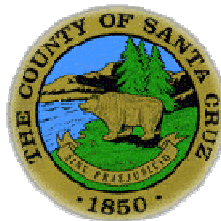

UNIVERSITY OF CALIFORNIA COOPERATIVE EXTENSION SANTA CRUZ COUNTY

PROGRAM REPORT: 2006-2007



Our Mission

The University of California Cooperative Extension is dedicated to protecting and improving the resources and quality of life in Santa Cruz County by providing research-generated knowledge and techniques related to agriculture, marine resources, youth development, and nutrition education.



UC COOPERATIVE EXTENSION SANTA CRUZ COUNTY PROGRAMS

AGRICULTURAL RESOURCES

SUPPORT AND STRENGTHEN THE AGRICULTURAL INDUSTRY



Programs include research and education in integrated pest management and invasive species, farm profitability, sustainability, marketing, regulatory pressures, and pressures at the agricultural-urban interface.

NATURAL RESOURCES

PROTECT, CONSERVE, AND ENCOURAGE THE WISE USE OF NATURAL RESOURCES

Programs include research and education in marine protected areas, land-sea linkages, farm water quality, water quality and the Monterey Bay National Marine Sanctuary, fisheries socio-economics, and Sudden Oak Death.



HUMAN RESOURCES

EDUCATE AND SUPPORT THE HEALTHY DEVELOPMENT OF YOUTH AND FAMILIES

Programs include research and education in science and technology to help youth develop leadership, citizenship, and life skills, access to quality after-school educational programs and childcare, addressing high-risk behaviors in youth, and nutrition education.

UC COOPERATIVE EXTENSION ADVISORS

SANTA CRUZ COUNTY ADVISORS

Mark Bolda
Strawberry & Caneberry Farm Advisor

Caroline Pomeroy
Marine Fisheries/Sea Grant Advisor

Lynn Schmitt-McQuitty
Youth Development Advisor

Richard Starr
Marine Science/Sea Grant Advisor

Steve Tjosvold
Environmental Horticulture Farm Advisor

Laura Tourte
Director/Farm Management Advisor

CROSS COUNTY ADVISORS

Aziz Baameur
Small Farms Advisor

Larry Bettiga
Viticulture Farm Advisor

Michael Cahn
Irrigation & Water Resources Advisor

William Chaney
Entomology Farm Advisor (Retired 2006)

William Coates
Pomology Farm Advisor

Sergio Garcia
Livestock & Range Science Advisor

Steve Koike
Plant Pathology Farm Advisor

Richard Smith
Vegetable & Weed Science Farm Advisor

UC COOPERATIVE EXTENSION RESEARCH & PROGRAM STAFF

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Geri Farasopoulos
Agricultural Technician

Heather Holmstadt
Program Representative

David Chambers
Research Associate

Stephanie Fontana
4-H Program Representative

Amy Kaplan
Agricultural Technician

SANTA CRUZ COUNTY STAFF

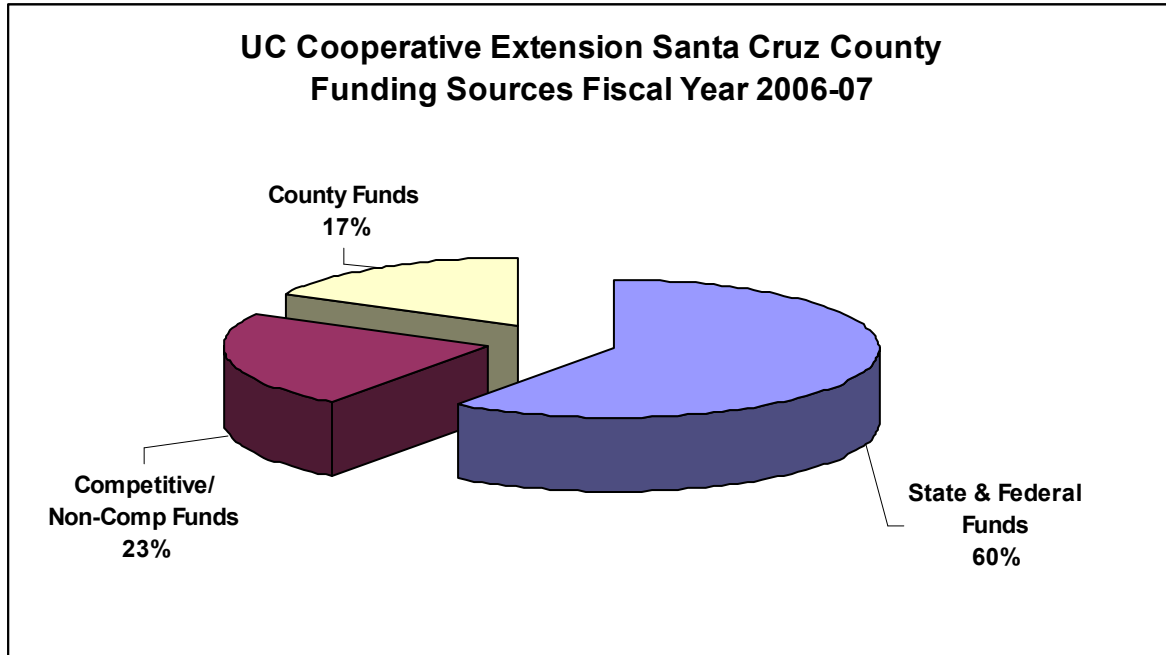
Judy Bettencourt
Division Secretary (Retired 2006)

