COMPASS ISSUE 5 | NOVEMBER 2023



California Dreamin' By: Sharron Zoller, CWA State President



The theme of the November 2023 AAW Convention, together with the CWA SWM, is **California Dreamin'**. As it relates to The American Dream, The California Dream has been an enticing goal for centuries, but not always in the same way.

The name California, so the story goes, came from Spanish author Garci Rodriguez de Montalvo in his book published in 1510, about an island paradise ruled

by Queen Calafia which abounded with gold and precious stones. When Cortéz landed on the Pacific Coast in 1534, thinking it was an island, he christened it California. The Spanish and Mexican period, 1500–1848, ended at the conclusion of the 1846-1848 Mexican-American War. The major issue initiating the War was Manifest Destiny—the U.S. expansionist plan to spread across the continent to the Pacific Ocean. Mexico was in control of the land. The Treaty of Guadalupe Hidalgo ended the war. The United States increased their territory to include nearly all of present-day California, Utah, Nevada, Arizona and New Mexico.

In United States history there were many destinations for movement West. First, it was the Allegheny Mountains, then the Mississippi Valley, and then the West Coast (Manifest Destiny, 1848–1919). The original "Go West, young man, and grow up with the country," was advice given in 1854 by Horace Greeley, a New York newspaper editor.

The California Gold Rush began on January 24, 1848, when gold was found by James W. Marshall at Sutter's Mill in Coloma, California. The news of gold brought approximately 300,000 people to California from the rest of the United States and abroad. On September 9, 1859, California became the 31st state of the union. From then on, California's name became indelibly connected with the Gold Rush, and fast success in a new world became known as the "California Dream". This brief history is not to say that there has not been controversary and challenges with The California Dream. From the Spanish-Mexican period, with the Missions and Ranchos, agriculture played an important role in Alta-California's development. The influx of people from Manifest Destiny and the Gold Rush period increased California agriculture. From the 1920s California was perceived as a place of new

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beginnings. A rich reward was possible with hard work and some good luck. Agricultural opportunities fueled a California Dream.

California is an international trendsetter with cutting edge ideas, ingenuity and technology — driving innovations in agriculture. It is often said, "Everything that happens in America, happens in California first."

It helps, of course, that the growing conditions are nearly perfect for the 400 commodities grown in California.

CALIFORNIA AG STATS:

California's agricultural abundance includes commodities supplying over a third of the country's vegetables and nearly three-quarters of the country's fruits and nuts. It ranks first in the U.S. for agricultural receipts. California's top 10 valued commodities for the 2022 crop year were:

- Dairy Products, Milk \$10.40 billion
- Grapes \$5.54 billion
- Cattle and Calves \$3.63 billion
- Almonds \$3.52 billion
- Lettuce \$3.15 billion
- Strawberries \$2.68 billion
- Pistachios \$1.86 billion
- Broilers (chickens)— \$1.59 billion
- Tomatoes \$1.46 billion
- Carrots \$1.11 billion



In 2022, California's farms and ranches received \$55.9 billion in cash receipts for their output. This represents an 8.8 percent increase in cash receipts compared to the previous year.

California agricultural exports totaled \$22.5 billion in 2021, an increase of 7.0 percent from 2020. Top commodities for export included almonds, dairy and dairy products, pistachios, wine and walnuts. California's agricultural export statistics are produced by the University of California, Department of Agricultural and Resource Economics.

California organic product sales totaled \$14 billion in 2021, an increase of 16.4 percent from the prior year. Organic production encompasses over 2.13 million acres in the state. California is the only state in the U.S. with a National Organic Program that authorizes state organic programs.

I could not end the **California Dreamin'** theme without tipping our hat to John and Michelle Phillips, of "the Mamas & the Papas", who in 1963, wrote their signature song, **California Dreamin'**. While each state has an image, ours stands out – here's to

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November 2023 Guest Speakers

Matt C. Roberts, Ph.D., Senior Grain and Oilseed Sector Analyst



Matthew Roberts, Ph.D., is Terrain's senior grain and oilseed sector analyst. He has extensive experience as a commodity economics research consultant, trainer and professional speaker on grain and biofuels markets. As part of the Terrain team of economists, he delivers expert analysis to the customers of American AgCredit, Farm Credit Services of America and Frontier Farm Credit. He spent 15 years as an assistant

and associate professor and Extension Grain Marketing Specialist in the Department of Agricultural, Environmental and Development Economics at The Ohio State University.

