Standiford named Associate Vice President

Richard B. Standiford, associate dean for forestry and capital projects at the University of California, Berkeley’s College of Natural Resources, has been appointed associate vice president for the Division of Agriculture and Natural Resources.

Standiford, who lives in Davis, will assume his new post Jan. 1.

“I’m delighted Rick has accepted the associate vice president position,” said W.R. Gomes, vice president for agriculture and natural resources. “As a 24-year UC Cooperative Extension forest management specialist, Rick Standiford brings extensive knowledge about the division. Rick is highly regarded by his colleagues, trained as an agricultural economist, and has a broad understanding of agricultural and natural resources issues. These will be assets as we chart the course for the division following the past few years of budget cuts. Rick emerged from a field of truly remarkable candidates and will bring a wealth of talent to the position.”

“I am absolutely thrilled about this opportunity to be involved in administration of such a great organization,” said Standiford.

As associate vice president, Standiford will have broad responsibilities for the internal management of the division. He will chair the division’s Program Council, which is composed of associate deans,

Norton, Frost named to program leader posts

William Frost and Maxwell Norton have been appointed Program Leader for Natural Resources and Animal Agriculture and Program Leader for Agricultural Productivity, respectively, announced Interim Associate Vice President Lanny Lund. The three-year terms were effective Oct. 1, 2004.

Frost, El Dorado county director and natural resources advisor in El Dorado, Amador and Calaveras counties, has served as a program leader for natural resources since 1999. His new title includes animal agriculture. Frost carries out research and outreach programs related to rangeland management and is active in the Integrated Hardwood Range Management Program. Prior to joining UCCE in 1994, Frost held positions with University of Arizona Cooperative Extension and California State University Fresno. Frost earned BS and MS degrees in

Dynes tours north state

Fisheries specialist Lisa Thompson, in wetsuit, demonstrates how she counts salmon as (from left) Shasta County CE director Larry Forero, Pres. Bob Dynes and Senior Vice President Bruce Darling observe. Dynes and Darling visited the north state with VP Gomes as part of the president’s inaugural tour. See story, page 3.
range science from UC Davis and a PhD degree in range management from the University of Arizona.

“As a program leader, Bill has provided valuable leadership in increasing the visibility of natural resources programs within ANR,” says Lund. “I’m sure he will continue to be a strong advocate for these programs statewide.”

As a farm advisor, Norton has been responsible for extension programming and research in the areas of tree fruit, viticulture, and land-use policy in Merced County for 25 years. Within his program he has placed emphasis on reduced inputs, integrated pest management, and long-term sustainability for his assigned commodities. He has served as president of both the UCCE Academic Assembly Council and the California Association of Farm Advisors and Specialists. Norton, who succeeds Michael Reid, received his BS and MS degrees in plant science, specializing in pomology, from California State University Fresno.

“Maxwell brings many years of valuable experience working with internal and external stakeholders to this position, experience that has prepared him well for leadership of agricultural productivity programs in ANR,” Lund says.

Program leaders provide leadership in coordinating research and outreach programs across the Division of Agriculture and Natural Resources. In addition to their concern for statewide integration of programs, program leaders are mentors and advocates for workgroups in their program areas, represent the Division to external stakeholder groups on issues related to their program area and participate in Program Council where recommendations for the allocation of Division resources are developed.

UC video explains genetic engineering

A UC peer-reviewed video titled “Genetic Engineering in California Agriculture” is now available.

This 30-minute video explains the science behind genetic engineering, outlines its uses in food crops and animals, details where and why this technology is being used by California farmers, and examines the science-based concerns pertaining to the use of genetic engineering in agricultural production systems.

The video can be viewed as a streaming media version at mms://STREAM.ucanr.org/Windows_Media/UCTV_04_06.asf using Windows Media Player 9 or greater.

WMP9 is available as a free download for Macintosh computers as well, but for OSX only. The link may be pasted into the browser address field.

The general public and other interested parties can purchase DVD or video copies by calling Communication Services at (530) 757-8930 or at the following Web site: http://groups.ucanr.org/anronucy/Video_Program_Sales_Information/.

