



# Los Angeles County Farm Bureau

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## LACFB

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*Nebeker Ranch*

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Victoria Gerginis  
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*Upcoming Event.....  
Upcoming Event.....*

**Do your students  
have agricultural  
related  
questions?**



**AG DAY LA~**

APRIL 13 & 14, 2011

**Free Registration and information:**

Late Bird time slots still available!

<http://agdayla.com/agday2011.html>

*Also In This Issue*

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## Ask your friends and families to join Farm Bureau in 2011 because:

We are your number-one source for agricultural news, we are your advocacy partner and we work hard to save you money on your everyday business expenses. Join today and your voice will become more than 80,000 members strong.

### There's an old saying....there is strength in numbers

Farm Bureau members get results through grass- roots involvement that begins at your county Farm Bureau. With a network of 53 county Farm Bureaus you become a part of the California Farm Bureau Federation, the largest organization representing agriculture at the county state and federal levels of government.

### Let Farm Bureau help you get answers

Keep current on regulations and industry trends through *Ag Alert*, the most-read weekly agricultural newspaper, and through our website at [www.cfbf.com](http://www.cfbf.com). Be aware of local issues before they affect you through you county Farm Bureau office. Maintain compliance with ever-changing labor laws by subscribing to the Farm Employer's Labor Service.

### Let Farm Bureau help you reduce your business expenses

Reduce your insurance costs with access to Farm Bureau programs offering competitive quotes for rates on your farm, auto health and worker' compensation insurance. Learn about many other member benefits and discount programs including Dodge, Grainger, Kelly-Moore, LensCrafters and more.

### Help Farm Bureau promote consumer confidence

Volunteer or support the California Foundation for Agriculture in the Classroom, Farm Bureau scholarships and local Farm Bureau public relations programs such as our *California Country* television show and magazine.

- **"Freebies" for Farm Bureau Members** – click here to review the list of discounts - <http://cfbf.com/benefits/#guide>
- **New insurance savings for "Voting" members**
  - California Farm Bureau Federation in conjunction with Nationwide Insurance is now offering a new benefit for voting members. "Voting Farm Bureau members are now eligible for a 12.5% discount on their personal auto insurance with Allied and Nationwide," according to John Valentine of Nationwide Insurance. Sustaining members will continue receiving the 7.5% discount.

### We know Mother Nature doesn't wait.

That's why we get your employees back to work fast through our careful processing of claims. Plus, we offer eligible Farm Bureau members a 6% discount on premiums. It's all part of our commitment to California agriculture. Because Mother Nature doesn't stop, and neither will we.

Together, we'll help keep California working.  
[statefundca.com](http://statefundca.com)



a Nationwide® company  
On Your Side®



John Valentine  
Director, Sponsor  
Relations Nationwide  
Insurance

Contact John via email at:  
[Valentj4@nationwide.com](mailto:Valentj4@nationwide.com)



### Nationwide Insurance

Nationwide Insurance Company of America offers a 7 1/2 percent discount on personal auto insurance to Farm Bureau members in California. To find an agent near you, visit [www.nationwide.com](http://www.nationwide.com) or call 1-877-669-6877

Web site at [www.nhpcalifornia.com](http://www.nhpcalifornia.com).

### Allied Insurance

Allied Insurance provides quality insurance products and On Your Side service to individuals, families, farms and businesses. Customers know the Allied name represents quality insurance and outstanding service at a fair price. **Personal Auto ~Farm Bureau members receive a 7 1/2 percent discount on Allied's personal auto insurance.** Search the Allied Agent Locator (<http://www.cfbf.com/farmagents/>) for an agent near you or call (800) 282-1446.



## **AGRICULTURAL TIDBITS:**

**Clothing prices may rise and Kern's cotton has something to do with it [Bakersfield Californian, March 1, 2011]** Just as recession-weary families are grappling with soaring food and gas prices, the apparel industry is projecting an increase in the price of clothes later this year. "We're sort of in the perfect storm right now," said Nate Herman, vice president of International Trade for the American Apparel and Footwear Association. Cotton prices have nearly tripled in the last year and are the highest they've been in years. Because of that, all other materials are on the rise. Polyester prices are up about 50 percent and leather prices have more than doubled. At the same time that commodities are going up, already high fuel prices have skyrocketed amid the political upheaval in the Middle East. That elevates the cost of shipping from Asia, where a lot of the clothes sold in the United States are produced. [http://www.bakersfield.com/news/business/kern/x1284224877/Clothing-prices-may-rise-and-Kerns-cotton-has-something-to-do-with-it?utm\\_source=widget\\_59&utm\\_medium=summary\\_entries\\_teaser\\_widget&utm\\_campaign=synapse](http://www.bakersfield.com/news/business/kern/x1284224877/Clothing-prices-may-rise-and-Kerns-cotton-has-something-to-do-with-it?utm_source=widget_59&utm_medium=summary_entries_teaser_widget&utm_campaign=synapse)

