



California Women for Agriculture



**ANNUAL REPORT
2020**



Thank you to Past President Sara Reid Herman for initiating this project.

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Imperial FFA with Secretary of Agriculture Karen Ross at Imperial Chapter relaunch



Lake County Pear Blossoms

Front and back cover: Lake County Vineyard and Clear Lake

MESSAGE FROM OUR PRESIDENT

2020 has been a year unlike any year we have ever seen. The ups and down and twists and turns have been constant and seemingly nonstop. It seems every person I know has been effected in some way. The usual amount of stress that accompanies our work, home, and family life has been multiplied ten fold.

The global pandemic has created many challenges for organizations like ours. Despite this challenging year, California Women for Agriculture has been able to pivot and fully embrace digital life. As one of the largest all-volunteer organizations supporting agriculture, it has been inspiring to see so many members develop new, innovative ways to share agriculture's story.

The lessons from this past year have given us strength and wisdom moving forward. It has opened our eyes to new possibilities for our organization. Our collective strengths, talents, and passions have taken CWA to new heights this year, and we are determined to continue to harness those outstanding skills as we look toward what is possible for 2021.

~Rose



Rose Tyron VanCott
CWA President
2020-2021

North Valley Chapter



MISSION

Engage California women in all aspects of agriculture through education, promotion and advocacy.



Lake County Cabernet

EXECUTIVE BOARD

Rose Tryon VanCott
State President
North Valley Chapter

Sharron Zoller
President-Elect
Lake County Chapter

Maria Azevedo
V.P. External Relations
Merced Chapter

Lora Daniels
V.P. Internal Relations
San Joaquin Chapter

Brandi LoForti
Secretary
Stanislaus Chapter

Kathy Stroschein
Treasurer
Palo Verde Chapter

Joan Webster
Assistant Treasurer
North Valley Chapter

Sara Reid Herman
Immediate Past President
Sacramento Valley Chapter

Marlene Miyasaki
Parliamentarian
Central Valley Chapter

Renee Avilla
Northern - District Director
Sacramento Valley Chapter

Christina Beckstead
North Central - District Director
Merced Chapter

Bianca Ramirez
Central District - District Director
Kern Chapter

Elizabeth Van Eyck
Central Coast - District Director
Carpinteria/Santa Barbara Chapter

Penelope Nagel
Southern - District Director
San Diego Chapter

Merced Radicchio



HISTORY OF CWA

CELEBRATING AGRICULTURE SINCE 1975

As the country entered the 1900's, about half of the United States population lived on farms. By 1920, 30% of the population lived on family farms and by 1980 only three percent of the population lived on family farms. Today only 1.3 % of the population in the United States is involved in farming. Over the past 50 years, agriculture has continued to evolve, expanding into agri-business. This evolution resulted in many women becoming highly respected agri-leaders. This new role includes advocating for safe, reliable, sustainable and an abundant supply of food. Advocacy is accomplished through educating, promoting and advocating with family, friends, communities. Today's leadership of California Women for Agriculture (CWA) has a rich history.

CWA was formed in 1975, in the Coachella Valley during a time of turmoil and challenges. Following the enactment of the Agricultural Labor Relations Act of 1975 and in the midst of the United Farm Workers (UFW) Proposition 14 Farm Labor Initiative campaign, CWA was born. Observing the success of other small agriculture organizations, Patricia "Corky" Larson, a thermal grape grower, contacted Beverly Sfingi to discuss the possibility of organizing supporters of agribusiness to develop a grassroots, women exclusive group who would speak on behalf of the busy farmer, and educate consumers and legislators about all aspects of the agricultural industry. During the summer of 1975, Beverly Sfingi, Cherry Ishimatsu, Patricia "Corky" Larson, and Jerry Taylor became the founding members

of CWA. The name was chosen to include and extend membership women involved and interested in agriculture. In fact the nucleus of the first chapter was made up of farmers and ranchers as well as consumers. Meeting regularly over the summer, they created a constitution, bylaws, and a logo for the organization. The founders began recruiting members to the organization during CWA's first official meeting on November 17, 1975. In November 1977, the leadership created the "Call to Power" that provided all CWA members with foundational tools needed to anchor membership and to grow and flourish.