Matt is a founder and Managing Director of The Kernmantle Group, a commodity economics research and training consultancy. He has published on the use of derivatives for risk management in agricultural production. Matt earned his Ph.D. in economics from North Carolina State University.

Dr. Frank Mitloehner, professor UC Davis



Dr. Frank Mitloehner is a professor and air quality specialist in cooperative extension in the Department of Animal Science at UC Davis. As such, he shares his knowledge and research, both domestically and abroad, with students, scientists, farmers and ranchers, policy makers, and the public at large. Frank is also director of the CLEAR Center, which has two cores – research and

communications. The CLEAR Center brings clarity to the intersection of animal agriculture and the environment, helping our global community understand the environmental and human health impacts of livestock, so we can make informed decisions about the foods we eat while reducing environmental impacts.

Frank is committed to making a difference for generations to come. As part of his position with UC Davis and Cooperative Extension, he collaborates with the animal agriculture sector to create better efficiencies and mitigate pollutants. He is passionate about understanding and mitigating air emissions from livestock operations, as well as studying the implications of these emissions on the health of farm workers and neighboring communities. In addition, he is focusing on the food production challenge that will become a global issue as the world's population grows to nearly 10 billion by 2050.

Frank received a Master of Science degree in animal science and agricultural engineering from the University of Leipzig, Germany, and a doctoral degree in animal science from Texas Tech University. Frank was recruited by UC Davis in 2002, to fill its first-ever position focusing on the relationship between livestock and air quality.



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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Speakers Continued

Jessica Harris, Senior Product Manager at Pairwise



Pairwise is a pioneering food startup committed to helping people live healthier, fuller lives. They are leading the way to wellness by combining gene-editing capabilities, deep crop science expertise and cutting-edge data techniques to cultivate fruits and

vegetables that are naturally irresistible and easier to enjoy.

Jessica Harris grew up on the Northern Coast of California which stoked her love of the beaches and mountains. She was a double major from California State University, Chico, earning a BS in Agricultural Business and Journalism/Public Relations. Prior to joining Pairwise, Jessica spent 12 years at Earthbound Farm and 4 years at Taylor Farms in various marketing and product management roles handling everything from trade shows to new product innovation and working closely with both customers and consumers. She is currently the Senior Product Manager for Vegetables at Pairwise.

She is a member of California Women for Agriculture, Salinas Valley Chapter and is a board member of the Salinas Valley Fair Heritage Foundation and the Grower Shipper Foundation. She currently lives in the Arroyo Seco area of Monterey County with her husband Steven, two year old son Ben, and their two Labrador Retrievers, named after greats from the San Francisco Giants, Clark and Vida!

Sarah Bohnenkamp, Leadership Coach



Sara's mission is to cultivate trust, clarify vision, boost profitability, streamline operations, and nurture talent within an organization She is setting new standards and revolutionizing leadership development with a significant focus

on agriculture service-based organizations regardless of their size.

Her unwavering dedication to the concepts of strengths-based leadership and innovative support systems consistently delivers transformative results for her clients.

Sarah's journey in developing individuals and organizations spans over two decades. She has risen through the ranks, from Training Coordinator in the financial industry to the unexpected role of Chief Operating Officer in the beef industry.

Since 2015, Sarah has led her own coaching and consulting firm based in Colorado, serving clients from global brands to national and state associations, as well as aspiring leaders and entrepreneurs.

Sarah is a momma to two little love bugs, a professional singer (and bad guitar player), and a life-long learner. She enjoys all things horses, chasing cattle and putting her toes in the water as often as she can.

Jennifer Moffitt – Under Secretary of Agriculture for Marketing and **Regulatory Programs**



On April 27, 2021, Jennifer Lester Moffitt was nominated and on August 11, 2021, approved by the Senate as Under Secretary for Marketing and Regulatory Programs. The position was created by the Department of Transportation and

of 1999, which was signed on October 21, 1998, by President Clinton.

Programs is a high-ranking position within the United States Department of Agriculture that supervises policy development and day-to-day operations of the Animal and Plant Health Inspection Service, the Agricultural Marketing Service, and the Grain Inspection, Packers, and Stockyards Administration.