**Food costs will increase 4% in 2011, USDA says in raising its projection [Bloomberg News, February 25, 2011]** Food costs will rise as much as 4% this year, more than the 2% to 3% estimated last month, after a surge in prices for farm goods, the U.S. Department of Agriculture said Thursday. Forecasts were raised for meat, eggs, cooking oils, fruits and vegetables, sweets and cereals and baked goods as food inflation accelerated at the fastest pace since reaching a 28-year high in 2008, the USDA said in a report. Higher costs for corn, the primary feed for pigs and chickens, may boost pork prices as much as 6.5% and eggs 4.5%. "Higher prices for crops and livestock will again pressure food prices," as increased commodity costs work their way through the food-supply chain toward consumers, chief economist Joe Glauber said. <http://www.latimes.com/business/la-fi-food-prices-20110224,0.4984077.story>

**LAX customs inspectors check Valentine's Day flowers for insects [Torrance Daily Breeze, February 10, 2011]** Officer Hugo Rodriguez slipped on a pair of black plastic gloves and plucked a velvety petal from a red rose. Peering through a magnifying glass, the U.S. Customs and Border Protection agricultural specialist searched for unusual signs of disease or clues that a small insect may be feeding on a lush shipment that just arrived at Los Angeles International Airport.... Customs officials at LAX discovered 93 insects after examining 17.4 million flowers during the 2010 Valentine's Day shipping season, according to the latest figures provided by the CBP. That number is expected to increase this year as Los Angeles has become the nation's second-busiest flower importer after Miami, Ruiz said. Part of the growth was attributed to the installation two years ago of a cavernous cold-storage facility at the Mercury Air Cargo facility, located down the street from LAX. [http://www.dailybreeze.com/news/ci\\_17343587](http://www.dailybreeze.com/news/ci_17343587)

**Fresh produce is a real bargain – PMA study [Produce Marketing Association, February 8, 2011]** – Fresh produce is not only good for you, but it's a great bargain too, reports new research from Produce Marketing Association (PMA). Specifically, it costs U.S. shoppers on average only \$2.18 to get the recommended nine daily servings of fruits and vegetables – 28 cents for a serving of fruit and 21cents for a serving of vegetables. The value-conscious consumer can get that nine-serving cost down to 88 cents – positioning fresh produce as the affordable, natural "value meal." The PMA-commissioned study by The Perishables Group provides the produce industry with the facts and figures needed to correct consumer misperceptions about produce prices. Findings published in [The Cost of the Recommended Daily Servings of Fresh Produce](#) confirm fresh produce is a good buy year-round, while also packing a nutritional punch. <http://aglinenews.com/news-4.html>

**Farmers appear to win frigid weather battle [Palm Springs Desert Sun, February 4, 2011]**

Record-setting freezing temperatures that had east Coachella Valley farmers going to great lengths to protect their crops this week are on their way out of the desert. A new record low was set Thursday at Jacqueline Cochran Regional Airport in Thermal when the mercury dipped to just 19 degrees in the early-morning hours, according to the National Weather Service....Many farms avoided damage to their crops early Thursday by using helicopters to circulate air and running water to insulate soil and create layers of ice. "I think we did everything we can to protect ourselves, and I think we just got lucky," Jeff Percy, vice president of production of Ocean Mist Farms in Coachella, said Thursday. "We dodged a bullet."

