Freeze relief in Tulare County builds on successful 1990 effort

By Jeannette Warnert

The task force providing relief to Tulare County residents unemployed by December’s freeze is modeled after the successful relief effort spearheaded eight years ago by former Tulare County Director Curt Lynn following the last devastating citrus freeze.

Lynn’s task force brought food and housing assistance, job training and health and legal services to jobless Hispanic farm and packing house workers. His efforts continue to reap dividends.

“We already had a blueprint for freeze relief,” said Tulare County spokesman Eric Coyne. “We got the governor to declare the disaster within 24 hours. Last freeze, it took more than two months.”

The current freeze relief effort is coordinated by the Tulare County emergency programs director and chaired by the executive director of the Tulare-Kings chapter of the American Red Cross. However, Cooperative Extension (CE) is again playing a crucial role.

Current Tulare County Director Jim Sullins is chair of the fundraising task force.

Media appeals, public appearances and one-on-one contacts by the committee have yielded $80,000 in donations. Southern California Edison has committed $100,000 to the relief fund, in addition to helping with utility payment deferrals and other programs. Pacific Gas & Electric and Southern California Gas also made commitments to help freeze relief by deferring bills and making cash contributions. All contributions will be administered by the United Way of Tulare County and disbursed by the committee according to local need.

Nutrition, family and consumer sciences advisor Cathy Lamp is a member of the food task force. When the county received a 40,000-pound shipment of navy beans, she created and taste-tested recipes to help Hispanic families turn the abundant, unfamiliar yet nutritious beans into comfort food.

Small-farm advisor Manuel Jimenez is part of the task force helping displaced workers get training and new jobs.

Lamp and Jimenez received affirmative action awards from DANR and were recognized by FEMA for their freeze relief efforts eight years ago.

“Nonprofit organizations, the ag industry, utility companies and government agencies have all been enthusiastically involved in the freeze relief effort,” Sullins said. “This community effort has hit the ground running, largely because of the precedent set by Cooperative Extension following the last freeze.”

Warnert is a DANR public information representative based in Fresno.
100 black-and-white photographs and more than illustrated with 250 color Flint said author sors and master gardeners scientiﬁc, horticultural advice, I solicited input from and fertilization practices. and changes in irrigation barriers, least toxic materials resistant varieties, traps, practices such as biological control, native pest management prac- tices that stresses the use of alter- native pest management prac- tices such as biological control, resistant varieties, traps, barriers, least toxic materials and changes in irrigation and fertilization practices.

“To prepare for this revision, I solicited input from scientists, horticultural advisors and master gardeners across California and beyond,” said author M ary Louise Flint, a CE entomologist.

The newly available second edition of “Pests of the Garden and Small Farm—A Grower’s Guide to Using Less Pesticide” has been substantially revised since it was ﬁrst published in 1990. It is a user-friendly handbook that stresses the use of alternative pest management practices such as biological control, resistant varieties, traps, barriers, least toxic materials and changes in irrigation and fertilization practices.

“This is our most comprehensive catalog ever,” said Director Bob Sams. “We’ve redesigned it to make it more attractive and easier to use and have added many new educational products for homemakers, gardeners, farmers and ranchers.”

The 96-page catalog features nearly 850 research-based publications, videos, and slides for home and farm.

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The 96-page catalog features nearly 850 research-based publications, posters, videos and slide sets on a virtual A to Z of consumer, agricultural and natural resources subjects. Some publications are also offered in Spanish and other languages. A number of selections are offered free from the Communication Services website (http://danrcs.ucdavis.edu).

The catalog can be ordered from Communication Services (510/642-2431; danrcs@ucdavis.edu).

Both articles were excerpted from press releases written by John Stumbos.

SAREP (from p. 1)

the top-rated candidate after a prolonged search for new leadership in SAREP,” Vaux said. “He has an impressive record of working with a wide array of growers, scholars and county-based Cooperative Extension personnel. All of these people have given him high marks and indicate that they are looking forward to working with him as the new director of SAREP.”

