



Riverside County AGRICULTURE

The official publication of Riverside County Farm Bureau, Inc.
A private, nonprofit organization serving farmers throughout Riverside County since 1917

Our 78th Year of Publication: Volume LXXXVIII, Number 7, July 2024.



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(USPS 466-900) Published monthly by Riverside County Farm Bureau, Inc., a non-profit organization serving farmers and ranchers at 21160 Box Springs Road, #102, Moreno Valley, California 92557, Telephone 951/684-6732. Subscriptions: \$1 per year of membership dues. Periodicals postage paid at Riverside, California 92507, under act of March 3, 1887. POSTMASTER: Send address changes to RIVERSIDE COUNTY FARM BUREAU, 21160 Box Springs Rd., #102, Moreno Valley, CA 92557. For advertising information, Telephone (951)684-6732 - Printed by Layton Printing, La Verne, California.

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Welcome New Members

We would like to "Thank You" for becoming part of the Farm Bureau Family.

Connecting with Agriculture at the San Diego Fair



The San Diego Fair has long been a celebration of California's diverse culture, arts, and entertainment. This year a newly formed Agricultural Advisory Council (AAC) aims to bridge the gap between fair attendees and the farmers and ranchers who play a vital role in our community's food production. The intent is not only to immerse visitors with the usual

thrills of rides and delights of fair food but to also deepen the understanding of agriculture.

The AAC seeks to educate and engage visitors about the importance of farming and ranching in our daily lives. One of the primary objectives is to provide educational opportunities for fair attendees through a series of informative displays, demonstrations and interactive exhibits. Visitors will have the chance to delve into various aspects of farming and ranching, learning about the journey of food from farm to table hoping to inform and inspire.



At the inaugural meeting featured guests where CDFA Secretary Karen Ross, California State Treasurer Fiona Ma, California Farm Bureau President Shannon Douglass, and Past Executive Director of the San Diego Farm Bureau Eric Larson. The AAC looks to have inspiring programs for the fair in 2025 and beyond.



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SAVE THE DATE

September 27-29, 2024

Join us in Orange County for our Annual Ag in the Classroom Conference.

First Bell Registration: May 14 - June 30 - \$345

Early Bird Registration: July 1st - August 16 - \$365

Registration after August 16 - \$385

Registration opens May 14!



Visit WWW.learnaboutag.org by May 14. for CONFERENCE INFORMATION

Inspiring Elementary Students About Agriculture in the Coachella Valley



In a bustling auditorium filled with eager young minds, Director Ellen Way stood before 300 elementary students from Desert Sands Unified School District, bringing to life the vibrant world of agriculture in the Coachella Valley. As part of the "Rooted in Education" program orchestrated by Mark Tadros from Aziz Farms, the objective is to educate and empower the next generation about the importance of locally grown food.

The presentation began with Director Way's warm welcome setting the stage for a journey through the agricultural landscape of the Coachella Valley. With vivid imagery and engaging storytelling, she painted a picture of fields bursting with life and explained the intricate process of growing safe, abundant food that surrounds their community.

To deepen their understanding a hands-on Farmers Market was created and students were able to select four fruits and vegetables locally grown. After selecting their produce, they were shown how it was grown, learned about the careful balance of soil health, water management, and then tasted their bounty. These activities not only reinforced the lessons taught but sparked excitement. By showcasing the significance of agriculture in their daily lives and emphasizing the role each student can play in supporting local farmers, she empowered them to make informed choices about food and the environment.

The success of the "Rooted in Education" program underscored the importance of community collaboration. Aziz Farms' proactive outreach to partner with the school district demonstrates a shared commitment to enriching educational experiences and nurturing a deeper connection between students and their local agricultural heritage.



2024 San Diego Fair The Toast of the Coast

COMMERCIAL WINE COMPETITION RESULTS

The Toast of the Coast Wine Competition celebrates the craftsmanship, tradition and innovation of wine producers throughout the world.



CONGRATULATIONS to all the Temecula Valley Wineries that received a Director Award, Double Gold Award, Gold Award, and Silver Award at the San Diego Fair! What an outstanding achievement!

