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President
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A new Vice President for Agriculture

California's first Constitution, ratified in 1849, proclaimed that "The Legislature shall encourage, by all suitable means, the promotion of intellectual, scientific, moral, and agricultural improvement." The inclusion of agriculture on this list reflects its overriding importance to the then-fledgling state. But it was not until 1874, with the founding of the Agricultural Experiment Station within the University of California, that the state obtained the means it needed to "encourage . . . agricultural improvement" in a systematic way. Together with Cooperative Extension, the Agricultural Experiment Station has contributed greatly to California agriculture for many decades.

When the two were established, most Californians lived on farms or in rural communities. Systems for marketing, transportation, and communications were relatively primitive. All that has changed, of course. As California has expanded and its society has become more complex and interdependent, University research and extension activities have expanded too. We remain very much interested in and concerned with productivity in agriculture; but we are also deeply involved in research and education in forestry, processing and marketing, natural resource management and conservation, aquaculture, environmental protection, human nutrition, family and consumer welfare, farm labor, youth development, and a host of other issues as well. University agriculture and California agriculture have grown hand in hand.

The California of today would be virtually unrecognizable to a Californian of 1874; we live in a different world, one that has brought different problems and challenges. But one central fact has not changed. Agriculture is still the economic backbone of California. It is our largest industry and, current economic difficulties notwithstanding, one of the astonishing economic success stories of our century, thanks in significant part to work carried out at the University of California.

All of which means that the University's Vice President for Agriculture and Natural Resources occupies a position of crucial importance to California agriculture. He will confront, for example, the pressing need for research that will help solve today's problems and the equally insistent need for basic research that contributes to our understanding and knowledge at the cutting edge of science. He will face the often conflicting expectations of a broad array of constituencies: farm labor groups, environmental interests, alternative and organic agriculture producers, small and part-time farmers, corporate farmers, public health and consumer groups. And he will do so at a time when California agriculture is moving into a future increasingly shaped by national policy, international trade agreements, and other economic and political forces

that originate well beyond the boundaries of California. The Vice President must understand these forces and influences and contribute intelligently to the public and policy debates about them.

The appointment of Kenneth R. Farrell as Vice President for Agriculture and Natural Resources will bring to the University and our state a leader in agriculture who is eminently qualified to handle these challenges. An agricultural economist by training, he is currently the Director of the National Center for Food and Agricultural Policy at Resources for the Future in Washington, D.C. He is well acquainted with California and the University. From 1957 to 1971 he served in a number of University posts, including several years as Associate Director of the Giannini Foundation at Berkeley, where he was responsible for developing and coordinating research on agricultural economic programs. He worked for a year as Assistant Director of Cooperative Extension at the Davis campus and as Special Assistant to the Dean of Agriculture at Berkeley. During that time he also spent a year as a Fulbright lecturer and research scholar in agricultural economics at the University of Naples.

Dr. Farrell left the University in 1971 to join the U.S. Department of Agriculture's Economics and Statistics Service, where from 1977 until 1981 he headed the Service and was responsible for planning and executing national economic research and statistical reporting activities. More recently, in his association with Resources for the Future, he directed a program of research, policy analysis, communication, and leadership development on national public policies for agriculture, natural resources, and the environment. He has served as a member of presidential commissions and panels, study groups, and task forces concerned with agricultural policy, including several groups involved with international issues in agriculture.

This broad state, national, and international experience will serve Dr. Farrell well as Vice President for Agriculture and Natural Resources. His familiarity with agricultural policy issues will be especially useful in carrying out the Division's strategic planning.

For more than a century the University of California has proudly fulfilled its mandate to assist, serve, and improve California agriculture and to advance our knowledge and increase our understanding of the agricultural sciences generally. I am delighted that the University will have Vice President Farrell's vigorous and dynamic leadership in carrying on that historic task. Welcome back, Ken.