

# COMPASS

ISSUE 5 | NOVEMBER 2022



## Importance of Women Mentoring Other Women

By: CWA State President, Sharron Zoller

*"Tell me and I forget, teach me and I may remember, involve me and I learn." — Benjamin Franklin*



We look back and forward at the same time. We look back at our heritage and our mission and forward to building strong teams for a successful CWA future. To do this we need to mentor our own. Choosing to be a mentor doesn't require that you must be a fountain of sage advice or have a wise answer to every question. A mentorship can play a critical role in a woman's life by helping her see that a leadership role is within her reach. One of

the most important characteristics of a good mentor is listening. While no mentor subscribes to a one-size-fits-all prescription to mentoring, all agree that listening to mentees empowers each to learn, grow in a positive direction and develop strategies specific to the person's skills and current needs. It's about them.

Mentoring is as old as humanity. The oldest references to this topic can be found in literary sources that date back to the mythical. The origins of both the concept of mentorship — the professional training of a pupil by a more experienced peer — and the name 'mentor' comes from Homer's classic poem, The Odyssey. Homer's poem was written about 800 BCE and describes a time around 1200 BCE when Odysseus, King of Ithaca, was preparing to leave for the Trojan War in Troy for what turned out to be a 10-year absence.

During his preparations, he wanted to ensure there was someone who could look after his son, Telemachus, in his absence. Athena, goddess



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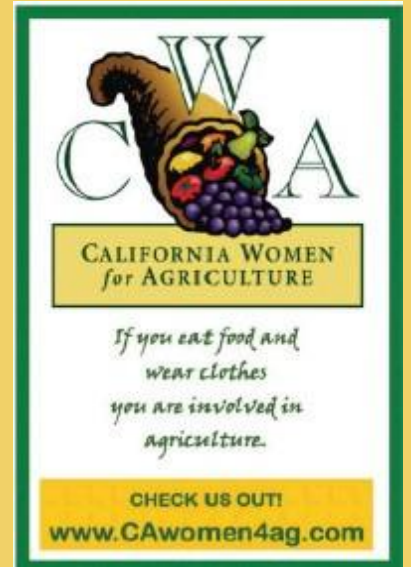
# AG BOOSTERS 45<sup>TH</sup> ANNUAL BARBECUE



On September 11, 2022, at picturesque Panoche Creek River Ranch, California Women for Agriculture and Fresno State's Ag One celebrated a 45-year partnership raising money to support California Agriculture. The Ag Boosters Barbecue has raised more than \$1 million for both organizations. This support has played an important role in Ag One's ability to support students and programs in the Jordan College of Agricultural Sciences and Technology at Fresno State. Since 1979, Ag One has provided some 5,000 students with more than \$8.5 million in scholarships as well as program support.



In the 2022-2023 academic year, \$850,000 will be awarded to deserving students and programs. CWA hosts a silent auction and commodities store for the ag supporters to bid on an array of treasures and to purchase from the bountiful selection of fresh fruits and vegetables. CWA uses the funds raised by the barbecue to advocate for a strong sustainable California agriculture community through education and legislative programs and by giving nearly \$100,000 in scholarships annually.



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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## Speaker for the November 2022 SWM



### Molly Watkins

Molly Watkins is a freelance event coordinator with expertise in media relations. She lives in Linden on a ranch with beef cattle and cherry, peach, almond, and walnut orchards. Molly is married to Kenny and has two adult children. She is a 4-H leader, Grange officer, John Birch Society officer, and Vice President of the San Joaquin-Stanislaus CattleWomen. Molly serves on a variety of agriculture committees for Farm Bureau, California Women for Agriculture, and the San Joaquin Resource Conservation District. She also judges competitive gymnastics and is an alumnus of the Sacramento State Women's Gymnastics team. Molly Watkins is a concerned citizen who has become knowledgeable about the election system and its short comings.



### Melissa Machado Cheney

Melissa Machado Cheney, Health and Fitness professional and owner of One Body Whole Health in Linden, CA. She is a farmer's daughter, farmer's wife and is on a mission to inspire and help others (especially women) to become the best version of themselves.

## USDA Invests \$14.2 Million in 52 Urban Agriculture and Innovative Production Efforts

### Release & Contact Info Press Release

Release No. 0228.22

**Contact:** USDA Press  
**Email:** [press@usda.gov](mailto:press@usda.gov)

**WASHINGTON, Oct. 26, 2022** – The U.S. Department of Agriculture (USDA) is investing \$14.2 million in 52 grants that support urban agriculture and innovative production. This investment, which includes American Rescue Plan Act funds, will allow grant recipients to expand access to nutritious foods, foster community engagement, increase awareness of climate change and mitigate the effects within urban areas, provide jobs, educate communities about farming, and expand green spaces.