<http://www.mydesert.com/article/20110204/NEWS01/102040305/Farmers-appear-win-against-record-setting-cold?odyssey=tab|topnews|text|Frontpage>

**World food prices hit record highs-(Reuters via Yahoo! News, February 3, 2011)**

MILAN – Global food prices hit a record high in January, the U.N Food and Agriculture Organization said on Thursday, adding that prices, already above the 2008 levels which sparked riots, were likely to rise further. Up for the seventh month in a row, the closely watched FAO Food Price Index touched its highest since records began in 1990, in nominal terms, and topped the high of 224.1 in June 2008, during the food crisis of 2007/08. The index, which measures monthly price changes for a food basket composed of cereals, oilseeds, dairy, meat and sugar, averaged 230.7 points in January, up from 223.1 points in December. Surging food prices have come back into the spotlight after they helped fueled protests that toppled Tunisia's president in January. Food inflation has also been among the root causes of protests in Egypt and Jordan, raising speculation other nations in the region would secure grain stocks to reassure their populations. Severe drought in the Black Sea last year, heavy rains in Australia and dry weather in Argentina and anticipation of a spike in demand after unrest in north Africa and the Middle East has helped power grain prices to multi-year highs.

**New federal dietary guidelines say more fruits and vegetables [Salinas Californian, February 1, 2011]**

New federal nutritional guidelines released Monday have made it easier to measure how much of a plate should consist of fruits and vegetables — half our meal. The U.S. Department of Agriculture and the Department of Health and Human Services examined the latest developments in nutritional science to release the new version of the 2010 Dietary Guidelines for Americans. In Monterey County, produce and health department officials agree that the visual of filling half a plate with fruits and vegetables can be grasped by everyone. "As consumers, we often hear we should eat fruits and vegetables and this new release really quantifies how much we should have," said Diana McClean, spokesperson for Tanimura & Antle, a fresh produce company based in Salinas.

<http://www.thecalifornian.com/article/20110201/NEWS01/102010307/New-dietary-guidelines-say-more-fruit-veg>

**Tomato growers seek eaters [Modesto Bee, January 27, 2010]**

If every day were Super Bowl Sunday, growers of canning tomatoes would win big. That day outpaces all others for salsa consumption, marketing expert Al Ban-isch told growers gathered in Modesto on Wednesday. But the tomato market overall has shrunk in the past few years, despite the widespread use in pasta, pizza, ketchup, soup and other products, Banisch said.

<http://www.modbee.com/2011/01/26/1530196/tomato-growers-seek-eaters.html>

**Traceability rule represents big adjustment for food industry [Washington Post, January 24, 2011]**

In response to a new federal food safety law and growing consumer interest, vast amounts of new data are being generated about the complicated path that food takes from field to supermarket shelf. And, increasingly, some of that information is being offered to curious shoppers, who in some stores can wave a smartphone above an apple or orange and learn instantly where it was grown, who grew it and whether it has been recalled. They can even contact the farmer, if they feel moved....Many in the food business already are using traceability technology, mostly relying on bar codes that can be affixed after harvesting to a piece of fruit or a crate. But the new law has triggered a small gold rush for technology companies angling for a piece of an emerging market, which covers food other than meat, poultry and egg products. They are competing to develop the tracking technology and manage the data.

<http://www.washingtonpost.com/wp-dyn/content/article/2011/01/23/AR2011012302238.html?hpid=moreheadlines>

**Wal-Mart shifts strategy to promote healthy foods [New York Times, January 20, 2011]** Wal-Mart, the nation's largest retailer, will announce a five-year plan on Thursday to make thousands of its packaged foods lower in unhealthy salts, fats and sugars, and to drop prices on fruits and vegetables....The plan, similar to efforts by other companies and to public health initiatives by New York City, sets specific targets for lowering sodium, trans fats and added sugars in a broad array of foods — including rice, soups, canned beans, salad dressings and snacks like potato chips — packaged under the company's house brand, Great Value....In addition, Wal-Mart will work to eliminate any extra cost to customers for healthy foods made with whole grains, said Leslie Dach, Wal-Mart's executive vice president for corporate affairs. By lowering prices on fresh fruits and vegetables, Wal-Mart says it will cut into its own profits but hopes to make up for it in sales volume. "This is not about asking the farmers to accept less for their crops," he said.  
[http://www.nytimes.com/2011/01/20/business/20walmart.html?\\_r=1&scp=1&sq=wall-mart%20takes%20a%20healthy%20turn&st=cse](http://www.nytimes.com/2011/01/20/business/20walmart.html?_r=1&scp=1&sq=wall-mart%20takes%20a%20healthy%20turn&st=cse)