Related Agencies Appropriations Act Jennifer is a 5th generation California farmer of organic walnuts at Dixon Ridge Farms, Winters, California. She is passionate about supporting and sustaining agriculture, the environment, food systems, and rural communities.

The Under Secretary for Marketing and Regulatory

Jennifer Moffitt Continued

As a government and business leader, she has over 15 years of experience raising revenue and allocating resources for strategic initiatives. Prior to her appointment to the U.S. Department of Agriculture position, she served as Deputy Secretary and Undersecretary at the California Department of Food and Agriculture.

As a policy maker, she believes in coalition building and active listening to solve complex problems, and has led interagency initiatives to promote and protect agriculture and the environment. As a farmer, she believes in taking care of the land and the people that farm it – and the value in fostering economic growth and well-being.

She believes in the importance of community and being in service to others, and is a proud 4-H volunteer and a graduate of Brown University and of the California Agricultural Leadership program. Under Secretary Moffitt spends her time between Washington, D.C. and Davis, California where she lives with her husband, a public school educator, and their teenage daughter.

2023 AG One Booster BBQ Fundraiser - September SWM

California Women for Agriculture and Fresno State's Ag One hosted another successful Ag Boosters BBQ fundraiser at the picturesque Panoche Creek River Ranch. Partnering for our 46th annual event, CWA's Country Store, and joint silent and live auctions with Ag One have raised millions for scholarships for students and help to ensure that we have a strong workforce for tomorrow! A huge thank you, Chyann Medina for serving as the 2023 BBQ Chairperson and for Central District Director Nanette Simonian for hosting the September Statewide Meeting. Ag One has set their scholarship funding goal for **\$1 million dollars** in the next few years and we look forward to helping them meet this goal. A special thank you to the Fresno Farm Bureau and their Director Ryan Jacobson, for the generous use of their facility for our SWM.





The featured speaker at the CWA's September SWM was Dr. Rolston St. Hilaire, Dean of the Jordan College of Agriculture Sciences and Technology.

Left to right: Central District Director, Nanette Simonian, Dean of the Fresno State School of Ag, Dr. Rolston St. Hilaire, and State President Sharron Zoller

San Joaquin CWA Member Spotlight Dr. Marit Arana



Dr. Marit Arana was inducted into San Joaquin Agricultural Hall of Fame October 19, 2023. This honor is part of the San Joaquin Chamber of Commerce program to honor individuals who have contributed to agriculture and

to their community in significant ways. Dr. Arana is part of the 38th group of inductees of the program which awards at least three living recipients, as well as one posthumous annually. The Agricultural Hall of Fame marks the efforts and history of those who have gone before, those who have graced our homes and enriched our hearts and those who in the days past laid the foundation upon which we build for today and tomorrow.

Dr. Marit Arana's journey into agriculture exemplifies dedication and passion. Despite a non-agricultural background, her love for horses ignited at an early age. Determined to own a horse, she saved \$200 by age 8, a promise her parents honored, marking the beginning of her lifelong agricultural involvement.

Marit actively engaged with local 4-H and FFA groups, showing various animals, from rabbits to dairy goats, sheep, swine, beef, and horses. Her unwavering commitment to animals and agriculture was evident.

Her academic path led her to Cal Poly, San Luis Obispo, where she earned a Bachelor of Science in Animal Sciences. She had a short detour while at Cal Poly and earned an AA degree in Animal Health Technology from Hartnell College in Salinas. Her educational journey continued at California State University, Fresno, where she achieved a Master of Science in Animal Sciences, specializing in equine nutrition and exercise physiology. During this period, she also coached the horse judging team.

Marit's educational pursuit culminated in a Ph.D. in Animal Nutrition from the University of Arizona. Postgraduation, she returned to California, working for the University of California Cooperative Extension as the Dairy Farm Advisor for San Joaquin, Sacramento, Yolo, Solano, and Contra Costa counties. This role involved support for local 4-H programs and the organization of the Champion Challenge contest at the California State Fair.