These grants build on \$26.3 million in projects funded since 2020 and are part of USDA's broad support for urban agriculture through its Office of Urban Agriculture and Innovative Production (OUAIP).

"This competitive grant program has already had tremendous impacts for communities across the country, and we look forward to partnering with local organizations to support agriculture in the urban landscape while also empowering local communities to provide fresh, healthful foods," said Robert Bonnie, USDA's Under Secretary for Farm Production and Conservation. "This grant program is part of our broad support for urban agriculture, local and regional food systems and underserved communities."

*(Read the full article at [www.cawomen4ag.com/statewide-meeting-information/](http://www.cawomen4ag.com/statewide-meeting-information/))*



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# Statement of Goals and Principles

**PRIME TRUTH:** The private enterprise system is the best method to develop human potential. Preservation of the family farm system is essential to the continuation of the private enterprise system.

**GOAL I:** To present the real identity of American farmers to urban consumers, politicians, educators, media, and church groups.

- A. To foster a positive self-image.
- B. To correct the inaccurate images presently accepted and outside the farming community.

**GOAL II:** To develop an appreciation within and outside the farming community of the interdependence of the components of the agricultural system.

- A. To institute dialogue between the agricultural community and other segments of the consuming public such as labor unions, women's organizations, churches, and the media.
- B. To promote understanding of the interdependence of agriculture and the American consumer.
- C. To clarify the interdependence of the diverse segments of agriculture and its various support systems.

**GOAL III:** To develop a responsible and accountable membership that is willing to assume positions of influence in areas that affect the private enterprise system.

- A. To discover, care about, nurture and utilize the capabilities and interests of the membership.
- B. To encourage members to assume leadership roles in areas of influence.
- C. To foster an attitude of constructive dissent and develop a sense of responsibility to leadership in the face of controversy.
- D. To develop and encourage open communication within the membership.
- E. To develop a responsible leadership and membership accountable to each other.

**GOAL IV:** To support a marketing system which makes quality food and fiber available to all at a reasonable cost and at a fair profit to the farmer.

- A. To ensure farmers are presented in the decision-making processes that affect price formulas, tariffs, embargoes, aid, and trade negotiations.
- B. To educate the public about the nature of the private enterprise system.

**GOAL V:** To seek that common ground which provides the foundation for a unified agriculture.

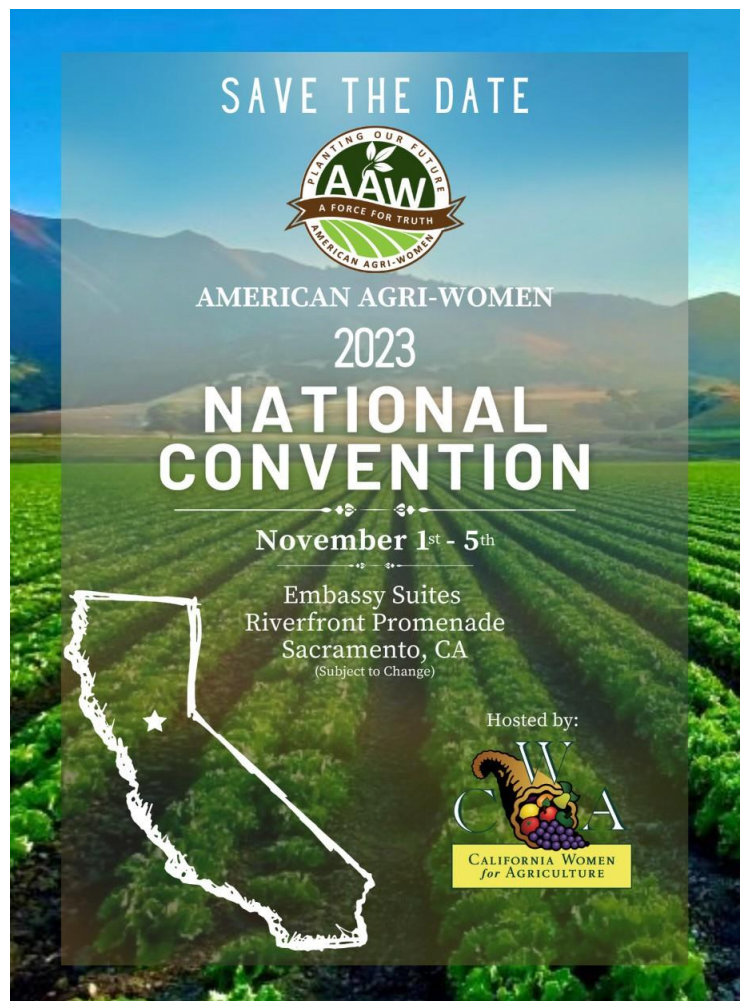
- A. To foster communication and cooperation among the various farm organizations, commodity groups, farming regions and individual farmers.
- B. To promote positive attitudes and understanding among all components of the food and fiber system.