Today our membership is as diverse as the industry; bankers, lawyers, accountants, marketing professionals, consumers, and farmers and ranchers. CWA is the most active, all volunteer agricultural legislative advocacy group. Today with 21 chapters and over 1300-plus members across the state, we are making a positive impact for California agriculture.

Farmall tractor made by International Harvester (IH)



LEGACY LEADERS

We stand on the shoulders of great leaders...

1976 Cherry Ishimatsu
1977 Kay Wilson-Bolton
1978 Janice Gentle Nakamura
1979-1980 Elsie Bonfantini
1981 Carolyn D. Leavens*
1982-1983 Lynn Skinner
1984-1985 Laurena Johnson
1986-1987 Leona Lewis Montgomery
1988-1989 Betsy Campbell
1990-1991 Janice Braly
1992-1993 Sharan Lanini
1994-1995 Pam Jon
1996-1997 Robyn Black
1998-1999 Linda Macedo*
2000-2001 Ellen Sanders Way
2002-2003 Carol Chandler
2004-2005 Jerri Hansen-Gill
2006-2007 Mary Ann Graff
2008-2009 Diana Westmoreland Pedrozo

2010-2011 Celeste Settrini
2014-2015 Lynn Figone
2016-2017 Jeanette Lombardo
2018-2019 Sara Reid-Herman
2020-2021 Rose Tryon VanCott

**Deceased*



Our founding members from left to right:

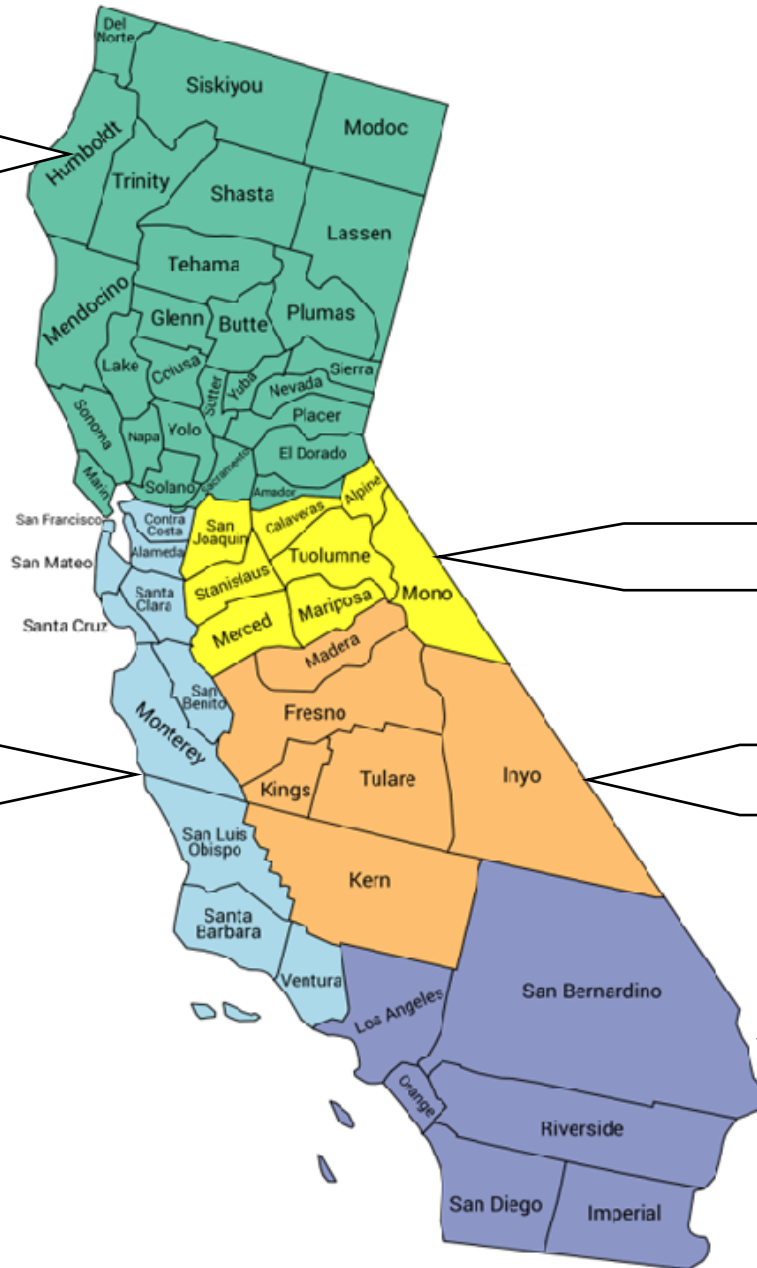
Beverly Sfingi, Jery Taylor, Cherry Ishimatsu, and Patricia "Corky" Larson.

