

Clebson Gomes Gonçalves
Diversified Agricultural Systems Area Advisor
Location: Lake and Mendocino Counties

Position Description
Effective Date: July 1, 2022

PURPOSE & CLIENTELE

The Diversified Agricultural Systems Area Advisor purpose is to implement an extension education and applied research program to develop and extend knowledge on high priority initiatives on pomology and horticultural crops (i.e., pears, walnuts, and olives, as well as other niche crops such as vegetables, edible grains, seeds, nursery starts, ornamental crops, turfgrass, etc) to an economically, culturally, and socially diverse clientele. In collaboration with UCCE colleagues, the advisor will also develop a strong integrated pest management (IPM) program to address ongoing problems faced by conventional and organic growers in the region (i.e., weeds, disease, insects, and vertebrates). The advisor will explore emerging technologies and contributing to cutting-edge research and extension that addresses critical needs of productivity and sustainability.

The focus will be on 1) Maintaining and enhancing the economic, social, and environmental sustainability of diversified agriculture; 2) Meeting the growing demands of and contribute to the success of small and medium-sized farms in the region and 3) Preserving a viable agricultural land use base capable of harboring a diversified, locally-based agricultural industry in the midst of threats from non-agriculture uses as the population increases (ranchettes, commercial entities). The position can tap consumer interest in locally-produced food and other agricultural products.

The advisor will address needs of multiple agencies and entities with similar goals and endeavors that need locally-relevant, research-based information and advice, e.g. agricultural training programs/farm schools, farmer's markets/food hubs/RCD/ Farm Bureaus and other economic development entities, community college Ag programs, etc... Applied research may consider elements including alternative crops suitable to microclimates ranging from intermountain to coastal.

The advisor will also assist County Directors with Master Gardener (MG) training and problem-solving.

The Diversified Agricultural Systems Area Advisor will also join a team of highly motivated UCCE colleagues who are passionate about their work and are dedicated to making a difference within the communities and working landscapes of California. The potential for collaborative projects within the UC ANR system is nearly limitless.

MAJOR RESPONSIBILITIES

Academic and Extension Program (70%) Diversified Agricultural Systems Area Advisor

- A.** Provides information and recommendations on all aspects of diversified agricultural systems, including Integrated Pest Management – IPM (Weeds, Insects, Diseases/nematodes, Vertebrates), Pesticide application and safety, Sustainable Management Practices (alternative practices or organic methods), Nutrition/fertilization, Mechanization to replace hand labor, Technology advancements (e.g. drone use, automated systems, etc.), Cover Cropping, No-Till, Drought adaptation (e.g. dry land farming, changing cropping systems), Rootstocks/varieties, Pruning/ training/canopy management, Crop Establishment, and Others.
- B.** Attends academic seminars, conferences, trainings, and events to gather novel information on recent developments in emerging technology and future phase for diversified agricultural farming. Reproduces information gained from such events in an accessible format for Lake and Mendocino counties diversified clientele.
- C.** Organize and participates in educational seminars, courses, meetings, field day, and AGR tour/training as a speaker/lecturer to disseminate information and improve the knowledge base of current and future industry professionals.
- D.** Dissemination of information to local and statewide clientele via UC Statewide IPM Program, newsletter, annual meeting, social media, blogs, face-to-face contacts, and other extension presentations.
- E.** Assists and oversees the Lake and Mendocino counties Master Gardener program. Training, speaker/lecturer, and problem-solving (10%).

Research Program (30%) Diversified Agricultural Systems Area Advisor

- A.** Conducts cutting-edge and problem-solving applied research in pomology and horticultural crops in cooperation with the University of California and other universities, industry representatives, land managers, and producers to develop answers to questions relevant to the region and support the development of improved IPM practices and climate-adaptive techniques.
 - B.** Develops and maintenance web pages and social media that address issues and relay the newest information related to Diversified Agricultural Systems farms.
 - C.** Preparation of grant proposal and publication of peer-review in high-impact journals alone and in collaboration with other field specialists.
- **Technical Competence & Impact**
 - Ensure clientele needs are assessed, and develops program goals to successfully meet clientele needs, in alignment with UC ANR's statewide Strategic Vision and initiatives.
 - Conduct applied research designed to solve locally relevant problems and monitor related changes.
 - Maintain and promote UC ANR's credibility by providing science-based knowledge and skills independent of personal or parochial interests.