**GOAL VI:** To develop allies to broaden agriculture's influence.

- A. To initiate dialogue with potential allies.
- B. To pursue and develop common ground.

**GOAL VII:** To effectively stand against coercive methods which unjustly attack the agricultural systems.

- A. To identify oppressive attitudes and actions which prey upon the agricultural community.
- B. To respond with appropriate action, accepting our responsibility to future generations.
- C. To aid the industry in the protection of agricultural commodities.



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# Task Force Director Reports

CWA has subject matter task force directors which include; state and federal legislation directors, state and federal legislative outreach directors, land use, water, Agscience & technology, Ag business, Endangered species, and Natural resources directors. The directors report to the president elect, legislation, and the balance are coordinated by the VP External. The assignment is to stay current on the related issues and create a report for the membership at each of the statewide meetings. If you have a passion for any of the task force topics, please let me know, szoller@hotmail.com.

Sharing three task force director reports from the September 2022 SWM.

## 1. Natural Resources Task For Director Report

*Submitted By: Cheryl Lambert*

### Current legislation (state or federal) or Rulings applicable to this task force:

#### **Federal Government**

Please see the CWA Latest News for You Newsletter for the federal legislation affecting agriculture

#### **Visit U.S. Congress Legislation website:**

<https://www.congress.gov/search?q=%7B%22source%22%3A%22legislation%22%7D> or the Federal Register: <https://www.federalregister.gov/>; or New Beta website: <https://ecfr.federalregister.gov/> and Search for your topic of interest.

#### **State of California**

Please see the CWA Latest News for You Newsletter for the state legislation affecting agriculture Visit this website <http://leginfo.legislature.ca.gov/> for information on Bills and Legislation for the 2022 session. Do an advanced search for the subject including the natural resource and agriculture tags.

*(Read the whole report on page 19 of Sept 2022 SWM Report at [cawomen4ag.com/statewide-meeting-information/](http://cawomen4ag.com/statewide-meeting-information/))*

## 2. Ag Science & Technology Task For Director Report

*Submitted By: Paige Gilligan*

### Current legislation (state or federal) applicable to this task force:

**Federal —** USDA will begin accepting applications for \$100 million in grants to fund transportation fueling and fuel distribution facilities for higher blends of ethanol and biodiesel, reports Agri-Pulse. The new funding is separate from the \$500 million earmarked for biofuel infrastructure in the recently enacted Inflation Reduction Act. The department is providing the money through the Higher Blends Infrastructure Incentive Program. In April, USDA made \$5.6 million available through HBIIP that is expected to increase availability of biofuels by 59.5 million gallons per year in California, Delaware, Illinois, Maryland, New Jersey, New York and South Dakota. The new round of HBIIP grants will cover up to half of total eligible project costs, but not more than \$5 million per company. The higher-blend fuels "must be greater than 10% for ethanol and greater than 5% for biodiesel," USDA said.

*(Read the whole report on page 26 of Sept 2022 SWM Report at [cawomen4ag.com/statewide-meeting-information/](http://cawomen4ag.com/statewide-meeting-information/))*

## 3. Ag Education Task For Director Report

*Submitted By: Jane Bedrosian*

I would like to take this opportunity to direct your attention to the various resources available regarding Ag, and specifically to this year's "Ag in the Classroom Conference." This year's conference will take place on

September 22-24, 2022 at the Ventura Beach Marriott. It is not too late to register, so see details below. Also take note of the Literacy for Life grants which are also available with the deadline for applications October 1, 2022. Please take the time to check out this website with links to various other Ag related programs and issues: LearnAboutAg.org. Also check out "Morning Ag Clips" which are distributed each day through e-mail from every state. You may click on which state you wish to receive information. "Ag Bites," is also available for your interest.

It is also very encouraging to know that the FF A chapters have increased by 178 with 8,995 members for a grand total of 850,823 members including those in Puerto Rico and the Virgin Islands.

## AG Bite's Club

We are getting prepared to launch **AG BITE'S CLUB!**

Our goal is to share one-page AG graphics with legislators and other decision-makers on a regular basis. This sample highlights the AG connection with the World Series!