Beyond academia, Marit harnessed her nutrition and animal feed knowledge. Joining the A.L. Gilbert Company as a nutritionist, she swiftly rose to Head of the Nutrition Department. Her expertise in animal nutrition extended to serving as the National President for the American Registry of Professional Animal Scientists (ARPAS) in 2008-2009. She also has played a pivotal role as Chairperson of the California Department of Food and Agriculture's Feed Inspection Advisory Board since September 2013.

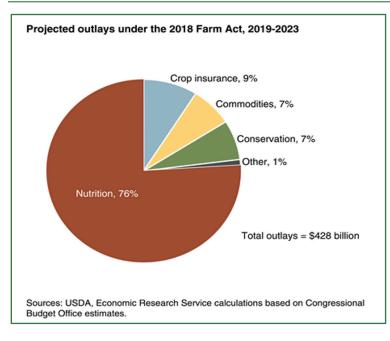
Marit's contributions are not limited to agriculture. She has been an active member of the Agricultural Awareness and Literacy Foundation (AAL), supporting consumer education through initiatives like Farmology, which educates children about the origins of their food, particularly those with little agricultural knowledge.

Her involvement in activities such as the San Joaquin Chapter of California Women for Agriculture, participation in scholarship committees, mentoring students, and engagement with legislators, highlights her extensive impact on agricultural and non-agricultural communities. Her leadership and commitment to mentoring have inspired countless individuals, encouraging the next generation.

Status of the New Farm Bill By: Tracy Chow, CWA Federal Legislation Task Force Director



The farm bill governs an array of agricultural and food programs, directing USDA spending that totals nearly \$1 trillion over five years. While past farm bills traditionally focused on support programs for a handful of staple commodities, they have become increasingly expansive since 1973, when a nutrition title was added. Other prominent additions since then include horticulture and energy titles and expansions of conservation, research, and rural development titles.



The 2018 Farm Bill expired on September 30, 2023. Practically speaking, most programs have continued to operate normally and are expected to do so until the end of this year. Congress must then pass either an updated reauthorization of the bill, or an extension of the existing 2018 language. Doing neither will

Table I. Budget for the 2018 Farm Bill and the
Baseline in May 2023 for Farm Bill Programs
(million dollars, 10-year mandatory outlays)

	2018 Farm Bill at Enactment	Baseline as of May 2023
Titles	FY2019-FY2028 (\$ millions)	FY2024-FY2033 (\$ millions)
Commodities	61,414	68,556
Conservation	59,748	59,994
Trade	4,094	4,990
Nutrition	663,828	1,223,110
Credit	-4,558	a
Rural Development	-2,362	a
Research	1,219	1,300
Forestry	10	a
Energy	737	500
Horticulture	2,047	2,100
Crop Insurance	77,933	101,345
Miscellaneous	3,091	800
Total	867,200	1,462,695
Sources: CRS using CRS Report R45425, Budget Issues That Shaped the 2018 Farm Bill; and CRS analysis of the Congressional Budget Office (CBO) Baseline, May 2023, at https://www. cbo.gov/about/products/baseline-projections-selected-programs, for		

Notes: a/ = Baseline for the credit title is likely negative indicating payments into the Farm Credit System Insurance fund. The rural development title has no current programs with baseline. Baseline for the forestry title is \$10 million or less.

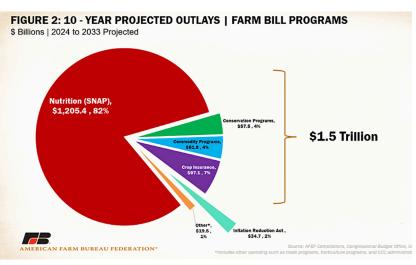
force U.S. farm policy to revert to Great Depression-era commodity programs that used supply controls and price regimes, which would be very costly if restored.

The core challenge of this farm bill is funding. All sides concede there is virtually no new funding available to sufficiently meet the needs of all impacted interest groups. The debt ceiling compromise took potential funding off the table and made certain nutrition title changes. Despite that, many Republicans want more nutrition cuts, as well as reprogramming much of the Inflation Reduction Act's (IRA) \$4.6 billion climate-related funding for farm bill purposes. Democrats are firmly opposed to both demands.

Given the strong disagreements over these and other spending and policy issues, as well as the House majority's all-consuming party gridlock, an extension of the currently expired farm bill is the likeliest option right now. As of this writing, neither chamber has released draft text nor scheduled the necessary committee markups to begin deliberation.

