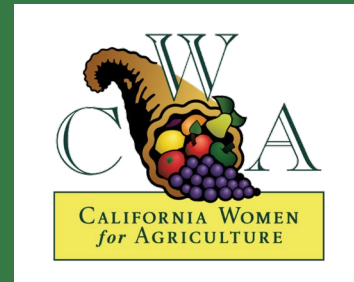


COMPASS

ISSUE 2 | MARCH 2023



Ag in Your Pocket!

By: CWA State President, Sharron Zoller



When you think of the word “agriculture,” farming is probably the first thing that comes to mind. Nearly everything we eat and wear – except wild-caught fish, shellfish and wild game – comes from farms that fulfill our most basic human needs.

By the year 2050, it is estimated that over 9 billion people will inhabit Earth, and it is imperative that agriculture finds a way to feed them all. That is about 1.5 billion more people to feed than there are today. There is no simple answer and lots of dilemmas. Can more land be converted into land used for agriculture--small farms or commercial operations, conventional and/or organic? Can newer, more efficient methods of farming be invented – such as vertical farming – to better utilize available land? Can the water issues be resolved? Can we provide a safe, secure, sustainable supply chain to feed the hungry 9 billion?

Before we can truly grapple with these weighty questions, we must have a much larger portion of the population both understanding and supporting how food arrives to the table. We need many more and much stronger voices advocating for agriculture.

Being ready to approach someone of a different point of view or expand one's own horizons takes preparation, time and effort. The learning curve is steep, as is the forgetting slide. We all need to be prepared with some “Ag in Your Pocket!” to be every-ready to spread the word!

“Everything must be made as simple as possible. But not simpler.”
– Albert Einstein

There are three key steps in preparing your back pocket for Ag facts:

1. Choose the idea/information you want to be ready to go. It could be really honing your “elevator speech” or selecting three ag topics you come across in your own life.

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2. Explain it to a 12-year-old. The ability to explain unfamiliar or complicated subjects to others in simple terms is essential for success. Jargon, vague words, and complexity must be avoided.

3. Reflect, Refine, Review and Ready! If you don't feel you are being successful, perhaps there are gaps in your knowledge, you forgot something important, or you need to check your language. Keep it simple. When you can say something in multiple

ways using different words, you have mastered your pitch!

In closing, I challenge each of us to put a little bit of ag in our back pockets!

CHEERS,

Sharron

SHARRON

Legislative Corner

By: Debra Keenan Stroschein

I want to announce that we are working as a team with Barbara LeVake, Carol Chandler, Taylor Roschen, Tracey Chow, and Debra Keenan Stroschein to bring you a new legislative piece. We will be discussing the hot topics that will be on the forefront this year.

We will discuss items like water issues and the 2023 Farm Bill. For the Farm Bill the Senate Agriculture Committee moved quickly in February with two hearings in developing the farm bill record. There was a listening session at the World Ag Expo in Tulare, California about the Farm Bill. This is a big issue. We are here to help discuss and explain these issues. Looking forward to the legislative corner.

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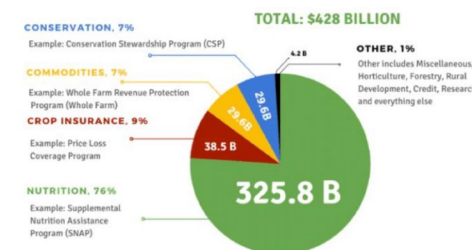
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2023 Farm Bill

The Senate Agriculture Committee moved quickly in February with two hearings in developing its farm bill record. The first was an examination of the U.S. Department of Agriculture's (USDA) trade and horticulture crop sector programs and, trade support programs at the U.S. Agency for International Development (USAID). While billed as a hearing to cover both areas, trade quickly became the focus of the hearing. Mexico's possible ban on genetically modified corn, non-tariff trade barriers, invasive species, and the impact of the war in Ukraine, all underlined bi-partisan questions to USDA witnesses; Ms. Alexis Taylor, Under Secretary for Trade and Foreign Agricultural Affairs, Ms. Jenny Lester Moffitt, Under Secretary for Marketing and Regulatory Programs, and Ms. Sarah Charles, Assistant to the Administrator, USAID, on the role of USDA's and USAID's efforts to invest in new markets, limit invasive pests and mitigate food insecurity.