SAREP was established in 1987 as the ﬁrst sustainable agriculture program at a U.S. land-grant university. For a transition year, SAREP will continue to be located at UC Davis.

Swezey takes the reins from Robert J. Reginato, who served as SAREP’s interim director since July 1998. William Liebhardt, the program’s ﬁrst director, left SAREP in June 1998 to return to extension work in the UC Davis department of agronomy and range science.

Swezey received his AB and MA in anthropology, a BS in conservation and resource studies, and a PhD in entomological sciences—all at UC Berkeley. His career includes teaching and research appointments at UC Berkeley, Cornell University and UC Santa Cruz. He also served as a consulting entomologist with the Organization of American States and the Food and Agriculture Organization.

Since 1994 he has worked as a specialist and then in 1996 as associate director of the Center for Agroecology and Sustainable Food Systems at UC Santa Cruz.

Swezey is an accomplished ﬁeld researcher and has developed a reputation as a consensus builder among the growers of the Central Coast’s major commodities, such as apples, strawberries and artichokes. He has earned a number of academic achievements, honors and fellowships and has been awarded numerous grants to study a wide variety of sustainable farming systems.

In addition to work on coastal crops, Swezey studied conversion of conventional to organic cotton farming in the San Joaquin Valley. He has authored more than two dozen articles in peer-reviewed research periodicals, including DANR’s journal, California Agriculture.

“Dr. Swezey’s work in the UC system—at the Berkeley and Santa Cruz campuses and in the Central Valley—prepares him well to work in the leadership of the SAREP program,” Vaux said. “He will be responsible for greater integration of sustainable agriculture research and extension efforts throughout the Division of Agriculture and Natural Resources and in establishing stronger ties to the agricultural community.”

“Every grower in California is deeply concerned about issues of sustainability,” Swezey said. “Under my leadership SAREP will develop programs that serve the great breadth and diversity found in California agriculture. Our ﬁrst job is to help growers develop innovative and sustainable practices.”

Stumbos is a senior public information representative for DANR and is based at UC Davis.
UCCE workshop provides update on biotech issues

By Shirley Humphrey

It took some time for agricultural and environmental biotech products to reach the farmer’s fields and the consumer’s table, but now their impact is being felt in California and the nation, according to UC Berkeley biotechnology specialist Peggy Lemaux.

Lemaux spoke at “Biotech 1998: From Research Pipeline to Marketplace,” a UCCE workshop held Nov. 11 at the Heidrick Ag History Center in Woodland.

“Promise is now reality,” Lemaux declared, pointing out that 60 million acres in the U.S. were planted in genetically modified crops in 1998, including 50 percent of the cotton, 40 percent of the soybean and 20 percent of the corn. These numbers will climb, she maintained.

Nearly 90 advisors, specialists, faculty and staff attended the workshop, which was organized to help Cooperative Extension members become more knowledgeable communicators on biotech issues.

“An informed public will be critical as these advances reach the marketplace,” said Butte County advisor Susan Donohue, a member of the planning committee. “Cooperative Extension can play a major role in helping youth and families understand these issues.”

The all-day workshop was built around six presentations by experts, two concurrent breakout sessions and follow-up discussion groups.

College of Agricultural and Environmental Sciences Dean Barbara Schneeman and North Region Director Terry Salmon, opened the meeting at 9 a.m. with welcoming remarks that set the stage for the day’s activities. Salmon provided the leadership in organizing the workshop.

In her presentation, “What is Biotech? Tools? Applications?,” Lemaux said that a recent referendum in Switzerland illustrates the importance of being able to understand this technology and to talk knowledgeably about it to local clientele.