Photo taken: January 1976.

STATE CHAPTERS

NORTHERN DISTRICT

LAKE COUNTY
NORTH BAY
NORTH VALLEY
SACRAMENTO VALLEY
SUTTER-BUTTES



NORTH CENTRAL DISTRICT

MERCED
SAN JOAQUIN
STANISLAUS

CENTRAL DISTRICT

CENTRAL VALLEY
KERN
TULARE-KINGS

SOUTHERN DISTRICT

COACHELLA
IMPERIAL
LOS ANGELES
PALO VERDE
SAN DIEGO

Who we are?

Each chapter is the nucleus of our statewide organization. Members share their experience and knowledge about industry and legislative issues while represent their region's agriculture industry.

CENTRAL COAST DISTRICT

CARPINTERIA-SANTA BARBARA
SALINAS
SAN LUIS OBISPO COUNTY
SANTA MARIA
VENTURA COUNTY

STATE STATS AND CHAPTER PROJECTS

42

Years in Operation

1,336

Members

15,128

Annual Volunteer Hours

21

State Chapters

5

Statewide Meetings

95

Annual Scholarships
Awarded Statewide

400+

California Crops

Santa Maria Chapter



Santa Maria Strawberries

The Casino Night fundraiser is an evening of casino games and BBQ dinner with door prizes, silent and live auctions. For 10 years, held every fall, this event is attended by local business owners, CWA members, family and friends, and members of the community who support local agriculture. The money raised funds school gardens and scholarships for college students studying ag related majors.



Lake County Vineyard

Lake County Chapter

AgVenture is a four-day educational program for community leaders and legislators. The program has been offered each fall for the past 11 years. We have experienced the positive impact of the program with the local and state decision makers as we work with them on agriculture issues. The course covers all the complexities of farming, water regulations, marketing and labor involved in producing the four main crops: pears, wine grapes, walnuts and olives in Lake County.

CHAPTERS' PROJECTS

Ventura County

Since 2003, Farm Day brings 800-1,000 students to experience displays and celebrate Ventura County's agriculture. Local 4-H and FFA students bring their goats, steers, and poultry. The Topa Topa Flywheelers group bring old tractors and talks covering; bee keeping, strawberries and avocado farmers.



Ventura Lemons

Merced

The Annual Spring Luncheon & Faire has been a March event for 42 years. The event is an opportunity to gather with our community, CWA sisters, elected officials, and Ag advocates to raise funds for scholarships for students pursuing higher education, ag related majors, or vocational schooling. Also at this event, a vendor faire promotes local, small businesses and an opportunity to hear from a keynote speaker on ag related topic.



Kern Cotton



Merced Prunes

North Bay

Partnering with the Petaluma Youth Ag Day event for 10 years, the program educates students, their parents and teacher about the agriculture in the Petaluma area. Held in September at the Sonoma Marin Fairgrounds in Petaluma, 600 K-4th grade students spend the day experiencing and learning about agriculture. Stations focus on dairy, apples, chickens, beef and rabbits, local water and dairy agencies and other educational booth round out the activities. Each student goes home with a bag with Ag stickers, pens and coloring books and the teachers receive AG educational materials and lesson plans.