USDA 2022 Budget

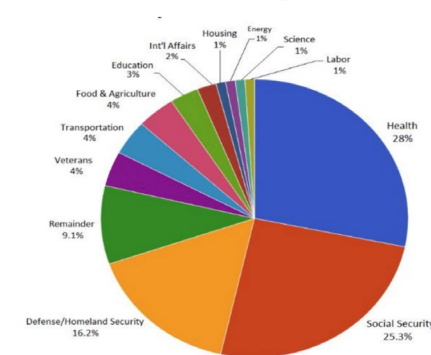


USDA witnesses were Mr. Robert Bonney, Under Secretary for the FPAC, Mr. Zach Ducheneaux, Administrator, Farm Service Agency, and Ms. Marcia Bunger, Administrator, Risk Management Agency. These witnesses fielded questions on the sufficiency of crop insurance reference prices in the face of rising input costs, the need for program equity and flexibility, and perhaps, most importantly, a full discussion of continued use of ad hoc disaster assistance in compensating growers for natural disaster losses. Committee members expressed concern that the glacial pace of ad-hoc disaster dollars in reaching producers indicate these amounts (some \$70 billion within the last six years) could be more effectively used in the strengthening of USDA risk management programs.

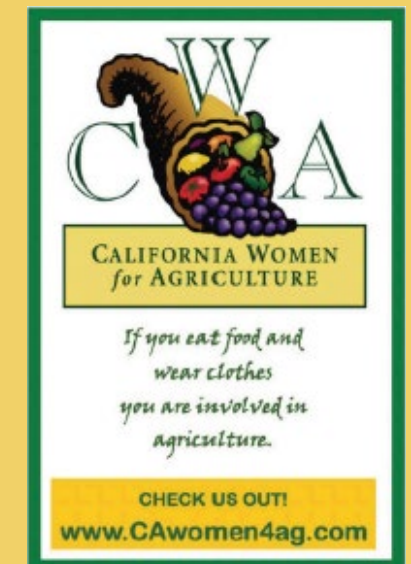
Movement was brisk on the House side as well, with the House Agriculture Committee holding its organizational meeting on February 8. This means the both the Majority and Minority sides of the Committee are fully constructed and ready for work in building a Farm Bill hearing record.

A February 14 Farm Bill listening session at the World Ag Expo in Tulare, California, was the second field listening session held by Chairman G.T. Thompson in anticipation of writing the new Farm Bill. Chairman Thompson has said that formal hearings will start soon but no dates have been released.

2023 Proposed Federal Budget of 10 Trillion



The second Senate hearing was a comprehensive assessment of the crop insurance and farm commodity programs—together considered as the farm “safety net”, contained within USDA's Farm Production and Conservation (FPAC) mission area.



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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2023 Farm Bill Continued

An expected February 15 release of the Congressional Budget Office's Farm Bill baseline funding estimate will give Committee members early insight on how much money they will have in drafting a new Bill, and to its critics, a road map to potential cuts.

Regarding the general timing of the completion of a new Farm Bill, many observers believe that both the calendar and the contentiousness surrounding the debt ceiling debate, work against completion of the next Farm Bill before the current Bill's expiration of September 30, 2023.

The regulatory environment continues to be dominated by EPA's Endangered Species mitigation measures with grower groups continuing to advocate, as expected, for measures that can be implemented within a wide range of crops and geographies.

Speakers for the March 2023 Statewide Meeting



Jeanette Pauer, President & CEO of the Greater Tehachapi Chamber of Commerce
Jeanette is the new Chamber president who comes to the position with experience in local real estate, a veteran of the U.S. Air Force, Rotary Club member and volunteers with the Tehachapi High School robotics team. She has assisted the Kern County chapter with the meeting and welcomes CWA to Tehachapi.



Perry Finzel, Kern County Field Representative, 2017 – Present for Speaker of the House and Congressman of California's 20th Congressional District, Kevin McCarthy. U.S. Marine 14 years, Wounded Warrior Fellow. Will be sharing 'What's happening in D.C.!' and the current conversations on the reauthorization of the Farm Bill.