For more information, contact Alison Van Eenennaam, Cooperative Extension specialist for animal genomics and biotechnology, at (530) 752-7942 or alvaneenennaam@ucdavis.edu.

Shafter REC calls for proposals

Shafter Research and Extension Center (SREC) is soliciting proposals for new and continuing research projects for calendar year 2005. Proposals are due Wednesday, Dec. 1, 2004. Late proposals will be considered on a space-available basis only.

SREC is a cotton research facility located on 120 acres in the Southern San Joaquin Valley. Field, laboratory and greenhouse space is available for cotton and other field crops.

The center provides labor, equipment, facilities and technical support to UC academics and cooperating organizations such as the U.S. Department of Agriculture.

For information contact Brian Marsh at (661) 868-6210 or bmarsh@ucdavis.edu, or Freddie Swing at (661) 746-8037 or maswing@ucdavis.edu. Additional center information and downloadable forms are available at ANR Research and Extension Centers’ Web site (danrec.ucdavis.edu).

Standiford — from page 1

UC Cooperative Extension regional directors and program leaders. He will work closely with the three agricultural college deans, the dean of the school of veterinary medicine and other senior officers of the university as a member of the executive council.

“The combination of dedicated and talented people we have in ANR enables us to tackle the diverse array of issues facing California,” Standiford said. “No other institution in the country has human resources of this caliber. I’m proud to serve as associate vice president because of the passion and commitment that ANR people bring to work, as well as their broad range of expertise.”

He added, “I believe strongly in teamwork, and look forward to working with advisors, specialists, faculty, staff, and students to bring science-based solutions to problems faced by the people of California.”

Standiford earned his bachelor’s degree in forestry from North Carolina State University, his master’s degree in wildland resource science from UC Berkeley, and his doctoral degree in agricultural economics from UC Davis.

He succeeds Henry Vaux Jr., who retired in January after 33 years with the university. Lanny Lund, who has been serving as interim associate vice president will resume his duties as assistant vice president – programs and academic personnel.

NCMR seeks CD for Inyo/Mono counties

The North Coast and Mountain Region (NCMR) is conducting an internal recruitment for a County Director/Advisor, Horticulture or Natural Resources, Inyo/Mono Counties, #ANCM-04-03. Recruitment closes Nov. 5, 2004.

To request an application packet or to return completed application materials, contact Sydni Gillette, (530) 754-8509, skgillette@ucdavis.edu. For more information about the position, go to the ANR Web site, under NCMR at http://ucanr.org/jobs.shtml. The application for Academic Employment can be obtained from this Web site as well.
Dynes visits north state

Shasta and Tehama county ranchers and growers told Pres. Bob Dynes how they use ANR research in making decisions about managing their land and their crops. Dynes and other senior UC staff joined local cooperators, Vice President Gomes and ANR advisors, specialists and researchers for a tour of Northern California on Oct. 14-15.

At an alumni reception held in Redding, one alumnus noted the Division had suffered several years of budget cuts and asked Dynes whether its future was closer to “life or death.” “Life,” Dynes replied emphatically, “UC is committed to agriculture and natural resources because they are an integral part of California.”

Cattle rancher George McArthur met the group at the gate to JS Ranch on Friday morning Oct 15, and rode with Pres. Dynes to and from the creekside demonstration site on the Millville property that he and his wife, Chris, manage. Enroute to the site, McArthur told Dynes about the ranching operation and some of the production, environmental, regulatory and economic issues facing the state’s cattle operators. They also had an animated discussion about the value of UC agricultural research and Cooperative Extension to the success of the McArthurs’ operation.

On the ride to JS Ranch, UCCE Shasta County director and livestock and natural resources advisor Larry Forero briefed Dynes and Senior Vice President Bruce Darling on a recent cost study for cow-calf operations that he co-authored, and other ways UCCE addresses issues facing cattle ranching, the county’s top commodity. At Cow Creek, UC Davis fisheries specialist Lisa Thompson donned a wetsuit and demonstrated how she counts salmon and other fish in the chilly creek as part of her research monitoring aquatic habitat on the cattle ranch. Integrated Hardwood Range Management Program director Doug McCreary described UC’s oak regeneration projects on grazing lands.