The referendum’s goal was to ban genetic engineering and its products. Overwhelming voter approval was predicted. Yet, after a two-year educational campaign, public opposition to genetically modified crops dropped from 62 percent to 33 percent and acceptance rose from 25 percent to 39 percent.

Lemaux drew several lessons from the campaign:

- Scientists, government officials and industry representatives need to work together with other groups, such as health providers, farmers and food professionals to disseminate information;
- The public is capable of understanding the issues;
- Scientists need to engage in dialogues with the public in non-technical terms;
- The public has a right to know what publicly funded research is trying to do.

Lemaux noted that advisors can use the slide presentation on her website to educate the public on the benefits of genetic engineering. The script of “What’s Up in Biotechnology?” can be downloaded (http://plantbio.berkeley.edu/~outreach).

High-quality slides illustrating the text can be ordered from her directly. The presentation, which has been adapted into Spanish, is being used not only in California but all over the world, Lemaux said.

In his discussion, UCD extension vegetable specialist Trevor Suslow offered insights into the processes necessary for commercialization of biotechnological products. He also talked about how CE advisors might play a role in this process.

Martina McGloughlin, director of the Biotechnology Program at UC Davis, focused on the importance of understanding consumer opinions and emphasized the need for communicating in a straightforward manner.

UC Berkeley extension agricultural economist Jerry Siebert explained the potential implications of biotechnology on international trade.

Ed Green of Peto Seeds addressed the issue of how CE could interact with industry in moving products to the market.

College of Natural Resources Dean Gordon Rausser offered his perspectives on the topic of intellectual property and the alignment of public and private incentives.

Rausser, the new economy in agriculture, Rausser said, is based on people working with their brains, not their hands, on increased communication, global competition, innovation and constant rapid change. Changes in agriculture will be dramatic, he noted, and California needs to be ready for the challenge or be left behind.

Topics covered in the afternoon concurrent breakout sessions included regulatory issues, pest resistance, consumer concerns, field evaluation and early introduction, animal biotechnology, plant biotechnology, 4-H youth career opportunities and nutriceuticals, pharmaceuticals and pharming.

After discussion groups and reports, the workshop concluded at 5:30 p.m.

In addition to Donohue, Lemaux and McGloughlin, the workshop planning committee included Chris Dewees, Statewide Sea Grant Program; Shirley Humphrey; Mike Murray, Colusa County; Cass Utters, Butte County and Paul Olin, Sonoma County.

Besides the planning committee, many others helped make this in-service opportunity possible, Salmon said.

Funders and collaborators included the regional directors, the ag colleges at UC Berkeley and UC Davis, the Genetic Resources Conservation Program, the Statewide IPM Project, and the UC Systemwide Biotechnology Research and Education Program.

Humphrey is an analyst at DANR North Region.

Names in the news

Karen Varcoe, CE consumer economics/management specialist at UC Riverside, will receive the Stewart M. Lee Consumer Education Award at this M arch at the annual conference of the American Council on Consumer Interest. The award is given to an individual or organization that has made significant contributions to consumer education.
DANR puts on national satellite conference for 4-H volunteer leaders
By John Stumbos

DANR is producing a national satellite conference on March 6 to help volunteer 4-H leaders bolster understanding of children’s learning abilities.

“Understanding How Kids Learn and What You Can Do to Help” will provide 4-H and other community volunteers who work with youth an opportunity to interact with some of the nation’s leading researchers in education. Local 4-H youth advisors will be coordinating satellite downlink sites, lead discussions and direct questions to program participants.