Maria Ridoutt-Orozco, UC Cooperative Extension
Maria provides technical assistance to growers from Kern, Kings and Tulare counties who want to apply to CDFA grants such as: Healthy Soils Program (HSP), State Water Efficiency & Enhancement Program (SWEEP), Alternative Manure Management Program (AMMP).



Honoring Women in Agriculture

"Never doubt that a small groups of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has." —Margaret Mead

The Common Threads Award recognizes individuals whose exemplary and extraordinary contribution of time, talent and treasure have enhanced those around them.

In 1997, the California Agricultural Leadership Foundation joined the Jordan College of Agricultural Sciences and Technology and the Ag One Foundation – both at Fresno State – to honor women in agriculture who make a philanthropic difference in their communities and our world.

In 2003, a second Common Threads North program was initiated in conjunction with the U.C. Davis College of Agriculture and Environmental Sciences, California Agricultural Leadership Foundation, California Women for

Continued on Next Page

Honoring Women in Agriculture Continued

Agriculture, and Farm Bureaus from nine northern counties, join together together to create a second program. Over the years, enriched by partnerships with California Foundation for Agriculture in the Classroom, California State University Chico, Center for Land-Based Learning and Resource Conservation Districts, the Common Threads North Program has grown.

Recipients have past or present roots in agriculture and have shown outstanding involvement within the industry, as well as have made a difference with extraordinary contribution of time, energy and resources enhancing the lives of all around them. Over the years, many of the Common Threads honorees have also been members of California Women for Agriculture! While each program maintains specific and unique geographic criteria, agriculture is the common thread of all the honorees. Their contributions are symbolic of the rich, colorful threads used to fashion a multifaceted tapestry, not unlike the agricultural diversity of the California Ag community. The common threads of our tapestry display an array of cultures, ages and regions. Some threads are vivid and bright, like the colorful bounty of our land's harvest. Some are as soft as well-used denim and a little faded with age. Some have the tensile strength of iron, others the complexity and richness of fine lace. We are like artisans of old who wove beautiful tapestries to commemorate special occasions and historical accounts for future generations to appreciate.



Common Threads Honorees, March 1, 2023, Clovis, CA



Nanette Simonian, 2023 Common Threads recipient



CWA at Common Threads Awards Luncheon in Clovis

Those selected for the Common Threads honor are only representative of hundreds of women whose achievements have gone unnoticed. There will be more. Our tapestry, like our agricultural community, is dynamic and growing. Thank you for your continued support as we look forward to many more yearly celebrations.

March 1, 2023 Common Threads Honorees

Aubrey Bettencourt, Hanford
Holly Rosa, Hanford
Juanita Calzadillas-Pedrozo, Merced
Lucy Areias, Fresno
Nanette Simonian, Fowler
Sheri Kanagawa, Hanford
Tricia Stever Blattler, Tulare

April 5, 2023 Common Threads North Honorees

Geri Byrne, Modoc County
Bonnie Fernandez-Feranoli, Yolo County
Bobbi Mulvaney, Sacramento, County
Audrey Z. Tennis, Butte County
Linda Walker, Tehama County
Sharron Zoller, Lake County

National Agriculture Day! Happy 50th Anniversary!



American farmers and ranchers should stand up and be proud of the work they do, but they're too modest! For that reason, National Ag Day aims to shed a bright light on the work done by U.S. agrarians. Since 1973, one day each March has been designated as National Ag Day to celebrate U.S. agriculture and to remind the public of the industry's importance to everyone's daily life. American farmers and ranchers feed, fuel and clothe people here and around the world. A lot has changed in the 50 years since the first National Ag Day. Your farm has changed, the farms around you have changed, you have changed and some of you weren't even born! According to the USDA Economic Research Service, 2021, 10.5% of those employed in the United States are involved in full or part-time jobs related to the agriculture and food sectors.

The on-the farm employment is 1.3% of the work force. Although, the numbers may be a small percentage of the workforce, according to USDA, farmers and those working in the food related industries, are responsible for about a \$1.3 trillion contribution to the U.S. gross national product.

In California, March 21, 2023, on the west lawn of the Sacramento state capitol, we will be celebrating Capitol Ag Day. California Women for Agriculture will have a booth along with education booths, exhibits and a collection of farm animals. Legislators, their staff, and the public are invited to experience a day in AG!

