

COMPASS

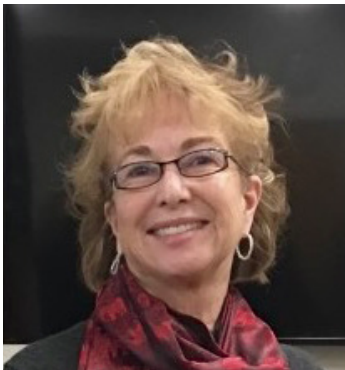
Issue 3

May 2022



President's Message

By: CWA State President Sharron Zoller



People join organizations for many reasons: to accomplish a goal, to “pay it forward,” or to find an opportunity to meet new people—but the most powerful reason for joining is from a personal invitation. EACH ONE BRING ONE.

**EACH ONE
BRING ONE**

A personal invitation creates the possibility of sharing defining experiences with others— those unexpected, delightfully memorable, engaging and meaningful moments that can lead to lifelong friendships. These intangible riches cannot be monetized by the cost of membership.



ME TO WE. How can we reach out to potential members? One of the ways to approach a new person is with a good “elevator pitch”—one that should last no longer than a short elevator ride, hence the name. It should be INTERESTING, MEMORABLE and SUCCINCT. It needs to focus on the WHY we do what we do: educate, promote and advocate for California Agriculture

ideally, it should include a personal story of how CWA changed our lives, and end with an invitation to come to an event.

We are happier and more productive when we are part of a diversified team. We are people from ALL backgrounds, and ALL walks of life who are willing to come together to serve our communities as a team.

What makes a GREAT team? It's YOU!

Without YOU as an individual and as a teammate there is no team.

YOU bring a unique set of gifts and talents that no one else on the team brings.

YOU bring a unique set of perspectives that no one else has heard.

YOU bring a unique history and group of experiences that no one else has lived.

YOU personally commit to using your uniqueness and talents to help drive your team to greater heights.

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Presidents Message Continued

With your help, we can grow our team. Each of YOU can become an inspirational leader by focusing your strengths and helping others find and capitalize on their unique talents. There is strength in numbers. As we grow more—as in increasing our membership, we are able to do more—as in bigger and more impactful service projects.

If EACH ONE BRINGS ONE we can continue to make a significant impact on our time-honored goals!

Cheers,

Sharron Zoller
State President
California Women for Agriculture



Welcoming Our May Statewide Meeting Speakers

By: Barbara LeVake



(Left): Director Karla Nemeth, Director for the California Department of Water Resources, will be addressing CWA members in Sacramento on May 16th. We look forward to hearing from her on a number of water related issues, including voluntary agreements.

Prior to joining DWR, Nemeth worked at the California Natural Resources Agency as Governor Brown's deputy secretary and senior advisor for water policy since 2014. She was the Bay Delta Conservation Plan project manager from 2009 to 2014.

Nemeth received a bachelor's degree in political science and Latin American studies from the University of California at San Diego, and a master's degree in public administration from the University of Washington.



(Left): DeeDee D'Adamo, Vice Chair, of the State Water Resources Control Board will be our guest at the evening legislative reception on May 16th in the evening and will address our group on important water issues. She serves in the ag position on the Board.

Dorene (DeeDee) was appointed to the State Water Resources Control Board by Governor Brown in 2013. She previously served on the California Air Resources Board under the Brown, Schwarzenegger and Davis

Administrations. D'Adamo served in various capacities for Members of Congress from the San Joaquin Valley, working primarily on agricultural and environmental legislative and regulatory policy.

Ms. D'Adamo earned a Bachelor of Arts degree from the University of California at Davis and a Juris Doctor from the University of the Pacific, McGeorge School of Law. She lives in Turlock and is married to a farmer.

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CALIFORNIA WOMEN FOR AGRICULTURE

SACRAMENTO STATEWIDE MEETING & LEGISLATIVE VISITS

Join us on May 16-17 as we communicate directly with state legislators and administration the importance of supporting California's number one industry: agriculture!



CALIFORNIA WOMEN for AGRICULTURE

If you eat food and wear clothes you are involved in agriculture.