Kern

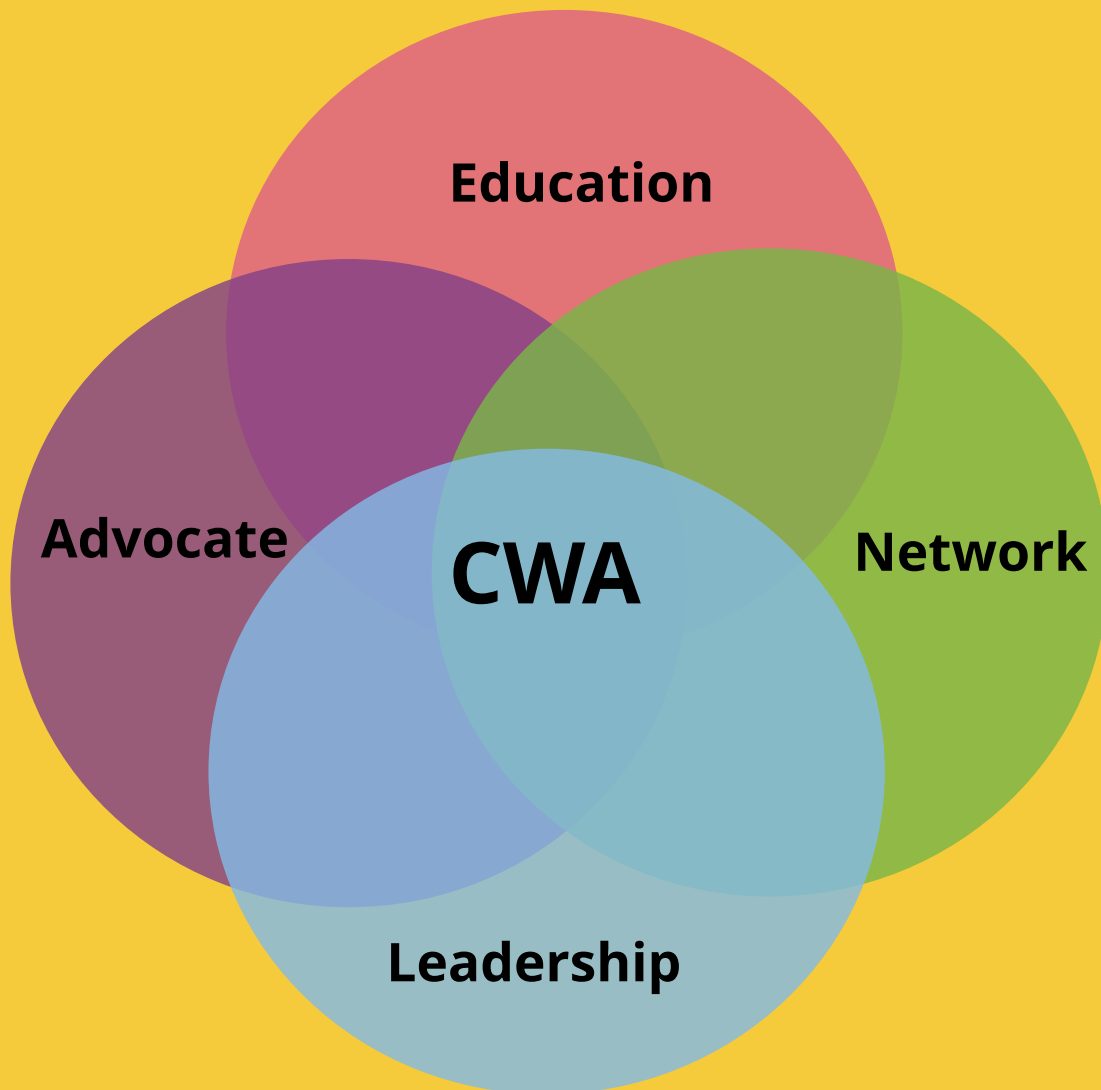
The Basque Crawl is the annual spring scholarship fundraiser. For the past five years the community has supported an evening with a traditional Basque dinner, silent auction, drawings, and live music. The funds raised go directly towards scholarships for local high school seniors and college students studying Agriculture.



Petaluma Dairy

MEMBERSHIP

Members make it happen!