**Nutrition labels on cuts of meat to debut in 2012 [USA TODAY, December 29, 2010]** Those familiar nutrition labels found on everything from soda to cereal to mayonnaise will also be required on meats beginning Jan. 1, 2012, the U.S. Department of Agriculture announced Wednesday. The new labels will list calories, calories from fat, total fat, saturated fat, cholesterol, sodium, protein and vitamins for 40 of the most commonly purchased cuts of beef, poultry, pork and lamb, according to an early look at the labels provided to USA TODAY. The new rules will be published today in the Federal Register. Federal officials say they hope the labels will make Americans as conscious about health choices in the meats they buy as they have become in scouring labels on other packaged food products. [http://www.usatoday.com/yourlife/food/diet-nutrition/2010-12-29-1Ameatlabels29\\_ST\\_N.htm](http://www.usatoday.com/yourlife/food/diet-nutrition/2010-12-29-1Ameatlabels29_ST_N.htm)

## Ready to Join Farm Bureau? Or are you a current member that needs to renew your membership?

Go to [www.joinfb.com](http://www.joinfb.com) to discover the value of Farm Bureau. It's easy! Just complete the online application or call **1-800-698-3276** and press 1 for membership services to join over the phone.

- To renew your Los Angeles County Farm Bureau Membership - [https://www.cfbf.com/RENEW/MEMBER\\_VERIFICATION.aspx](https://www.cfbf.com/RENEW/MEMBER_VERIFICATION.aspx)
- To become a member of Farm Bureau - <http://cfbf.com/joinfb/>

**Agricultural Colleges**

Cal Poly Pomona  
3801 West Temple Ave  
Pomona, CA 91768  
(909) 869-2189

**Convention Center**

Calamigos Ranch  
327 S. Latigo Canyon  
Malibu, CA 90265  
(800) 821-2097  
(818) 879-8130 Fax  
<http://www.calamigos.com/>

**Distribution Supply Tech**

Mark Proctor  
[procnut@aol.com](mailto:procnut@aol.com)  
(909) 627-3638

**Installations**

Pacific Coast Installations  
(562) 630-1733

**Industry**

South Pac Industry Inc.  
Dave Bradley  
[steveb@southpac.net](mailto:steveb@southpac.net)  
(661) 951-1176

**Farms/Ranches**

Alesso Farms  
P.O. Box 398  
Rosamond, CA 93560  
(661) 256-0933

Bench Ranch  
Michael Bench  
7200 West Ave H  
Lancaster, CA 93536  
(661) 949-9999

Forrest Godde  
P.O. Box 1152  
Lancaster, Ca 93584  
(661) 940-3190

**Wells & Pumps**

Rottman Drilling  
46471 N. Division St.  
Lancaster, CA 93535  
(661) 942-6125  
[rdrilling@msn.com](mailto:rdrilling@msn.com)

**Engineering**

Barry Munz  
129 West Pondera St  
Lancaster, Ca 93534  
(661) 948-0805

**Dodge Dealers**

H.W. Hunter, Inc  
1130 Auto Mall Drive  
Lancaster, Ca 93534  
(661) 948-8411

**Financial**

Gary Rardon and Associates  
514 Commerce Ave, Suite A  
Palmdale, Ca 93551  
(661) 272-5672  
[grardon@rardon.org](mailto:grardon@rardon.org)

**Grocery Supplies/Stores**

Antelope Valley Produce  
206 West Nugent  
Lancaster, CA 93534  
(661) 942-5939

Costco #762  
1141 W Ave L  
Lancaster, CA 93534  
(661) 802-4470

**Other Organizations**

50<sup>th</sup> District Agricultural  
Association  
2511 West Avenue H  
Lancaster, CA 93536  
(661) 948-6060

Antelope Valley Air Quality  
Management District  
43301 Division Street, #206  
Lancaster, CA 93535  
(661) 723-8070

**Various Businesses**

Inn of Lancaster  
Lancaster, Ca 93534  
(661) 945-8771

January Creations Inc  
1475 Chastain Pkwy W  
Pacific Palisades, CA 90272  
(310)230-1100

Ray Martin  
P.O. Box 114  
Valyermo, CA 93563  
(661) 435-9950

Valley Sod Farms  
16405 Chase Street  
North Hills, CA 91343  
(818) 892-7258

Hemme Hay & Feed  
43719 N Sierra Hwy  
Lancaster, CA 93534  
(661) 942-8880

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