CHECK US OUT!
www.CAwomen4ag.com

The Compass is the external communication for California Women for Agriculture. Recipients include CWA members, agriculture organizations, associations, elected and appointed officials and other selected recipients. Chapters are encouraged to submit news, photos, announcements, articles, and suggestions. Directors should submit issue updates and information in advance if action is required.

The Compass is published four times a year by California Women for Agriculture as a service to members.

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Upcoming Changes in Sacramento

By: Barbara LeVake

At CWA's March SWM attendees enjoyed a great presentation by Dominic DiMare, partner and legislative advocate with Arc Strategies. Dominic was raised in, and around, a thriving California-based family produce company and learned every aspect of the family enterprise from the ground up. His family farming business, plus his experience of walking the halls of the California State Capitol and having previously served as the Vice-President of Governmental Affairs for the California Chamber of Commerce, makes him one of the most knowledgeable and effective lobbyists in Sacramento.



As Dominic shared with our group, the faces of the legislature will significantly change after the election this year. As a result of approaching term limits, new district lines and other political opportunities outside of the state Capitol, there will be dozens of new legislators. At last count, there were 26 Assembly members and State senators who are not seeking re-election in November or have already left mid-term. There are seven senators who are unable to seek re-election in 2022 due to legislative term limits. There will be a lot of new members to educate on the importance of agriculture and a domestic food supply.

This year, a total of 2,000 bills have been introduced: 1,361 in the Assembly and 659 in the Senate. Most of these bills will have been heard in their first policy committees in April.

Congratulations of to Our 2022 Cornucopia Winners: Senator Susan Rubio and Assembly Member Blanca Rubio

The CWA Cornucopia Award is an annual 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 are willing to meet and discuss issues that impact the grower community's ability to produce an abundant, safe, reliable and economic food supply.

The Rubios are the first sisters to serve in the California Legislature.



Senator Susan Rubio

Senator Susan Rubio was elected to the California Legislature in 2018 and represents Senate District 22. Previously, she was a public-school teacher for 17 years at Baldwin Park and Monrovia school districts and was an elected official for 13 years in the City of Baldwin Park.

The first Latina Chair of the Senate Insurance Committee, Senator Rubio is on the Senate leadership team as Assistant Majority Whip. She is a Committee Member of Energy, Utilities, Communications; Health; Transportation; Governmental Organization; and Joint Committee on Rules. She is Co-Chair of the Wildfire Working group and is also a member of the Senate Housing Working Group.

She is Chair of the Senate Select Committee on Domestic Violence. In addition, she is a Member of the Select Committees of the Asian Pacific Islander Affairs; Mental Health; and California, Armenia and Artsakh Mutual Trade, Art and Cultural Exchange. She is also a Member of the Latino Legislative Caucus, Legislative Jewish Caucus, Los Angeles Caucus, San Gabriel Valley Caucus and Legislative Women's Caucus.

Born in Juarez, Mexico, Senator Rubio is the proud daughter of a former bracero worker and housekeeper. She attended East Los Angeles College and earned a Master's Degree in Education from Azusa Pacific University. She now lives in Baldwin Park, California.

Senate District 22 is comprised of the cities of Alhambra, Arcadia, Azusa, Baldwin Park, Covina, El Monte, Industry, Irwindale, La Puente, Monterey Park, San Gabriel, Rosemead, South El Monte, Temple City and West Covina as well as the unincorporated communities of Avocado Heights, Charter Oak, Citrus, East Pasadena, East San Gabriel, Mayflower Village, North El Monte, South Monrovia Island, South San Gabriel, South San Jose Hills, Valinda, Vincent and West Puente Valley.

Assembly Member Blanca Rubio



Assemblywoman Blanca E. Rubio was elected in November 2016 to represent California's 48th Assembly District, which includes the cities of Azusa, Baldwin Park, Bradbury, City of Industry, Covina, Duarte, El Monte, Glendora, Irwindale, Monrovia, West Covina, and the San Gabriel Valley unincorporated areas of Los Angeles County, including Bassett, Charter Oak, Citrus, East Arcadia, Ramona, Valinda and West La Puente.

Before coming to the Assembly, Blanca spent 16 years as a teacher and 20 years in elected office, serving on the Valley County Water Board and Baldwin Park Unified School District. Her students-first philosophy made Blanca a leader and champion for students in and out of the classroom. She was successful in her efforts to improve academic outcomes for students, aligning them with vital resources for college preparation.