The program will introduce volunteer leaders to the work of four UC experts involved in dynamic programs that feature real-world experiences in education or science and technology. The presenters include:

- Larry Lowery, professor emeritus at the Lawrence Hall of Science, Berkeley. Lowery, a leading researcher in human learning, is developing a hands-on science curriculum for grades K-6. He will discuss how children think and learn at different stages of development.
- Kathy Metz, associate professor of education, UC Riverside. Metz’s research is revealing that children in a project-oriented environment are capable of learning a lot more, at younger ages, than anyone previously thought.
- Jonathan Sandoval, professor and interim director, Division of Education, UCD. Sandoval’s research focuses on psychological testing and classroom learning. He also leads the statewide Healthy Start Program to develop comprehensive community-based support services for schools.
- John Stumbos, professor of education, UC Davis. Stumbos is developing a hands-on science curriculum for grades K-6. He will discuss how children think and learn at different stages of development.

The satellite team is co-chaired by advisors Teresa McAllister and Yvonne Steinbring. Also on the team are Gary Beall, Karen Berke, Desmond, Loran Hoffman, Shirley Humphrey, Mike Poe, Ponzio and Terry Salmon.

The conference is sponsored by the North Region, 4-H Curriculum Fund, in collaboration with the Center for Youth Development, Statewide 4-H Program and Communication Services.

The program is free at UC Cooperative Extension sites. The broadcast runs from 10 a.m. to 12:30 p.m. For more information, contact Berke (530/754-9550) or visit the 4-H website (http://fourh.ucdavis.edu).

Nominations sought for Assembly Council posts
By Mike Murray

An election is being held to select CE academic staff to fill several Academic Assembly Council (AAC) vacancies effective July 1. The following vacancies will be filled:

- President-elect (all AAC members eligible; one year as president-elect, one year as president, one year as immediate past-president)
- Committee on Committees—one vacancy (candidates must be assigned to the current South Region; three-year term)
- Personnel Committee—three vacancies (two candidates must be assigned to the current South Region; one candidate can be from any of the regions or specialist locations; three-year terms)
- Program Committee—four vacancies (one candidate must be assigned to the Berkeley campus and one each from the current South, South Central and North Central regions; three-year terms)

All AAC members are eligible to nominate persons or run for positions, contingent on meeting regional or specialist location requirements for candidates. Please forward candidates names and locations to Mike Murray, chair, Committee on Committees, no later than Feb. 10 (P. O. Box 180, Colusa, CA 95932; mmurray@ucdavis.edu).

Self-nominations are encouraged and accepted. All nominations must be in writing and be accompanied by a statement indicating that the candidate is willing to serve if elected. A minimum of two candidates for each vacancy are required. If an inadequate candidate pool results, the Committee on Committees will nominate additional candidates. Ballots will be mailed to all AAC members by the AAC secretary in late-February, with a return deadline of March 31.

Personnel news

- UC proposes to add “genetic characteristics” with regard to medical condition to its “Non-discrimination and Affirmative Action Policy Regarding Academic and Staff Employment.” The change conforms to state requirements. The proposal is available from Director Eugene Britt (510/987-0096; eugene.britt@ucop.edu). Comments are due to Britt by Feb. 15.
- Comments are invited on proposed revisions to APM Leave Policies that would clarify the use of academic personnel leave policies for domestic partners and clarify the period of eligibility for active service-modified duties. Read them online (http://www.ucop.edu/acadadv/apmreview.html). Comments are due to Coordinator Virginia Vogel (virginia.vogel@ucop.edu) by March 1.
California family and consumer sciences advisors receive national awards from their peers

A 12-member team of UC family and consumer sciences advisors and specialists has received a national research award from the National Extension Association of Family and Consumer Sciences (NEAFCS).

The award was one of only four Program Excellence Through Research team awards presented at the annual meeting of the NEAFCS.

The UC team was honored for a study to better understand the food habits and health practices of three generations of biologically related African-American women—daughters, mothers and grandmothers.

The study broke new ground. A literature review revealed that no research existed of multigenerational food habits and health practices within the same family and across a three-generation span. The study was conducted with 174 women in 10 California counties. It asked: 1) Is there a transfer of information regarding food acquisition, preparation and intake from generation to generation? 2) What dietary patterns, food habits and health practices are associated with risk factors for poor health?