### how long does it last?

#### FRESH PRODUCE:

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>🍏 <b>apples:</b> 4-6 weeks in fridge</li> <li>🥑 <b>avocados:</b> 4-7 days at room temp</li> <li>🍌 <b>bananas:</b> 2-5 days at room temp</li> <li>🍓 <b>berries:</b><br/><b>blueberries:</b> 1-2 weeks in fridge;<br/><b>strawberries:</b> 3-7 days in fridge;<br/><b>raspberries:</b> 2-3 days in fridge</li> <li>🥦 <b>broccoli:</b> 1-2 weeks in fridge</li> <li>🥕 <b>carrots:</b> 3-4 weeks in fridge</li> <li>🥒 <b>cucumbers:</b> 1 week in fridge</li> <li>🍊 <b>citrus:</b> 3-4 weeks in fridge</li> </ul> | <ul style="list-style-type: none"> <li>🌽 <b>corn:</b> 1-3 days in fridge</li> <li>🧄 <b>garlic:</b> 3-6 months at room temp</li> <li>🍇 <b>grapes:</b> 7-14 days in fridge</li> <li>🥬 <b>lettuce:</b> 7-10 days in fridge</li> <li>🧅 <b>onions:</b> 3-4 months</li> <li>🍑 <b>peaches:</b> 1-3 days at room temp</li> <li>🥔 <b>potatoes:</b> 3-5 weeks in pantry</li> <li>🍐 <b>pears:</b> 3-5 days in fridge once ripe</li> <li>🍅 <b>tomatoes:</b> 1 week at room temp</li> <li>🍉 <b>watermelon:</b> 7-10 days at room temp</li> <li>🥒 <b>zucchini:</b> 7-10 days in fridge</li> </ul> |
|--|---|

## What's Growing?

Top Agricultural Products in **CALIFORNIA**

**DAIRY PRODUCTS**  
**\$6.3B**



**Farm Fact:** A dairy cow produces about 6.3 gallons of milk each day and 350,000 glasses of milk in a lifetime.

**Farm Fact:** A tasty, high-protein snack, almonds have 6 grams of protein per ounce.



**ALMONDS**  
**\$5.33B**

**GRAPES**  
**\$4.95B**



**Farm Fact:** Table grapes (those not used for wine) are considered berries and grow with an average of 100 berries on each bunch.

**Farm Fact:** A steer typically weighs about 1,000 pounds and yields about 450 pounds of edible meat.



**CATTLE & CALVES**  
**\$3.4B**

**LETTUCE**  
**\$2.26B**



**Farm Fact:** Lettuce leaves that are darker in color indicate high fiber, better flavor and nutritional value.

**Farm Fact:** Strawberries are the first fruit to ripen in the spring.



**STRAWBERRIES**  
**\$1.86B**

**TOMATOES**  
**\$1.71B**



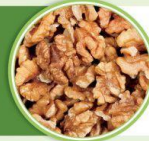
**Farm Fact:** The average person consumes a whopping 88 pounds of tomatoes every year in the United States.

**Farm Fact:** Floriculture is flower farming. More than 30 percent of U.S. consumers buy fresh flowers each year.



**FLORICULTURE**  
**\$1.08B**

**WALNUTS**  
**\$977M**



**Farm Fact:** Walnuts are one of the best plant food sources of omega-3 fatty acids, beneficial to the brain and heart.

**Farm Fact:** Sheep and goats refuse to eat trampled hay, but cows and horses will gobble it up.



**HAY**  
**\$958M**

Based on 2015 cash receipts according to the U.S. Department of Agriculture Economic Research Service. Excludes stats for "miscellaneous crops" and "all other animal products"



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 [www.linkedin.com/company/california-women-for-agriculture](http://www.linkedin.com/company/california-women-for-agriculture)

**Mark Your Calendars - November Statewide Meeting**

Event Timing: November 12-13, 2022  
Event Address: Ripon, CA  
Contact us at 209.609.4789

La Quinta Inn & Suites by Wyndham Manteca-Ripon Reference CWA  
1524 W. Colony Rd., Ripon, CA 95366 | 209.599.8999 or 209.382.8132  
\$119 for a Queen or \$129 for a King | Reservation Block from Nov. 11-12



## CWA Upcoming Events

November SWM, Ripon, CA  
January Convention & SWM, Blythe, CA  
March SWM, Kern Chapter, CA  
AAW Mid-Year, Nashville, TN  
May SWM, Sacramento, CA  
AAW Fly In, Washington, D.C.  
September SWM, Fresno, CA  
November SWM & AAW Convention, Sacramento, CA  
January Convention & SWM, Merced, CA  
March SWM  
AAW Mid-Year, Kansas  
May SWM, Sacramento, CA  
AAW Fly-in, Washington, D.C.  
September SWM, Ag Booster BBQ, Fresno  
AAW 50th Anniversary Convention, Wisconsin  
November SWM  
January Convention & SWM

November 12-13, 2022  
January 6-8, 2023  
March 11-12, 2023  
April 12-15, 2023  
May 8-9, 2023  
June 4-7, 2023  
September 2023  
November 2-5, 2023  
January 5-7, 2024  
March 2024  
April 4-6, 2024  
May 2024  
June 2024  
September 2024  
November 2024  
November 2024  
January 2024



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for AGRICULTURE

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

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[www.cawomen4ag.com/donor](http://www.cawomen4ag.com/donor)