Leaving JS Ranch, UC Berkeley forestry specialist Gary Nakamura rode with Dynes, Darling and Gomes and explained his work with private landowners to remove small shrubs and trees to reduce wildfire fuels. He also talked about the university’s involvement in the Forest Institute for Teachers, which has brought 1,200 K-12 teachers from urban areas to northern California to learn about forest management practices and resource issues.

Arriving at the Price Ranch near Cottonwood, UCCE Tehama County director Rick Buchner discussed UC-developed pest management practices in prune and walnut orchards. Allan Fulton, Tehama County irrigation and water resources advisor, demonstrated how a pressure bomb is used to measure the water status and health of the tree. Grower Bardin Bengard gave Dynes a tour of the Price Ranch and walnut harvest, before riding to Anderson with the Dynes group to talk about challenges facing nut and tree fruit growers.

Following the farm and ranch visits, Dynes attended a lunch hosted by Sierra Pacific Industries chief financial officer Mark Emmerson, who also serves on the President’s Advisory Commission on Agriculture and Natural Resources. Guests -- including ANR employees, farmers, ranchers and timber executives -- dined on locally produced beef, wild rice and apples. Following lunch, SPI forester Ed Murphy talked about the challenges facing California’s forest managers, then UC Berkeley alumna and SPI researcher Cajun James presented her research showing clear-cutting had no effect on stream temperature.

During the tour, Dynes often asked cooperators how they are served by UC Cooperative Extension and agricultural research, eliciting examples of how their industry benefits and some suggestions for additional support.

On Oct. 25-26, Dynes visited Napa and Sonoma counties as the final stops of his inaugural tour. Details about the North Coast tour will be published in the next ANR Report.

In lieu of a traditional inaugural ceremony, Dynes has been holding a series of small regional and campus-based events throughout California since taking office in October 2003. He has been engaging Californians in a conversation about the myriad ways that UC affects their communities and their quality of life whether or not they are near a UC campus.
PAC welcomes new members

The President’s Advisory Commission on Agriculture and Natural Resources recently welcomed nine new members. Serving three-year terms beginning July 1 are:

Stan Andre – chief executive officer of the California Milk Advisory Board, one of the country’s largest commodity marketing organizations, serving more than 2,200 dairy families.

Kevin Andrew – senior vice president of operations for Sun World International, Inc., managing production of specialty fruits and vegetables on nearly 16,000 acres in the Coachella and San Joaquin valleys. He chairs the Statewide Glassy-winged Sharpshooter and Pierce’s Disease Task Force.

Carol Chandler – partner, with husband Bill, in Chandler Farms, Inc., a diversified farming operation growing grapes, almonds and tree fruit in the Selma district (Fresno County). She is on the Board of Trustees of The California State University, and a former Regent of the University of California.

Grant Davis – executive director of The Bay Institute, a non-profit organization employing a combination of scientific research, political advocacy and public education to promote environmental restoration of the entire watershed which drains into San Francisco Bay.

Curt Josiassen – partner in Josiassen Farms and a fourth-generation rice grower in the Richvale area. Josiassen serves on the Butte County Board of Supervisors and chairs the California State Association of Counties’ Agriculture and Natural Resources Policy Committee.

Dina Moore – partner, with her husband, in Lone Star Ranch, a commercial cattle ranch and non-industrial timber business in central Humboldt County. She recently served on the North Coast Regional Water Quality Control Board.

Joel Nelsen – president of California Citrus Mutual, a voluntary membership trade association working in the areas of information, education and advocacy for its members, who farm more than 100,000 acres of citrus.

Jack Pearlstein – president of Nurserymen’s Exchange, one of America’s leading wholesale home and garden companies, with greenhouses and offices in Half Moon Bay, San Francisco and Vista, CA and Delray Beach, FL.

Stuart Woolf – president and CEO of Woolf Enterprises, Inc., a diversified farming operation in Fresno County growing tomatoes, cotton, almonds, and a variety of field and row crops on 35,000 acres.

They join 17 current members on the PAC: Don Bransford, partner in Bransford Farms, a diversified farming operation growing rice, prunes and almonds in the Sacramento Valley. He chairs the California Rice Commission.