To view the results, visit <https://www.sdfair.com/p/participate/entry/wine-competition>

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FARM BUREAU AT WORK

State Legislative and Government Affairs Updates

Insurance

AB 2996 authored by Assemblymember David Alvarez (D San Diego) and supported by the California Farm Bureau passed from the Senate Business and Professions Committee and the Senate Insurance Committee this week. AB 2996 will leverage the state's iBANK to support the ability of the FAIR Plan to maintain solvency as the number of policies continues to grow. The bill is not a solution to the insurance markets problems but is a prudent backstop to FAIR Plan total insolvency, which would drag down the entire statewide market fully. Farm Bureau supports depopulating the volume of FAIR Plan policies and simultaneously encourages the FAIR Plan to utilize a resource like iBANK if feasible to better maintain its economic position. Staff: Peter Ansel; pansel@cbbf.com

The Department of Insurance conducted a virtual workshop regarding its draft regulations for catastrophe modeling and rate plan setting. As mentioned

recently, these are the next set of regulations from the Department to restore competitiveness to California's insurance market. As part of that process, insurers will be permitted to use catastrophe modeling and reinsurance cost pass through (often determined by underwriting parameters of the reinsurers) in exchange for commitments to write policies again in distressed areas of the state. Farm Bureau submitted written public comments to the draft regulations and participated in the virtual workshop. Staff: Peter Ansel; pansel@cbbf.com



ORIENTAL FRUIT FLY UPDATES

Proposed Reduction of the Oriental Fruit Fly Quarantine Boundary - San Bernardino and Riverside Counties

The Oriental Fruit Fly Quarantine Boundary has changed in the following areas:

- **San Bernardino and Riverside Counties – Riverside and Moreno Valley Areas**

Effective July 05, 2024, the Department is reducing the San Bernardino and Riverside Counties Quarantine Boundary. A map of the proposed boundary can be found at: www.cdffa.ca.gov/plant/off/regulation.html#maps

Regulated articles and conditions for intrastate movement under the quarantine can be found at Title 3 California Code of Regulations (CCR) Section 3423. Pursuant to Title 3 CCR Section 3423 any interested party or local entity may appeal a quarantine area designation.

Process to Appeal the Proposed Reduced Boundary

The appeal must be submitted to the Department in writing and supported by clear and convincing evidence. The appeal must be filed no later than ten (10) working days from the date of this notification. During the pending of the appeal, the designated Quarantine Boundary under appeal shall remain in effect.

Mail Appeals to:

CDFA - Pest Exclusion
1220 N Street, Room 221
Sacramento, CA 95814

Electronic Notification of Boundary Changes

California Code of Regulation allows interested parties to be notified of quarantine area boundary changes, as well as the opportunity to submit quarantine boundary appeals. If interested in receiving notifications, please sign up for regulatory updates through the email notification list at: <https://public.govdelivery.com/accounts/CADFA/subscriber/new>

For questions regarding the regulations or map, please email Dayna Napolillo at dayna.napolillo@cdffa.ca.gov or call 916.654.0312.

Pesticides

Ag strikes a compromise on boosting mill fee.

A broad coalition of farm groups and chemical manufacturers have dropped their opposition to a proposed increase to the mill assessment after securing new amendments. The Legislature recently rejected the Newsom administration's mill proposal and instead rallied behind a policy bill that would do the same but with critical legislative oversight.

After hearing concerns over accountability from both ag and environmental justice advocates, Assemblymember Eduardo Garcia (D Coachella) has added a set of guardrails within AB 2113. This week he tightened up that language ahead of a Senate Ag hearing.

The administration's proposal would have enabled the Department of Pesticide Regulation to enact additional increases in four years. AB 2113, however, would cap such increases, unless DPR returns to the Capitol for prior approval. The bill would also require DPR to meet certain timelines for registering new products and to report annually on that process. Farm groups have worked closely with Garcia as well as the administration and legislative leaders on the bill.

The measure has gained bipartisan support and in August faces the Legislature's fiscal gauntlet with a key appropriations vote. Staff: Chris Reardon, creardon@cbbf.com

Riverside County Supervisors Unanimously Approve Rancho Ordinance

A new county ordinance to define the land-use and create regulations for Ranchos in the Coachella Valley, an effort that Supervisor V. Manuel Perez, the community and county staff worked on over the past three years, was unanimously approved by Riverside County Supervisors on Tuesday, June 25, 2024.

In rural areas of the Coachella Valley, Ranchos are large agricultural properties, used by families, for generations, to hold events, primarily outdoors, such as weddings, birthdays, anniversaries, baptisms, baby showers, quinceañeras, graduations and more.