It is important to note that, within the last month, California's representation in Congress has lost two key points of

leverage. First, Sen. Dianne Feinstein's passing has left a void of knowledge and influence for agriculture in the Senate. Second, Rep. Kevin McCarthy's removal from Speaker of the House makes him unable to direct the farm bill's work and floor timing. Both events will impact our industry's representation in the long term, but in the short term their leadership was important to securing 2023 Farm Bill priorities for California. Therefore, it is now more crucial than ever to mobilize a diverse coalition of Congressional champions and ensure momentum on important issues aren't lost.



Latest California Legislation By: Taylor Roschen, California Legislative Task Force Director

"The desk is clear," tweeted Dana Williamson, Governor Newsom's chief of staff on Friday night. Since the Legislature concluded on September 14th, the Governor's office has been abuzz reviewing the 1,046 bills that were sent to his desk for his signature or veto. His Administration uses this last month to talk to its agencies, review priorities and survey the political landscape.



In the last two weeks we've seen themed press releases noting his signatures on important policy priorities for his Administration—mental health, housing, labor, and climate. Of the bills that passed the Legislature, CWA and our allies were successful in paring down the impacts:

- SB 616 (Gonzalez): would have increased the minimum sick-leave benefits obligated by California employers from 3 days to 7 days and would require pay to be calculated on average weekly pay versus an employee's base pay. After months of negotiations, the paid sick leave increase was dropped to 5 days a week and will be effective January 1, 2024.
- AB 779 (Wilson): makes various changes relating to the process for groundwater adjudication proceedings to increase transparency, impacts on small farmers and ensures judgements are consistent with SGMA.
- AB 652 (Lee): establishes an environmental justice advisory committee at the Department of Pesticide Regulation. The Administration and agriculture worked to ensure the committee has limited jurisdiction and its charter, appointments and term limits are set with consent by DPR.
- SB 553 (Cortese): requires employers to maintain a workplace violence prevention plan for their employees. This bill was significantly amended before the end of session to mirror CalOSHA's draft regulations. While still not ideal, CalOSHA was already in the process of obligating this standard for all employers.

And while we disappointingly take stock of what is newly obligated for agriculture and the broader business community in January 2024, we should remind ourselves that this year's session started out much gloomier. CWA successfully lobbied to stop significant legislation:

- Water Rights: AB 1205 (Bauer-Kahan): In its previous version, this bill would have specified that the sale, transfer of a water right by an investment fund would be speculation or profiteering, and therefore an unreasonable use of water. AB 1337 (Wicks): would have authorized the State Water Board to govern water diversions conducted under a pre-1914 water right.
- Treated Seed: AB 1042 (Bauer-Kahan): would have required DPR to regulate treated seeds like the regulation of pesticides.
- Air Quality: AB 849 (Garcia): would have authorized the State Air Resources Board to task any other state agency or department to implement the demands of a community-assembled emission reductions program (as authorized by AB 617). AB 985 (Arambula): in its prior form would have required all emission reduction credits issued by the San Joaquin Valley Air District, both generated and used by agriculture, to expire.

But this does not mean our work is done. We expect issues like senior water rights, unemployment benefits for striking workers, minimum wage mandates, land use restrictions, and climate proposals to be reintroduced and pushed to the extreme in 2024 as candidates position for their November elections.

In response, your CWA leadership team will be using the recess period to participate in legislative negotiations, commenting on regulations, educating the Administration and the Legislature and fighting for the interests of California's farms and farming communities.



Congratulations to Rose Tryon VanCott, the incoming AAW President!



* Back to Our Roots*

2024 Convention & January Statewide Meeting

JANUARY 5-7 2024

SAN DIEGO, CALIFORNIA





January 5 – Tours

January 6- CWA Annual Meeting /Gala

January 7 – CWA Jan 24 SWM

<u>The Bahia Resort</u>
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San Diego, CA 92109
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Price Available through - *12-1-23* Room Block Code - *CAW24*

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Free Hotel Parking Questions – StateCWA@gmail.com As California Women for Agriculture approaches our 50th Anniversary, take time to reflect on some of our history and founding leaders' guiding philosophy.