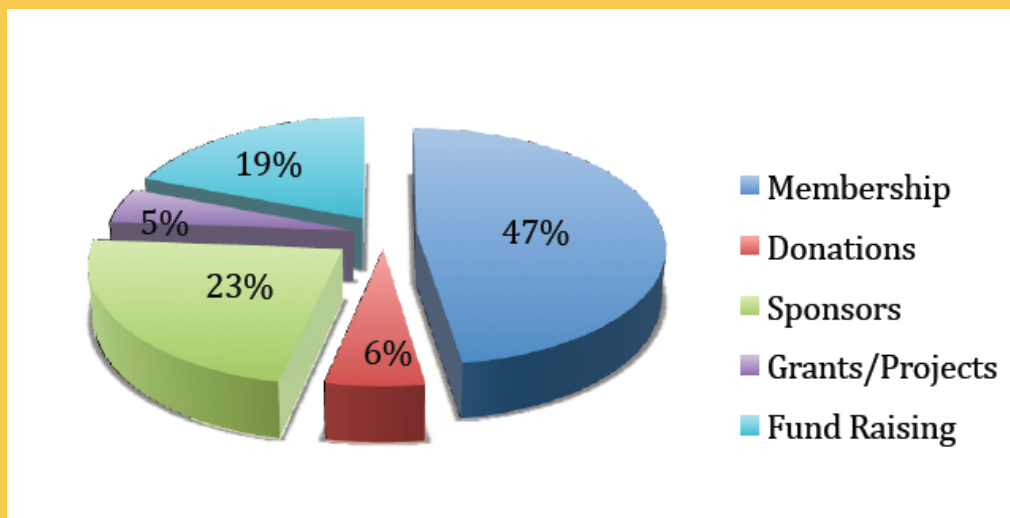


California Women for Agriculture is a non-profit, non-partisan organization passionate about educating and promoting the importance of California agriculture to ensure our families have access to a safe, nutritious, and an abundant food supply. We welcome all members who share our values and beliefs in promoting and advocating for a strong sustainable California agriculture community.

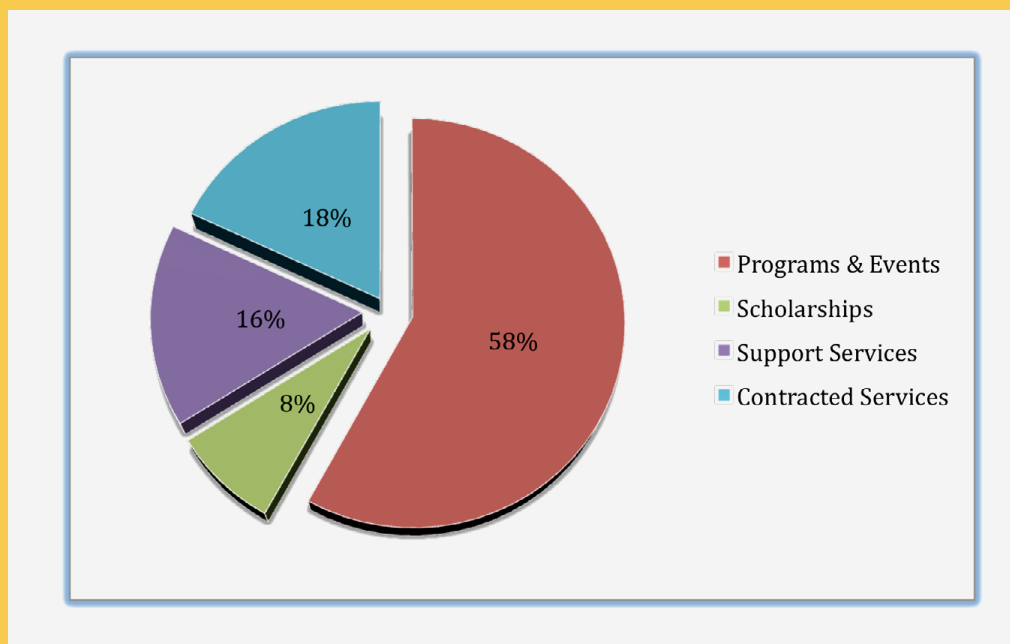
We strive to build a vibrant dynamic membership community. Members enjoy opportunities for collaboration, leadership skill development and networking with a group of talented professionals. Today our membership is as diverse as the industry we represent. With 21 chapters and over 1,300 members, CWA is the most active, all volunteer agricultural organization in the state. The members are actively engaged in public relations, education and legislative advocacy on behalf of agriculture.