Blanca was born in Juarez, Mexico, and came to the United States with her parents at a young age. Her personal experiences have given her a genuine understanding of the everyday struggles and barriers that immigrants and working families continue to face in the United States.

Assemblymember Rubio received her Bachelor's Degree in Business Administration and Master's Degree in Education with a Multiple Subject Teaching Credential from Azusa Pacific University. Blanca is a resident of Baldwin Park and a proud mother of two children.

CWA Member Spotlight: Mary Vanoni

By: Monique Bienvenus, Communications Director

CWA Central Coast District Director Mary Vanoni has been a member of the CWA for just under 25 years, and has held many titles within our organization. From Chapter President to State District Director, Vanoni's leadership and expertise has guided numerous young women in agriculture, and she continues to set an exemplary example of advocacy today.

"I have been in the Ventura County CWA Chapter for about 25 years," stated Vanoni. "I put on a Farm Day at my kids' school one year and decided that I'd like to continue with that, and involve CWA - so I joined a group of wonderful ladies and never looked back."

A third-generation Italian farmer, Vanoni and her family live in Saticoy, California, a quaint farming community nestled between Ventura and Santa Paula. There, she and her family grow lemons and avocados, although she remembers growing numerous crops throughout her lifetime.



CWA Central Coast District Director Mary Vanoni has been a member of our organization for approximately 25 years!

"Over the years, I can remember growing all types of row crops: lots of lima beans, walnuts, oranges, blueberries, etc.," Vanoni reminisced. "I even managed the first Ventura Farmer's Market, oh so many years ago."

When asked why Vanoni feels agriculture advocacy is important, Vanoni noted that we need local produce to help people live healthy lives and keep the economy going. She stated that California especially needs advocates, as our state is faced with tough regulations and growing urban populations.

Vanoni is a wealth of knowledge and her thoughtful leadership has helped our organization grow. We are so fortunate to have her as a member, and encourage you to reach out to her at mvanoni@sbcglobal.net should you want to get more involved in the Central Coast area.

Farmer's Challenges

By: Tracy Chow, Federal Government Affairs Specialist, Western Growers, CWA Federal Task Force Director

U.S. farmers are experiencing unprecedented cost increases in nearly every aspect of their operations. Over the past two years, farm production expenses have generally increased nearly 20 percent since 2020. Breaking out the costs, it is even more drastic. Trucking costs have increased 25 percent nationally. Fertilizer prices have doubled. Gas prices are now the highest in U.S. history, with pictures of California prices inching near \$6.00 serving as the poster child of the crisis in national media outlets. For farmers that export, the West Coast ports have presented additional problems in the form of excessive congestion, high freight rates, and unpredictability – all of which is undercutting markets and the reputation of U.S. farm products overseas.

The causes are numerous, complex, and intertwined. The COVID-19 outbreak and pandemic led to unprecedented economic slowdowns and subsequent ramp ups, which has thrown the global movement of goods into disarray. Agriculture and food supply chains in particular were not designed, nor prepared, for the ensuing fits and starts in consumer demand and logistics. Moreover, historic levels of government spending and emergency policies – intended to support the nation through the pandemic and stimulate the economy – has contributed to the current inflation ramp up. The conflict between Russia and Ukraine has only injected further upheaval into global supply chains, prices, and economic outlook.

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The challenges are clear, but the solutions are not. The scale and scope of the dual supply chain-inflation crisis make it near impossible to resolve any singular issue in a significant way. Nevertheless, ideas and strategies continue to be proffered. 'Gas tax holiday' has become the buzzword at the federal and state levels. California Gov. Newsom specifically has proposed nearly \$9 billion in tax refunds tied to vehicle ownership. The agriculture sector, among others, has also been urging Sacramento to relieve or delay certain current and impending regulatory pressures. These include regulations on trucking, industrial emissions, and environmental red tape. For farming input costs, there is a push to eliminate U.S. tariffs on crucial imported supplies like fertilizers and machinery. Both federal and state officials have elevated the need to move ag exports more aggressively, although actions in and around the marine ports to date have had mixed results.