The ordinance sets standards for noise, trash, access for first responders, parking, traffic and land-use – requiring 40 percent agriculture use and 20 percent date palms, creating a balance between safety and wellness for the entire community.

The 5-0 vote at the Board of Supervisors meeting establishes what may be a first as a county, unique in the state and possibly the nation, with a land-use ordinance that recognizes these types of properties. The ordinance creates options for Ranchos to become permitted full-time event venues in the county.

"I'm very proud of this day," said Supervisor Perez. "This is what it's all about. It's historical, it's cultural, it goes way back. I want to thank staff, three years... And you know what, we're not done yet... but we are going to move this forward today. I want to thank my colleagues for being so gracious, being supportive, being here in solidarity to make this happen. This is a proud moment for all of us."

The ordinance will be brought back for a second reading in July before it takes effect 30 days later. Rancho owners will then be able to apply for a permit by sending an application to the Riverside County Planning Department. The county will hold a workshop for Rancho owners and have a designated planner for answering questions and processing Ranchos.

Over 30 people in the Rancho community came out to the meeting in support. Speakers expressed that Ranchos represent opportunity, to support families as well as the date business. Comments touched on the opportunity for families to be able to pursue their dreams to have their special days and celebrations held at Ranchos. Another highlighted the small businesses supported by Ranchos, a long list that includes food vendors, tables and chairs, event coordinators, bakeries, musicians, DJs, hotels, AirBNB owners, real estate vendors, hair and makeup, photographers, videographers, photo booths, janitorial services, security crews, landscape maintenance companies, and decorators.

Claudia Lua Alvarado, owner of Rancho 51 Date Garden and leader of Ranchos and Vendors United, states, "After three long years we're very happy to have the support of Supervisor Victor Manuel Perez and all the Supervisors to get this final vote. We thank them for getting this vote because now we get to stay in business, our Ranchos and vendors will continue and our community will thrive, our heritage, our families and our traditions will stay alive. Thank you again for all your support and we're just excited to continue our beautiful businesses in our Coachella Valley."



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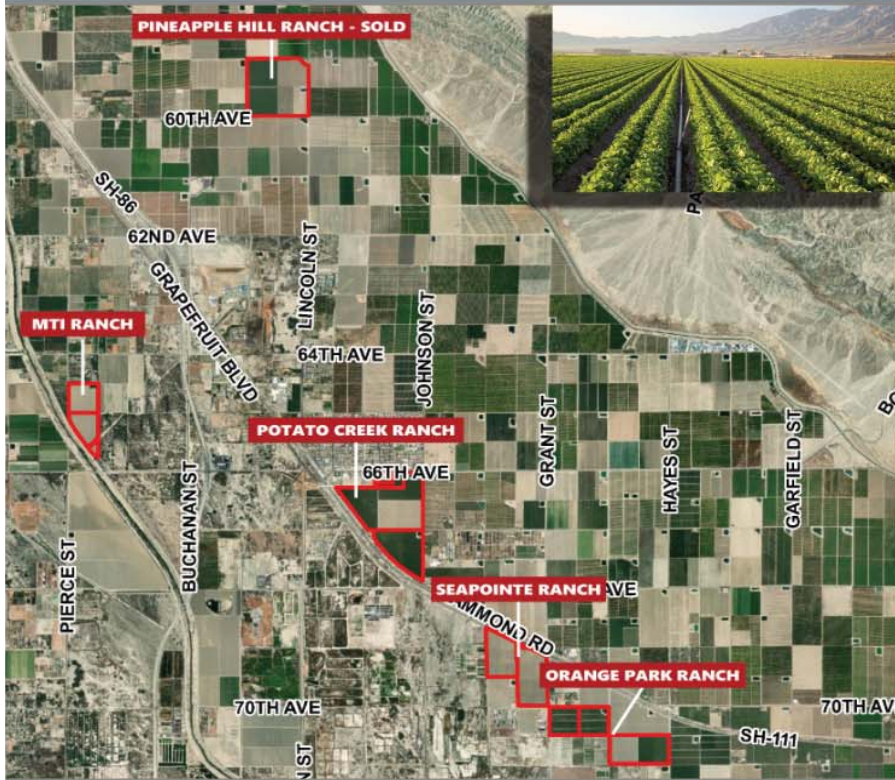