The team also won at the state and regional levels.

Other UC advisors saluted by the NEAFCS:
- Butte advisor Susan Donohue received the Distinguished Service Award.
- Santa Clara advisor Estella West received the Continued Excellence Award.
- Besides sharing in the national research award, Mary Blackburn was state winner of the Program Excellence Through Research individual award. Her study detailed the demographic distribution by county of California grandchildren who live in households headed by their grandparents. It also provided other data needed for program planning. Blackburn was also honored at the state level for her newsletter, “House Calls,” distributed to 50,000 public-assistance households in Alameda County. The newsletter provides nutrition, money management and other practical information for enhancing family life.
- Placer-Nevada County Director Sharon Junge won top honors in both the state and western region competition in the Packaged Program I category. Her program provides a series of tools for community stakeholders, such as boards of supervisors, government and agency people, community organizations, child-care providers and parents to use in establishing county child-care priorities and plans. The program includes a needs assessment, a child-care and development programs resource brochure, parent brochures and a slide set and script.
- Siskiyou advisor Yvonne Steinbrinck placed first in the state and second in the western region for an instructional video she developed for 4-H leaders and members to help them improve their presentation skills. Steinbrinck was also the state winner in news article writing for her article “Is pink turkey meat safe to eat?”

Budget (from p. 1)

Among the UC requests that did not make it into the governor’s proposal was a $2 million CE augmentation approved by the Regents. The governor’s budget plan was shaped in the context of slower economic growth in California and projections of a $1 billion state budget deficit under current state spending policies. As a result, the plan offers limited spending growth to all state programs.

“In the months to come, the Regents and the Office of the President will be working with the governor and Legislature to craft a final budget for the University,” Vice President Gomes wrote in a letter to the Council of Deans and Directors. “I believe there is still a chance for the UCCE augmentation to be included in the 1999-2000 budget should revenues prove significantly more robust than now estimated.”

Steve Nation, director of DANR’s Office of Governmental and External Relations, said: “The CE augmentation remains among the highest priorities of the Office of the President and the Regents. There’s no doubt that if the outlook for state revenues improves, the CE augmentation will be among the items that UC asks the governor and Legislature to consider adding to the 1999-2000 budget.”
**RECs issue call for proposals**

- The Bay Area Research and Extension Center (BARC) is soliciting proposals for new and continuing research and demonstration projects for 1999.

Currently, there is ample greenhouse and small-plot field space available to accommodate new projects in the areas of turf management, urban forestry, small-farm specialty agriculture, floriculture and nursery production. The center also supports a wide range of research disciplines in agricultural and natural resources.

The Research Advisory Committee will review all proposals at its annual meeting on March 23.

BARC provides land, equipment, labor, technical support and management support to University academics with appointments in Cooperative Extension or the Agricultural Experiment Station. USDA research personnel also have open access to center services.

For more information, contact Superintendent Zak Moussli (408/296-4986 or mzmoussli@ucdavis.edu).

- The Sierra Foothill Research and Extension Center (SFREC) is soliciting proposals for new and continuing research for the upcoming program year, May 1, 1999–April 30, 2000.

Proposals are due at SFREC by March 1. The center expects to award up to $400 grants.

**Professional Society Meeting Support funds**

Cooperative Extension specialists and advisors wishing to apply for Professional Society Meeting Reimbursement funds for meetings between April–June 1999 must have their requests (Form M F-117) to Mary Lu M Guire by Monday, Feb. 8 (the original due date, Feb. 7, is on a Sunday). The form can be obtained from M Guire (510/987-0067; marylu.mcguire@ucop.edu).

Remember: CE specialists and advisors are eligible for one $400 grant per fiscal year (July 1–June 30).

**ANR Report**

DIVERSITY OF AGRICULTURE AND NATURAL RESOURCES: Serving California through the creation, development and application of knowledge in agricultural, natural and human resources.

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