Teresa Garbini
Division Secretary

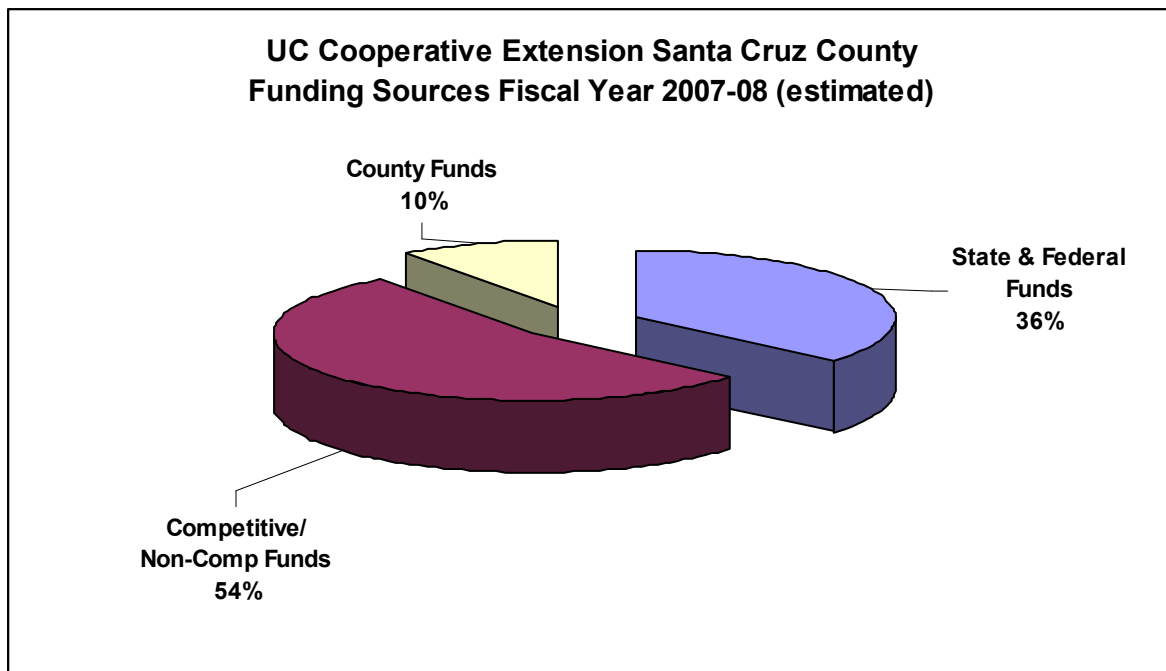
Robin Friedman
Clerk

UC COOPERATIVE EXTENSION SANTA CRUZ COUNTY FUNDING

TOTAL FUNDS FISCAL YEAR 2006-07: \$1,434,475



TOTAL FUNDS FISCAL YEAR 2007-08: \$2,456,579



UC COOPERATIVE EXTENSION SANTA CRUZ COUNTY PROGRAM AREA & ADVISOR HIGHLIGHTS

AGRICULTURAL RESOURCES

Mark Bolda, Strawberry and Caneberry Farm Advisor

- *Pesticide, Water, and Fertilizer Use.* Conduct collaborative research in several areas to discern 'best practices' for agricultural inputs and their effect on production and water quality.
- *Berry Varieties.* Conduct research and outreach on caneberry and blueberry varieties including production, quality, and marketing opportunities.
- *Costs of Production.* Estimate production costs and potential revenue for conventional and organic berry crops in the region.
- *Extension.* Convene annual meetings and educational programs on multiple topics for strawberry and caneberry growers, industry, and agency partners.