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RANCH INFO

- **MTI Ranch \$1,353,420 (\$18,000/AC)**
75.19 AC Pierce St & 65th Ave, Thermal
- **Potato Creek Ranch \$5,326,200 (\$22,000/AC)**
242.10 AC SWC Johnson St & 66th Ave, Mecca
- **Seapointe Ranch \$2,645,800 (\$20,000/AC)**
132.29 AC NWC Hwy 111 & Grant St, Mecca
- **Orange Park Ranch \$3,111,800 (\$20,000/AC)**
155.59 AC Colfax St & 70th Ave, North Shore
- **Pineapple Hill Ranch - SOLD**
157.69 AC NWC Lincoln St & 60th Ave, Thermal

COACHELLA VALLEY



VICINITY MAP



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Thank You

Your commitment to quality and sustainable growing practices has not gone unnoticed. Thank you for your tireless efforts from planting to harvest. Your passion and dedication are appreciated and helped make the 2024 season a success.



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A Message From RCFB President



Hello everyone,

I hope you and your families had a wonderful Fourth of July celebration filled with great food, good company, and lots of fun.

Our board meetings are currently on summer break and will reconvene on September 11th. During this hiatus, our dedicated board members and office staff have been hard at work managing numerous tasks. We are actively monitoring legislative developments that affect agriculture at local, state, and federal levels.

We have a few important meetings scheduled:

- The RCFB Executive Committee Meeting is July 15th, where we will discuss county business and relevant issues.
- A Regional Caucus with Southern California County Farm Bureaus to address common state and county concerns.
- Policy Recommendation Committee Meetings on July 25th at the California Farm Bureau Federation headquarters in Sacramento.

I am pleased to announce the success of our revamped Membership Committee, which has set ambitious goals and will meet again in August. If you have any ideas, suggestions, or know someone interested in joining the Farm Bureau, please reach out to our office.

Our Young Farmers and Ranchers program continues to thrive with a variety of engaging events. For event details or to recommend someone for RCFB YF&R, please contact our office.

A special thank you goes to the Riverside County Sheriff's Department for their dedicated work with our Ag Task Force in Western Riverside, Coachella, and Blythe. Their unwavering support is invaluable in combating agricultural crime and ensuring the safety of our farmers. Please report all theft to keep the Ag Task Force strong, Western Riverside Sergeant Kory Murphy (951)217-4560 and Coachella Valley Deputy Pasch (760)308-8465.

As always, the Riverside County Farm Bureau wishes you and your families a happy, safe, and bountiful summer. Kind regards, RCFB President Richard Schmid

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CALENDAR OF EVENTS



There will be no Board of Directors meeting in July and August 2024. The next Board meeting will be held on Wednesday, September 11, 2024. More details will be announced at a later date.

Food and Farm News

Courtesy of CFBF

USDA begins accepting applications to help dairies impacted by Avian flu

The U.S. Department of Agriculture began accepting applications Monday for financial assistance to dairy producers who incur losses due to Highly Pathogenic Avian Influenza. The funds, to be provided through the Emergency Assistance for Livestock, Honeybees and Farm-raised Fish Program, would assist in covering a portion of financial losses resulting from reduced milk production when cattle are removed from commercial milking in dairy herds after a confirmed positive avian influenza test. Twelve states have reported dairy cattle infections.

American Farm Bureau Federation: Fourth of July cookout gets more costly

Families celebrating the Fourth of July holiday will continue to find stubbornly high prices at the grocery store, according to the 2024 American Farm Bureau Federation annual market basket survey. An Independence Day cookout will cost \$71.22 for 10 guests this year, with the grocery bill up 5% from 2023 and almost 30% from just five years ago. A \$7.12 per-person cost represents a record high since AFBF began the survey in 2013. The cookout favorites include cheeseburgers, chicken breasts, pork chops, homemade potato salad, strawberries and ice cream.

California avocado growers eye pause of Mexican imports

With the supply of Mexican avocados tapering off and prices rising, California growers have ramped up harvest, hoping to send the bulk of their crop to the market while it remains strong. They may see prices jump even higher if the U.S. Department of Agriculture does not immediately resume inspections of avocados from the Mexican state of Michoacan. Inspections were halted there after two USDA inspectors were attacked earlier this month. Officials said USDA inspections in Michoacan will "gradually" return.