

## Contra Costa &amp; Alameda Counties

**CROP CURRENTS**

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**FALL 2013 CALENDAR**

- Crop Pollination Workshop (Oct. 11)
- Marketing 101: Developing a Marketing plan for Veggies, Fruits, and other Specialty Crops (Oct. 17)
- SF Wholesale Market Tour (Oct. 18)
- UC Soil Fertility Short Course (Oct. 23)
- Produce Safety Workshop: A Science-based Framework (Nov. 5-7)

**Crop Pollination Workshop**

Friday, **October 11**, 2013, 8:30 AM – Noon  
Norton Hall, UCCE Office  
70 Cottonwood St., Woodland, CA

2 CE Credits approved

- 8:30 Introductions and updates  
*Rachael Long, Farm Advisor/County Director, UCCE Yolo Co.*
- 8:35 Hedgerows enhance biodiversity and provide crop benefits in agricultural landscapes  
*Rachael Long, Farm Advisor/County Director, UCCE Yolo Co.*
- 8:55 Sustainable pollination strategies for specialty crops  
*Dr. Neal Williams, UC Davis, Entomology*
- 9:20 Insecticides reduce honeybee visitation and pollen germination in hybrid onion seed production  
*Dr. Sandra Gillespie, Post-doc, UC Davis, Entomology*
- 9:45 Native bee nesting in agricultural landscapes: implications for sunflower pollination  
*Hillary Sardiñas, Graduate Student, UC Berkeley, Env. Sciences & Policy Management*
- 10:10 Break
- 10:20 Best management practices for squash and pumpkin pollination  
*Katharina Ullmann, Graduate Student, UC Davis, Entomology*
- 10:45 Restoring pollinator communities and services in California's Central Valley  
*Dr. Claire Kremen, UC Berkeley, Environmental Sciences & Policy Management.*
- 11:10 Maintaining honey bee hives for hive health  
*Billy Synk, UC Davis Bee Biology, Staff Research Associate, UC Davis*
- 11:35 Multiple stresses are hard on honey bees  
*Dr. Eric Mussen, CE Apiculturist, UC Davis, Entomology*

No need to pre-register. If you have any questions or need special accommodations, please contact Rachael Long, Farm Advisor/County Director, in Yolo County (530) 666-8734 or rflong@ucdavis.edu.

# Marketing 101: Developing a Marketing Plan for Veggies, Fruits and Other Specialty Crops

October 17, 2013



**Are you a beginning farmer looking to develop new markets? Interested in learning more about online, restaurant and wholesale avenues?**

Join us for a workshop and panel discussion intended to help farmers learn about a range of marketing approaches for fruit, vegetable, value-added products and more. Presentations will cover how to develop a marketing plan appropriate for your farm, as well as a more in depth examination of online markets, restaurant sales and the benefits of wholesaling. A panel of farmers and buyers will share tips and experiences selling at a variety of scales and through a diversity of venues.

**DATE:** Thursday, October 17, 2013

**TIME:** 3:00 to 6:30 pm

**LOCATION:** Contra Costa Cooperative Extension Main Office  
75 Santa Barbara Road, Pleasant Hill, CA.

**Shuttle service will be available from Pleasant Hill BART station at 2:30pm.**

**COST:** Free!

**HOSTS:** Alameda County Conservation Partnership, National Center for Appropriate Technology – ATTRA, SAGE, UC Cooperative Extension, Contra Costa Resource Conservation District.

**SPEAKERS and PANELISTS:**

Marisa Alcorta, Sustainable Agriculture Specialist, NCAT-ATTRA  
Panel including local farmers, buyers and agricultural marketing experts



## RSVP by October 11, 2013:

Please register by emailing Susan Ellsworth at [susan.ellsworth@acrcd.org](mailto:susan.ellsworth@acrcd.org) or calling (925) 371-0154 x 103. Include your name, farm or organization, as well as your email and phone. Also let us know if you will need to be shuttled from BART.