Frieda Rapoport Caplan, founder and chairman of the board of Frieda’s Inc., a Los Alamitos-based marketer and distributor of specialty fruits, vegetables and complementary produce.

Ralph De Leon, President of SAMCO, Inc, one of the country’s largest farm labor and trucking contracting firms, with operations in California and Arizona.

John De Luca, executive vice chairman of Wine Institute, which represents more than 700 California wineries.

Daniel Dooley (chairman), partner in the Visalia law firm of Dooley & Herr, partner in Dooley Farms, and member of the Council on Agricultural Research, Extension and teaching (CARET).

Mark Emmerson, chief financial officer and member of the board of directors of Sierra Pacific Industries, one of the nation’s leading lumber, millwork and window manufacturers based in Anderson.

Bob Gallo, co-president of the E & J Gallo Winery, president of Gallo Glass Company, and president of Fairbanks Trucking, Inc.

Ralph Grossi, president of American Farmland Trust (AFT), a national non-profit organization based in Washington, DC, and partner in a Marin County ranching operation.

Ted Horton, executive director of California Golf Course Owners Association based in Canyon Lake (Riverside County).

Pamela Marrone (vice chair), president and CEO of AgraQuest, Inc., a Davis-based firm providing environmentally friendly and effective natural products for farm, home and public health management.

Kenneth McCorkle, senior vice president and manager of the Visalia-based Agricultural Industries Group for Wells Fargo Bank, the largest agricultural lender among U.S. commercial banks.

Karen Miller, co-owner and operator, with husband Clint, of Royal Oaks Farms in Watsonville growing strawberries.

Len Richardson, editor of California Farmer magazine.

Richard Rominger, UC Regent-designate and partner, with wife Evelyne, in Rominger and Sons, a diversified family farming operation in Yolo County.

Rita Schmidt Sudman, executive director of Water Education Foundation based in Sacramento.

Bob Vice, San Diego County avocado grower and founder of B.L.V. Agribusiness Consultants.

Paul Wenger, second vice president of California Farm Bureau Federation, and a walnut and field crop grower in Stanislaus County.

Pres. Dynes, Senior Vice President Bruce Darling and Vice President Gomes met with the Commission in Berkeley on Oct. 7 and 8 for the fall 2004 session. Details about the meeting will appear in the next issue of ANR Report.
Names in the news

NEAFCS honors UC advisors & specialists

Several UCCE advisors and specialists were honored recently at the National Extension Association for Family and Consumer Sciences 2004 annual conference held Oct. 3-6 in Nashville, Tenn.

Marciel Klenk, family and consumer science advisor and youth development advisor, of Napa County, was given the highest award for distinguished service.

Klenk has served in Extension for 36 years. In receiving the award, she was recognized for her research and educational programs for Hispanic Diabetes Awareness, Food Safety and Sanitation for Food Handlers, and her leadership in developing the Make It Safe, Serve It Safe food safety curriculum taught throughout California.

The Distinguished Service Award recognizes members for leadership, outstanding program efforts and personal and professional development.

Seven UCCE advisors and specialists received the "National Program Excellence Through Research Award":

Mary Blackburn, nutrition, family & consumer sciences (NFCS) advisor of Alameda County
Amy Block Joy, adult nutrition education specialist
Lucia Kaiser, community nutrition specialist
Anna Martin, NFCS advisor of San Joaquin County
Marilyn Townsend, nutrition education specialist
Barbara Turner, NFCS advisor of Los Angeles County
Estella West, NFCS advisor of Santa Clara County

In receiving the award, the team was recognized for Evaluating EFNEP and FSNEP Programs with a Food Behavior Checklist. This research designed and validated a food behavior checklist as an alternate to the 24-hour food recall to evaluate nutrition education impact among families in the FSNEP and EFNEP programs. The checklist was easy to administer, code and analyze, and was valid and reliable, culturally neutral, user-friendly and less time consuming.

The Program Excellence through Research Award recognizes NEAFCS members as both researchers and users of research. This award emphasizes the use of research to improve existing programs or to develop new programs.

Yvonne Steinbring, nutrition, family, and consumer science advisor of Siskiyou County was honored as the Western Region Finalist for the Environmental Education Award.