Steve Tjosvold, Environmental Horticulture Farm Advisor

- *Sudden Oak Death and Ramorum Blight.* Conduct research on diseases caused by *Phytophthora ramorum* that affect County woodlands and nurseries.
- *Light Brown Apple Moth.* Provide research-based educational information and outreach for government and agency partners, nurseries, and the public.
- *Master Gardeners.* Provide research-based education and outreach to the public in reducing pesticides, water, and fertilizers in gardens and home landscaping. More than 100 adult volunteers participate in this program.

Laura Tourte, Farm Management Advisor

- *Alternative Weed Management.* Conduct research and outreach on alternative weed management strategies, including cover crops, mechanical cultivations, herbicide use reduction, and their effect on crop quality, water quality, and economics for area crops.
- *Costs of Production.* Estimate production costs and potential revenue for conventional and organic vegetable and berry crops in the region.
- *Extension.* Convene educational workshops on record keeping and financial and farm management for small, beginning, and limited resource farmers.



UC COOPERATIVE EXTENSION SANTA CRUZ COUNTY PROGRAM AREA & ADVISOR HIGHLIGHTS

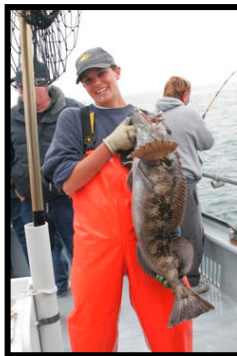
NATURAL RESOURCES

Carrie Pomeroy, Marine Fisheries/Sea Grant Advisor

- *Santa Cruz Wharf Recreational Fishery Project.* Characterize wharf anglers, seafood consumption, environmental conditions and toxin patterns and concentrations to encourage safe seafood consumption. Partnering with UCSC to train 31 student interns to assist with data collection.
- *Santa Cruz Harbor Commercial Fishing Community and Port Profile.* Conduct social science research to profile the harbor and local fisheries to build knowledge and enhance decision-making among stakeholders.
- *Sustaining Fisheries Systems.* Provide science-based information to raise awareness of community leaders and general public about commercial fisheries, and support informed policy and personal decisions towards sustainability of natural resources and the viability of communities that depend on these resources. Fishery bulletins are in development to assist with education and outreach.

Rick Starr, Marine Science/Sea Grant Advisor

- *Public Policy.* Conduct and participate in extensive collaborative public policy work on new Central Coast Marine Protected Areas.
- *Collaborative Projects.* Lead and work on multiple fishing projects to collect data critical for understanding new protected areas and management actions, which will help determine the 'health' of the Monterey Bay's marine ecosystems.
- *Extensive Scientist-Fisher Discussions.* Lead and participate in discussions and outreach implemented to build collaborative processes and trust for managing new marine protected areas.



UC COOPERATIVE EXTENSION SANTA CRUZ COUNTY PROGRAM AREA & ADVISOR HIGHLIGHTS

HUMAN RESOURCES

Lynn Schmitt-McQuitty, 4-H Youth Development Advisor

- *Afterschool Providers to Improve Science Impacts with Children.* The Youth Development Program is engaged in three-year project with afterschool providers in Santa Cruz and Soquel to measure how participation in regular on-going science training impacts the ability of providers to successfully deliver science in afterschool settings. Results indicate that 92% of providers increased their level of confidence in providing science programs after participating in science trainings.
- *Experiential Learning Training.* Experimental learning is a process that allows young people to connect their learning to real world experiences. Results from various collaborative research and outreach projects indicate that 94% of participants learned information on Experiential Learning that could be used in programs or classrooms, with 60% changing their teaching practices because of their participation.
- *National 4-H Science, Engineering and Technology Liaison for California.* This new program has the opportunity to help promote, enhance, and deliver educational experiences for Santa Cruz County youth and teachers.
- *4-H Club Program.* This volunteer program for County youth works to build life and citizenship skills. More than 200 youth and 100 adults participate in various programs and projects. Projects include those in aerospace and rocketry, animal husbandry, creative arts, and outdoor activities.



UC COOPERATIVE EXTENSION SANTA CRUZ COUNTY

VOLUNTEER PROGRAMS *EXPANDING COMMUNITY EDUCATION AND OUTREACH*

ESTIMATED VALUE OF COMMUNITY SERVICE

PROGRAM	FY 2006-07	FY 2007-08
Master Gardeners		
Project/Community Service Hours	7,711	7,335
4-H Youth Development Club Program		
Project/Community Service Hours - Adults	744	906
Project/Community Service Hours - Youth	4,878	3,906
Estimated Value of Community Service (\$)*	\$158,700	\$154,684

* Estimated by total number of adult volunteer hours x \$18.77 per hour
(Financial Standards Accounting Board: 2006 hourly dollar value for volunteers).



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