begin the day appreciating our generational and cultural heritage. "Know your farmer". We have an opportunity to market fruits & vegetables for the health of our community, the nation, the world. Understanding our community is the connection of our Ag heritage to our future health.

May: *Science & Technology*

Ag science & technology: Air Resources and Climate Change. Technology and innovation --from research to equipment some of the latest and greatest, what are intellectual property right? What is the newest information in Ag and where are we going from here!

June: *Water*

Our water supply -the reservoirs, irrigation, and flood protection with a tour of the water recycling plant, water supply and quality information included will be on agricultural water use, groundwater, conservation practices, monitoring and regulations.

July: – *Agricultural Workforce*

Agricultural Workers: Labor Issues- insights from diverse speakers regarding immigration reform, farm worker housing & health,, labor unions, the ag industry , our workers that produce and harvest crops.

August– *Food Safety & Security*

What are the issues and challenges regarding food safety and the California Leafy Green Marketing Agreement? What does food security mean to California agriculture? What impact does quality assurance have in the field, at the processing plant, and shipping to the customer?

September *North Monterey County*

North Monterey is very different than the Salinas Valley: the Elkhorn Slough, many smaller farms, strawberries, and mushrooms, dairy.

October– *South Monterey County*

You will meet families that have cattle ranches, and viticulture including wineries and other south county business, driving down the Wine Corridor and discussion around transportation the inter-connection of this County.

November – *Monterey County Agriculture. “Graduation Day.” Program Review.*

Key Note speakers will cover current issues that assist you in connection with the many experiences in the program. You will be asked to reflect on your own highlights, share those with the group. We will host a reception in your honor and you will receive a Graduation Photo.

“Day with a Farmer”. This day will be pre-planned with a grower, shipper, or rancher and you. You will meet your farmer/shipper/rancher early in the morning and spend the day in the truck with the farmer/shipper/rancher observing their operations and having real “one-on-one time”. This is your opportunity to have many questions answered and a richer experience through this program. You will provide us with a one page report and photos of your experience.

AgKnowledge Program Overview- CLASS IX

Mission Statement

AgKnowledge 2014

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

Program Goals

The purpose of AgKnowledge is to provide policy makers and other 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. It is the hope and expectation that the Class Members will better understand the heart of those that work the land or otherwise contribute to the production and distribution of agricultural commodities.

Over the next nine months your seminars and your day with a farmer will take you throughout the diverse geography of Monterey County with farm tours and “hands on” experiences 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 information:

- Historical context and/or overview
- Geography and land stewardship
- Crops, technology and economics

- Generational families, cultural issues, workforce
- Political Issues - providing different points of view
- Impact on the communities - developing common threads among each of the seminars

Program materials:

- Annual Crop Report
- Grower Shipper Association 75th Anniversary Commemorative Book
- Marketing materials provided by companies, resource and regulatory agencies
- Materials from each seminar, maps, speaker bio's and contact information, on the website (password protected)
- AgKnowledge evaluation forms for each session

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

- Row crops-vegetables
- Artichokes
- Strawberries
- Wine Grapes
- Mushroom
- Nursery
- 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, cultural influence of the workforce
- Pest prevention, detection, eradication, pest management, pesticide use, conventional and organic farming methods.
- Technology, research, intellectual property rights
- Global markets, world competition and trade issues

- 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
 - General Plan
 - Wine Corridor
 - Agricultural Worker housing
 - Other land use issues affecting agriculture
- Genetically Modified Organism (GMO) or Genetically Engineered Organism (GEO)
- Ag Tourism
- Day with a farmer

The goal of AgKnowledge is to have policy-makers and community leaders develop an appreciation of the broad spectrum of issues affecting agriculture. Class Members will better understand the people, the families, the history and the interdependencies of the agricultural industry. AgKnowledge will bring Class Members a face to the agricultural family; they will see common values with their own families, understanding 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 Members with educational presentations, tours, hands-on experiences and panel discussions with speakers from diverse backgrounds and different views regarding the complex issues that affect the 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.

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