In receiving the award, Steinbring was recognized for a research-based program on post-consumer textiles and clothing at thrift shops and yard sales in Siskiyou County. The study prompted development of products from this waste plus a curriculum, teaching kit, three slide sets, poster report, research article, displays to share this information with community groups, other states, and Mexico.

The Environmental Education Award recognizes NEAFCS members for outstanding educational programs conducted for families and/or communities on various environmental issues concerning water quality, air quality, recycling and natural resource conservation.

Bob Mullen inducted to Hall of Fame

San Joaquin County farm advisor emeritus Robert Mullen and four other Stockton-area agriculturalists were inducted into the Stockton Ag Expo Agricultural Hall of Fame Oct. 28 at a dinner in their honor.

"Without exception, all recipients of this honor are or have been selfless contributors to the farming community, and through their strength of character and commitment to the improvement of our resources, have richly touched the lives of many people," said Jack Mulrooney, chair of the 2004 Ag Hall of Fame selection committee.

Mullen was a vegetable crops farm advisor for 34 years before retiring in 2003. He conducted about 1,000 research trials — many funded by industry grants — and wrote 200 scientific reports and papers. He worked extensively in processing tomatoes, fresh-market tomatoes, melons, potatoes, onions and asparagus.
Paul Verdegaal receives Award of Merit

San Joaquin Valley viticulture farm advisor Paul Verdegaal received the 2004 Award of Merit from the Lodi-Woodbridge Winegrape Commission. The commission presented the award at its annual Wine Integrity Award Dinner in Lodi Oct. 7. Verdegaal, a viticulture farm advisor since 1987, focuses his research on trellising, vine spacing, rootstock, irrigation and new varieties. Verdegaal came to UC with farming experience. For seven years he was vineyard foreman for Pacific Agri Lands Inc. in Modesto. Before being named a farm advisor, he worked for three years as a UCCE field and lab technician.

Roush to head SAREP

Effective Oct. 1, Entomologist Rick Roush was named interim director of the UC Sustainable Agriculture Research and Education Program based in Davis. Roush is also director of the UC Integrated Pest Management Program. Roush succeeds Sean Swezey, who has returned to UC Santa Cruz.

Grantz reappointed KAC director

Dave Grantz, CE air quality specialist and plant physiologist will continue as director of the Kearney Agricultural Center academic group. He has been reappointed by Interim Associate Vice President Lanny Lund for another five years. KAC is a multidisciplinary team of AES scientists, CE specialists and CE advisors who are permanently assigned to Kearney Research and Extension Center in Parlier. The AES scientists and CE specialists have home departments located on the UC Berkeley, UC Davis and UC Riverside campuses.

CAPCA honors 4 ANR emeriti, 1 advisor

Farm advisors George Leavitt, Bill Olson, Wilbur Reil and Jack Williams and specialist Beth Teviotdale are recipients of the California Association of Pest Control Advisers’ “Outstanding Contribution to Agriculture” award for 2004.

Awards to the group of retirees were presented at a luncheon in their honor during CAPCA’s conference Oct. 25 in Anaheim. First presented in 1979, the award recognizes individuals and organizations that have made a significant contribution to California agriculture.

Leavitt, the long-time viticulture farm advisor in Madera County, plans to retire during the next year. Bill Olson, the county director and pomology farm advisor in Butte County, retired last June after 31 years with UCCE. Reil retired in March after providing research information on walnut, almond, prune, grape and pear production to Sacramento Valley farmers for 34 years. Williams, the county director and the rice, field crops and soil farm advisor in Sutter and Yuba counties, retired in January following a 34-year career with UCCE. Beth Teviotdale, UC’s first woman agricultural extension specialist, retired in June, after a 30-year career conducting plant pathology research and outreach.

Howard joins Contracts & Grants

Sharon Howard is the Division’s new senior contracts & grants analyst.

“Sharon comes to us well-versed in contracts and grants administration after more than 20 years on the Berkeley campus, most recently with the Department of Molecular & Cell Biology,” says Carol Berman, contracts & grants coordinator.

Howard is located in the Office of Contracts & Grants, 1111 Franklin Street, Room 6312F, in Oakland. She can be reached at (510) 987-0051 or sharon.howard@ucop.edu.