- Represent UC ANR locally in a professional manner.
 - As relevant, oversees delivery of UC ANR statewide programs at the local level; works with staff to ensure that outcomes and impacts are measured and communicated.
- **Communication**
 - Conduct and report regular needs assessments to identify priority issues or problems relevant to the local clientele groups being served.
 - Disseminate useful, science-based information to inform clientele, using extension methods that are responsive to clientele needs and appropriate for the audience and situation.
 - Evaluate programs and report accomplishments, results, and potential or actual impacts to scientific and lay audiences.
 - Foster an increased understanding of UC ANR's Cooperative Extension's research and education programs in clientele, the public and policy makers.
 - Effectively use online communication methods and associated software programs to support research and instruction.
 - Actively advocate for UC ANR program awareness and support.
- **Collaboration, Teamwork & Flexibility**
 - Develop collaborative teams with other UC ANR academics, campus-based specialists and faculty and/or others, to address priority issues for UC ANR.
 - Act as a facilitator in the public policy arena to effectively bridge divergent interests around issues that impact subjects within the UC ANR purview.
 - Interact with UC ANR Program Teams, specialists and others within the research/extension network to develop, strengthen and expand program goals.
 - Participate in UC and UC ANR leadership, through committees, task forces and other formal or informal structures.
 - Serve the California public by participating in activities of public agencies and organizations.
 - Interpersonal Relationships: Be an effective listener and communicator, take responsibility for our own actions, motivate others, keep commitments and cultivate political and industry support for UC ANR.
 - Build relationships to work with diverse populations and acclimate to varying circumstances.
- **Professional Development & Lifelong Learning**
 - Participate in professional organizations and collaborate with federal, state and county governmental agencies, non-government organizations and others by providing independent science-based information and leadership.
 - Maintain a program of continuous self-improvement by participating in in-service training, seminars, workshops, work group & program team

meetings, short courses, professional society meetings and other relevant opportunities.

AFFIRMATIVE ACTION and DIVERSITY, EQUITY, AND INCLUSION (DEI)

- Comply with all applicable federal and state laws and regulations, and all University policies regarding affirmative action, including prohibition of discrimination on the basis of race, color, national origin, religion, sex, sexual orientation, physical or mental disability, age, veteran status, medical condition, ancestry or marital status.
- Promote, in all ways consistent with other responsibilities of the position, accomplishment of the affirmative action goals established by UC ANR.
- Take all measures necessary to assure any employee or volunteer workers supervised by this position fulfill their affirmative action responsibilities.
- Develop a statement of program mission and definition of potential program clientele that embody a commitment to serve diverse ethnic and gender groups.
- Plan and conduct programs in such a manner as to provide equitable service to all ethnic and gender groups that comprise the potential clientele population for the program.
- Identify any barriers to clientele participation related to ethnicity, gender, or other characteristic of concern under the University's affirmative action policies and take corrective action as needed to remove such barriers.
- Collect, and keep current, demographic data identifying the ethnic and gender distribution of the potential clientele populations for the program and describing other characteristics of the population relevant to the pursuit of the Division's affirmative action goals.
- Compile and maintain documentation of service to each ethnic and gender group within the clientele population served by the program, including statistical records of clientele contacts, quantitative evaluations of benefits realized by clientele and reports of any special efforts to serve under-represented groups.

RELATIONSHIPS

Administratively responsible to UC ANR Lake County Director for the conduct of the UC ANR program(s).

QUALIFICATIONS

A minimum of a Master's degree in plant sciences, e.g. horticulture, pomology, vegetable crops, is required; a pest management degree is acceptable if accompanied by adequate plant science-related coursework and experience.

Ability and Skills

1. A broad understanding of diversified agricultural systems which includes crop Establishment, plant nutrition, biotic and abiotic stress, Integrated Pest Management - IPM, technology advancements (e.g. drone use, automated systems, etc.), and Others.
2. Ability to write and speak effectively and communicate complex research and technical information to non-clientele members of the public.

- Reviewers:**

01-31-2023

Final Approvers:

Dr. Daniel Obrist
Vice Provost of Academic Personnel