FINANCIAL OVERVIEW

Income



Expenses



CWA's financial statements are presented at each statewide meeting. An annual reconciliation of the finances is prepared and presented at the January meeting. An outside audit of the financial is conducted biannually and/or at the change of treasurer.

LEGISLATIVE ADVOCACY

THE CORNUCOPIA AWARD

The annual CWA Cornucopia Award is an honor given to urban legislators who have demonstrated their commitment to considering the impact of legislation on the agricultural sector and assist in providing resolutions to the issues that support agricultural interests, concerns, jobs and farmland.

These legislators are open and willing to learn about agriculture and its importance to California's economy. They meet with CWA members and discuss issues that impact the framing community's ability to produce an abundant, safe, reliable and economic food supply.

Each of the honorees is given the opportunity to name one or two teachers in their area to attend the Ag in the Classroom conference in the Fall as a guest of CWA.

Education, education, education! Our outreach goals with legislators and decision makers is to educate, advocate and promote California agriculture. Education is first. We know that policies and regulation have a far-reaching economic impact on everyone, after all, we all eat! Capitalizing on our *'first hand'* agriculture knowledge, our goal is to discuss and engage policy makers in informational dialogue, reach out to the media, as well as educate the broader public. Our advocacy works to keep Ag production competitive, viable and ensure our food supply's security. In a world where opinions are plentiful, people are far removed from the farm and where in-depth analysis is often hard to find, CWA leverages partnerships with agricultural organizations to keep legislators and decision makers well informed.

Snapshot of Past Cornucopia Award Recipients

- 2019 Susan Talmantes Eggman
- 2018 Catharine Baker
- 2017 Jim Cooper
- 2016 Cheryl Brown
- 2015 Jimmy Gomez
- 2014 Bill Quirk
- 2013 Toni Atkins
- 2012 Fiona Ma



Capitol Building in Sacramento

DONOR MEMBERS

Thank You! WE APPRECIATE YOUR SUPPORT.

Platinum (\$1,000+)

Farm Credit

Gold (\$500-\$999)

David and Sara Herman

Ellen Way/Sanders Family Almond Ranch

Jeanette Lombardo

Silver (Up to \$499)

Carol Chandler

Diana Westmoreland Pedrozo

Elizabeth Van Eyck

Imperial Valley CWA

Jane Bedrosian

Lora Daniels

Margit Chiriaco Rusche

Renee Avila

Sharron Zoller

Stephanie Sobotka

Valent USA

Ventura County CWA

Legislative Reception Sponsors

Ag Council of California

Bayer Crop Science

California Association of Pest Control
Advisors

California Cotton Ginners & Growers
Association

California Farm Bureau Federation

California League of Food Producers

California Fresh Fruit Association

California Grain and Feed Association

California Seed Association

California Strawberry Commission

Corteva Agriscience

Far West Equipment Dealers Association

Kahn, Soares & Conway, LLP

Pacific Egg & Poultry Association

Syngenta Crop Protection

TriCal, Inc.

Western Agriculture Processors Association

Western Growers Association

Western Plant Health Association

Western United Dairies



Lake County barn

Ag Boosters BBQ Sponsors

Country Store Sponsor

Ultra Gro

Harvest Sponsors

Eden Vale Dairy

Farm Credit Alliance

Mid Valley Packaging Company

National Raisin Company

Tanimura & Antle

JOIN US

We accomplish amazing things because of our chapter members and donor members. Collectively, we are powerful and can accomplish amazing things. Join our network of passionate volunteers dedicated to the stewardship and conservation of California agriculture. Select your annual membership option, scan the UR Code and join today!

Donor Members

Minimum \$100

Achieving impact through your membership.



Chapter Members

\$40 per person

Renewing your chapter membership is an investment in CWA leadership. Invite a friend to join or gift an initial membership.



Students

\$20 per person

Students between the ages of 18-24 may join and receive support as emerging professionals.



Thank you for being part of our California Women for Agriculture Community.

Visit us at: www.cawomen4ag.com

Email us at: statecwa@gmail.com **Like us on Facebook:** @statecwa

Follow us on:

Twitter: @statecwa

Instagram: @statecwa

Linkedin: @californiawomenforagriculture



Kern Almond bloom



California Bounty



CALIFORNIA WOMEN
for AGRICULTURE

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