CALL TO POWER

The Call to Power and Statement of Goals and Principles are the result of intensive research of the subjects by two conference retreats to consider philosophies of Gandhi, Bonnhoeffer and others.

The initial conference was held at Lake Arrowhead in July 1977, attended by Corky Larson, Cammie Larson Horton, Marilyn Carney, Kay Wilson, Gloria Bachetti, Pat Cohill and Sister Thomas More Bertels. These seven women drafted the text for the Call to Power and Statement of Goals and Principles, which were revised for adoption at the second conference, held in Malibu in August 1977. The Malibu retreat was called by President Kay Wilson and was comprised of fifteen CWA members representing the state leadership.

At the second conference, one phase was added to the original text, contributed by Carolyn Leavens, and the authors have become known as the "Arrowhead Seven Plus One." These tenets were adopted by CWA at the State Board meeting on October 13, 1977, and unanimously at the American Agri-Women National Convention on November 11, 1977.

A STATEMENT OF PRINCIPLES: THE CALL TO POWER

History will be kinder to us if our capacity to effect change is implemented in the right way and for the right reasons. Our dedication to truth and our identification with the institutions that foster justice and good will provide our rod and staff in the struggle to put away untruth and injustice.

When the responsibility for change falls to only a few, the resulting sense of powerlessness is dehumanizing. The feeling of helplessness institutes a plague of apathy and fosters the growth of the philosophies that trouble us.

But who has not tasted the sweetness of success in effecting change and been inspired to try again and seek greater challenges? By its very nature, the capacity of one alone to effect change is limited; but the scope expands when the common cares of more than one give birth to unity of purpose. From the beginning of time, the hallmark of any group has been its ability to produce intended effects – the very definition of power itself. The power gained in those efforts is the force which has mobilized mankind.

The use of power springs from unity and commonality and the degree to which the group is organized within the framework of sound, human oriented principles, will determine its ability to survive the stresses from change to renewal.

The need for power is not shameful, nor is it to be feared. When power is used to overcome injustice and untruth, we must assume that the Hand of God is still at work perfecting His creation. As we move to build power, we affirm the following principles:

- The constant pursuit of truth must lie at the heart of our purpose and actions.
- The manner in which we seek truth must be thorough and without prejudice.
- As we search for truth, we recognize others equally valid searches and seek to remain open to their wisdom.
- We are never better than the means we use.
- We reject the use of violence in either action or words; however, one should not confuse vigorous expressions of truth with violence.
- Rejecting the ideal that it is necessary to foster hate, we are called to this responsibility in the spirit of good will.
- We affirm our responsibility for the generation yet unborn.

UNIFIED INTERNAL MESSAGE

California Women for Agriculture (CWA) was formed in 1975, in the Coachella Valley. The name was chosen to develop a cross section of members. In fact, the nucleus of the first chapter was made up of consumers, as well as farmers. Today our membership is as diverse as the industry we represent bankers, lawyers, accountants, public relations and marketing professionals, consumers, AND farmers. With 20 chapters and 3,000 members across the state, CWA is the most active, all volunteer agricultural organization in the state and members are actively engaged in public relations, education, and legislative advocacy on behalf of agriculture.

Our mission is to promote and develop the interest of California women involved or interested in agriculture and to promote a strong agriculture industry in California. CWA's efforts are guided by five principle objectives: to speak on behalf of agriculture in an intelligent, informative, direct and truthful manner; to keep CWA members informed on legislative activities pertaining to agriculture; to join forces when the need arises to deal with agricultural issues and challenges; to improve the public image of farmers and; to develop a rapport with consumers, educators and governmental and business leaders in communities throughout the State.

Note: This unified message has been approved for use in outreach efforts. To ensure that all CWA members are consistent with respect to the story of our organization please familiarize yourself with, and use, the unified message in all communication pertaining to CWA.





Founders of CWA (left to right): Beverly Sfingi, Jeri Taylor, Cherry Ishimatsu, and Corky Larson; January 1976



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UPCOMING CWA EVENT



January Convention & SWM, So. District, San Diego, CA January 5-7, 2024

March 2024 SWM, Ventura, 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 TBD

AAW 50th Anniversary Convention, Wisconsin November 2024 November 2024 SWM TBD

January 2025 Convention & SWM TBD

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March 2025 SWM TBD