*This workshop is part of a series funded by the USDA NIFA Beginning Farmer & Rancher Development Program Grant # 2011-49400-30641. Hosted in conjunction with Sustainable Agriculture Education, this series will cover a variety of topics relevant to beginning farmers and ranchers as well as opportunities for collaboration and mentorship.*

## **SF Wholesale Produce Market Tour**

**Date:** Wednesday, October 18, 8 am-2:30 pm  
**Location:** SF Wholesale Produce Market  
**Sponsor:** CA Certified Organic Farmers (CCOF)  
**Cost:** \$65 ( members), \$75 (non-members) - includes an organic lunch, transport from San Jose/ Santa Cruz.  
**Contact:** Jessy Beckett. [jbeckett@ccof.org](mailto:jbeckett@ccof.org) or (831) 423-2263, ext. 25

This trip will address key factors in wholesale distribution, including requirements for packing, shipping, and labeling, as well as generating understanding on how to maintain organic integrity through the supply chain as well as food safety requirements. The tour will highlight specialties of the different organic wholesalers and provide tips on how to build long-lasting relationships with wholesale clients. Walk the docks with the manager of the SF Wholesale Produce Market, who will highlight important factors for organic producers to keep in mind. Visit with Earl of [Earl's Organic Produce](#) and the folks at [Veritable Vegetable](#) for a look at the Bay Area's two premier organic wholesalers. Additional insight will be provided by Tony Serrano, general manager of [ALBA Organics](#). Attendance is limited to 35 so register soon.

## **UC Soil Fertility Short Course 2013**

**Date:** Wednesday, October 23, 2013, 8 am – 4:30 pm  
**Location:** Buehler Alumni Center, UC Davis  
**Sponsor:** UC Vegetable Research & Information Center (VRIC)  
**Cost:** \$190 – incl. lunch, refreshments, study materials  
**Contact:** <http://vric.ucdavis.edu> (Click on EVENTS) or (530) 752-1748.

**Instructors:** UC Cooperative Extension specialists:

- **Tim Hartz** (vegetable crops)
- **Stu Pettygrove** (soils)

**Accreditation:** California CCA continuing education credits. (No DPR credit available for this course)

This short course will focus on the practical aspects of soil fertility management in an era of escalating fertilizer costs and increasing government regulation of nutrient inputs for environmental water quality protection. The topics covered will include:

- getting the maximum value from soil testing,
- interpretation of laboratory soil test results,
- comparing fertilizer sources,

- developing crop nutrient management plans,

- fertilizer management & environmental protection.

Although the focus will be on nutrient management in annual cropping systems, much of the material presented will be relevant to perennial crops as well. The course will not directly address organic fertility management issues, but organic growers may still benefit from attending; the majority of day will be spent covering basic soil fertility concepts, which are equally applicable to organic and conventional production. The content will be geared toward commercial scale production, and will assume a general knowledge of soil science; this course is not appropriate for home gardeners.

The program is intended for growers, certified crop advisers (CCA), pest control advisers, government agency personnel, and others involved in fertility management planning. Take advantage of the **early-bird registration fee (\$160.)** The fee goes up on Oct. 4 to \$190. Enrollment limited to 70 attendees.

## **Produce Safety Workshop: A Science-Based Framework**

**Date:** November 5-7

**Location:** UC Davis

**Cost:** \$950

**Contact:** Penny Stockdale, [pastockdale@ucdavis.edu](mailto:pastockdale@ucdavis.edu) or <http://postharvest.ucdavis.edu>

We are pleased to introduce a new workshop, organized by [Dr. Trevor Suslow](#), which will feature an integrated approach to building a foundation of awareness and improved understanding of the current scientific basis for produce microbial safety systems and preventive controls. This two-and-a-half day interactive workshop is one of the core required components for the Produce Professional Certificate program.

The course delivery is largely interactive, with formal lectures, group assessment of case examples, and break-out group problem-solving challenges. The emphasis of the curriculum is the scientific-basis for audit standards, preparing for using audits, and targeted microbiological testing to improve performance. Key resources and tools for hazard awareness, risk identification, risk-based preventive controls, and verification of corrective actions will be provided.

# CROP CURRENTS

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Hope you find something of interest in this issue.

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TIME SENSITIVE MATERIAL

UCCE – CONTRA COSTA COUNTY  
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