Unfortunately, these tough farming conditions are not expected to alleviate any time soon. Food and farming supply chains may not return to 'normal' until late 2023, and 'normal' may be redefined entirely.

Are you ready for an AgVentura with Ag in the Classroom?

By: Mindy DeRohan, Ag in the Classroom

We're back!

The California Agriculture in the Classroom Conference will be held in person September 22-24, 2022 at the Ventura Beach Marriott in Ventura, CA. The annual event aims to energize classroom teachers, administrators, afterschool coordinators, and community volunteers to bring agriculture into their classrooms and programs.

"For the last two years, the California Ag in the Classroom Conference has been held virtually. We cannot wait to be back in person with teachers throughout the state to explore Ventura county agriculture first-hand," said Judy Culbertson, executive director of the California Foundation for Agriculture in the Classroom.

The California Agriculture in the Classroom Conference goal? Help educators teach K-12 students about the importance of agriculture to California's economy and environment and their health and lifestyles.

Participants will receive teaching resources aligned to Common Core and Next Generation Science Standards and tour different farms and ranches, including some of Ventura County's top commodities. Dynamic speakers, workshops, a farmer panel, exhibits, and many networking opportunities round out the conference programming. Participants will also engage in hands-on learning activities to take home to their communities, with the ultimate goal of providing opportunities to explore the food and fiber industry and to enrich their own curriculum.

"I enjoy Ag in the Classroom Conference for the expansion of awareness that is generated and that in turn enables the students to learn more about their environment (earth), and their place in it. Students always gain insights and appreciation for agriculture's role in our daily lives," said a 2018 Conference Attendee.



Above: Educators celebrating Agriculture Literacy at a past California Agriculture in the Classroom Conference.

Below: Conference attendees learn about the diversity of California agriculture at the Taste of Bell Pepper: Educators learning about Bell Pepper on a California Ag in the Classroom Conference tour.



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Traditionally, California Foundation for Agriculture in the Classroom has worked closely with the California Women for Agriculture and we very much appreciate the support received from both the state organization and the local chapters. From helping arrange tour locations to hosting tables during the Taste of California dinner, the California Women for Agriculture are a valuable partner that we look forward to working with each year.

For many years, CWA identified two legislators to present the Cornicopia Award to, and those legislators are given the opportunity to select one teacher each to receive a conference scholarship to attend the annual conference. CWA chapters have also helped support the California Agriculture in the Classroom Conference by providing scholarships for local teachers who are excited to teach about agriculture and want to attend the annual conference. Ag in the Classroom is happy to help facilitate the scholarship process.

Conference registration will be available online at www.LearnAboutAg.org/conference. If your chapter would like to provide scholarships (approximately \$300) to help teachers attend the 2022 California Agriculture in the Classroom Conference, please contact Mindy DeRohan at Mindy@LearnAboutAg.org.

March Statewide Meeting - Fun for All!

By: Debra Keenan, Southern District Director

The March SWM on the 25-27 was in Imperial, CA. Wow! What a wonderful time and amazing meeting, from the tours to the dinner and musical entertainment at the Cameron Family house to the meeting itself. The Imperial Chapter did an outstanding job and wanted to give a shout out to the IT ladies, Brea Mohamed and Kate McCutcheon.

The tours were both educational and informative. The Mesquite Land and Cattle Company tour was impressive. The discussion about feeding lots and feed rations was extremely interesting. The Imperial CBD facility was intriguing to learn about the production process of these products that help so many. The Imperial Olive Mill was great, and I believe we all helped support the little store. The Humble Farmer was a wonderful place to end the day and learn that they make their beer on site.



The meeting itself started with an amazing inspirational message from Rhett Smelser, Magnolia 4H. We received updates from all the officers. Dominic DiMare's talk about pesticides was extremely interesting. Debra Keenan Stroschein spoke on GMOs - fact or fiction. Natalie Peraza and all the Imperial Chapter ladies did an amazing job. Their hospitality was beyond impressive.





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CWA Upcoming Events

June 5-7, 2022	AAW Fly-in	Washington, D.C.
September 10-1, 2022	CWA SWM/BBQ	Merced, CA
November 2-6, 2022	AAW Convention	Bozeman, MT
November 12 -13, 2022	CWA SWM	Ripon, CA