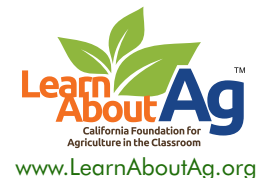
Celebrating the 50th anniversary of National Ag Day – the golden anniversary – is a reminder that every day should be Ag Day because every day, farmers and ranchers grow pure gold.

SAVE THE DATE!
TUESDAY, MARCH 21, 2023



Artwork by Abigail Thao and Jennifer Duran / the California Foundation for Agriculture in the Classroom

Cultivating Community & Opportunity



MARCH STATEWIDE MEETING



MARCH 11-12, 2023 IN TEHACHAPI, CA

HOSTED BY CWA'S KERN COUNTY CHAPTER



Saturday, March 11th

8:00am Tour
Depart from Fairfield Inn & Suites
422 W. Tehachapi Blvd, Tehachapi 93561

- Depot Railroad Museum
- Tehachapi Train Loop
- Tehachapi Winery & Lunch
- Brite Creek Farms

3:00pm Executive Board Meeting

Scan QR code or visit <https://square.link/u/ukSGAghe> to register for the meeting. Please RSVP by 2/28/23



FAIRFIELD INN & SUITES TEHACHAPI

<https://www.marriott.com/event-reservations/reservation-link.mi?id=1676502339287&key=GRP&app=resvlink>
Group discount expires February 24, 2023.

Sunday, March 12th

- 8:30am Statewide Meeting
- 8:30am Spouse Tour
- 12:00pm Lunch
- 1:00pm Adjourn

SAVE THE DATE
May 8-9, 2023, Sacramento
Legislative Statewide Meeting



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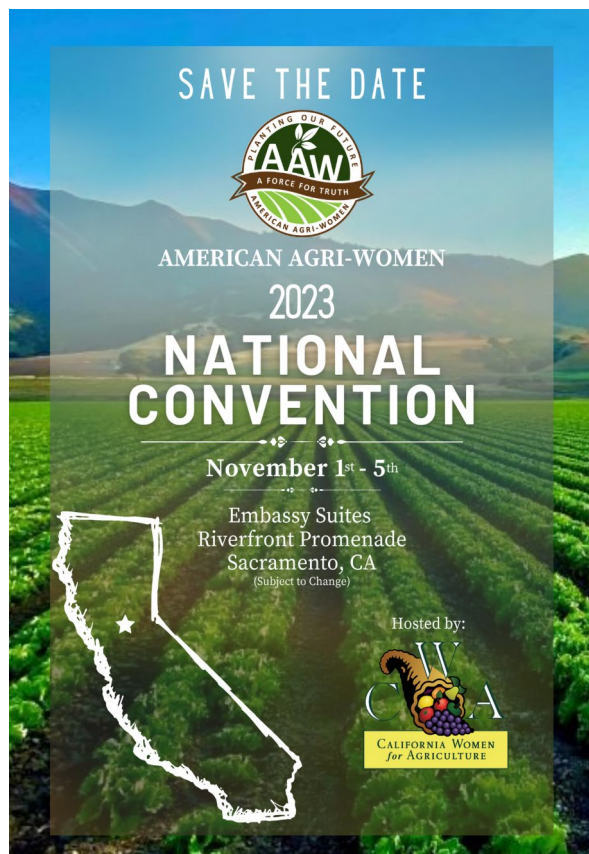
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U P C O M I N G C W A E V E N T S



- AAW Mid-Year, Nashville, TN
April 12-16, 2023
- May SWM, Sacramento, CA
May 8-9, 2023
- AAW Fly In, Washington, D.C.
June 4-7, 2023
- September SWM, Fresno, CA
September 9-10, 2023
- November SWM & AAW Convention
November 1-5, 2023
- January Convention & SWM, So. District
January 5-7, 2024
- March 2024 SWM, Ventura, CA
CA March 8-10, 2024
- AAW Mid-Year, Kansas
April 4-6, 2024
- May 2024 SWM, Sacramento, CA
- AAW Fly-in, Washington, D.C.
June 2024
- September SWM, Ag Booster BBQ, Fresno
September 2024
- AAW 50th Anniversary Convention, WI
November 2024
- November 2024 SWM
- January 2025 Convention & SWM



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

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