Howard will be responsible for proposals and awards from federal agencies, marketing boards/commissions, private/non-profit sponsors and Hansen Trust matters, while Lynn Deetz will continue to handle proposals and awards from State of California and local government agencies, private industry/commercial sponsors and intramural agencies. Questions concerning status of items in progress are handled by contracts & grants assistant Andrea Davis at (510) 987-9241.
Patrick O’Connor-Marer

Patrick O’Connor-Marer retired on Sept. 30 after 20 years with UC. He served the last 16 years as coordinator of the UC Integrated Pest Management Pesticide Safety Education Program (PSEP). He was also associate director for the Western Center for Agricultural Health and Safety at UC Davis.

After earning his Ph.D. in entomology from UC Davis, O’Connor-Marer worked as a farmer and a pest control adviser. In 1984, he was hired by IPM as a senior writer, but continued to grow prunes and walnuts. In 1988, he became UC’s Pesticide Safety Education Coordinator.

Since PSEP’s establishment in 1988, O’Connor-Marer and his staff have developed workshops, seminars, publications, videos and classes for California’s pesticide handlers and farm workers. His team wrote the UC Pesticide Compendium Series, which is the authoritative reference for pesticide safety and the official study guide for people studying for California’s pesticide applicator licenses and certificates.

“Pat has led PSEP through a number of accomplishments and milestones, but perhaps one of the most impressive is that they have trained more than 4,600 pesticide safety instructors who, in turn, trained more than 870,000 workers in California,” said Rick Roush, director of the UC Statewide IPM Program.

O’Connor-Marer tried to bridge the cultural, language and educational barriers found in California’s diverse agricultural workforce. One example is a successful project to help Hispanic and Hmong farmers read and understand pesticide labels.

In collaboration with the state Department of Pesticide Regulation, O’Connor-Marer’s staff established the criteria for state-approved train-the-trainer programs and implemented the first approved program in the state. The program has been used in California, Mexico and for 15 Western American Indian tribes.

“Pat’s real-world experience as a farmer and a pest control adviser kept him well-grounded and contributed to his being able to develop programs and materials that were extremely effective in the agricultural community,” said Mary Louise Flint, director of IPM Education & Publications and extension entomologist. — Stephanie Klunk

Alvin Sokolow

Political scientist Alvin Sokolow, who spent the last 12 years of his 39-year University of California career as a UC Cooperative Extension farmland protection specialist, retired Oct. 1.

A native of Chicago’s West Side, Sokolow earned a bachelor’s degree in journalism, and a master’s degree and Ph.D. in political science from the University of Illinois, Urbana-Champaign. He joined the UC Davis faculty as a political science professor in 1965, focusing on local and state governmental issues.

In 1992, Sokolow transferred to UC Cooperative Extension, taking a position in the UC Davis College of Agricultural and Environmental Sciences.

“I may be the first person in the history of UC to give up a professorship to become a Cooperative Extension academic, but this was a career move that made a lot of sense to me,” Sokolow said. “I’ve been nourished, supported and befriended in numerous ways by this college and by my colleagues in Cooperative Extension and I can’t thank them enough for making room for me.”

Sokolow said he made the change to work in applied public-policy research and connect that with outreach work. “In order to do effective research, you need a sense of what the real world is all about,” Sokolow said.

Sokolow documented the policies and approaches taken by counties with large agricultural industries — mainly those in the San Joaquin and Sacramento valleys — with regard to farmland protection. Working with the UC Agricultural Issues Center and county CE offices, he inventoried the policies in place and studied how they were being implemented.

“My one regret with retirement,” Sokolow says, “is that no one will replace me at UC because of severe budget cuts to Cooperative Extension in the past two years. So it’s likely that our research and outreach program on farmland and land-use policy and local government will shortly disappear.”

Sokolow plans on completing several projects under way. A project nearing completion is a guidebook for California land owners on compensatory methods for keeping their land in agriculture. Sokolow is also conducting a study on agricultural-urban edge issues with CE colleagues Sonya Varea-Hammond in Monterey County, Ramiro Lobo in San Diego County, and Maxwell Norton in Merced County. — Jeannette Warnert